



CATEGORIES & CRITERIA

Graphic Design:

Criteria: Any largely or wholly computer-generated image created in any design software format. Must convey information, either typographically or wholly graphically, whether designed to a brief or self-initiated.

The image can be a professional piece of work, released in a commercial environment. We reserve the right to move your entry to another category.

File requirements: Images should be sent as 300dpi TIFF or JPG files. Files must be no more than 20MB in total, or we won't receive them.

Supporting document: Please supply no more than one A4 document with an explanation of your image, including software used, techniques and working processes, clients (if applicable) and your name and contact details.

Judges:

Jeff Knowles
Dan Moore
David Carson

Animation:

Any animated work of under 10 minutes in duration. The animation may be completed in any digital medium (including, but not limited to: Flash, After Effects, digital 2D, 3D, and mixed-media work with a strong component of digital image manipulation).

The animation may either be a professional piece of work, released in a commercial environment, or a personal work.

File requirements: The animation should be sent as a MOV or AVI file. We recommend MOV files compressed using the H.264 codec. Please ensure the files are no larger than 100MB in size.

If your entry is shortlisted, we will email you directly to give you the option of submitting a higher-resolution version for final judging. This must be submitted within one week of the email being sent out.

Supporting documents: Please supply no more than one A4 document with an explanation of your image, including software used, techniques and working processes, clients (if applicable) and your name and contact details.

Judges:

Philip Hunt

Tom Baker

Rex Crowle

Motion Broadcast :

Criteria: Any largely or wholly computer-generated video or short film created in any motion graphics software format.

The short can be a professional piece of work, released in a commercial environment or self-initiated. We reserve the right to move your entry to another category.

File requirements: Video should be sent as .MOV or .AVI files. Files must be no more than 100MB in total, or we won't receive them.

Supporting document: Please supply no more than one A4 document with an explanation of your image, including techniques and working processes, clients (if applicable) and your name and contact details.

Judges:

Adam Jenns

Rob Chui

Jason Arber

Web & Interactive Design

Criteria:

Any web-deployed site or interactive project created in any web or rich media environment. This can be a professionally designed project for a client, or self-initiated work.

File requirements: Files should be sent as screen grabs and a URL link to the active site or project. For interactive non-web projects, please send a URL to a showcase page together with a screen grab. Files must be no more than 20MB in total, or we won't receive them.

Supporting document: Please supply no more than one A4 document with an explanation of your project, including techniques and working processes, clients (if applicable) and your name and contact details and the software and hardware used.

Judges:

Aral Balkan
Shane Mielke

2D Illustration:

Criteria: Any largely or wholly computer-generated image created in any 2D software format.

The image can be a professional piece of work, released in a commercial environment or self-initiated.

File requirements: Images should be sent as 300dpi TIFF or JPG files. Files must be no more than 20MB in total, or we won't receive them.

Supporting document: Please supply no more than one A4 document with an explanation of your image, including software used, techniques and working processes, clients (if applicable) and your name and contact details.

Judges:

Jasper Goodall
Jon Burgerman
Lawrence Zeegen
Dave Gibbons

3D Illustration:

Any still image composed substantially or entirely of 3D computer-generated imagery.

The image should be a genuine piece of professional work, released in a commercial environment. It should be submitted in the form it was originally released: it should not have been reworked for the purpose of entering the awards.

File requirements: Images should be sent as 300dpi TIFF or JPG files. Please ensure the files are no larger than 100MB in size.

Supporting document: Please supply no more than one A4 document with an explanation of your image, including techniques and working processes, clients (if applicable) and your name and contact details.

Judges:

Paul White

Chris Christodolou

Ben Davies

Character Design:

Criteria: Any largely or wholly computer-generated image created in any 2D software format in the form of a character/creature design. The image can be a professional piece of work, released in a commercial environment.

File requirements: Images should be sent as 300dpi TIFF or JPG files. Files must be no more than 20MB in total, or we won't receive them.

Supporting document: Please supply no more than one A4 document with an explanation of your image, including techniques and working processes, clients (if applicable) and your name and contact details.

Judges:

Adi Granov

Jon Burgerman

Concept Art:

Criteria: Any largely or wholly computer-generated image created as a visual representation of an idea for a video game, movie, etc.

The image can be a professional piece of work, released in a commercial environment. We reserve the right to move your entry to another category.

File requirements: Images should be sent as 300dpi TIFF or JPG files. Files must be no more than 20MB in total, or we won't receive them.

Supporting document: Please supply no more than one A4 document with an explanation of your image, including techniques and working processes, clients (if applicable) and your name and contact details.

Judges:

Gregory Staples
Dermot Power

Product Visualisation:

Criteria: Any largely or wholly computer-generated still image for which the display of a commercial product or design prototype forms the primary focus of the work (including, but not limited to, automotive visualisation, electronic equipment, sports or white goods, or mechanical assemblies).

The image should be a genuine piece of professional work, released in a commercial environment. It should be submitted in the form it was originally released: it should not have been reworked for the purpose of entering the awards.

File requirements: Images should be sent as 300dpi TIFF or JPG files. Please ensure the files are no larger than 100MB in size.

Supporting document: Please supply no more than one A4 document with an explanation of your image, including techniques and working processes, clients (if applicable) and your name and contact details.

Judges:

Mark Prichard
Richard Wright
Lee Irvine

Games Design:

Criteria: Any largely or wholly computer-generated image created as part of or for use in the development of a video game.

The image should be a professional piece of work, released in a commercial environment. We reserve the right to move your entry to another category.

File requirements: Images should be sent as 300dpi TIFF or JPG files. Files must be no more than 20MB in total, or we won't receive them.

Supporting document: Please supply no more than one A4 document with an explanation of your image, including techniques and working processes, clients (if applicable) and your name and contact details.

Judges:

Henning Ludvigsen
Christian Bravery
Daniel Docu

Architectural Visualisation:

Criteria: Any largely or wholly computer-generated still image for which architectural imagery forms the primary focus of the work.

The image should be a genuine piece of professional work, released in a commercial environment. It should be submitted in the form it was originally released: it should not have been reworked for the purpose of entering the awards.

File requirements: Images should be sent as 300dpi TIFF or JPG files. Please ensure the files are no larger than 100MB in size.

Supporting documents: Please supply no more than one A4 document with an explanation of your image, including techniques and working processes, clients (if applicable) and your name and contact details.

Judges:

Alex Morris
Gustavo Capote
Ximo Peris

Visual Effects (short form):

Criteria: Any work of under 10 minutes in duration in which digital visual effects form a substantial component of the work (including, but not limited to: commercials, music promos, idents and virals).

The image should be a genuine piece of professional work, released in a commercial environment. It should be submitted in the form it was originally released: it should not have been reworked for the purpose of entering the awards.

File requirements: The work should be sent as a MOV or AVI file. We recommend MOV files compressed using the H.264 codec. The version submitted should be at least 600 pixels in width. Please ensure the files are no larger than 100MB in size.

If your entry is shortlisted, we will email you directly to give you the option of submitting a higher-resolution version for final judging. This must be submitted within one week of the email being sent out.

Supporting documents: Please supply no more than one A4 document with an explanation of your image, including software used, techniques and working processes, clients (if applicable) and your name and contact details.

Judges:

Jordi Bares
Jonanathan Davies
Paul Franklin

Stars of Tomorrow – sponsored by Intel

Criteria: These awards aim to recognise the very best, new talent in digital art and design. With two awards up for grabs, these awards aren't narrowly defined by categories. Quite simply, we're looking for the most innovative and exciting examples of work across any digital creative discipline within the two age-groups listed below.

16 and under
17 – 25 years

File requirements:

For movement submissions, the work should be sent as a MOV or AVI file. Please ensure the files are not larger than 100MB. We recommend MOV files compressed using the H.264 codec. The version submitted should be at least 600 pixels in width.

For static submissions, the files should be sent as 300dpi TIFF or JPG files. Please ensure the files are no larger than 20MB in size.

Supporting documents: Please supply no more than one A4 document with an explanation of your image, including software used, techniques and working processes, clients (if applicable) and your name and contact details.

Judges:

Dan Belton, UK director for consumer, Intel