

# ADCNJ

ART DIRECTORS CLUB OF NEW JERSEY

The Art Directors Club of New Jersey will offer scholarship awards to New Jersey college and art school students. To participate, design professors must email completed registration forms to ADCNJScholarships@gmail.com before midnight on **Friday, March 21, 2008**. All students must be registered to participate.

## Eligibility

Students must be matriculated for the 2007-2008 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 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) will count as 1 piece. Any accompanying pieces (package design, ad, billboard, etc) will be counted as additional pieces.
- Series/campaigns (packaging, wearables, ads, etc) of 3 or less pieces will count as 1 piece. All additional pieces will count as 1 additional.
- Magazines (with table of contents, cover/back cover, interior articles) will count as 2 pieces.

A council member (not affiliated with a college) will determine if a student has surpassed the maximum number of pieces before judging begins.

## Labels/Registration Numbers

Upon registration, professors will receive labels and registration numbers 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 students' 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.

## 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. If using boards, do not flap with tracing paper. Campaigns must be taped together.

Actual *three dimensional* constructions are accepted, however, photos may be submitted in lieu of the actual three dimension piece. 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.

## **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.

Winners will receive either a monetary award or Honorable Mention, as well as public recognition at the ADCNJ Annual Awards Exhibition. Winners will also be invited as special guests of the club to attend this event and display their work.

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

Individual students will be notified on or before April 10, 2008. Details of the Annual Awards Show will be given at the time of notification.