

The Art Directors Club of New Jersey will offer scholarship awards to New Jersey University, College and Art School students. Judging will be held on April 16, 2011 at County College of Morris.

To participate, design professors must email completed registration forms to ScholarshipsADCNJ@gmail.com or fax to 201-998-7839 before midnight on **Wednesday, April 13, 2011**. All students must be registered to participate.

Eligibility

Students must be matriculated for the 2010-2011 academic year in an accredited program that prepares its graduates for careers in advertising, graphic design, packaging design, illustration, photography, multimedia (web, interactive, animation) design. Students must be enrolled in a 2-year or 4-year college, university or recognized art school in the state of New Jersey or reside in New Jersey and attend an out-of-state college or university.

Submissions

Only **ONE** portfolio per student will be accepted with a **maximum of 20 portfolios from each school**. All portfolios are to be selected by the academic institution, NOT by individual students. The faculty member will pre-screen student portfolios for quality and authenticity and submit the selected portfolios to the Art Directors Club of New Jersey for evaluation.

Each portfolio should contain a **maximum** of the student's **EIGHT** best pieces from the following categories: advertisements, brochures, logos, sales promotion materials, packaging design, publications, storyboards, hand lettering, book jackets, posters, typography, illustration, photography, web design, interactive design, multimedia and animation.

Portfolios may contain work from freelance jobs and internships (except work completed for a student's school) as long as the student was a major contributor in the design process. Professionally printed work is acceptable.

The determination of "**what equals 1 piece**" is as follows:

- A corporate identity system (including logo, business card, envelope, letterhead, etc) will count as 1 piece.
- Series/campaigns (packaging, wearables, ads, etc) of max 6 pieces.

If a student has surpassed the maximum limits, the 2011 Scholarship Judging Chair will remove pieces so the portfolio qualifies for judging.

Labels/Registration Numbers

Upon registration, professors will receive uniquely numbered submission labels for each student. The labels must be adhered to each piece and clearly visible to the judges. All pieces must be labeled 1 of 8, 2 of 8, etc. Unidentified work will not be considered.

To ensure anonymity, students will be known by registration number only. The number determines where the student's work is to be set up the day of the judging. The list of registration numbers should be kept by the school for their records.

Students are not permitted to have any indication of their college or their college design agencies /organizations on their artwork or visible on their display space (including portfolio, bags, boards, etc). This means that work completed for a student's school can not be entered for this competition.

Presentation: Boards/Portfolios

Two dimensional submissions must be mounted on consistently sized boards or placed inside a portfolio. As the quality of the portfolio is not being judged, please do not submit professional or interview-worthy portfolios. Actual three dimensional constructions are accepted; however, photos may be submitted in lieu of the actual three dimensional piece. All photos should be mounted following the guidelines for two dimensional work. Web, interactive, multimedia and animation submissions must be a Mac formatted, self running CD Rom accompanied by selected screen shots.

High Resolution Images

Students must bring a high resolution PDF on disk of all work submitted into the competition on April 16th. The images will be used to showcase the winners' work the night of the awards.

Judging

Students and professors are not permitted to remain during judging. Judges will be sequestered until completion of portfolio setup.

Selection Process

Art Directors Club members along with other design professionals will evaluate the portfolios and award scholarships based on the following criteria:

- Design: visual organization and composition.
- Creativity: originality, ingenuity and imagination.
- Problem solving: logical and appropriate solutions to specific objectives and evidence of analytical thinking.
- Craftsmanship: aesthetics of overall presentations.

Winning Student Awards

Winners will receive either a Monetary Award or an Honorable Mention certificate; all will be recognized at the ADCNJ Annual Awards Dinner & Exhibition on May 20, 2011 at The Birchwood Manor, Whippany, NJ. Winners will be invited as special guests of the club to attend this event; display their work and brought onstage to receive a commemorative certificate designed and hand-lettered by ADCNJ member, Martin Holloway.

Each winner will receive a two-year ADCNJ membership and be entitled to all membership privileges.

Winners work will also be displayed on the ADCNJ website – www.adcnj.org.

Winners are responsible for the installation of their artwork on the night before the show - May 19th at The Birchwood Manor in Whippany, NJ – 5-7pm. Installation procedures will be posted on the site as the date approaches.

Winning students will be notified on or before April 20, 2011. Details of the Annual Awards Show & Exhibition will be given at the time of notification. Winning students will be admitted free-of-charge. Additional tickets may be purchased via www.adcnj.org or via telephone 201-997-1212.

In addition to the annual ADCNJ Scholarships; there will be TWO SPECIAL Awards this year – **Brand Identity/Package Design** and **Interactive Design**.

The Smith Design Brand Identity/Package Design Scholarship

Smith Design, a New Jersey/California based brand design firm specializing in brand identity and package design for consumer brands, offers a Student Scholarship Award through the ADCNJ.

Criteria: Package Design and Brand Identity Design

A minimum of (3) three to (6) six examples per student entry. Examples must focus on brand identity and visual imagery as applied to package design for a consumer product or brand. The product or brand packaging can be a redesign of an existing product or an original concept. Original structural design concept can be included, but is not mandatory for submissions. The focus is graphic design on packaging.

Evaluation Criteria: entries will be judged on creativity, quality of execution, overall success of communication via a logical and appropriate solution with evidence of strategic thinking behind the design, level of professional “polish” and aesthetic of overall presentation.

Submission Procedure: Submit work on April 16, 2011 to County College of Morris following the same procedures outlined above for

The Nickelfish Interactive Design Scholarship

Nickelfish Interactive Design and Marketing, a New Jersey based design and development agency specializing in interactive online, mobile and social application development , offers a Student Scholarship Award through the ADCNJ.

Requirements for application are examples of websites and mobile applications:

1. A minimum of (2) two to (4) four websites or application designs per student entry. Examples must focus on interactive design that provides users with a engaging, aesthetically pleasing user experience. The website or mobile application can be a redesign of an existing website or an original concept. Fully developed URLs or applications can also be included and is looked upon favorably, but is not mandatory for submissions.
2. **Submission Procedure: Designs may only be submitted electronically as a multi-page PDF (referencing a URL if available), directly to Nickelfish IDM at adcni@nfidm.com and info@adcni.org with a subject line of "ADCNJ Scholarship Submission". Include student name, contact information, and name of accredited school/program.**
3. Evaluation Criteria: entries will be judged on creativity, quality of execution, overall success of communication via a logical and appropriate solution with evidence of strategic thinking behind the design, level of professional “polish” and aesthetic of overall presentation.
4. *For further technical information, contact Justin Marcucci at justin@nfidm.com*
5. Deadline for Email Submissions is 12:00 noon on April 15, 2011.

We look forward to seeing your work!