

**SEGD
GLOBAL
DESIGN
AWARDS
2017**



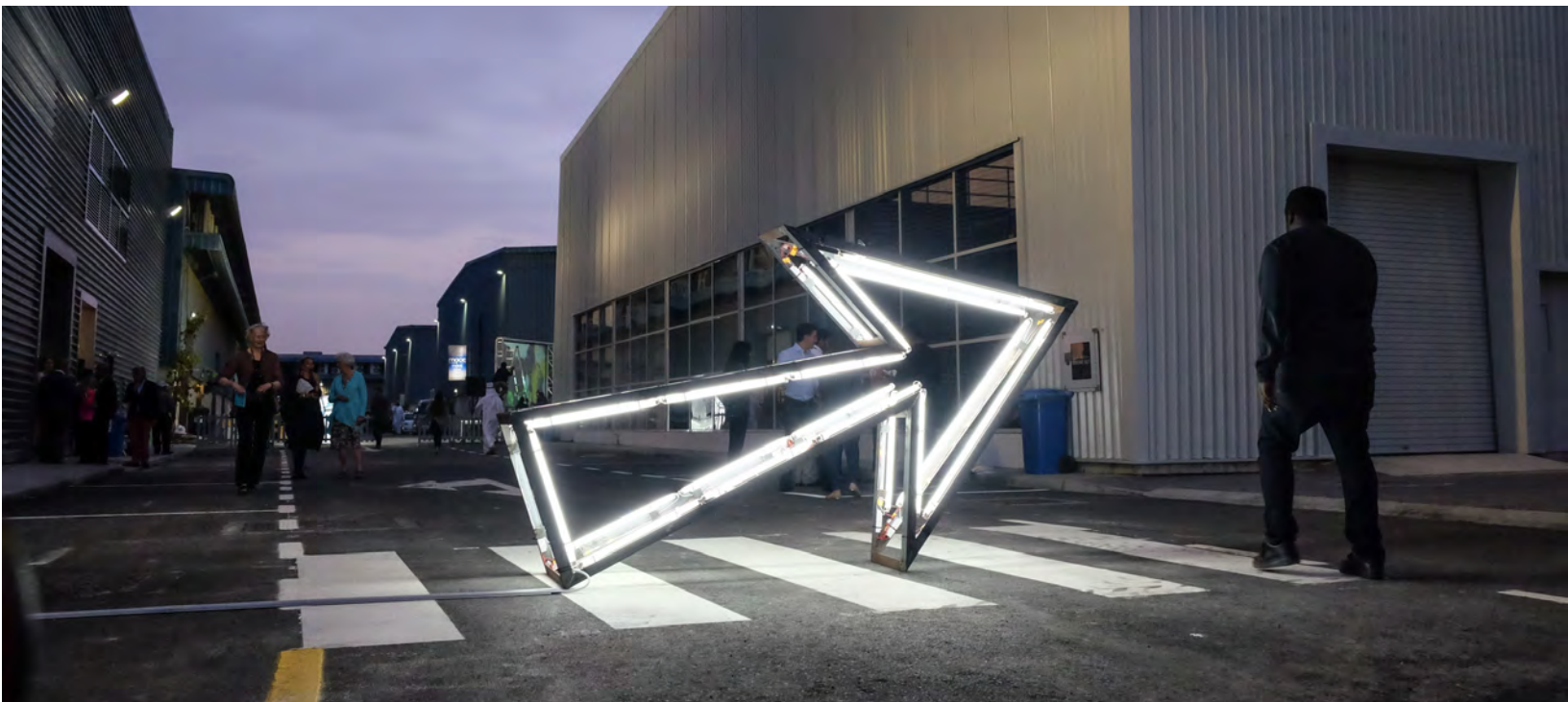
PRESENTING
SPONSOR



Submission Deadline

Deadline: January 31, 2017

Late Deadline: February 14, 2017



Alserkal Arrows
Design: PenguinCube

Enter Now!

Questions? jennette@segd.org, 202.638.5555

Experiential Graphic Design: Connecting People to Place

Since 1987, the SEG D Global Design Awards have set the standard of excellence for experiential graphic design—honoring design work that connects people to place by providing direction, content, and compelling experiences in public spaces. Since 2014, the awards have been juried in separate categories in order to ensure that projects are compared with like projects, e.g., wayfinding projects with wayfinding projects.

What Can You Enter?

- Digital Experience Content (not advertising)
- Exhibitions
- Interactive Experiences
- Placemaking and Identity
- Public Installations
- Strategy/Research/Planning
- Wayfinding

For examples, visit segd.org/explore-experiential-graphic-design.

Winners in the seven categories are considered together for the Best in Show award. The prestigious Best in Show winners get 100% more clicks on the SEG D website.



Virtual Depictions : San Francisco
Design: Skidmore, Owings & Merrill LLP Architects, Refik Anadol Studios

Enter Now!

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Who Should Enter?

- Experiential graphic designers
- Environmental graphic designers
- Graphic designers
- Architects
- Landscape architects
- Exhibit designers
- Industrial designers
- Interior designers
- Technology integrators
- Digital content creators
- User experience designers
- Media developers
- Creative agencies
- Fabricators
- Clients
- Students

How Will Your Projects Be Evaluated?

A multi-disciplinary jury representing a diversity of design disciplines, as well as clients, users, and students will evaluate your projects based on their effectiveness in connecting people to place, creating a unique and memorable user experience, and solving the client's objectives and design challenges.

Honor and Merit awards will be selected in each category. In addition, one project will win a Best in Show award.

And If My Project Wins?

Winning projects will be featured in the SEGD17 awards annual and in the SEGD Global Design Awards archive on www.segd.org. SEGD will also distribute press releases announcing the winners.

Winners will be honored at the SEGD Global Design Awards Celebration during the SEGD Conference, June 8-10, 2017, in Miami; attendance is a requirement of winning.

The Fine Print (Contest Rules)

Entrants agree not to submit any entry that (1) infringes any third-party proprietary rights, intellectual property rights, personal or moral rights or confidentiality obligations; or (2) otherwise violates the applicable state, federal, provincial or local law.

Entrants must be the sole author and owner of the copyright in all content (text, images, video, etc.) submitted in connection with entered projects and represent that they have the right to submit the Content and grant all required licenses. Entrant shall provide (upon request by SEGD) proof of ownership and authority to grant these license rights to SEGD.

By submitting its entry, the Entrant grants an immediate limited, non-exclusive, perpetual, worldwide and royalty-free license to SEGD to use the content submitted for any purpose at any time in any media with attribution.

SEGD assumes no responsibility for any Entrant's non-compliance with these Rules and accepts no liability for any Entrant's violation of a third-party's rights in the content submitted. SEGD reserves the right to seek indemnification or other contribution from the Entrant for any third-party claim of infringement relating to such content.

As a condition of participating in this contest, Entrant agrees to comply with all of these Contest Rules.



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Project Eligibility

- Projects must have been completed between January 1, 2014, and December 31, 2016.
 - Student projects must have been completed in 2015 or 2016 by full-time students.
 - Projects may be submitted by SEGD members and non-members.
 - There is no limit on the number of projects entered by an individual or firm.
 - Juror firms may enter projects on which jury members did not participate.
 - Projects must demonstrate the use of design elements (including, but not limited to, typography, symbols, pictograms, media, diagrams, and color coding) in the design solution and must focus on the communication of information, identity, or image in the designed environment.
 - A project may be entered in multiple categories; a separate entry and payment are required for each category.
 - Projects entered in previous years may be entered again if they did not win an award.
- Contact jennette@segd.org or 202.638.5555 for information.



KU Design Week 2016
Design: KU design students



Enter Now!

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Entry Requirements

- Entries are judged anonymously. The project description, captions, and video should NOT include any information identifying the submitting firm.
- Words, pictures, and fees must be submitted via the SEGD Global Design Awards online entry system.
- Entries must comply with the Contest Rules.

Words

Up to 500 words describing the project, its objectives and challenges, and the primary features of the design solution and how it addressed the objectives and challenges. Ideally, describe the success of the project and how it was measured.

Pictures

Built Projects

- Up to 8 images (300 dpi, .jpg, 5MB limit) with captions (Identify one as the “Hero Shot” that you would like jurors to see first.)
- One video (mp4, .wmv, or .mov; 105MB limit), up to 2 minutes in length, only if it provides additional information

Unbuilt Projects, Research Materials, and Master Plans

- In addition to the online entry, mail documents, sketches, presentation materials, and other relevant “hard copy” materials (with online entry number) to Jennette Foreman
SEGD, 1900 L St., NW Suite 710,
Washington, DC 20036.

Entry Fees

- SEGD Student Members: FREE
- Student Non-members: \$50/entry
- SEGD Members: \$325/entry
- All others: \$625/entry

Each entry submitted after January 31, 2017, will incur a \$50 late fee.



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