



A B O U T 5 - O

Hawaii's 5-O design competition seeks to celebrate graphic design excellence in all its forms. This year's competition will see several firsts. For the first time in 5-O history, we're opening up eligibility to print projects printed outside of Hawaii as well as to motion graphics projects. Eligible projects — including identities, printed pieces, web sites and motion graphics — will be judged by the merit of their design. **Our esteemed judges will choose the top 50 designs, regardless of category.** There will again be three awards given for student entries. We expect a record number of entries with fewer slots for winners. Competition will be fierce.

The winning selections will be announced at the Award Show on Saturday, October 26, 2013 aboard the Battleship Missouri Memorial in Pearl Harbor. Buy your tickets by October 11, 2013 at 2013hi50.eventbrite.com. It will be a night to remember.

ELIGIBILITY

- ★ All entries must have been designed by a Hawaii-based company or designer within the period of September 2011 through August 2013.
- ★ Submissions must be the original work of the designer(s). Submissions can be made by anyone associated with the entry.
- ★ All submissions must have been designed for a client or as a self-promotional piece. Unpublished work is not eligible for submission.
- ★ The design firm, designer, project name, client and printer (when applicable) must be specified on the entry form for eligibility.
- ★ **NEW!** Print entries printed outside of Hawaii are now eligible.
- ★ **STUDENT ENTRIES:** All work created while attending a college or university must be submitted in this category. Work is not required to be published and may be a self-promotional piece. Select "Student" or "Student Rate" in the Online Entry System.

AIGA Honolulu reserves the right to forfeit any entry that does not meet these requirements.

WHAT AND HOW TO ENTER

All entries are processed through our online entry system at www.aigahonolulu.org/50. Paper forms are no longer used.

AIGA Honolulu reserves the right to create new images of any entry if needed for use in the winners' book and slideshow.



PRINT + ENVIRONMENTAL

INCLUDES: LOGOS, STATIONERY, BRAND IDENTITY SETS, POSTERS, BOOKS, PACKAGING, SCREEN-PRINTED T-SHIRTS, CALENDARS, ANNUAL REPORTS, BOOK JACKETS/COVERS, BROCHURES, CATALOGS, NEWSLETTERS, INVITATIONS, ANNOUNCEMENTS, ETC.; AND ENVIRONMENTAL GRAPHICS INCLUDING: SIGNAGE, WAY-FINDING SYSTEMS, MAPPING, EXHIBITION DESIGN, THEMED ENVIRONMENTS, RETAIL SPACES, SPORTS FACILITIES, AND SPECIAL-EVENT ATMOSPHERICS.

1) Provide printed samples for judging. Do not mount.

Place all parts of a single entry into one catalog envelope as large as needed to protect your samples, but *no smaller than 9 x 12*. Catalog envelopes are available at office supply stores up to very large sizes. Print out the entry submission form and include it in the envelope. Attach your entry name and assigned number to each piece of the associated entry (your submission form will include small tags for this purpose.) Clearly mark each package "Hawaii's 5-O" (number each package if you are sending multiples with "1 of x, 2 of x, etc."). See additional requirements for more specific instructions.

Additional requirements specific to sub-categories:

- **Logos:** Provide print-outs of the logo in B/W and in color on separate 8.5x11 sheets of paper or cover stock, and a sample of the logo in use (submit printed stationery, advertising, or print a screen shot of a web site).
- **Stationery:** Provide a printed sample of a letterhead, one business card and an envelope. Second sheet may also be included. Considered a single entry.
- **Mixed Media Campaign:** Enter as a campaign to be judged as a set. Can include print, identity, web and/or motion. Enter the campaign as a Print Entry, and include any links or URLs in the Notes field. Submit a 17 x 11 print-out showing all the campaign elements on a single sheet for judging. Judges will be directed to view your web site or video on line using the URL(s) you provide. You may use more than one sheet if necessary.
- **Environmental Graphics:** Applications include, but are not limited to, signage, way-finding systems, mapping, exhibition design, themed environments, retail spaces, sports facilities, and special-event atmospherics. Submit printed photos as necessary to represent overall features and design details of graphic elements for judging.

2) Upload up to four digital portfolio images.

Images must be JPG, RGB, 1500 x 1160 @72 dpi. These can be photos or digital compilations, and can be horizontal or vertical. These images will not be used for judging, but will be used in the winners' book and the presentation at the show, if the entry is selected as a winner.



WEB + INTERACTIVE

INCLUDES WEB SITES, MICRO-SITES, AND OTHER INTERACTIVE DESIGN. WEB SITE ENTRIES MUST BE OR HAVE BEEN PUBLISHED ON THE INTERNET FOR A CLIENT OR AS A SELF-PROMOTIONAL PIECE. ALL ENTRIES MUST BE IN ENGLISH.

1) Provide URL

You will be prompted by the online submission system to enter the URL of the web site. Web sites will be judged as live, online sites. If your site is no longer active (for example, it was an event-related site or a holiday site), you may provide a designer-hosted URL. If it is not an active site, you may be asked to prove that it was an active site. Web site entries must work within the latest versions of Chrome, Firefox, Safari or Internet Explorer web browsers.

2) Upload up to four screen shots.

These are not for use by judges, they are for use in the on-screen presentation at the show and in the winners' book if the entry is selected as a winner. Choose screens that best represent your design. Images can show single screens, a collage, or both. Do not include the browser window or show a computer or phone. Capture screen shots at the largest possible resolution. Files must be JPG or PNG, RGB @72 dpi.

3) Do not submit any DVDs or print outs. Your online entry is all we need.



MOTION GRAPHICS

INCLUDES: ANIMATIONS FOR WEB SITES, ANIMATED BANNERS, ANIMATION FOR CDS AND DVDS, AND ANIMATION FOR TV & FILM, INCLUDING HOLIDAY E-CARDS, ANIMATED ADVERTISING, FILM TITLE CREDITS, AND ANIMATED COMMERCIALS (MUST INVOLVE SIGNIFICANT GRAPHIC DESIGN). ALL ENTRIES MUST BE IN ENGLISH. EXCLUDES LIVE-ACTION COMMERCIALS OR FILMS.

1) Upload or provide a URL for your video.

Upload your video(s) directly to our site using the submission system. Please upload ONLY .mov or .mp4 videos, which must be 1280 x 720px. You can showcase your project with up to two videos. If your video is over 500 MB, please provide a URL and do not upload.

2) Upload up to four screen shots.

These are not for judges, they are for use in the on-screen presentation at the show and in the winners' book. Choose screens that best represent your design. Save as JPG, RGB, 1280 x 720px @72 dpi.

3) Do not submit any DVDs or print outs. Your online entry is all we need.

5-0 FEES & DEADLINES

ENTRY FORMS

All entries must be completed online via our web entry system at www.aigahonolulu.org/50. If you have difficulty with the system, please contact entries@aigahonolulu.org. Web and motion submissions can be completed entirely online. Printed entries require you to submit samples. See category-specific submission requirements for details.

ENTRY DEADLINES + ENTRY FEES

Payments are to be made in full via credit card in U.S. funds. Entries that are submitted without payment will be rejected. One payment may be used for multiple entries. Become an AIGA member and save on entry fees and show tickets, as well as other AIGA events throughout the year. Annual memberships cost as little as \$50. www.aiga.org/join

EARLY DEADLINE: OCTOBER 4, 2013 / REGULAR DEADLINE: OCTOBER 11, 2013.

\$60 early / 70 per entry for members AIGA, AAF, Ad2

\$90 early / 100 per entry for non-members

\$30 early / 40 per entry for students

DROP-OFF LOCATIONS

You may deliver entries to any of the following locations during the times noted. **All entries must be received by closing time on October 11, 2013.** These are only drop-off points. They will not be able to answer questions relating to the competition. For neighbor island entrants, please send by mail or courier to Electric Pencil. Be sure that they arrive no later than Friday, October 11, 2013.

ELECTRIC PENCIL

Mon – Fri / 8:00AM – 4:30PM

501 Sumner St. #3B1

Honolulu, Hawaii 96817

HONBLUE DOWNTOWN

Mon – Fri / 8:00AM – 5:00PM

19 Merchant Street

Honolulu, Hawaii 96813

(Do not send mail to this location.)

R/D

Tue – Fri / 7:00AM – 7:00PM

Sat / 11:00AM – 5PM

691 Auahi Street

Honolulu, Hawaii 96813

(Do not send mail to this location.)

GOOD LUCK.