

Appendix A – Salon Categories

Professional Categories

Professional entries must be medical, surgical, pathological, health-sciences or life-sciences in content and have been completed as part of a professional assignment for a specific purpose.

STILL MEDIA SECTION

A. Didactic/Instructional – Medical illustrations that are primarily *instructional in nature*, which depict surgical, anatomical, pathological, or bio-scientific structures, functions, and/or processes. May be color, black and white continuous tone, or black and white line medical illustrations.

- **A-1 Non-Commercial** – Any didactic work that is produced primarily for the academic marketplace or other not-for-profit entities.
 - Example 1: Figures for a peer-reviewed academic journal, or medical/surgical or health sciences textbook or atlas.
 - Example 2: Patient education materials for not-for-profit entities.
- **A-2 Commercial** – Any didactic work that is produced primarily for the commercial marketplace.
 - Example 1: Illustrations for a pharmaceutical, biotechnology, or medical/surgical device manufacturing company explaining biologic or pathologic processes.
 - Example 2: Illustrations for a pharmaceutical, biotechnology, or medical/surgical device manufacturing company explaining how something is done.

B. Editorial - Medical illustrations that summarize the content of a publication or article by calling attention to the subject matter of the same, either as cover or inside art. *All cover art, whether for a journal, magazine, or book, should be entered into this category, regardless of content.*

C. Advertising and Marketing/Promotional - Medical illustrations created to attract attention to or show support for a product, business or service in the pharmaceutical, biotechnology, or medical/surgical device manufacturing industries, and all that are similar. These are generally intended to aid in selling or promoting a product/service or creating brand recognition. *Work such as MOAs, sell sheets, patient information handouts or wall charts, etc. should be entered into this category, regardless of content.*

D. Medical-Legal – Medical illustrations produced to provide or accompany medical documentation in legal proceedings.

E. Illustrated Text (Book) - illustrated books of an anatomical, pathological, medical or surgical nature. Books are judged on the quality and usage of their medical illustrations, and not on their graphic design. *(Note: Entries submitted in this category that do not include medical illustrations shall not be considered for awards.)*

MOTION MEDIA SECTION

F. Animation - Medical visualizations of surgical, anatomical, pathological, health-related or bio-scientific structures, functions, and/or processes. May be 2D or 3D.

- **F-1 Didactic/Instructional - Non-Commercial** – Any work that is *didactic / instructional in nature* and produced primarily for the academic marketplace or other not-for-profit entities.
 - Example 1: An animation created as part of a public service/public health announcement.

- Example 2: An animation created as part of a research grant or other not-for-profit entities such as NLM/NIH, DARPA and The American Red Cross.
- **F-2 Didactic/Instructional – Commercial** – Any work that is didactic / instructional in nature and produced primarily for the commercial marketplace.
 - Example 1: A Mechanism of Action/Mechanism of Disease animation created for a pharmaceutical, biotechnology, or medical/surgical device manufacturing company.
 - Example 2: DVD or web based animations created for a publishing company as part of a textbook series.
- **F-3 Advertising and Marketing/Promotional** Animations created to attract attention to or show support for a product, business or service in the pharmaceutical, biotechnology, or medical/surgical device manufacturing industries, and all that are similar. These are generally intended to aid in selling or promoting a product/service or creating brand recognition. (*NO PERSONAL OR COMPANY DEMO REELS PLEASE.*)
- **F-4 Medical-Legal** - Animations produced to provide or accompany, medical documentation in legal proceedings.

INTERACTIVE MEDIA SECTION

G. Interactive Media - Website or stand-alone (i.e. CD-ROM, kiosk, app) interactive media entries.

- **G-1 Didactic/Instructional - Non-Commercial** – Any work that is didactic / instructional in nature and produced primarily for the academic marketplace or other not-for-profit entities.
 - Example 1: An interactive application created as part of a public service/public health announcement.
 - Example 2: An interactive application created as part of a research grant or other not-for-profit entities.
- **G-2 Didactic/Instructional – Commercial** – Any work that is didactic / instructional in nature and produced primarily for the commercial marketplace.
 - Example 1: Interactive application/s created as part of a pharmaceutical trade show booth.
 - Example 2: Interactive application/s created for a publishing company as part of a textbook series.
- **G-3 Advertising and Marketing/Promotional** - Interactive programs, apps, websites, or kiosks created to attract attention to, show support for, or is intended to aid directly or indirectly in the sale of a product, business, or service for the pharmaceutical, biotechnology, or medical/surgical device manufacturing industries, and all that are similar. (*NO PERSONAL OR COMPANY DEMO PROGRAMS, APPS, OR WEBSITES PLEASE.*)
- **G-4 Gaming** – A digital interactive submission that presents the user or users with challenges or problems to undertake for fun, discovery, or education related to medicine, health sciences or life sciences.

DIMENSIONAL MEDIA SECTION

H. Simulators, Prosthetics and Sculptural Products - Simulators, prostheses or other tactile three-dimensional forms (tactile 3D) of an anatomical, pathological, medical or surgical nature. Maximum acceptable size is 4 ft. x 4 ft. x 4 ft.

Student Categories

Student entries must be curriculum-related, i.e., work completed in fulfillment of academic assignments/requirements and evaluated by faculty.

To eliminate confusion regarding Student Salon artwork, the following policy has been established.

- 1. Students may enter artwork if they are currently enrolled in a medical illustration program.*
- 2. Students that have graduated are eligible to enter curriculum-related artwork in the Student Salon during the year that is the same year as their graduation. (i.e., Artwork created by a person that graduated in 2013, can be entered in the 2013 AMI Student Salon.)*

Students MAY NOT enter artwork in a professional category in the same year that they enter in a student category.

STILL MEDIA SECTION

I. Didactic/Instructional – Medical illustrations that are primarily instructional in nature, which depict surgical, anatomical, pathological, or bio-scientific structures, functions, and/or processes. May be color, black and white continuous tone, or black and white line medical illustrations.

- **I-1 Didactic/Instructional – Anatomical/ Pathological** – Illustration of anatomy/pathology for identification purposes.
 - Example 1: to demonstrate normal or pathological anatomy as it appears, such as would be found in an atlas of anatomy.
Example 2: to depict a given pathology or disease process as a means to help a patient identify/recognize his/her condition, as would be found in an informational pamphlet or wall chart.
- **I-2 Didactic/Instructional – Surgical/Clinical Procedures** – Multipart or “critical step” illustrations depicting a multi-part procedure
 - Example 1: depictions of a surgical procedure/processes.
 - Example 2: clinical testing (e.g. Orthopedics: Knee Instability Tests) or clinical procedures (e.g. injection guides or tissue sampling techniques).
- **I-3 Didactic/Instructional – Molecular/Biological/Life Sciences** – Illustrations depicting human or animal cellular processes, lifecycles, behaviors, or functions
 - Example 1: depictions of the normal or pathological function of an organ or system.
 - Example 2: depictions of chemical/molecular/cellular component interactions and processes at the cellular or subcellular level.

J. Editorial - Medical illustrations designed to summarize the content of a publication or article by calling attention to the subject matter of the same, either as cover or inside art. *All cover art, whether for a journal, magazine, or book, should be entered into this category, regardless of content.*

K. Advertising and Marketing/Promotional - Medical illustrations, didactic or otherwise, designed to attract attention to or show support for a product, business or service in the pharmaceutical, biotechnology, or medical/surgical device manufacturing industries, and all that are similar. These mirror professional projects that are generally intended to aid in selling or promoting a product/service or creating brand recognition. *Projects such as MOAs, sell sheets, patient information handouts or wall charts, etc. should be entered into this category, regardless of content.*

MOTION MEDIA SECTION

L. Animation - All 2D and 3D motion media where the end result is a linear motion graphic presentation that features medical visualizations of surgical, anatomical, pathological, health-related or bio-scientific

structures, functions, and/or processes. May be 2D or 3D. Examples include files played via DVD, web/computer players and film. *(There are no subcategories for the Student Animation submissions.)*

INTERACTIVE MEDIA SECTION

M. Interactive – All media that involves user interaction such as menu navigation, learning modules, gaming, quizzing and assessment, and data tracking. Materials may have video/animation/audio imbedded as part of the whole presentation. Examples include websites, interactive kiosks, patient/physician education modules, real time 3D-interactives, and gaming. *(There are no subcategories for the Student Interactive submissions.)*