

## Overview

In order to showcase faculty and student creative works, the 2021 Southeast Colloquium at Elon University, is providing a Creative Contest for all BEA and AEJMC members, called **The Southeast Colloquium Creative Contest**. This event is sponsored by the Association for Education in Journalism and Mass Communication (AEJMC) and the Broadcast Education Association (BEA), with support from AEJMC's VISC and NOND divisions.

Links to enter each category are shown below, followed by descriptions of categories, rules, guidelines, and a description of the judging process. All winning entries will be notified and then displayed virtually, as part of the Southeast Colloquium, March 18-21, 2021.

## Links to Entry Forms

### Faculty Forms

[Faculty Visual Identity & Branding](#)

[Faculty Advertising Design](#)

[Faculty Photography](#)

[Faculty Publication & Editorial Design](#)

### Student Forms

[Student Visual Identity & Branding](#)

[Student Advertising Design](#)

[Student Photography](#)

[Student Publication & Editorial Design](#)

## Entry Category Descriptions

### Entry Categories

The **Visual Identity & Branding** category includes the following areas:

- a. Logos: Logotypes or graphical representations to identify a company or organization.
- b. Stationary Packaging: Branded stationery set including, but not limited to: letterhead, envelope, and business card.
- c. Typeface & Hand Lettering: The design, creation, and manipulation of type including, but not limited to: typeface design, hand lettering, and experimental typography.
- d. Environmental: The design of environmental graphics including, but not limited to: store signage, way-finding, and exhibit design.
- e. Special Event Materials: The design of print event materials including, but not limited to invitations, announcements, and RSVP cards.

- f. Wearables: The design of wearable apparel and accessories including, but not limited to t-shirts, totes, pins, hats, etc.
- g. Illustration: A single work, series, or collection of traditional or digital illustrations including, but not limited to drawings, pen and ink, screen prints, watercolor, collage, and digital freehand and vector graphics.
- h. Packaging: The design of a single or line of packaged goods including, but not limited to bottles, cans, and boxes.
- i. Motion Graphics/Design: Graphic elements brought to life with motion up to 2 minutes in length. Includes, but is not limited to: video transitions, into or title screen graphics, end credits, and animated logos or icons. Only category that accepts MP4 files. Submit a compressed MP4 (under 1GB in size) Encode all video entries with an H.264 codec (directions for encoding with QuickTime) and format as 720px x 480px if it is a 4:3 (standard definition) video, or 1280px x 720px if it is a 16:9 (high definition) video.

The **Advertising Design** category includes the following areas:

- j. Posters: Large format design, picture, or notice for display in a public place.
- k. Point of Purchase: Promotional advertising or display unit meant to accompany a specific product or service at the designated sale location.
- l. Print: Single or series of print ads intended for placement in magazines, newspapers, or similar media.
- m. Out-of-Home: Single or series of large format ads for display in a public place (traditional print or digital). Includes billboards, kiosks, transit ads, posters, and other similar formats.
- n. Interactive: Single or series of ads that invite a digital interaction between an audience and a brand or with a particular issue/cause, including: websites, social media and mobile platforms, gaming, apps (including in-app marketing), banners, page takeovers, augmented/virtual reality experiences and other interactive digital formats.
- o. Experiential: Single or series of ads presented as or in an immersive experience, including: installations, events, stunts, activations, or guerilla/ambient methods.
- p. Direct: Single or series of direct marketing in traditional print or digital form, including: direct mail, targeted online ads, email, text messages, point of purchase, in-store advertising and various collateral pieces like booklets, brochures, fliers, newsletters, postcards, coupons, apparel, coasters, etc.
- q. Integrated Campaign: Advertising campaign made up of multiple pieces, across different media and/or platforms. (e.g., print, radio, digital, out-of-home, URL, etc.)
- r. Public Service (PSA): Single or series of ads that promotes a certain cause, message, or nonprofit organization expressly intended for the public good.

The **Photography** category includes the following areas:

- s. Photography Essay: A series or collection of images captured through a digital or film camera. Utilitarian photo retouching, editing, or color correcting may be accepted, although images must not be rendered digitally to create a different image from what was captured.
- t. Commercial Still: A single image captured through a digital or film camera for the purposes of marketing or advertising. Utilitarian photo retouching, editing, or color correcting may be accepted, although images must not be rendered digitally to create a different image from what was captured.
- u. Journalism Still: A single image captured through a digital or film camera for the purposes of journalism. Utilitarian photo retouching, editing, or color correcting may be accepted, although images must not be rendered digitally to create a different image from what was captured.

The **Publication & Editorial Design** category includes the following areas:

- v. Infographics: A depiction of data graphically designed to make the information easily and visually understandable.
- w. Menus: A single or multi-page design listing the various products and/or services offered at a specific food, drink, or other business establishment.
- x. Album/CD Covers: Design of covers for albums, CDs, and digital music.
- y. Book Covers: Design of front covers, paperback full covers, and/or hardcover dust jackets for print or digital books.
- z. Magazine & Periodical Covers: Design of front covers for print or digital magazines or other periodicals.
- aa. Editorial Spread or Feature Design: Single or multi-page design of a spread or feature for print or digital books, magazines, newspapers, or other periodicals.
- bb. Printed Annual Report, Brochure & Catalog: Multi-page promotional material for products, services, or a company.
- cc. Website/App Page Design (non-interactive): Design, layout, art direction and concept of the home page of a website for a product, company, organization, or cause.

## Student Guidelines

### Student Eligibility Requirements

1. **Predominant Authorship and Originality:** The Southeast Colloquium Creative Contest invites submissions of original creative works in which the entrant maintained predominant authorship over the project's content and aesthetics. Any non-student-produced assets must represent less than 20% of the entry or have been significantly altered from the original asset (e.g. multiple stock photos combined to create a new image), not including digital mock-ups.
2. Partial works or works-in-progress will not be accepted.

3. Group projects are eligible. Group projects as: any entry where 2+ students were specifically assigned a project with the express direction to work together to create an end product.
4. BEA & AEJMC Members Only: The competition is open to full-time graduate and undergraduate students who are either individual BEA/AEJMC student members, enrolled at a university or college that is a BEA Institutional Member, or are sponsored by an AEJMC faculty member. Membership forms and information for BEA are available on the BEA website at [www.beaweb.org](http://www.beaweb.org).
5. Entrants must certify that the entry was completed while enrolled full-time as a student at a university, college, or community/technical college. NOTE: Students enrolled at a BEA Member Institution receive a free student membership by registering online.
6. Legal Permissions: The entrant agrees to clear all licenses, copyrights, and permissions to ensure that the submission can legally and ethically be presented at the Southeast Colloquium and online at the Southeast Colloquium/BEA/AEJMC websites. If an entity other than the entrant owns the rights to all or part of the submitted program, the entrant must include written consent from the owner or an authorized representative of the owner to the entry form/PDF/mp4 file.
7. Exhibition Rights: By entering this contest the entrant is stating that they own the rights of exhibition and that they grant BEA & AEJMC the limited rights to exhibit the work at the Southeast Colloquium conference and at the Southeast Colloquium/BEA/AEJMC websites.

## Student Submission Requirements

1. No late entries will be accepted. ALL entries must be received no later than 11:59 P.M. EST on Sunday, January 31.
2. One Entry Form for Each Entry in Each Category: The entrant must complete one entire entry form for each work submitted in each category. Each entry has its own non-refundable \$20 (U.S) entry fee.
3. Work may be submitted in multiple categories, but the work will be judged on how appropriate it is for that category or judged on the particular element that applies to that category. For example, a publication design that includes original photography could be submitted in both the Publication & Editorial Design category and the Photography category, but will only be judged on the individual elements that fit in that category.
4. Work should not be openly attributed. Do NOT display your name or the name of your school in your work unless it is part of the design (e.g. senior exit show poster or self-branding). All personal identifying information should be removed from your digital files including the metadata in your PDF to ensure a blind review. This helps to ensure that our judges have an unbiased opinion when judging.
5. Choose the appropriate Competition and Category: Entrants are responsible for submitting their work to the appropriate competition and category. If the competition chair determines that an entry does not fit the selected category, the entry may be reassigned or rejected. Entry fees will not be refunded for rejected or reassigned entries.

6. **Submission Process:** Entrants must follow the online procedures for electronically submitting all entries. Submissions that fail to work or are not comprehensible for any reason will result in the disqualification of the entry. Failure to properly complete any portion of the submission process (completing the online entry form, submitting the media, and paying the entry fee) will disqualify the entry from the competition.
7. All work must be submitted digitally as a PDF or MP4 for motion graphics (under 1GB in size). Combine all images into ONE, single PDF. They can be multiple pages but not separate PDFs. Your PDF file name should match your Entry Title.
8. Links inside the PDF to outside websites can be included if needed, but all identifying information should be tried to be removed.
9. Properly credit coauthors and assets used. Any assets not created by the submitting student that are used for the submitted entry must include proper written credits in the online entry description field (e.g. Art Direction: Submitting Student, Illustration: Artist's name, Typography: Artist's name).
10. For group projects, the submitting student must include proper written credits and a valid email address for all eligible group members in the online entry description field (e.g. Art Director: Submitting Student, Email Address; Copywriter: Group Member, Email Address; etc.).
11. We recognize that students may be tasked to use non-student-produced assets to create layouts or designs. However, the following limitations apply: Any usage of non-student-produced assets (e.g. stock photography or stock illustration) must be credited in the entry description field (e.g. "Image(s) © istockphoto.com"), including digital mock-ups and templates (Canva, Wordpress, Envato, etc.). Any non-student-produced assets must represent less than 20% of the entry or have been significantly altered from the original asset (e.g. multiple stock photos combined to create a new image), not including digital mock-ups. In your description of the work, include details on how assets were used and/or altered.
12. Work submitted at this regional event is NOT excluded from future AEJMC contests and can be submitted to the AEJMC's National Conference Best of Design contest, sponsored by the VISC & NOND division.

## Faculty Guidelines

### Faculty Eligibility Requirements

1. **Predominant Authorship and Originality:** Southeast Colloquium's Creative Contest invites submissions of original creative works in which the entrant maintained predominant authorship over the project's content and aesthetics. Any non-entrant-produced assets must represent less than 20% of the entry or have been significantly altered from the original asset (e.g. multiple stock photos combined to create a new image), not including digital mock-ups.
2. Partial works or works-in-progress will not be accepted.

3. Group projects are ineligible.
4. BEA & AEJMC Members Only: The competition is open to BEA & AEJMC faculty members. Membership forms and information for BEA are available on the BEA website at [www.beaweb.org](http://www.beaweb.org) and on the AEJMC website at [www.aejmc.org](http://www.aejmc.org).
5. Entrants must certify that the entry was completed while a faculty member at a university, college, or community/technical college program.
6. Legal Permissions: The entrant agrees to clear all licenses, copyrights, and permissions to ensure that the submission can legally and ethically be presented at the Southeast Colloquium and online at the Southeast Colloquium/AEJMC/BEA websites. If an entity other than the entrant owns the rights to all or part of the submitted program, the entrant must include written consent from the owner or an authorized representative of the owner to the entry form/PDF/mp4 file.
7. Exhibition Rights: By entering this contest the entrant is stating that they own the rights of exhibition and that they grant BEA & AEJMC the limited rights to exhibit the work at the Southeast Colloquium conference and at the Southeast Colloquium/BEA/AEJMC websites.

## Faculty Submission Requirements

1. No late entries will be accepted. ALL entries must be received no later than 11:59 P.M. EST on Sunday, January 31.
2. One Entry Form for Each Entry in Each Category: The entrant must complete one entire entry form for each work submitted in each category. Each entry has its own non-refundable \$25 (U.S) entry fee.
3. Work may be submitted in multiple categories, but the work will be judged on how appropriate it is for that category or judged on the particular element that applies to that category. For example, a publication design that includes original photography could be submitted in both the Publication & Editorial Design category and the Photography category, but will only be judged on the individual elements that fit in that category.
4. Work should not be openly attributed. Do NOT display your name or the name of your school in your work unless it is part of the design (e.g. senior exit show poster or self-branding). All personal identifying information should be removed from your digital files including the metadata in your PDF/MP4 to ensure a blind review. This helps to ensure that our judges have an unbiased opinion when judging.
5. Choose the appropriate Competition and Category: Entrants are responsible for submitting their work to the appropriate competition and category. If the competition chair determines that an entry does not fit the selected category, the entry may be reassigned or rejected. Entry fees will not be refunded for rejected or reassigned entries.
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(completing the online entry form, submitting the media, and paying the entry fee) will disqualify the entry from the competition.

7. All work must be submitted digitally as a PDF or MP4 if motion graphic (under 1GB in size). Combine all images into ONE, single PDF/MP4. They can be multiple pages but not separate PDFs. Your PDF/MP4 file name should match your Entry Title.
8. Links inside the PDF to outside websites can be included if needed, but all identifying information should try to be removed.
9. Properly credit assets used. Any assets not created by the submitting designer that are used for the submitted entry must include proper written credits in the online entry description field (e.g. Illustration: Artist's name, Typography: Artist's name).
10. We recognize that designers may be tasked to use non-entrant-produced assets to create layouts or designs. However, the following limitations apply: Any usage of non-entrant-produced assets (e.g. stock photography or stock illustration) must be credited in the entry description field (e.g. "Image(s) © istockphoto.com"), including digital mock-ups and templates (Canva, Wordpress, Envato, etc.). Any non-entrant-produced assets must represent less than 20% of the entry or have been significantly altered from the original asset (e.g. multiple stock photos combined to create a new image), not including digital mock-ups. In your description of the work, include details on how assets were used and/or altered.
11. Work submitted at this regional event is NOT excluded from future AEJMC contests and can be submitted to the AEJMC's National Conference Best of Design contest, sponsored by the VISC & NOND division.

## Judging Process for Students & Faculty

1. Evaluation Criteria: Entries are evaluated according to the following criteria:
  - a. directions;
  - b. craftsmanship and technique;
  - c. aesthetics, composition, and/or use of the elements of art and principles of design;
  - d. objective, fit, and context (how well does the work fit/meet the overall goal);
  - e. creativity, uniqueness, and originality;
  - f. and overall quality.
2. Judging: All work will be judged by media educators and/or industry professionals with expertise in the submitted category. Judges will not be assigned to review an entry where there is an obvious conflict of interest or in cases where the judge is institutionally affiliated with an entrant.
3. Blind Review: Every effort will be made to conduct a blind review of each submission. Wherever possible, entrants should remove information that points to the identity of the work's author and/or co-author(s).