

**SEGD  
GLOBAL  
DESIGN  
AWARDS  
2018**



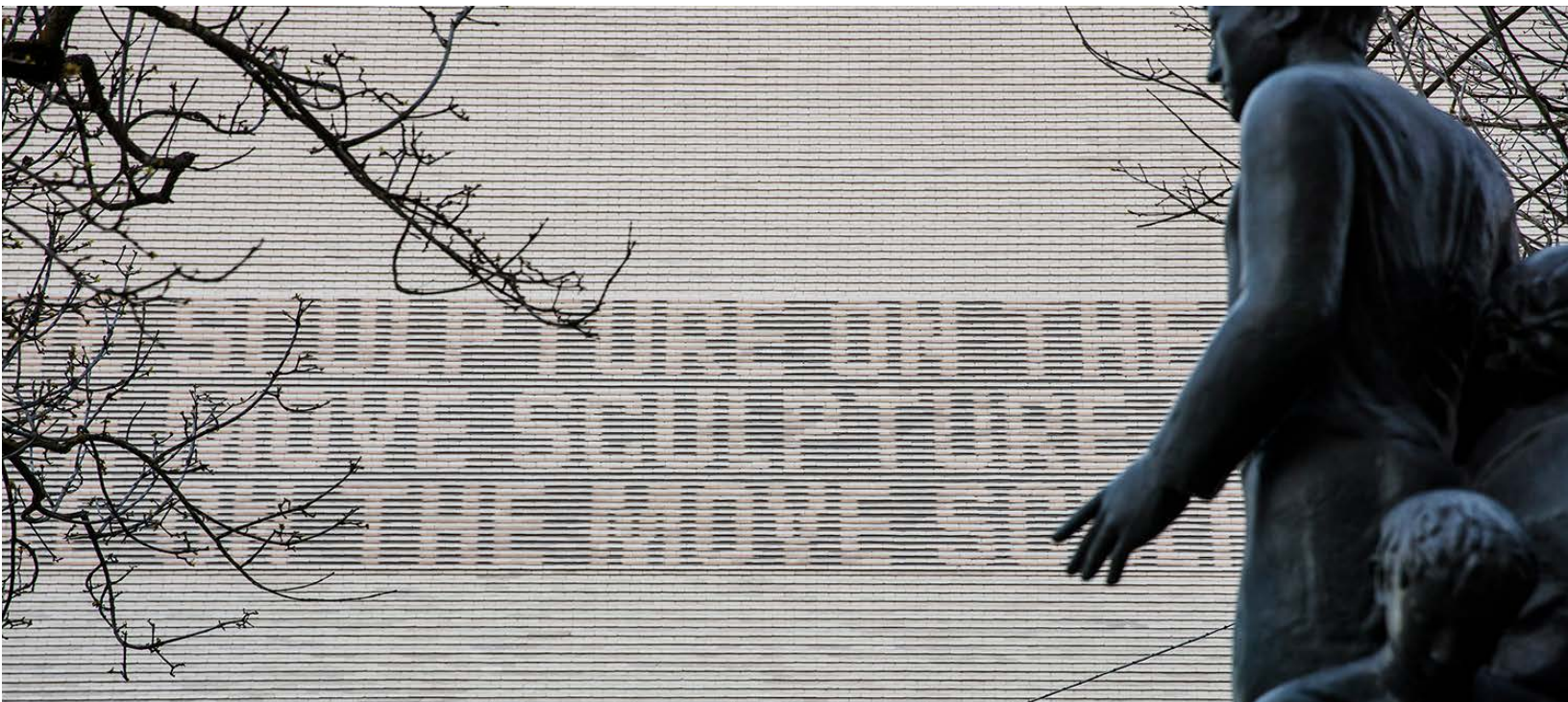
PRESENTING  
SPONSOR



## Submission Deadline

January 31, 2018

Late Deadline: February 14, 2018



Kunstmuseum Basel Light Frieze  
Design: ig art



**Enter Now!**

Questions? [jennette@segd.org](mailto:jennette@segd.org), 202.638.5555

## Experiential Graphic Design: Connecting People to Place

Since 1987, the SEGD 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](https://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 SEGD website.



Who, Like Me, Is Threatened?  
Design: Second Story, part of SapientRazorfish



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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 SEGD18 awards annual and in the SEGD Global Design Awards archive on [www.segd.org](http://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 7-9, 2018 in Minneapolis; 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, 2015, and December 31, 2017.
  - Student projects must have been completed in 2016 or 2017 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.
  - 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](mailto:jennette@segd.org) or 202.638.5555 for information.



Look/Hear  
Design: Maryland Institute College of Art (MICA), Ran Design



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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 1 minute 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: \$700/entry
- Special: \$600 for non-member to join and enter one project.

Each entry submitted after January 31, 2018 will incur a \$75 late fee.



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