



Competition Guidelines and Terms & Conditions

[Part 1 Competition Guidelines & Terms and Conditions](#)

[Part 2 Guidelines for Completing the Online Form](#)

[Part 3 Category Definitions](#)

Part 1 - Competition Guidelines and Terms and Conditions - WIA2017

Please read these guidelines and terms and conditions carefully before submitting work for the competition. The guidelines will assist you in completing the online entry form and you will be asked to agree to the Terms and Conditions before you submit an entry. By completing the submission and making a payment for your entry you have accepted these Terms and Conditions.

1 Submission

1.1 Registration

I. To submit work to the competition entrants must register as one of the 'Entrant Types'

- Illustrator - professional illustrator entering his/her own work.
- Student – current students, post-graduate students and graduates within two years of graduating submitting his/her own work.
- Commissioner - commissioner submitting work by a named illustrator they have commissioned.
- Agent - agent submitting work by an illustrator they represent.
- Tutor - tutor or college representative submitting work on behalf of students.
- Other - any other third party entering work by an illustrator or student such as a design agency or publisher. Third parties entering work by an illustrator or student must obtain the consent of the illustrator or student to enter their work in the competition.

II. Select your region (where you live):

- UK, Europe and Rest of World
- USA and Americas – which means the complete American continent, from Canada to Chile

1.2 Entering Work

I. Entries must be entered as one of two 'Entry Types' as these categories are split for the judging and Awards:

- * New Talent entry - work by a student / new graduate (within 2 years of graduating)
- * Professional entry - work by a professional illustrator

II. Entries can either be Single Entry (1 upload per entry) or Multiple Entry (up to 5 uploads per entry). Single or Multiple Entries can be entered in any category, depending on the size of the project or number of images within it. Multiple Entries should be used to showcase different elements of the same project (multiple illustrations, cover plus spreads from a book etc).

III. Entries must have been published or created during the 2016 calendar year or up until the final deadline in February 2017.

IV. The awards are international and open to illustrators working in any medium, context or geographical location.

V. Entries cannot be submitted by current members of staff at the AOI or current members of the AOI Board of Directors, Patrons or directly by this year's Judges.

VI. Work commissioned by the AOI cannot be entered into the competition.

VII. Work must be entered into one of eight categories - Advertising, Books, Children's Books, Design, Editorial, Research, Site Specific or Self-Initiated Work.

VIII. Professional entries must have been commercially commissioned in all of the categories except Site Specific and Self-Initiated work – you must provide commissioner details as otherwise your work will be moved into Self-Initiated.

IX. New Talent entries do not have to be commercially commissioned but must be entered into the category most appropriate for the work. For example a college picture book project should be entered into the Children's Book category as a New Talent entry.

X. We accept payments in three currencies: GB Pound £, US Dollar \$ and Euro €. Any other currency will be converted by your card issuer at point of payment.

XI. The following entry fees apply:

- GB Pounds - £25 per Single Entry, £45 per Multiple Entry
- Euro - €30 per Single Entry; €54 per Multiple Entry
- US Dollar- \$33 per Single Entry \$60 per Multiple Entry

Conversion rates apply and vary for entries made in in other currencies. Please check with your bank.

XII. Please ensure you follow the image upload guidelines (details also on the upload page) to avoid problems with your entry: images must be 1600 pixels for the longest dimension at 72 or 150 dpi, saved as a jpg (jpeg) in RGB colour.

XII. The entrant warrants (guarantees) to the AOI that they have the right to submit work, that the image is original and does not infringe the rights of any other. The entrant will indemnify and keep the AOI indemnified against all claims, demands, actions, suits, proceedings, losses and costs (including any legal costs or reasonable expenses properly incurred and any compensation, costs and disbursements paid by the AOI on the advice of the AOI's legal advisers to compromise or settle any claim) occasioned to the AOI in consequence of any breach or alleged breach of this warranty.

2 Selection

2.1 Round One – Shortlisting & Category Winners

I. First round Judging is completed online. All entries are presented anonymously.

II. Three judges view the entries and the supporting information and mark the work 'yes' or 'no' for shortlisting.

III. Entries must have two 'yes' votes to be shortlisted.

IV. The judging criteria for Shortlisted work are:

* Effectively meeting the brief

* Strong use of creative ideas

* Excellent technical execution

V. Judges also have three votes for category winning entries (for both Professional and New Talent entries), these will decide which entries are presented as potential category winners. Judges will review, mark and discuss this work in an online forum in Round Two.

VI. The additional judging criteria for Category Winning Work is that the judges consider it to have achieved something exceptional in its category.

VII. AOI reserves the right not to present an Award if the quality in a certain category is deemed not high enough.

2.2 Round Three - New Talent and Professional Overall Award Winners.

I. The final round of judging takes place after the category winners have been selected. These are only announced at the Awards ceremony.

II. All Judges view all Category Winning work, discuss and vote for a Winner and Runner-Up. AOI reserves the right not to present an Award if the quality in a certain category is deemed not high enough.

III. The award winners are announced live at the Awards Ceremony at Somerset House in early August 2017 (tbc).

IV. The additional criteria for the Overall New Talent and Professional Award Winners is that it must be the work that most impresses and interests the judges and that they consider to have made the most significant contribution to illustration in the covered time span.

3 Exhibition

I. All Category Winning entries and a selection of other shortlisted work will be included in the awards exhibition at Somerset House in August 2017. AOI will contact selected entrants in due course.

II. It is a condition of entering the competition that selected work is made available for the exhibition either in its original format or high quality print. It is the responsibility of the entrant to provide the artwork to be presented in the exhibition and either deliver to the AOI or AOI's framer. AOI will recommend a preferred art printer in London.

III. The exhibition will tour for about 12 months after the London exhibition and loan agreements issued at the time of the London exhibition will cover details. In the case of international touring, AOI will issue a digital exhibition with files to be printed at the destination.

IV. There is an inclusion fee for the exhibition: £75 (plus VAT) for AOI Members, £100 (plus VAT) for Non-Members. Award winning work is included for free.

V. Inclusion in the tour is free and does not incur any extra fee.

4. Publication

I. Category Winning work and other selected work from the shortlist will be included in the awards publication, which will be sent out to commissioners worldwide. AOI will get in touch with details after a selection has been made.

II. Category Winning work is automatically included in the awards exhibition and publication.

III. All other work selected for inclusion in the awards exhibition and publication is at the discretion of the AOI.

IV. It is a condition of entering the competition that the AOI is granted a licence to reproduce selected work in the awards publication and any other print or digital material for the purposes of promoting the World Illustration Awards.

V. There are no fees for inclusion in the awards publication.

5. Additional Terms

I. There is no additional cost to exhibitors for inclusion in the exhibition tour.

II. The entrant agrees that shortlisted entries and the name of the creator of the work and their contact details may be published on the AOI website.

III. The entrant agrees that shortlisted entries may be used by the AOI for the promotion of the competition, publication, exhibition, awards ceremony and exhibition tour - such as invitation cards, press coverage, information leaflets, postcards, posters etc. and thus grants the AOI a non-exclusive licence to reproduce the entry in volume and/or digital form.

IV. The entrant confirms and agrees that any shortlisted entry is available for re-use on the cover of the Awards Catalogue without any restriction or request for financial contribution. Any third party submitting an entry (tutor, commissioner, agent or other) is responsible for contacting the copyright holder to ensure his/her consent to these terms. Any other use of shortlisted entries will be subject to negotiation with the copyright holders.

V. All artwork included in the Awards Exhibition must be collected by the deadline after the exhibition or tour, which will be confirmed in writing. Any artwork not collected within the notified collection period will become the property of the AOI.

VI. The AOI reserves the right to cancel the competition or any element thereof should insufficient entries be received or any other circumstance arise that makes it necessary for the AOI to cancel the competition or any part of the competition.

Part Two - Guidelines for completing the Online Form

1 Step One - Registration

Please note that you need to register afresh each year for the Awards.

I. To enter the competition you must first register as a user for the new competition. (Last year's login is not valid anymore as we delete the old database but you could use the same details for your new setup).

II. You will be asked to provide your email address and a password and to select an 'Entrant Type'

III. Select your 'Entrant Type' from one of the following:

* Illustrator - professional illustrator entering his/her own work.

* Student – current students, post-graduate students and graduates within two years of graduating submitting his/her own work.

* Commissioner - commissioner submitting work by a named illustrator or student they have commissioned.

* Agent - agent submitting work by an illustrator they represent.

* Tutor - tutor or college representative submitting work on behalf of students.

* Other - any other third party entering work by an illustrator or student such as a design agency or publisher.

IV. Select the region where you reside.

V. Click on Register. You will automatically receive a registration email to the email address you provided. Please check your spam and junk folders if it doesn't arrive immediately.

VI. When you receive the registration email click on the link to confirm your registration.

VII. You are now registered as a user for the World Illustration Awards 2017 online form and can proceed to submit and review your entries.

2 Step Two - Login

I. Once you are registered as a user you login to the website via theaoi.com/awards enter page using the email and password you provided when you registered.

II. The AOI does not have access to your personal password so please retain this for future use of the site.

3 Step Three – View my Entries

I. Here you will be reminded your Entrant Type, email address associated and the time and date you last logged in and your uploads will later show up on this page.

II. You can sign out from the profile and this overview page.

III. Click the View My Entries button begin uploading your entries or to proceed to an overview of your submissions.

IV. Click the Upload Entry button on the right hand side of the screen to upload an entry.

V. Please note that there is a 20 minute inactivity time-out on the page.

4 Step Four - Upload File or URL

I. For each entry you must upload either a still image or a link to a moving image.

II. Still image entries must be uploaded as a RGB jpg with the longest side at 1600 pixels wide at 72 or 150 dpi.

- III. For moving image entries a URL address is required for a permanent direct link to the work. If the work is not online yet upload it to YouTube, Vimeo or a similar hosting site and provide a link to this file only. You must ensure that this link will remain live for the judging March/April 2017 until August 2017.
- IV. For moving image entries the form will show the link URL. You can mix a URL and still images if you have chosen a multiple entry if they are for the same project.
- V. You will be asked to provide details of each entry once the digital file or URL have been uploaded. These are very important for judging, so please take care when entering.

5 Step Five - Entry Details

- I. The 'Entries' page asks for all details for each entry and repeats details for each new submission.
- II. You will be asked whether you are submitting your own work or whether you are submitting work on someone else's behalf.
- III. Each entry must be entered as one of two 'entry types':
- New Talent entry for entries from students/new graduates (up to 2 years after graduating). New Talent work does not have to be commissioned.
 - Professional entry for all other entries. Professional work must be commissioned work and you need to include commissioner details (excluding self-initiated work)
- III. Students entering their own work should enter it as New Talent
- IV. Illustrators entering their own work should enter it as Professional
- V. Third parties entering work must select the appropriate entry type for each entry. For example a commissioner entering work by a new graduate they have commissioned should enter it as New Talent. An agent entering work by a professional illustrator they represent should enter it as Professional.
- VI. All entries must be entered into one of eight categories - Advertising, Books, Children's Books, Design, Editorial, Research, Site Specific and Self-Initiated.
- VII. The Category definitions are provided at theaoi.com/awards and at the end of this document.
- VIII. Select the category that is most appropriate for your work.
- IX. Please note that work in ANY media can be entered into ANY category.
- X. There are 6 text boxes asking for further information about your entry. You are asked to provide short answers in your own words rather than by selecting from a drop down menu as this allows for a wider spectrum of answers. Please note that the judges see this information and so it is an important aspect of your entry and provides vital contextual information to enable them to judge the work. Please note that there may be a character count cutoff point for each text field.
- XI. Usage - provide a brief description of how the illustration was used. For example as a repeat pattern on fabric, a poster on the underground, an inside illustration in a text book or icons for a new app.
- XII. Process - provide a brief description of the process and techniques you used to create the illustration. For example, 'onsite pen and ink drawings in sketch book scanned into digital files with colour washes applied using Photoshop'.
- XIII. Materials - provide a brief description of the materials and media used to create the work. Media may include (but is not limited to) Acrylic, Collage, Crayon, Etching, Gouache, Linocut, Lithography,

Mixed media, Oil, Pen & ink, Pencil, Photography, Photomontage, Printmaking, Relief Printing, Screen Printing, Watercolour and Woodcut.

XIV. Format - provide a brief description of the format the work was made in and the format it exists in. For example, 'sketchbook drawings in pen and wash', 'digital files', 'stop frame animation', 'film', 'music video', 'app' etc. Please give precise details as we are interested in how illustrators are achieving results and the range of practice that is being used.

XV. Brief Requirements - provide a brief description of the brief provided by your commissioner or tutor or that you set for yourself for self initiated work. For example: 'create a series of powerful images showing the damage of war using a reportage style for use in a campaign to promote the importance of peace negotiations'.

XVI. Brief Key Ideas - provide a brief description of the key creative ideas you had in response to the brief. For example, 'a series of images illustrating the damage war does beyond the immediate arena of violent conflict e.g a bombed school leading to children missing education. I used line drawings in a reportage style to create a sense of immediacy'.

XVII. Commissioner details - Professional Entries must be commercially commissioned for all categories except Self Initiated work.

XVIII. Commissioner details have to be provided for all work that is commercially commissioned otherwise it will be moved to Self-Initiated prior to judging.

XIX. New Talent Entries do not have to be commercially commissioned. For example a college project to create a picture book should be entered as a New Talent entry in the Children's Book category.

XX. Please ensure that you fill in all of the relevant contact details required. Please note that these details will be automatically filled in for other entries once your first entry has been completed.

XXI. If you are a Student/New Graduate/Tutor please fill in the details of your College, Course, Department Head and Course Tutor.

XXII. The continue button at the bottom of the page will finalise your submission and take you to the overview of your entries.

XXIII. Please note that if you wish to delete an entry you may do so from this page.

XXIII. Please note that you cannot replace image files (nor can AOI). If you delete one image in a series the whole entry will be deleted. In that case you need to re-upload the entry.

Step Six - Payment

I. When you have submitted as many entries as you would like and completed the requested details you will be taken back to the overview of your entries. All entries present in this overview will be counted at the checkout.

II. Once you have completed all your entries correctly please click Make Payment.

III. When you click on 'pay for entries' you will be taken to a summary page showing your entries and the payment required.

IV. Once you have confirmed your acceptance of the Terms and Conditions of the competition (this document) and clicked on 'Pay Now' you will be taken to a secure payment page to submit your card details.

V. You can pay in one of three different currencies: £ (Pounds Sterling), \$ (US Dollar) or € (Euro)

VI. Only paid for entries are shown to the jury after the deadline.

Troubleshooting

Please check the [FAQ page](http://www.theaoi.com/awards/faq.php) first before getting in touch: <http://www.theaoi.com/awards/faq.php>

If you have any problems with submitting your entry via the online form please contact the AOI (awards@theaoi.com/ +44 20 7759 1012) for help.

Part Three - Category Definitions

Advertising

Illustration commissioned for the purpose of commercial advertising any type of product, event or brand in any media and presented through any platform.

Includes but is not limited to ... music projects, billboards, television advertising, posters, print media advertising, viral advertising, digital pop ups and apps.

Books

Illustration commissioned and published within the book format for a readership of 16 years or over.

Work submitted may be a book cover, inside illustrations, whole book design or entire publication.

Includes but is not limited to ... graphic novels, e-books, interactive books, text books, works of fiction and non-fiction, zines, reference books and artist books.

Children's Books

Illustration commissioned and published within the book format for a readership of 16 years or under.

Work submitted may be the book cover, inside illustrations, whole book design or entire publication.

Includes but is not limited to ... graphic novels, e-books, interactive books, picture books, chapter books, works of fiction and non-fiction, zines, reference books, artist books and pop-up books.

Design

Illustration commissioned and published within the context of a design brief. This is a very broad category and includes all areas of design.

Includes but is not limited to ... branding, packaging, surface design, fashion design, graphic design, product design, merchandising, stationary, greetings cards, annual reports, brochures, leaflets, calendars, inserts, wraps, CDs, DVDs, record sleeves, stamps, character design, pattern design, typography, icons, games and interior design (for example, cushions, carpets, cups, fabric, household goods).

Editorial

Illustration commissioned and published within the context of journalism, comment, reporting, current affairs, campaigning, social comment and news communication in any media and for any platform.

Includes but is not limited to ... feature articles, news items, reports, cartoons, political satire, reportage, graphic facilitation and documentary, animated news stories.

Research

Illustration commissioned for the purpose of undertaking research and communicating knowledge. Illustration that is used as a research or investigative tool and that represents, explains or seeks to understand information or data.

Includes but is not limited to ... natural history illustration, wildlife, scientific illustration, forensic imagery, architectural imagery, illustration supporting academic research (for example in archaeology, geology, paleontology, natural sciences, biological sciences), visual informatics, data-visualisation and graphic facilitation.

Site Specific

Illustration created for a specific place, often in the built or natural environment, that responds to a particular location such as hospital wards, scaffolding covers, wall murals etc.

Includes but is not limited to ... commissioned street art, live events, participatory projects, installations, interventions, performance, public commissions for public spaces, architectural commissions and performance.

Self-Initiated

Projects developed by the artist and not in response to an external brief. This may be any kind of work that the illustrator has 'self commissioned' or unrealised commissioned work.

Includes but is not limited to ... self initiated work from areas covered in all other categories plus other approaches to making work such as events, exhibitions, installations, experimental work, public realm projects and personal projects.