

Presentation Guidelines

A' Design Award and Competition, Presentation, Image and Photo Guidelines

This guideline describes how to prepare your presentation (Images, Description etc) for nominating works to A' Design Award and Competition. The guidelines document includes best practices, tips and restrictions for preparation of images for submission together with examples.



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The following are the list of items that could be submitted when making a nomination. **Items market with * are required**, all others are optional. Providing more information, additional images and description of your image is almost always positive as it creates a better understanding of your design from the point of view of the audience.

What could be submitted?

- 01. Main Image*:** *This is a 3600x3600 pixel jpeg image that will present your design. It will be used in most mediums to communicate your design. Preferably, this is a single image where you could see the design in a clear fashion.*
- 02. Optional Images:** *These are 1800x1800 pixels jpeg images that will be used to further present your design. They are optional but they are highly suggested. You can make a free presentation using these images.*
- 03. PDF Document:** *The PDF Document is a maximum 40 Pages A4 document that can accompany your design during your submissions. The PDF Document can include information to communicate your design technically.*
- 04. Video:** *The Video is a 45 Second, 10 MB AVI file, it is like an advertisement of your design and will be shared with TV Channels and video networks.*
- 05. Required Design Details*:** *These are the required text based descriptions for your design; these are shared with press members and also appear at press releases.*
- 06. Optional Design Details:** *These are the optional text based descriptions for your work, these are also shared with press members and will appear at various websites and news platforms, and will be attached to press releases as well.*
- 07. Book-Page Description:** *This is the description of your design as it will appear in the annual yearbook.*
- 08. Profile Image:** *This is your profile image, your own photo to be distributed to press members.*
- 09. Profile Details:** *This is your profile details, cv etc, to be shared by press members upon request and also available online for viewing.*
- 10. Extra Photos:** *These are additional PR Images that you might want to submit for your design.*
- 11. Client Logo:** *The logo of the client that you had designed the work for will appear together with the design.*
- 12. Client Description:** *A Descriptive text about the client, a very brief summary.*
- 13. Design Interview:** *This is a pre-made interview that you could fill for your design project; it will be shared with press members so that the press members could copy-paste your answers to their articles.*
- 14. Designer Interview:** *This is a pre-made interview that you could fill about yourself. it will be shared with press members so that the press members could copy-paste your answers to their articles.*
- 15. Your Press Releases:** *These are press releases written by you, for us to distribute.*

01. Main Image*

The following are the basic & general rules that you should take into consideration while uploading and preparing the “Main Image” for your design. Main Image upload function can be accessed from your hidden cabinet under control panel.

Main Image

- 01. Size & Resolution:** Please be advised that the Main image should be 3600x3600 pixels exact, save it as 72 DPI JPEG file, high or medium-high quality.
- 02. Scaling:** Never scale up your design more than 150% (1.5X), the image will become pixelated. The main image will be used for printing A2 poster, so it is important that your design looks clear.
- 03. Descriptive Texts:** If otherwise not specified, do not include any text, name or watermark in the main image. Remove any logo or marks from your main image. You can later provide the description of your design in either the PDF documentation or the text fields.
- 04. Background Color:** Use black or white background color for your image (If you have empty space in canvas, fill the remaining area with preferably with white or black color).
- 05. Centering:** If your image is larger than 3600x3600 pixels, please fit your image to a blank canvas of 3600x3600 pixels by either scaling down (without distortion) or cropping. If your image is smaller than 3600x3600 pixels, try to fit it by centering and scaling up.
- 06. Image Rights:** Always use only the images that you have been granted usage of. Do not use others images, free stock photography etc. Make sure you have the licenses of any images that you are going to be using.
- 07. Image Color and Brightness:** Submit full color when possible. Gray scale is not preferred for designs. Make sure your image is bright, and has been adjusted for contrast. This is really important a recent survey shows that press members will pick brighter designs for publishing more than others.
- 08. Notes:** These requirements and restrictions were made such that the annual book, competition posters, invitations and large posters could be prepared smoothly without any issues. These images will also be sent to press members, and therefore they must look good. If the images you have uploaded are too small, they cannot be included in the annual book. If you are uploading a product design, it might be desirable to have a white or black background for the images.
- 09. Photos:** Do not take photos of your own designs unless you are a highly skilled photographer. Photos taken in studios have better brightness and contrast ratios and are more suitable for printed media. As a side note, you do not need to submit photographs; a good clean render is as good. You are allowed to use human models when taking photos.
- 10. Illustrations:** You can use illustrations or other 3d models with your designs as long as they do not mask the original design. You must own the licenses to other models or illustrations when using them.
- 11. Presentation:** Less is more for main image, include one clean view of your design rather than a series of images.
- 12. Contents:** The exact type of image content that you should be submitting is explained in the category description.

02. Optional Images

The following are the basic & general rules that you should take into consideration while uploading and preparing the “Optional Images” for your design. Optional Images upload function can be accessed from your hidden cabinet under control panel.

Optional Images

- 01. Size & Resolution:** Please be advised that the optional image should be 1800x1800 pixels exact, save it as 72 DPI JPEG file, high or medium-high quality.
 - 02. Scaling:** Never scale up your design more than 120% (1.2X), the image will become pixelated. The optional image will be used also within the A2 poster, so it is important that your design looks clear.
 - 03. Descriptive Texts:** If otherwise not specified, avoid including any text, name or watermark in the optional images. Remove any logo or marks from your optional images. You can later provide the description of your design in either the PDF documentation or the text fields.
 - 04. Background Color:** Use black or white background color for your image (If you have empty space in canvas, fill the remaining area with preferably with white or black color).
 - 05. Centering:** If your image is larger than 1800x1800 pixels, please fit your image to a blank canvas of 1800x1800 pixels by either scaling down (without distortion) or cropping. If your image is smaller than 1800x1800 pixels, try to fit it by centering and scaling up.
 - 06. Image Rights:** Always use only the images that you have been granted usage of. Do not use others images, free stock photography etc. Make sure you have the licenses of any images that you are going to be using.
 - 07. Image Color and Brightness:** Submit full color when possible. Gray scale is not preferred for designs. Make sure your image is bright, and has been adjusted for contrast.
- This is really important a recent survey shows that press members will pick brighter designs for publishing more than others.
- 08. Notes:** These requirements and restrictions were made such that the annual book, competition posters, invitations and large posters could be prepared smoothly without any issues. These images will also be sent to press members, and therefore they must look good. If the images you have uploaded are too small, they cannot be included in the annual book. If you are uploading a product design, it might be desirable to have a white or black background for the images.
 - 09. Photos:** Do not take photos of your own designs unless you are a highly skilled photographer. Photos taken in studios have better brightness and contrast ratios and are more suitable for printed media. As a side note, you do not need to submit photographs; a good clean render is as good. You are allowed to use human models when taking photos.
 - 10. Illustrations:** You can use illustrations or other 3d models with your designs as long as they do not mask the original design. You must own the licenses to other models or illustrations when using them.
 - 11. Presentation:** For optional images, you can present multiple images of the design, different views or shots, close-ups, details etc. They should communicate your design further by providing added information through visuals.
 - 12. Contents:** The exact type of image content that you should be submitting is explained in the category description.

03. PDF Document

The following are the basic & general rules that you should take into consideration while uploading and preparing the “PDF Document” for your design. PDF Document upload function can be accessed from your hidden cabinet under control panel.

PDF Document

- 01. Size & Resolution:** Please be advised that the PDF Document is a preferably an A4 document, maximum 40 pages.
- 02. Scaling:** Try to have it prepared in illustrator or export in native PDF for scalability.
- 03. Descriptive Texts:** Include as much information as you want in the PDF, you can literally fill it with technical descriptions of your design as this is the real purpose of the document.
- 04. Background Color:** Preferably have a white background color for readability.
- 05. Centering:** Design is up to you, however rather than centering, left alignment is better.
- 06. Image Rights:** You can use any images you want to communicate your design, the document will not be shared with anyone.
- 07. Image Color and Brightness:** Submit full color when possible. Gray scale is not preferred for designs. Make sure your image is bright, and has been adjusted for contrast.
- 08. Notes:** The PDF Document will only be visible to voting jury members, it is not going to be sent to media nor communicated or shared in any other way, this is a document to explain your designs technical side to the jury. The PDF Document is not available for viewing to anyone else but the jury.

04. Video

The following are the basic & general rules that you should take into consideration while uploading and preparing the “Video” for your design. Video upload function can be accessed from your hidden cabinet under control panel.

Video

01. Size & Resolution: 45 Seconds AVI File, max. 10MB, there are no other restrictions.

02. Music and Footage Rights: Always use only the footage that you have been granted usage of. Do not use others footage. Make sure you have the licenses of any background music that you are going to be using.

03. Image Color and Brightness: Submit full color when possible. Gray scale is not

preferred for designs. Make sure your image is bright, and has been adjusted for contrast.

04. Notes: The Video will be uploaded to Youtube and several other platforms, and might be shared with TV Channels or video networks.

05. Best Practice: Try to have it prepared like a 45 second advertisement of your offering.

05. Required Design Details*

The following are the basic & general rules that you should take into consideration while typing the “Required Design Details” for your design. Required Design Details can be entered by editing your design. Access the functionality from your hidden cabinet under control panel.

Required Design Details

- 01. Language:** All the text must be written in simple English. Remember that the jury is international, and the texts will also be shared with an international audience, do not use slang or heavy jargon while explaining your design, always and only write in precise English.
- 02. Project Name:** The name of your project without its function spelled out. How do you call this design?
- 03. Primary Function:** The function of your design, the type of product etc. What kind of product is it; A Chair, An Umbrella, A Toy?
- 04. Unique Properties:** What makes this design different from others, the strengths and unique features of this design? You can enter up to 500 Characters.
- 05. Competition Category:** Which category does your design fits best? Choose a relevant category from the menu, if you are not sure, choose idea category and a jury member will suggest a better
- 06. Inspiration:** Where did you get the inspiration for this design or project? Concisely.
- 07. Best Practices:** 1. Do not include non-Latin characters (i.e. use only Latin alphabet Alpha-Numeric), 2. Do not use any special characters such as !\${}%[{}]=<|>~\’ and others. 3. Try to keep the provided information clear to understand. 4. Try to refer your design from a third perspective. Instead of saying “I designed this work to be...” write “The work was designed to be...”, 5. Do not write this design is great, write why it is great instead and people will think it is great. Do not use an advertisement manner, but a more transparent, scientific approach for describing your work. 6. Try to be precise and concise when entering information, do not copy-paste your five page presentation here, use the PDF document instead, this information should be readable to the public and the jury, it must not be a bothersome text. 7. If there is a character limit, do obey this character limit. 8. Use proper English language, but not a heavy one; try to write in a way that your design will be understandable by also non-native speakers.
- 08. Spread:** Please note that the information you enter will appear in press releases and publications.

06. Optional Design Details

The following are the basic & general rules that you should take into consideration while typing the “Optional Descriptive Texts” for your design. Optional Design Details can be entered by editing your design. Access the functionality from your hidden cabinet under control panel.

Optional Design Details

- 01. Language:** All the text must be written in simple English. Remember that the jury is international, and the texts will also be shared with an international audience, do not use slang or heavy jargon while explaining your design, always and only write in precise English.
- 02. Production Technology and Materials:** You can talk about how the product is produced, materials etc. You can enter up to 500 Characters.
- 03. Dimensions / Package / Technical Properties:** Please write product dimensions, Width mm x Depth mm x Height mm etc. You can enter up to 500 Characters. If you will enter numbers and measures use ISO-metric system.
- 04. Team Members:** Please list the name & surnames of each team member, one name for each line. Leave this space empty if the design is totally yours. List project partners otherwise. One member at a line. There are no limitations for the number of team-members. You can enter up to 500 Characters.
- 05. Tags:** Some key words or key phrases about your design will be used at search engine optimization and also for searching your design.
- 06. Operation / Flow / Interaction:** Try to use non-technical language to explain to outsiders. How can this object be operated, how does it transform, how the interaction happens, what are the key frames, how does it deal a better result, why does it perform better. You can enter up to 500 Characters.
- 07. Project Duration and Location:** Please write in formal language about how your design interacts, operates etc. For Example: The project started in April 2009 in Torino and finished in August 2010 in Rimini, and was exhibited in Salone del Mobile in April 2009. You can enter up to 500 Characters.
- 08. Research Abstract:** Research Background, Methods, Tools, Participants, Results and Insights. Explain the design research in detail but meanwhile also use a language understandable to outsiders of your field, try to use natural language and try to give complete answers. You can enter up to 500 Characters. Please talk about the following in the exact order: Type of Research, Research Objectives, Methodology, Data Collection and Research Tools Used, Participants or Experiments, Results, Insights and Impacts, Effect of the Research in Real-Life Phenomena such as Business, Society and Design Itself
- 09. The Creative / Research Challenge:** What was the hardest part of this design activity? Explain in detail the creative challenge and the obstacles overcome during the development, realization or research of the project. What were the internal factors such as historical perspective, social perspective and the external factors such as the laws, production possibilities, information availability and technology? You can enter up to 500 Characters.

07. Book-Page Description

The following are the basic & general rules that you should take into consideration while typing the “Book-Page Description” for your design. Book-Page Description can be entered by editing your design. Access the functionality from your hidden cabinet under control panel.

Book-Page Description

- 01. Language:** All the text must be written in simple English. Remember that the jury is international, and the texts will also be shared with an international audience, do not use slang or heavy jargon while explaining your design, always and only write in precise English.
- 02. Formal, 3rd Perspective:** Book-Page description should be formal, and must be written from a 3rd perspective for your design. Think, how would a magazine editor feature your design, how would she write, or how would it be described if it were to be in a museum exhibition.
- 03. Best Practices:** 1. Do not include non-Latin characters (i.e. use only Latin alphabet Alpha-Numeric), 2. Do not use any special characters such as !\$%[{ }]=<|>~\” and others. 3. Try to keep the provided information clear to understand. 4. Try to refer your design from a third perspective.

Instead of saying “I designed this work to be...” write “The work was designed to be...”, 5. Do not write this design is great, write why it is great instead and people will think it is great. Do not use an advertisement manner, but a more transparent, scientific approach for describing your work. 6. Try to be precise and concise when entering information, do not copy-paste your five page presentation here, use the PDF document instead, this information should be readable to the public and the jury, it must not be a bothersome text. 7. If there is a character limit, do obey this character limit. 8. Use proper English language, but not a heavy one; try to write in a way that your design will be understandable by also non-native speakers.

- 04. Spread:** Will be mainly used in the yearbook and exhibition posters, Please note that the information you enter will also appear in press releases and publications.

08. Profile Image

The following are the basic & general rules that you should take into consideration while uploading and preparing your “Profile Image”. Profile Image upload function can be accessed from your control panel by clicking “Change Profile Image” button.

Profile Image

- 01. Size & Resolution:** Please be advised that the profile image should be 1800x1800 pixels exact, save it as 72 DPI JPEG file, high or medium-high quality.
- 02. Scaling:** Never scale up your photograph than 120% (1.2X), the image will become pixelated.
- 03. Descriptive Texts:** If otherwise not specified, avoid including any text, name or watermark in the main image. Remove any logo or marks from your profile image. You can later provide the description of your design in either the PDF documentation or the text fields.
- 04. Background Color:** Use black or white background color for your image (If you have empty space in canvas, fill the remaining area with preferably with white or black color).
- 05. Centering:** If your photo is larger than 1800x1800 pixels, please fit your image to a blank canvas of 1800x1800 pixels by either scaling down (without distortion) or cropping. If your image is smaller than 1800x1800 pixels, try to fit it by centering and scaling up.
- 06. Image Color and Brightness:** Submit grayscale image if possible, color submissions could also be made. Make sure your image is bright, and has been adjusted for contrast. This is really important a recent survey shows that press members will pick brighter designs for publishing more than others.
- 07. Notes:** This photo will also be sent to press members, and therefore they must look good. If the images you have uploaded are too small, they cannot be published.
- 08. Contents:** The image should be your photograph not a logo. For uploading photo add client details. If you are a design studio, have a group photo in front of your studio or company! The best practice is to have a photo with black or white background, avoiding too much coloring.

09. Profile Details

The following are the basic & general rules that you should take into consideration while typing your “Profile Details”. Profile details update functionality can be accessed from your control panel by clicking “Edit Your Personal Profile” button.

Profile Details

- 01. Required Information:** Your name, surname and email will appear on press releases, books, blogs and other publications. Address is not shared. Country information will be displayed at your profile page.
- 02. Optional Information:** Your personal biography page will be created with the following information. This information could appear on press releases, books, blogs and other publications. Please fill the appropriate/applicable fields. This information is public.
- 03. Invoice Details:** This information is useful and required if you are going to get invoice for any of the paid services that are provided by A' Design Award and Competition or Affiliates. This information will NOT be shared.
- 04. Bank Account Details:** This information is useful if you are going to use Design Mediation services or if you win an award that is eligible for monetary awards. This information will NOT be shared with public, but can be shared with design buyers if they need to pay you money by buying your designs.
- 05. Best Practices:** 1. Do not include non-Latin characters (i.e. use only Latin alphabet Alpha-Numeric), 2. Do not use any special characters such as !\${%[{}}=<|>~\” and others. 3. Try to keep the provided information clear to understand. 4. Try to refer yourself from a third perspective. 5. Try to be precise and concise when entering information. 6. If there is a character limit, do obey this character limit. 7. Use proper English language, but not a heavy one; try to write in a way that your design will be understandable by also non-native speakers. 8. Press members will usually take information about you from this page, make sure you provide sufficient information.
- 06. Spread:** Will be mainly used in profile pages, and shared with press members (contacts + optional information). Please note that the information you enter for contacts, will also appear in press releases and publications.

10. Extra Photos

The following are the basic & general rules that you should take into consideration while preparing and uploading your “Extra Photos”. Extra Photos uploading functionality can be accessed from your control panel by clicking “Extra Photos” button under post-competition tab.

Extra Photos

- 01. Size & Resolution:** It is suggested to provide high or medium-high quality 72dpi large jpeg files.
- 02. Scaling:** Never scale up your photograph than 120% (1.2X), the image will become pixelated.
- 03. Descriptive Texts:** If otherwise not specified, avoid including any text, name or watermark in the main image. Remove any logo or marks from your image.
- 04. Background Color:** Use black or white background color for your image (If you have empty space in canvas, fill the remaining area with preferably with white or black color).
- 05. Image Color and Brightness:** Submit full color images if possible, color submissions could also be made. Make sure your image is bright, and has been adjusted for contrast. This is really important a recent survey shows that press members will pick brighter designs for publishing more than others.
- 06. Notes:** This photo will also be sent to press members, and therefore they must look good. If the images you have uploaded are too small, they cannot be published.
- 07. Contents:** The images should be your photograph, not presentations or renderings. The best practice is to have a photo with black or white background, less is more here. As an example, the following can be submitted: 1. Design Team, Design Studio, 2. Office Photo, Company Photo, 3. Clean Shot, White Background, 4. Photo Taken During Work or Operation, 5. Photo With Realized Designs, 6. Photo Taken During Work or Operation, 7. Photo With Realized Designs, 8. Travel Photo, Photo Taken in House, 9. Holding the Winners' Certificate, 10. Holding the Trophy, 11. Gala Night Photo, 12. Exhibition Photo
- 08. Spread:** Will be accessible to accredited press members and media partners. Will be taken and used in blogs, magazines etc.

11. Client Logo

The following are the basic & general rules that you should take into consideration while uploading and preparing the “Client Logo” for your design. Client Logo upload function can be accessed from your hidden cabinet under control panel.

Client Logo

- 01. Size & Resolution:** Please be advised that the client logo should be 1800x1800 pixels exact, save it as 72 DPI JPEG file, high or medium-high quality.
- 02. Scaling:** Never scale up your logo more than 120% (1.2X), the image will become pixelated. The logo will be used also within the A2 poster, so it is important that your logo looks clear.
- 03. Descriptive Texts:** If otherwise not specified, avoid including any text, name or watermark in the logo. Remove any marks or extra text from your logo image.
- 04. Background Color:** Use black or white background color for your image (If you have empty space in canvas, fill the remaining area with preferably with white or black color).
- 05. Centering:** If your image is larger than 1800x1800 pixels, please fit your image to a blank canvas of 1800x1800 pixels by either scaling down (without distortion) or cropping. If your image is smaller than 1800x1800 pixels, try to fit it by centering and scaling up.
- 06. Image Color and Brightness:** Submit full color when possible. Gray scale is not preferred for designs. Make sure your image is bright, and has been adjusted for contrast. This is really important a recent survey shows that press members will pick brighter designs for publishing more than others.
- 07. Notes:** These requirements and restrictions were made such that the annual book, competition posters, invitations and large posters could be prepared smoothly without any issues. These images will also be sent to press members, and therefore they must look good. If the images you have uploaded are too small, they cannot be included in the annual book. If you are uploading a product design, it might be desirable to have a white or black background for the images.
- 08. Contents:** The image you upload must be a logo, do not upload photographs, screenshots etc. Make sure you upload your or clients' logo, the best practice is exporting a high-res jpeg image from a vector source.

12. Client Details

The following are the basic & general rules that you should take into consideration while typing your “Client Details”. Client details function can be accessed from your hidden cabinet under control panel.

Client Details

01. Client / Studio / Brand Details: Please note that the information you enter here could appear in press releases and publications. 1. If this project was designed for a client of yours, you could upload information about your client. 2. If you are working at a design office or design department of a company, you could alternatively enter your company details to this section. 3. If you, as a designer have a company or brand, you could enter relevant information here. In all 3 cases, you should have the necessary rights to be able to upload extra information here as this information will also be used for press-releases when communicating your project. Please also note that this information will NOT be visible to the jury.

02. Relevance: For whom did you design for? Select from the menu.

03. Name: What is the name of relevant company, brand, studio or institution?

04. Profile: At this section, enter a short description regarding your client, your brand or institution. You can enter up to 1500

Characters. Formal language preferred. You can write about previous works, industry etc. Try to explain who they are.

05. Best Practices: 1. Do not include non-Latin characters (i.e. use only Latin alphabet Alpha-Numeric), 2. Do not use any special characters such as !\$%[{ }=<|>~\” and others. 3. Try to keep the provided information clear to understand. 4. Try to refer yourself from a third perspective. 5. Try to be precise and concise when entering information. 6. If there is a character limit, do obey this character limit. 7. Use proper English language, but not a heavy one; try to write in a way that your design will be understandable by also non-native speakers. 8. Press members will usually take information about you from this page, make sure you provide sufficient information.

06. Spread: Will be mainly used in profile pages, and shared with press members (contacts + optional information). Please note that the information you enter for contacts, will also appear in press releases and publications.

13. Design Interview

The following are the basic & general rules that you should take into consideration while filling-in “Design Interviews”. Design Interview function can be accessed from your control panel under PR Campaign in post-competition tab. Designer Interview function is only available to winners.

Design Interview

01. Common Questions: The interview provides 20 Common questions. They are the most boring, most common questions that could be asked, these cliché questions, are indeed very useful. Try to answer these dull questions with colorful answers. You can type as much as you want, there are no limits. It is especially great, if you type as much as you could type.

02. Best Practices: 1. Do not include non-Latin characters (i.e. use only Latin alphabet Alpha-Numeric), 2. Do not use any special characters such as !\$%[{ }]=<|>~"/" and others. 3. Try to keep the provided information clear to understand. 4. Try to

refer yourself from a third perspective. 5. Try to be precise and concise when entering information. 6. If there is a character limit, do obey this character limit. 7. Use proper English language, but not a heavy one; try to write in a way that your design will be understandable by also non-native speakers. 8. Press members will usually take information about you from this page, make sure you provide sufficient information.

03. Spread: Will be attached to your press kit which we distribute to press members. Press members will copy-paste your answers from your interviews to their articles.

14. Designer Interview

The following are the basic & general rules that you should take into consideration while filling-in “Designer Interviews”. Designer Interview function can be accessed from your control panel under PR Campaign in post-competition tab. Designer Interview function is only available to winners.

Designer Interview

01. Common Questions: The interview provides 40 Common questions. They are the most boring, most common questions that could be asked, these cliché questions, are indeed very useful. Try to answer these dull questions with colorful answers. You can type as much as you want, there are no limits. It is especially great, if you type as much as you could type.

02. Best Practices: 1. Do not include non-Latin characters (i.e. use only Latin alphabet Alpha-Numeric), 2. Do not use any special characters such as !\$%[{ }]=<|>~“\” and others. 3. Try to keep the provided information clear to understand. 4. Try to

refer yourself from a third perspective. 5. Try to be precise and concise when entering information. 6. If there is a character limit, do obey this character limit. 7. Use proper English language, but not a heavy one; try to write in a way that your design will be understandable by also non-native speakers. 8. Press members will usually take information about you from this page, make sure you provide sufficient information.

03. Spread: Will be attached to your press kit which we distribute to press members. Press members will copy-paste your answers from your interviews to their articles.

15. Your Press Release

The following are the basic & general rules that you should take into consideration while submitting your “Press Release”. Custom Press Release function can be accessed from your control panel under Press Release Tools in post-competition tab. Press Release distribution service is only available to winners.

Press Release

01. Press Release Contents: The system explains clearly what type of information you are expected to supply. This is divided into two sections: 1. Press Release Contents are the main information included in your press release. 2. Press Release Contact Details are additional contact information for your press release.

02. Best Practices: 1. Do not include non-Latin characters (i.e. use only Latin alphabet Alpha-Numeric), 2. Do not use any special characters such as !\$%[{ }]=<|>~`\' and others. 3. Try to keep the provided information clear to understand. 4. Try to refer yourself from a third perspective. 5. Try to be precise and concise when entering

information. 6. If there is a character limit, do obey this character limit. 7. Use proper English language, but not a heavy one; try to write in a way that your design will be understandable by also non-native speakers. 8. Press members will usually take information about you from this page, make sure you provide sufficient information. 9. Do not try to hyperlink or add any sort of code.

03. Notes: Once you confirm your press release, you will not be able to edit it, as it will be published online and submitted to a list of contacts.

04. Spread: Will be attached to your press kit which we distribute to press members.

Image Guidelines

The following are the basic & general rules that you should take into consideration while preparing your images. This document explains how the main image and optional images should be technically prepared. This is not a presentation guide but rather a technical guide to make sure that your images upload and printed correctly.

General Remarks

- 01. Software or Outsourcing:** Use photo-editing software to edit images professionally or outsource your presentation. It is best to hire a third-party illustrator or designer to have your project explained better.
- 02. Photography:** If you are going to take photos make sure your camera is at least 12 Megapixels. It is always best to work with a professional photographer or studio.
- 03. Lighting and Contrast:** For photos, use good lighting. You can also auto-level color values. Remember that press members love bright images.
- 04. Scaling:** For graphics works, always scale from vector source files. It is best not to scale bitmap images more than 120% of their original value
- 05. Upload Problems:** For image-upload issues, contact support when logged-in. If you are logged-in, we will also see your ID number so that we can help you faster.
- 06. What to Submit:** For each competition and image, visuals that you should submit differs, check call fiche to determine the kind of images you need to submit or refer to this presentation.
- 07. Thank You:** Thank you for reading through this manual. Please feel free to contact us for any issues, questions or comments. Please also check FAQ pages for frequently asked questions.
- 08. Follow:** The following pages include several suggestions for editing your images.

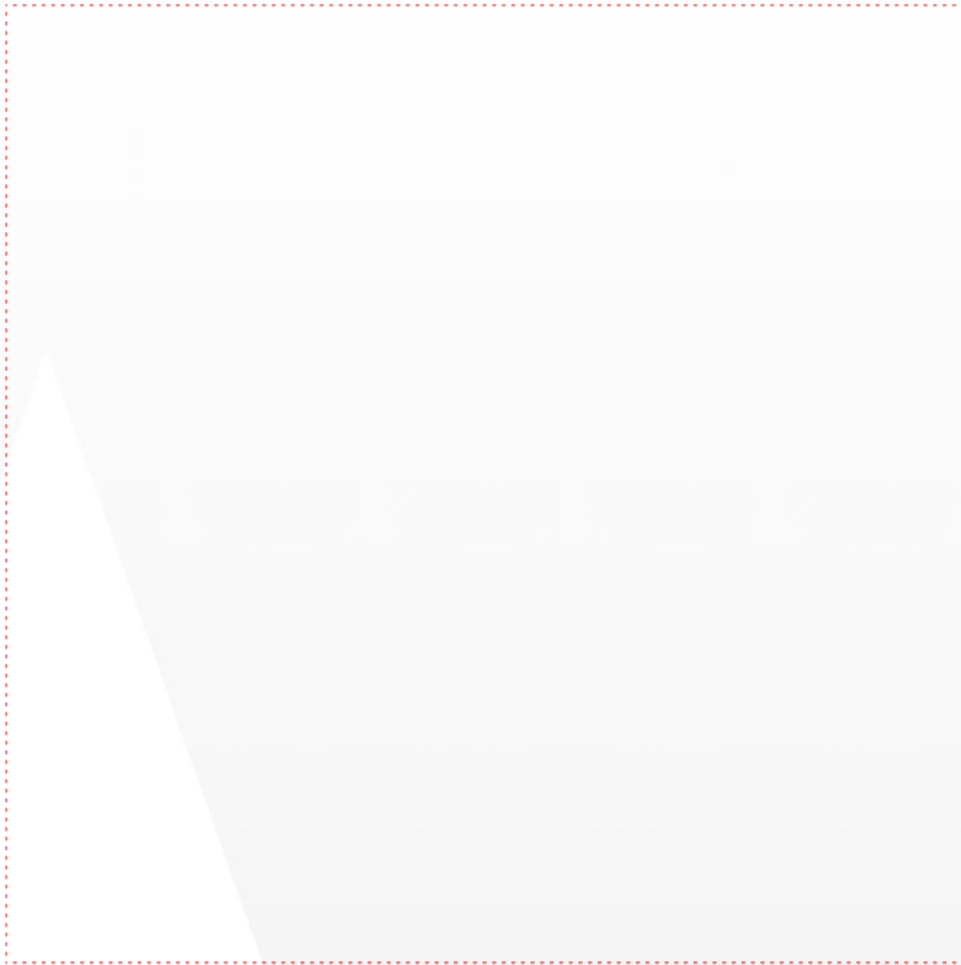
Download Blank Image
Template from A' Design
Award Website or Create an
Empty Jpeg that is 3600 x
3600 pixels, 72 dpi
resolution, RGB color.

Main Image Template

Dimensions: 3600 x 3600 Pixels
Format: Jpeg, RGB Color, 72 dpi

Action: Download the Image Template and Position Your Image to the Template,
Scale Up, Scale Down or Crop if necessary, center Vertically and Horizontally

Main Image Download: <http://adesignaward.com/images/3600x3600-Example.jpg>
Optional Image Download: <http://adesignaward.com/images/1800x1800-Example.jpg>

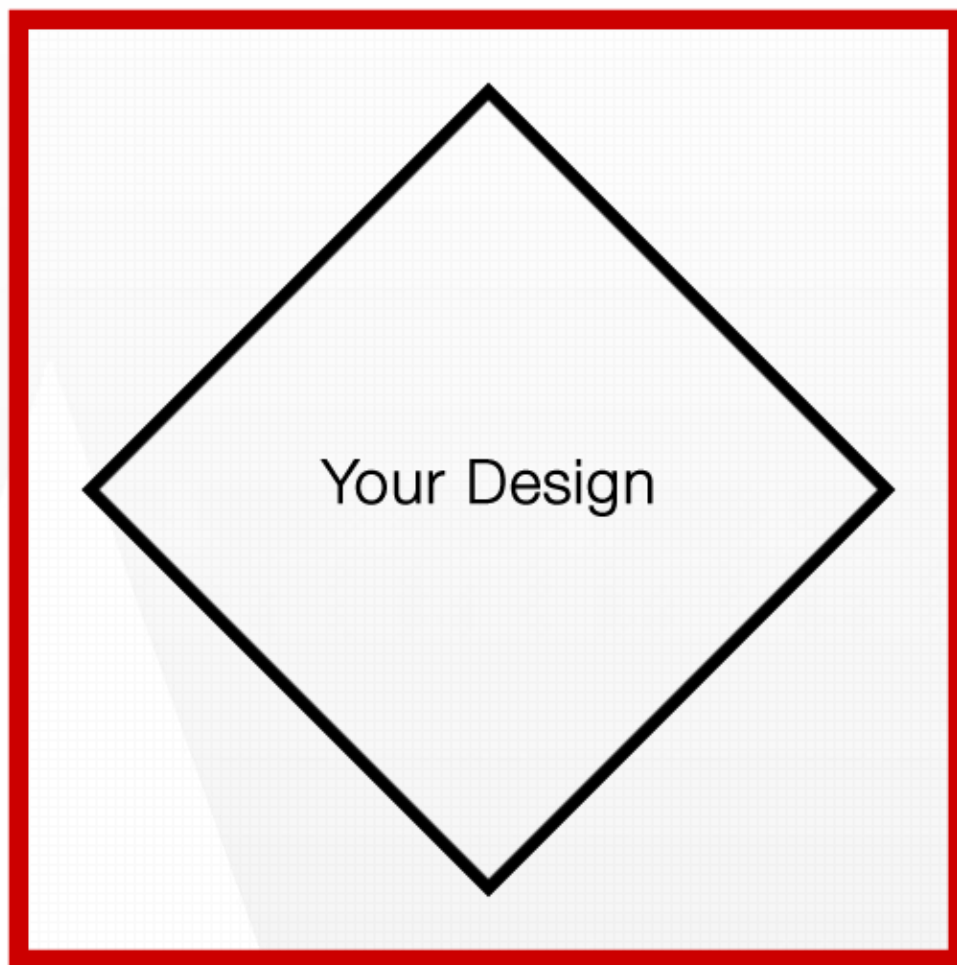


Main Image Canvas

Dimensions: 3600 x 3600 Pixels

Format: Jpeg, RGB Color, 72 dpi

Action: Download the Image Template and Position Your Image to the Template,
Scale Up, Scale Down or Crop if necessary, center Vertically and Horizontally

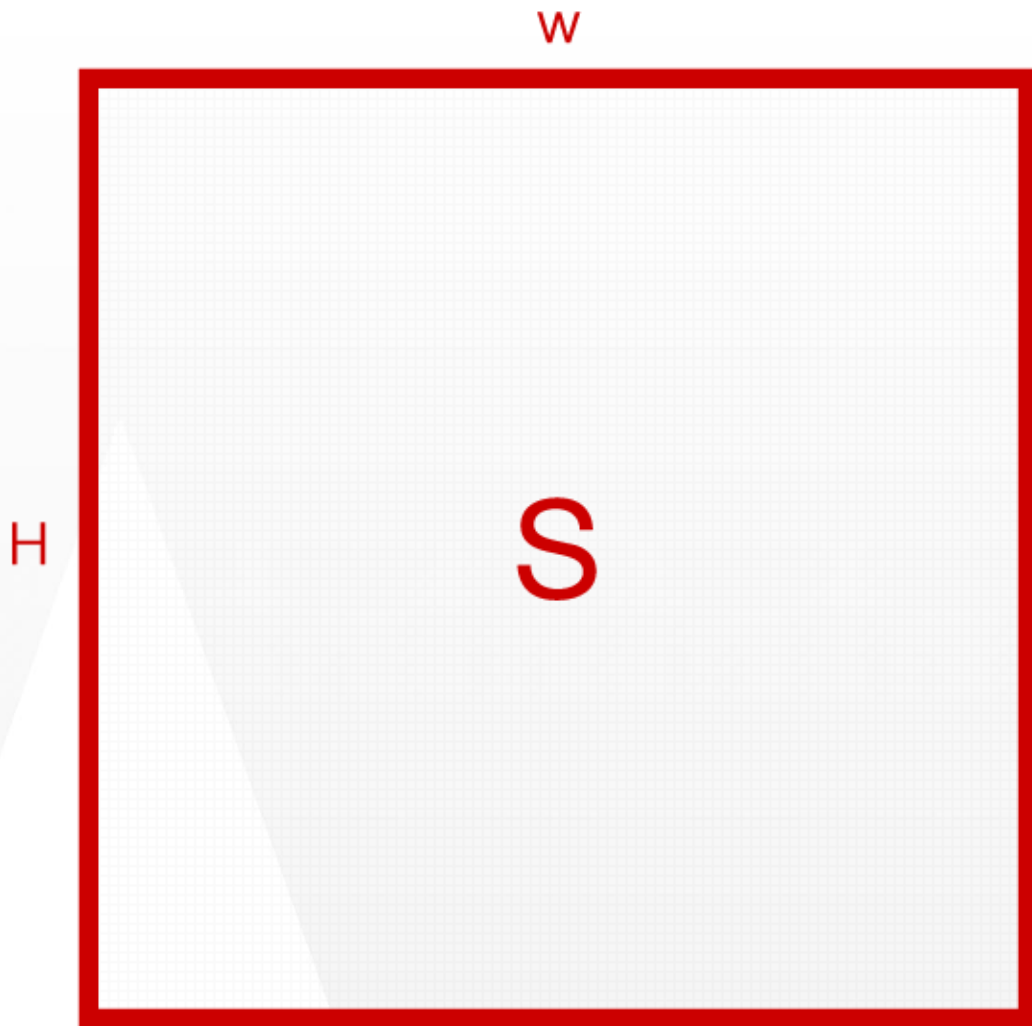


Your Image

Desired Dimensions: 3600 x 3600 Pixels

Format: High-Resolution Jpeg, RGB/CMYK Color, 300 dpi

Action: Download the Image Template and Position Your Image to the Template,
Scale Up, Scale Down or Crop if necessary, center Vertically and Horizontally

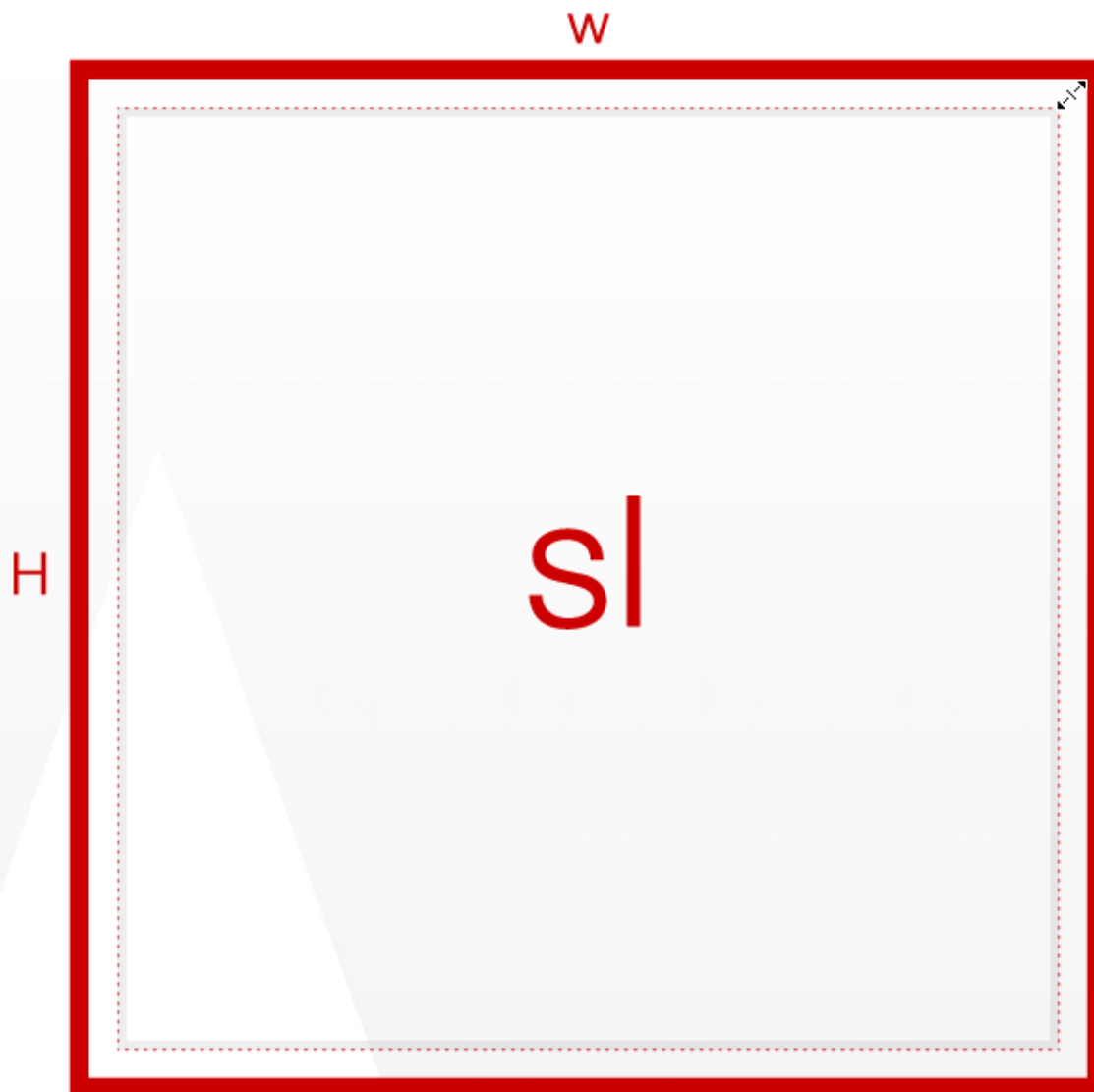


Square Image

Dimensions Range:
W = 3600 px, H = 3600 px

Action: Keep as is, Save as Jpeg.

*if your
image is:*



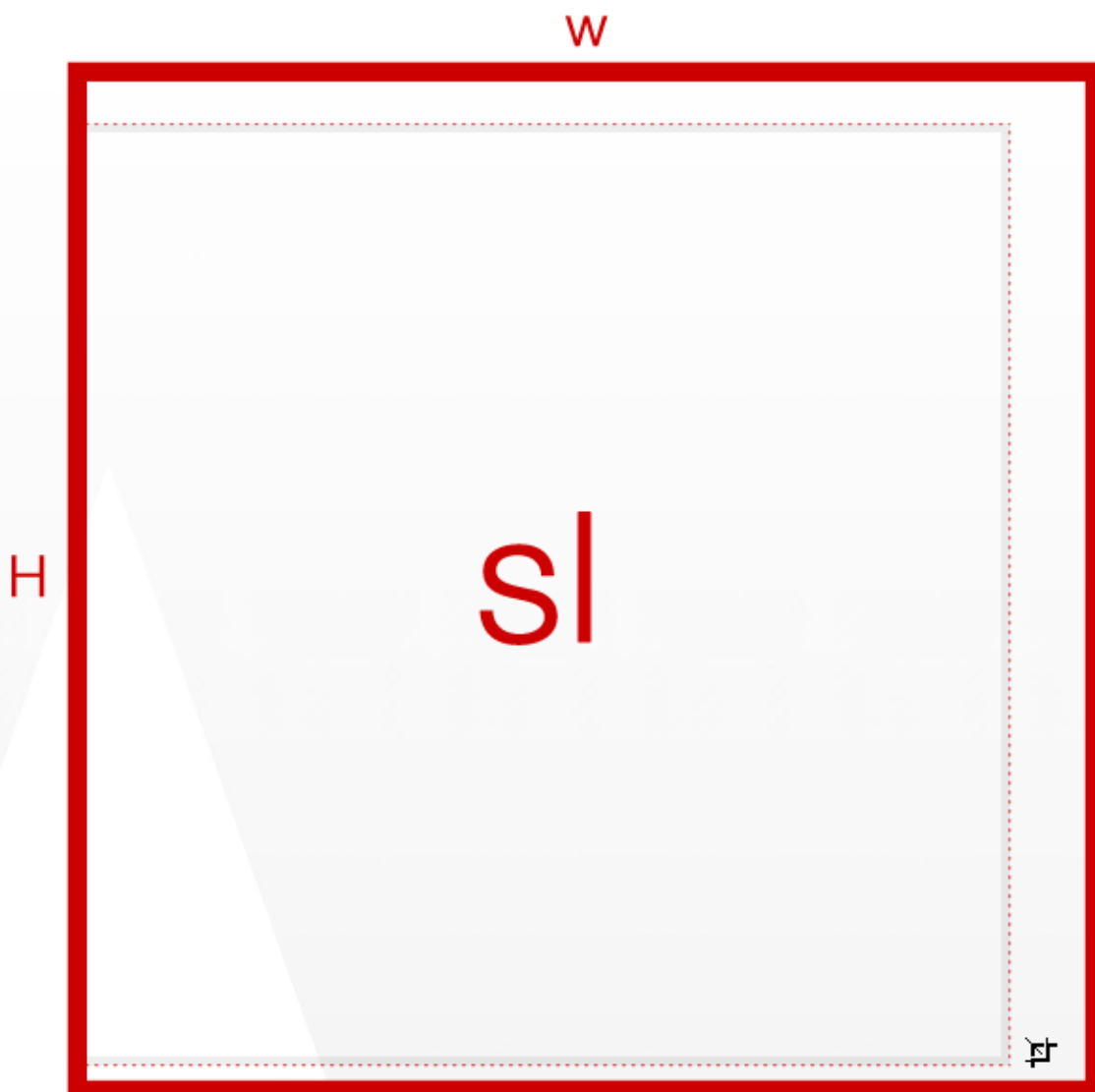
Large Square Image

*if your
image is:*

Dimensions Range:

$5000 \text{ px} \geq W \geq 3600 \text{ px}$, $5000 \text{ px} \geq H \geq 3600 \text{ px}$, $W = H$

Action: Scale Down Constraining Proportions; $W = 3600$ pixels, $H = 3600$ px
Center Horizontally and Vertically, Save as Jpeg



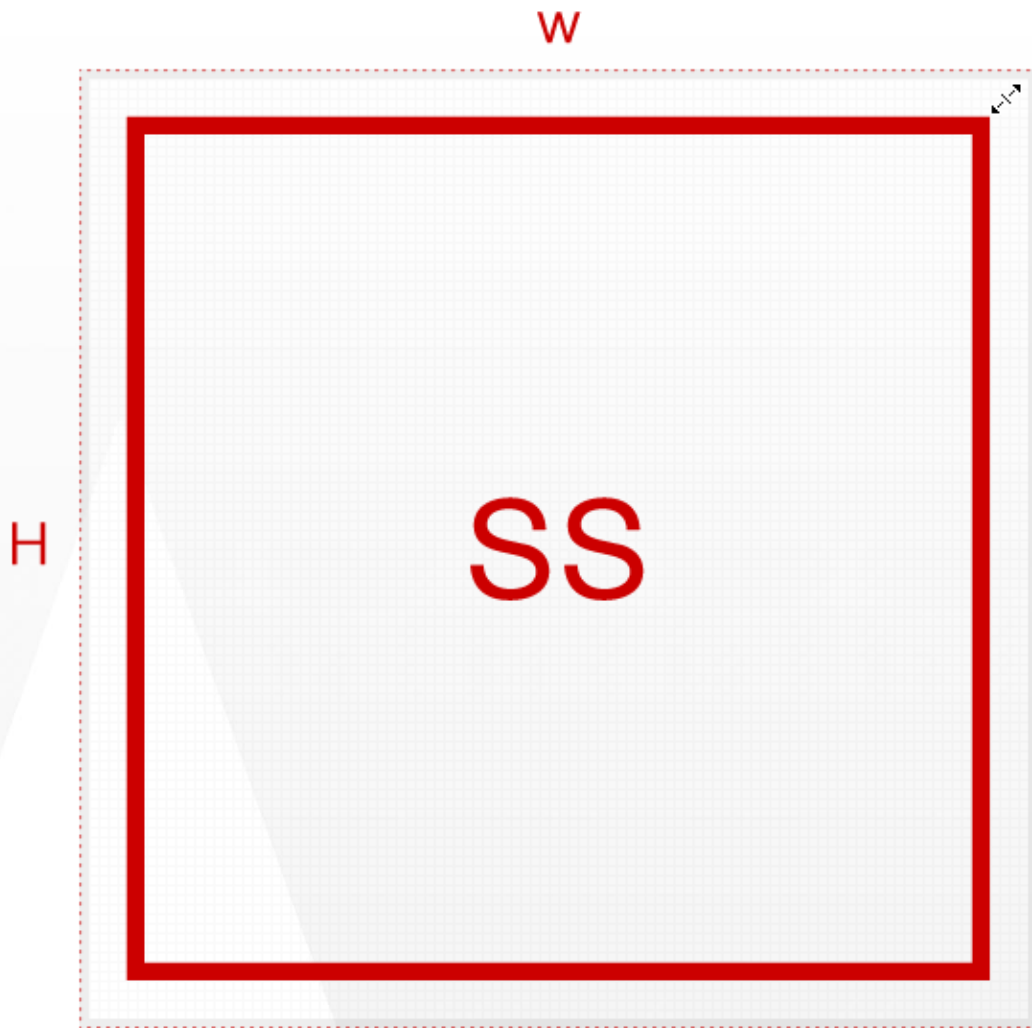
Large Square Image

*if your
image is:*

Dimensions Range:

$5000 \text{ px} \geq W \geq 3600 \text{ px}, 5000 \text{ px} \geq H \geq 3600 \text{ px}, W = H$

Alternative Action: Do not Scale Down, but Crop the Image with $H = 3600, W = 3600$
Center or Arrange Position or Horizontally and Vertically.



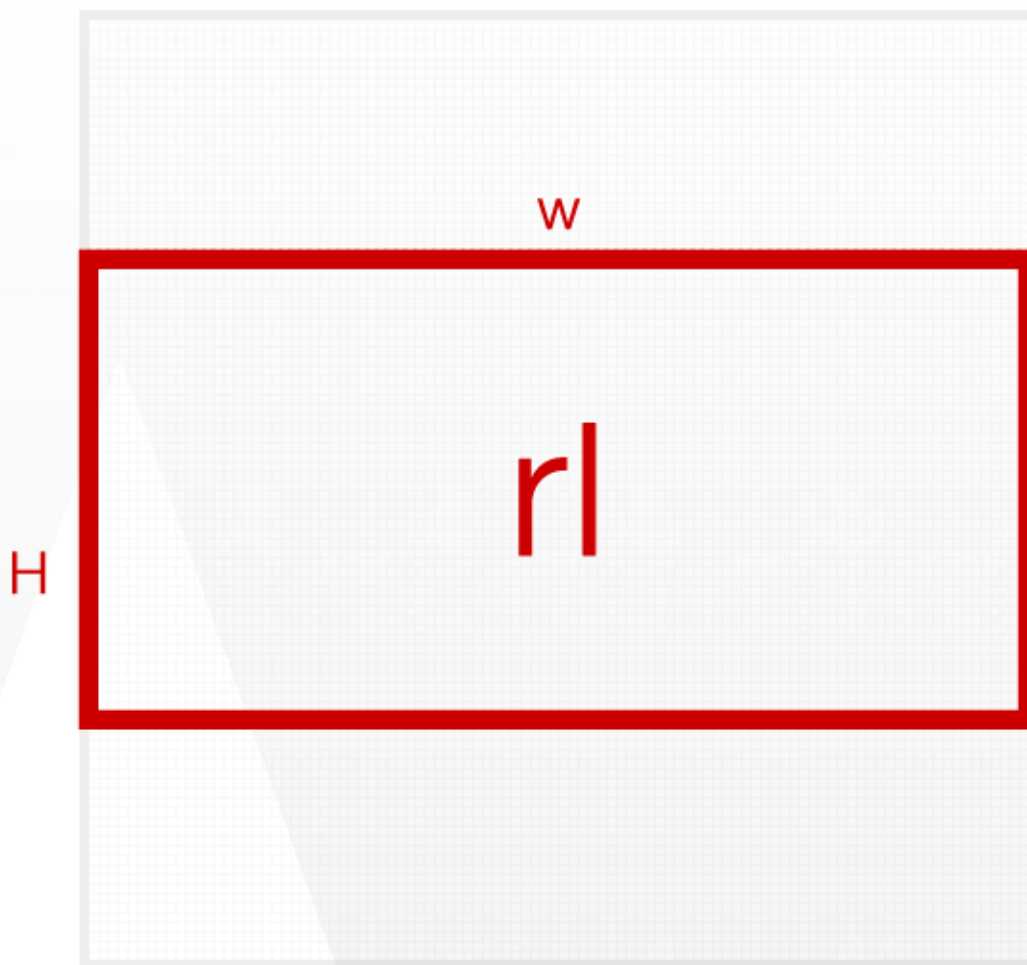
Small Square Image

*if your
image is:*

Dimensions Range:

$3600 \text{ px} \geq W \geq 1800 \text{ px}$, $3600 \text{ px} \geq H \geq 1800 \text{ px}$, $W = H$

Action: Scale Up Constraining Proportions; $W = 3600 \text{ pixels}$, $H = 3600 \text{ px}$
Center Horizontally and Vertically, Save as Jpeg



*if your
image is:*

Rectangular Long Image

Dimensions Range:

$W = 3600 \text{ px}, 3600 \text{ px} \geq H \geq 1800 \text{ px}, W > H$

Action: Center Horizontally and Vertically, Save with White Background as Jpeg



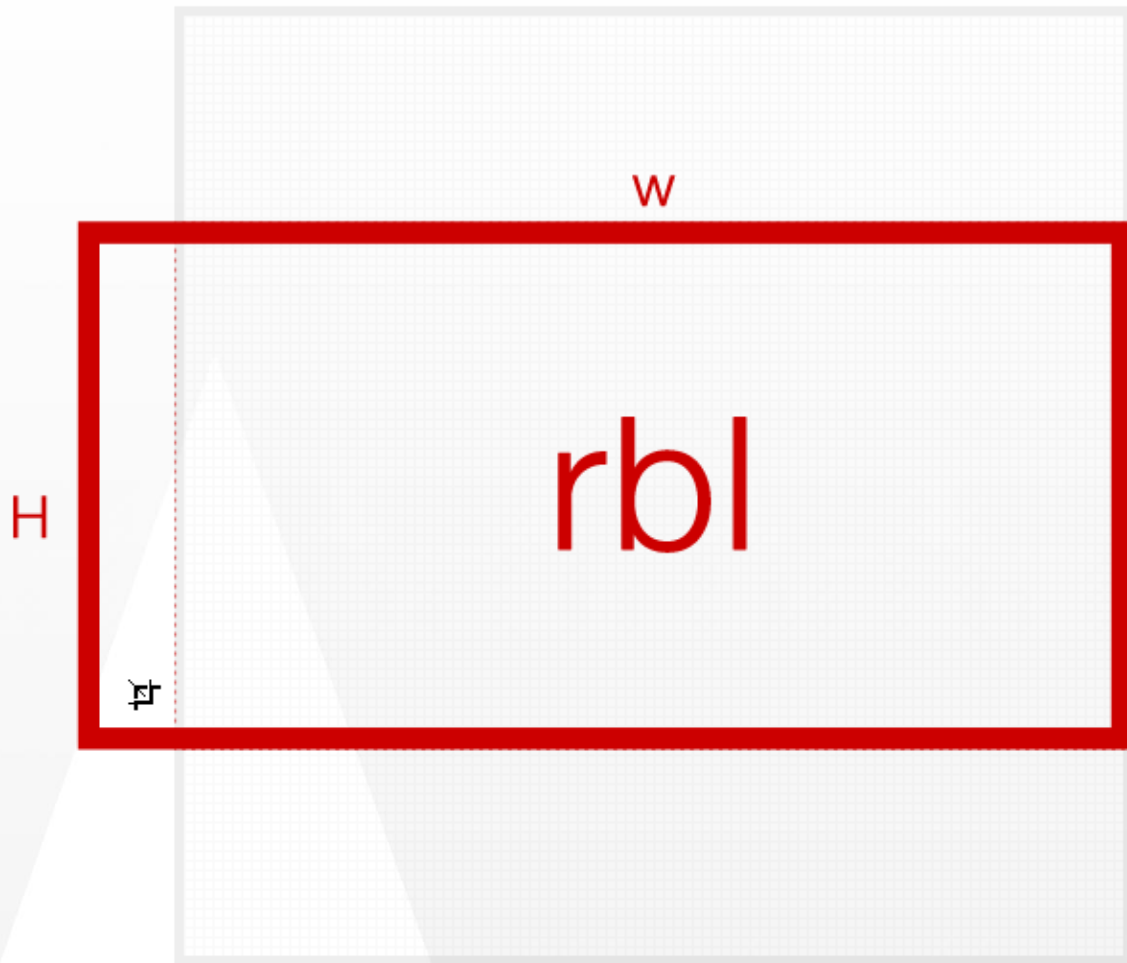
*if your
image is:*

Rectangular Big Long Image

Dimensions Range:

$5000 \text{ px} \geq W \geq 3600 \text{ px}$, $5000 \text{ px} \geq H \geq 3600 \text{ px}$, $W > H$

Action: Scale Down Constraining Proportions; $W = 3600$ pixels, H will be variable.
Center Horizontally and Vertically, Save with White Background



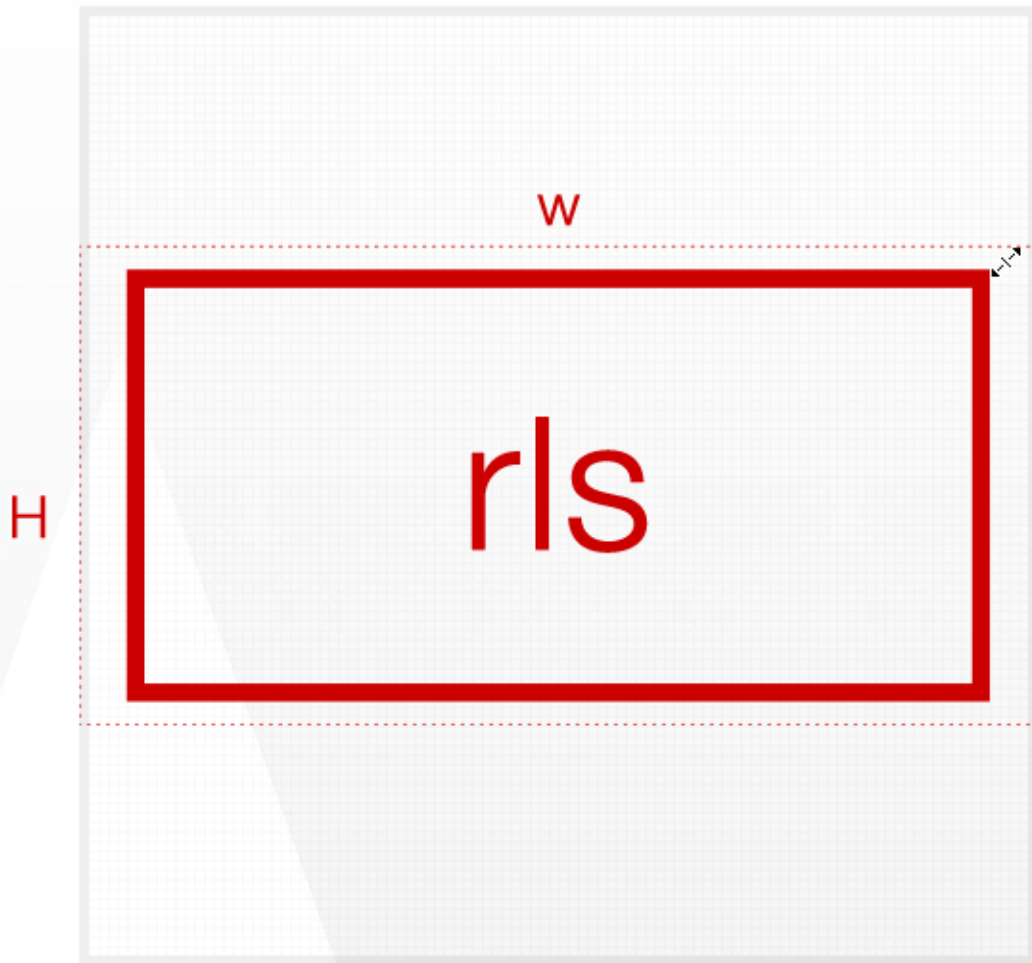
Rectangular Big Long Image

*if your
image is:*

Dimensions Range:

$5000 \text{ px} \geq W \geq 3600 \text{ px}$, $5000 \text{ px} \geq H \geq 3600 \text{ px}$, $W > H$

Alternative Action: Do not Scale Down, but Crop the Image with $W = 3600$, H will be variable.
Center Vertically and Arrange Position or Center Horizontally, Save with White Background



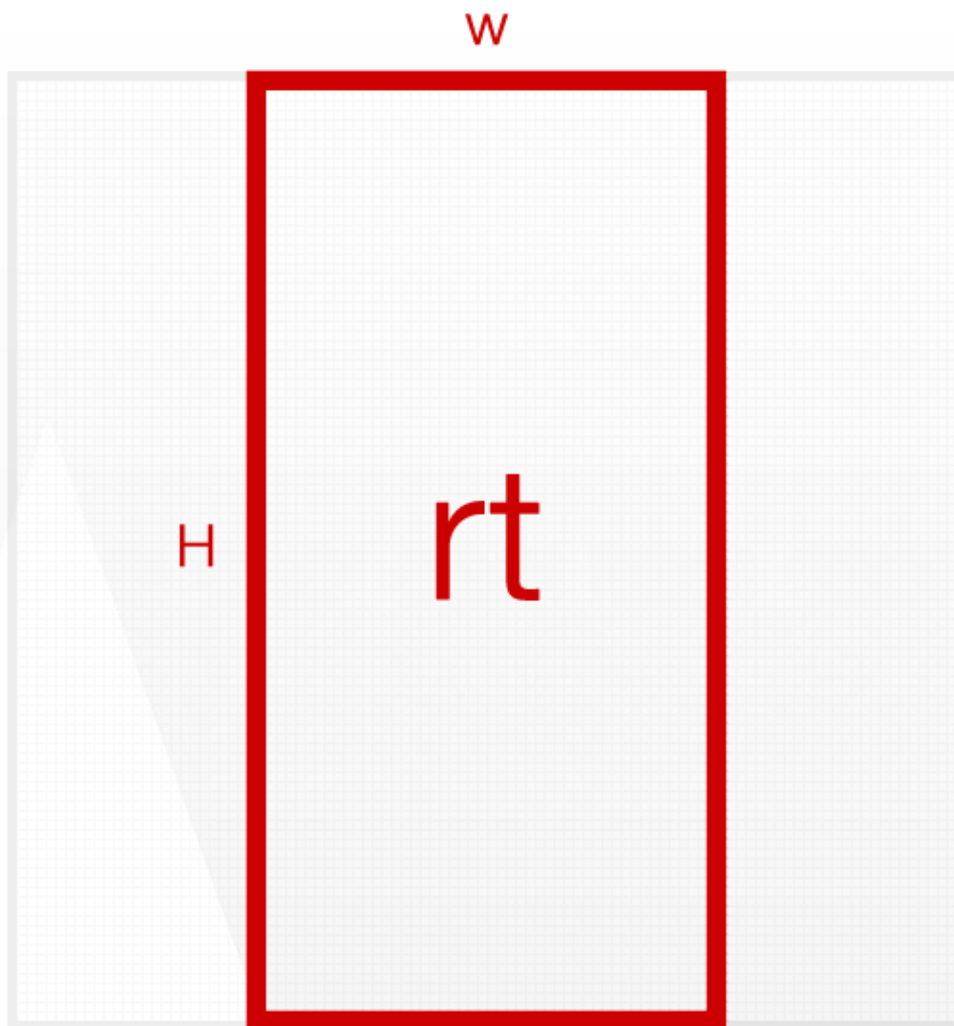
*if your
image is:*

Rectangular Long Small Image

Dimensions Range:

$3600 \text{ px} \geq W \geq 1800 \text{ px}$, $3600 \text{ px} \geq H \geq 1800 \text{ px}$, $W > H$

Action: Scale Up Constraining Proportions; $W = 3600$ pixels, H will be variable.
Center Horizontally and Vertically, Save with White Background



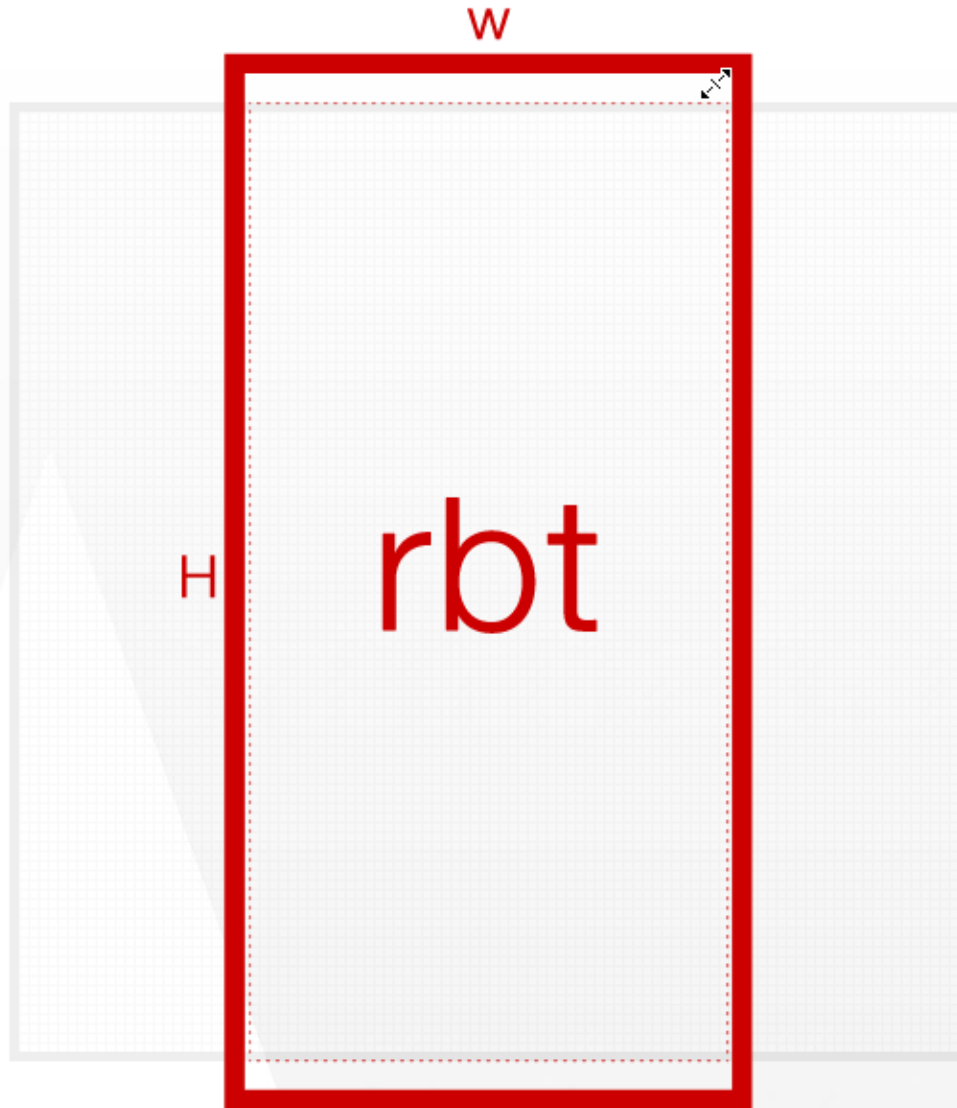
Rectangular Tall Image

*if your
image is:*

Dimensions Range:

$3600 \text{ px} \geq W \geq 1800 \text{ px}$, $H = 3600 \text{ px}$, $W < H$

Action: Center Horizontally and Vertically, Save with White Background



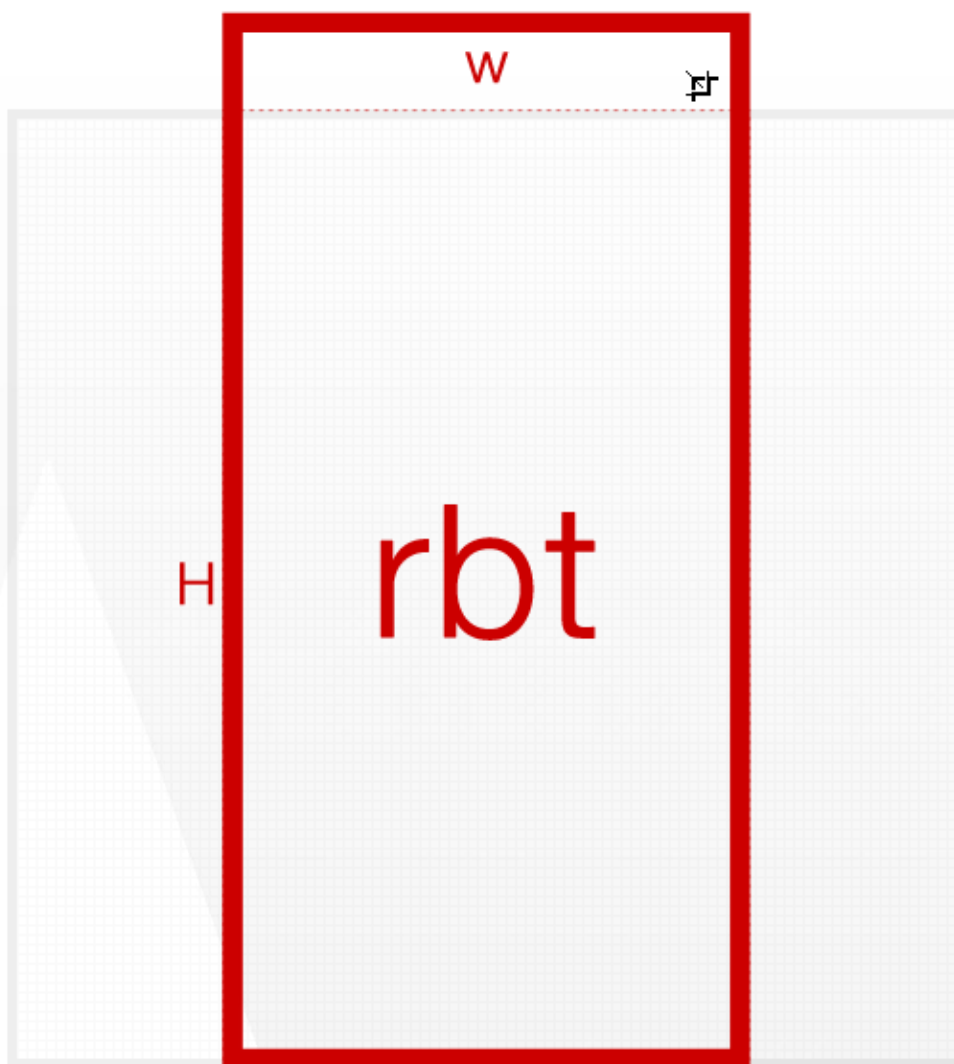
*if your
image is:*

Rectangular Big Tall Image

Dimensions Range:

$5000 \text{ px} \geq W \geq 3600 \text{ px}$, $5000 \text{ px} \geq H \geq 3600 \text{ px}$, $W < H$

Action: Scale Down Constraining Proportions; W will be variable, H = 3600 pixels.
Center Horizontally and Vertically, Save with White Background



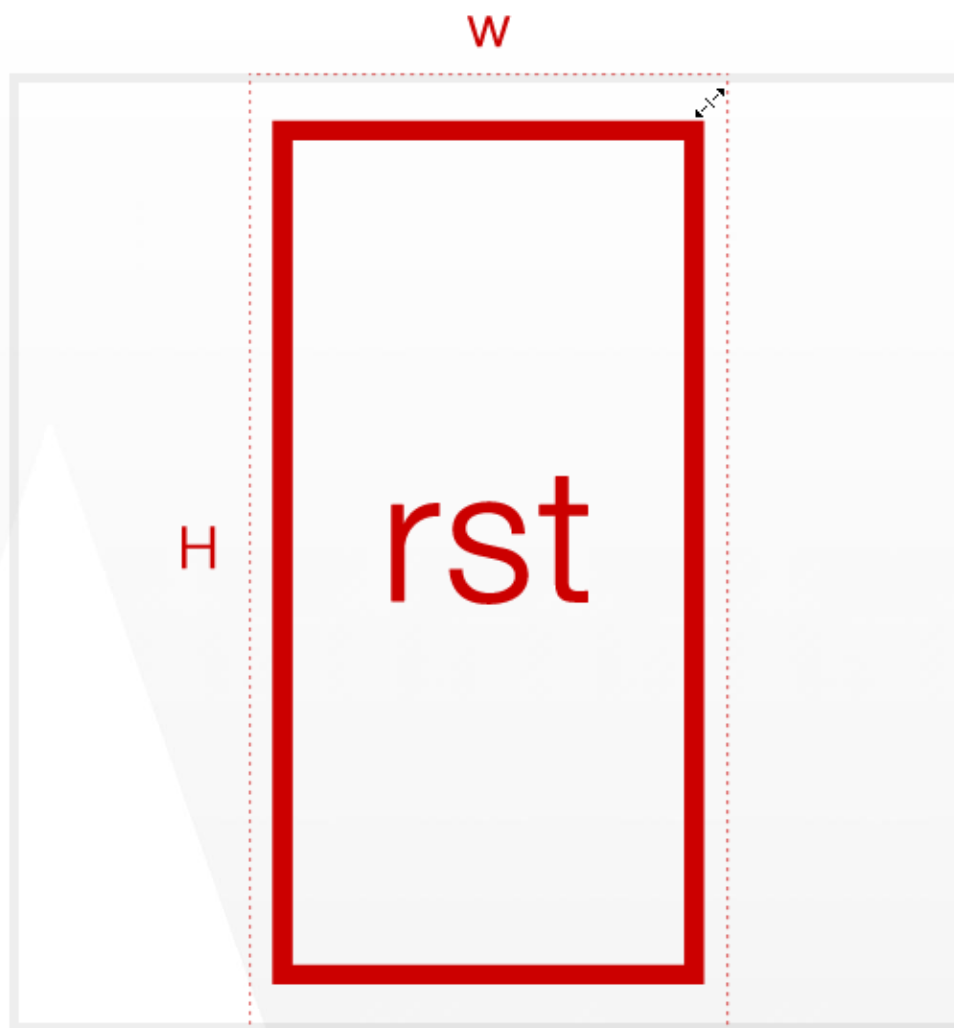
Rectangular Big Tall Image

*if your
image is:*

Dimensions Range:

$5000 \text{ px} \geq W \geq 3600 \text{ px}$, $5000 \text{ px} \geq H \geq 3600 \text{ px}$, $W < H$

Alternative Action: Do not Scale Down, but Crop the Image with $H = 3600$, W will be variable.
Center Horizontally and Arrange Position or Center Vertically, Save with White Background



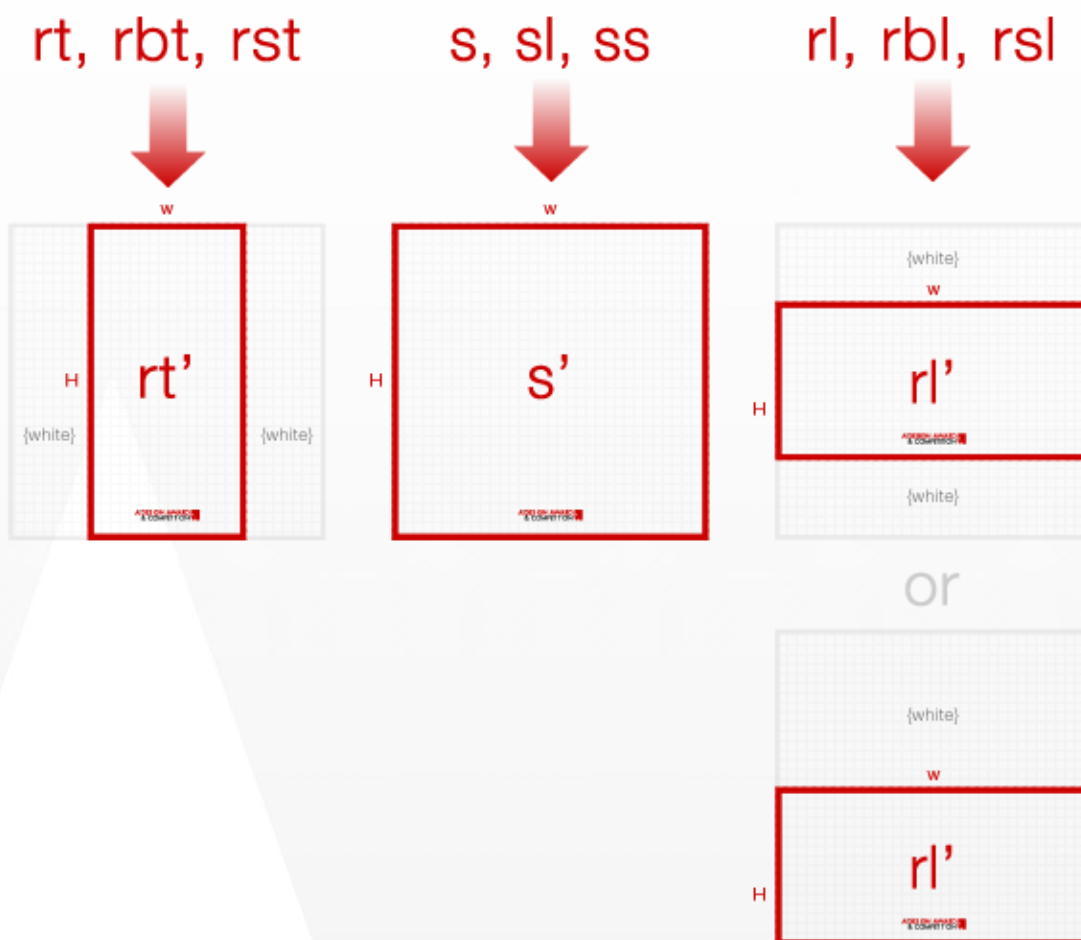
Rectangular Small Tall Image

*if your
image is:*

Dimensions Range:

$3600 \text{ px} \geq W \geq 1800 \text{ px}$, $3600 \text{ px} \geq H \geq 1800 \text{ px}$, $W < H$

Action: Scale Up Constraining Proportions; W will be variable, H = 3600 pixels.
Center Horizontally and Vertically, Save with White Background



finally
you
have:

Ready to Upload Image

Final Dimesions: W = 3600 px, H = 3600 px
Format: Jpeg, RGB Color, 72 dpi

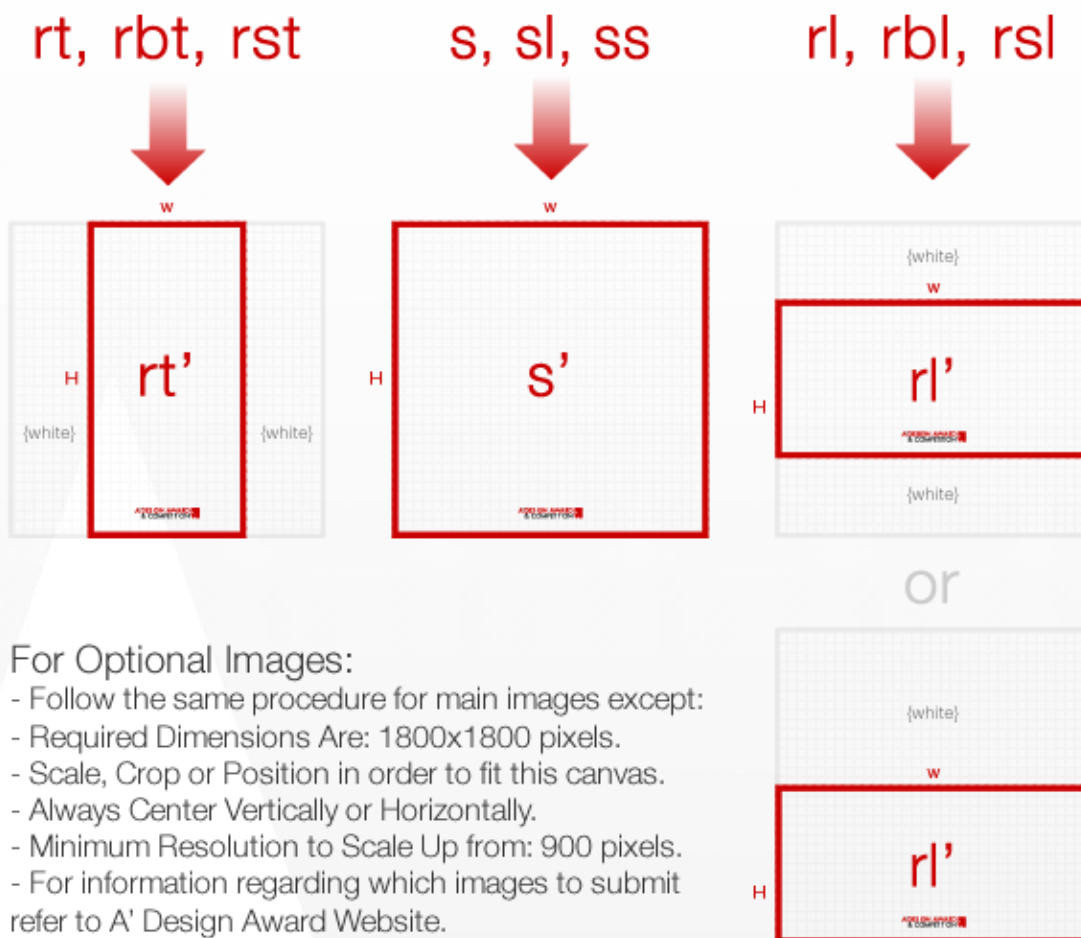
Action: After your image fits the canvas perfectly, Save as Jpeg 72dpi, RGB.
If background color or fill is required use preferably white, otherwise black.

Download Blank Image
Template from A' Design
Award Website or Create an
Empty Jpeg that is 3600 x
3600 pixels, 72 dpi
resolution, RGB color.

Optional Image Template

Dimensions: 1800 x 1800 Pixels
Format: Jpeg, RGB Color, 72 dpi

Action: Download the Image Template and Position Your Image to the Template,
Scale Up, Scale Down or Crop if necessary, center Vertically and Horizontally



finally
you
have:

Ready to Upload Image

Final Dimesions: W = 1800 px, H = 1800 px
Format: Jpeg, RGB Color, 72 dpi

Action: After your image fits the canvas perfectly, Save as Jpeg 72dpi, RGB.
If background color or fill is required use preferably white, otherwise black.