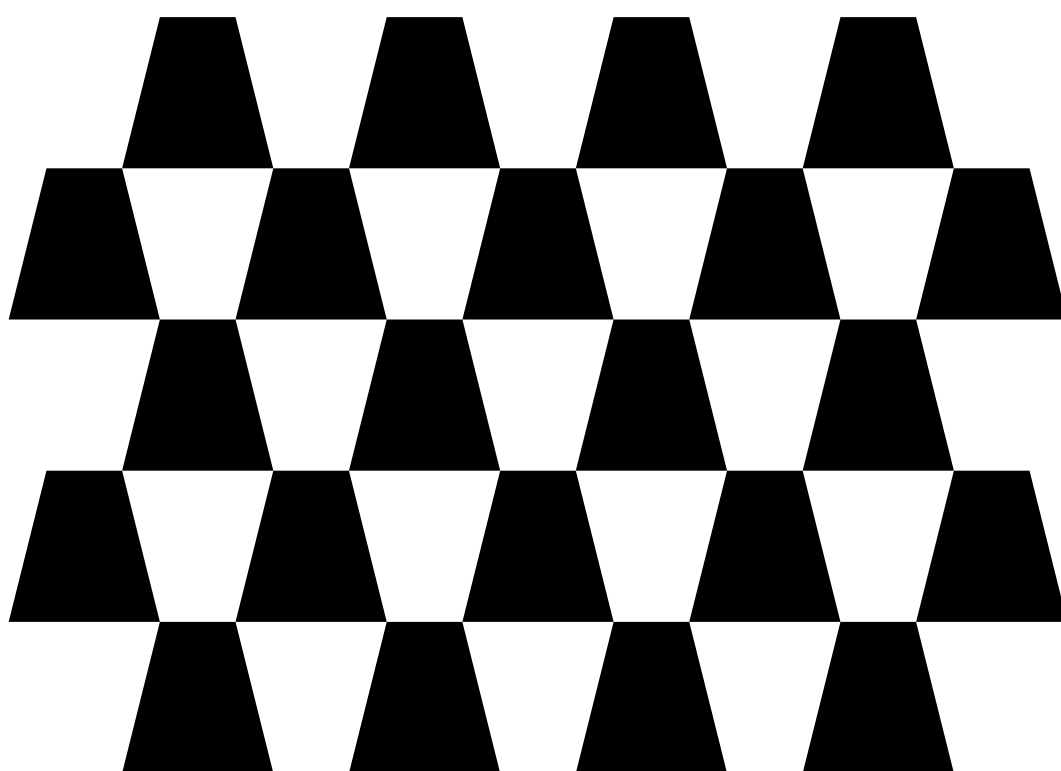


Awards 2019



Welcome to the ICAD awards 2019.

The Institute of Creative Advertising and Design (ICAD) is a non-profit organisation composed of Ireland's finest creatives. Run by and for its members, ICAD marks its 61st year of existence in 2019. The organisation has recently gone through substantial changes to ensure it maintains continued relevance and contribution to Irish design and advertising both nationally and internationally. Our primary mission – to foster, promote and reward creative excellence – remains at the heart of everything we do. ICAD develops and enacts unique programmes to support, inform and educate its members, encouraging, facilitating and promoting engagement throughout the industries it represents.

Our annual awards program is a fundamental part of our work. Each year the Institute assembles a series of juries comprising the finest creatives practicing in Ireland, supported by carefully selected international jurors operating at the highest standards. We do this with the sole purpose of rewarding those who pursue, craft and execute creative excellence. Our awards categories span all of our members' disciplines, and our juries are selected to reflect the economic and creative diversity they represent. For over 60 years the ICAD bell has been recognised as a benchmark for creative excellence nationally and internationally, and as an institute we strive constantly to protect and maintain its value and meaning.

As always, we're keen to make the process as smooth as possible for you so don't hesitate to contact info@icad.ie with any queries.

Wishing you the very best of luck.

Any entries submitted and paid for by March 15 will receive a 10% discount, by using the code EARLYBIRD2019. Late entries will be accepted until the final deadline of March 31.

**Advertising —
Display p.04**

**Advertising —
Experience p.06**

**Advertising —
Film p.08**

**Advertising —
Radio p.10**

**Advertising —
Integrated & Earned
p.12**

**Advertising —
Innovation p.14**

**Advertising —
Creative for Change
p.16**

**Advertising —
Craft p.18**

**Design —
Identity & Branding
p.21**

**Design —
Print p.23**

**Design —
Packaging p.26**

**Design —
Motion p.26**

**Design —
Environmental p.28**

**Design —
Digital p.30**

**Design —
Craft p.32**

Greenhorn p.34

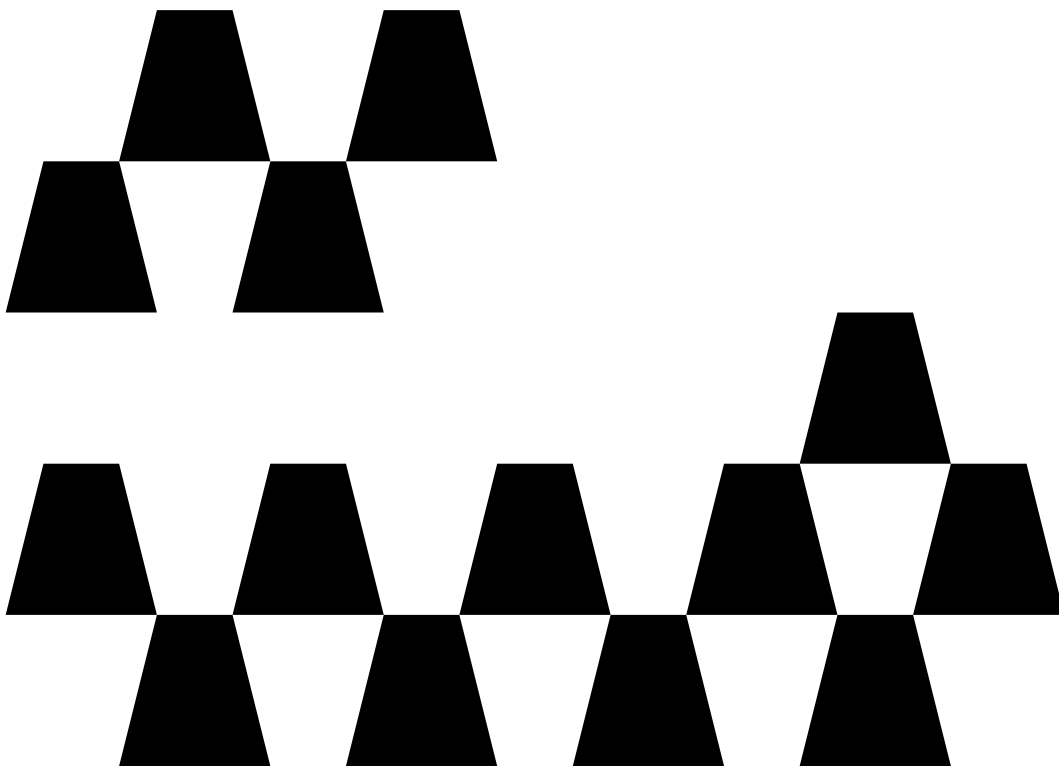
Advertising — Display

What should be entered?

Imagery created to promote a brand or cause that has been displayed outdoor, in print or online.

What are we judging?

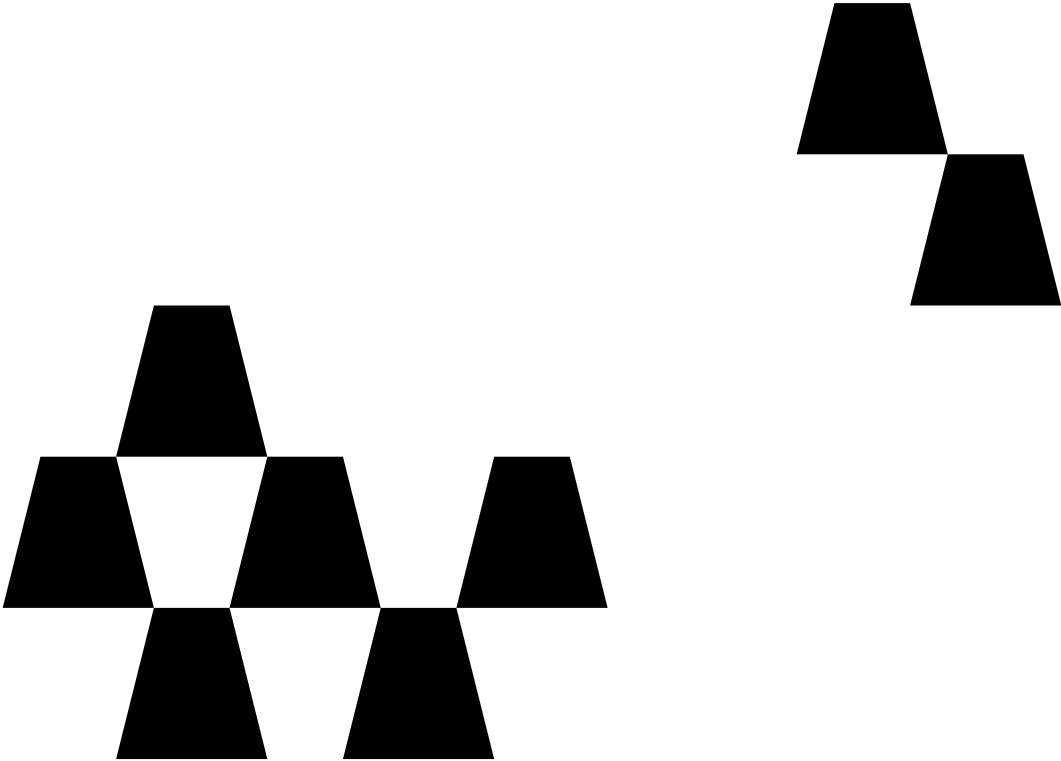
We are judging the image, the idea behind it and the quality of the way in which it was brought to life.



Category	Description	Judging & Online Files	Print Files	Fee(s)
Outdoor	Outdoor posters of any size. Specials, outdoor digital display, etc.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.*	n/a	Single 150 euro Campaign 200 euro
Consumer	Press and trade advertisements of any size. Wraps, etc.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.*	n/a	Single 150 euro Campaign 200 euro
Online Display		Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).*	6 x screen res. JPGs.	Single 150 euro Campaign 200 euro

*ICAD will produce A3 prints for judging purposes where required, the surcharge for which is built in.

Advertising — Experience



Category	Description	Judging & Online Files	Print Files	Fee(s)
Experiential	Work that creates an outstanding brand experience for consumers through experience-led activations such as stunts, events, pop-up shops, technology-led experiences and public environments for brands.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).	6 x screen res. JPGs.	Single 150 euro Campaign 200 euro
Branded Social Post	A single branded post on a social network, creatively utilising that particular network's individual qualities or strengths to engage consumers.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).	6 x screen res. JPGs.	150 euro
Branded Social Campaign	A campaign of 3 or more branded posts around a central connected theme. Campaigns may span multiple social networks and must be specifically created for social.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).	6 x screen res. JPGs.	200 euro

A note on case study films

Films that demonstrate your idea are accepted however, we will be judging the concept and execution of your entry and not the production of your case study. If you feel a case study film is required please keep it brief and to the point for the judges ease and for possible future use on the ICAD gallery and on awards night.

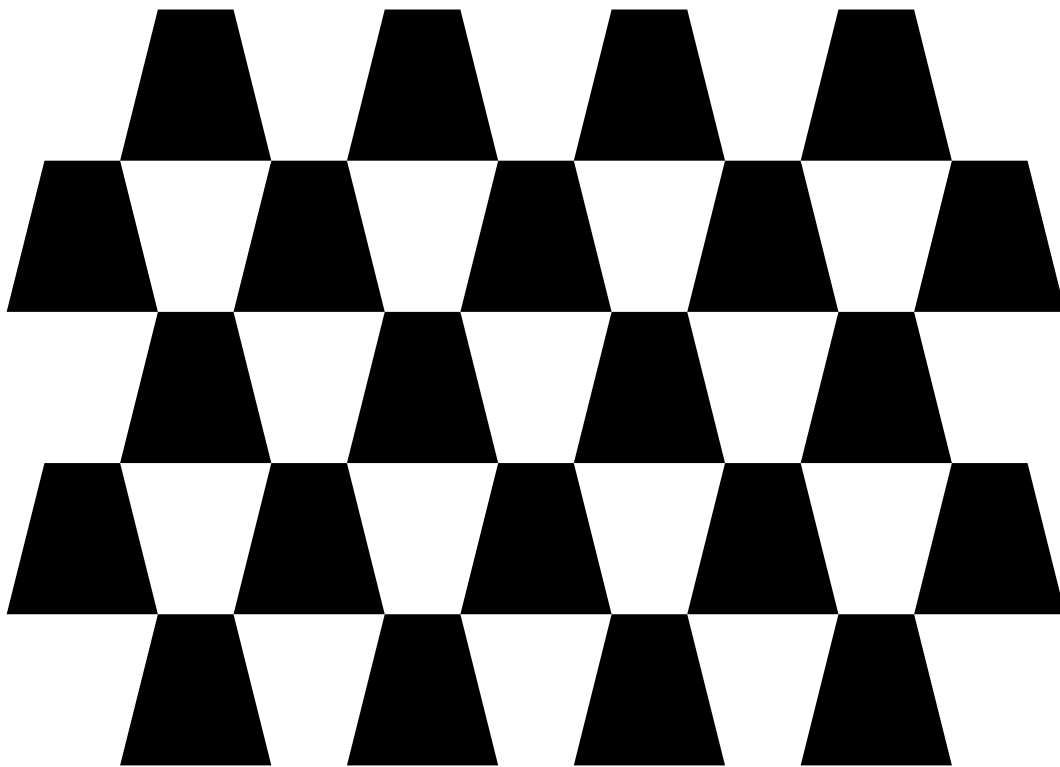
Advertising — Film

What should be entered?

Commercial films produced with the original intention that they be run on TV, cinema, live and online.

What are we judging?

We are judging the film. The idea behind it and the quality of the way in which it is brought to life.



Category	Description	Judging & Online Files	Print Files	Fee(s)
TV Commercial (up to 30 seconds)		1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download).	6 x screen res. JPGs.	150 euro
TV Commercial (over 30 seconds)		1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download).	6 x screen res. JPGs.	150 euro
Cinema Commercial (any length)		1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download).	6 x screen res. JPGs.	150 euro
Web film (up to 60 seconds)		1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download).	6 x screen res. JPGs.	150 euro
Web film (over 60 seconds)		1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download).	6 x screen res. JPGs.	150 euro
Branded Film Content (any length)	Branded film that has not run as a commercial. Commercial VOD/s, sting/s, promo/s, social video/s or films made for live screening at an event such as a festival, conference or launch.	1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download).	6 x screen res. JPGs.	150 euro
Film Campaign	Any film campaign of 2 or more executions (not edits) created with the original intention of running on TV, cinema, live or online.	1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download).	6 x screen res. JPGs.	200 euro

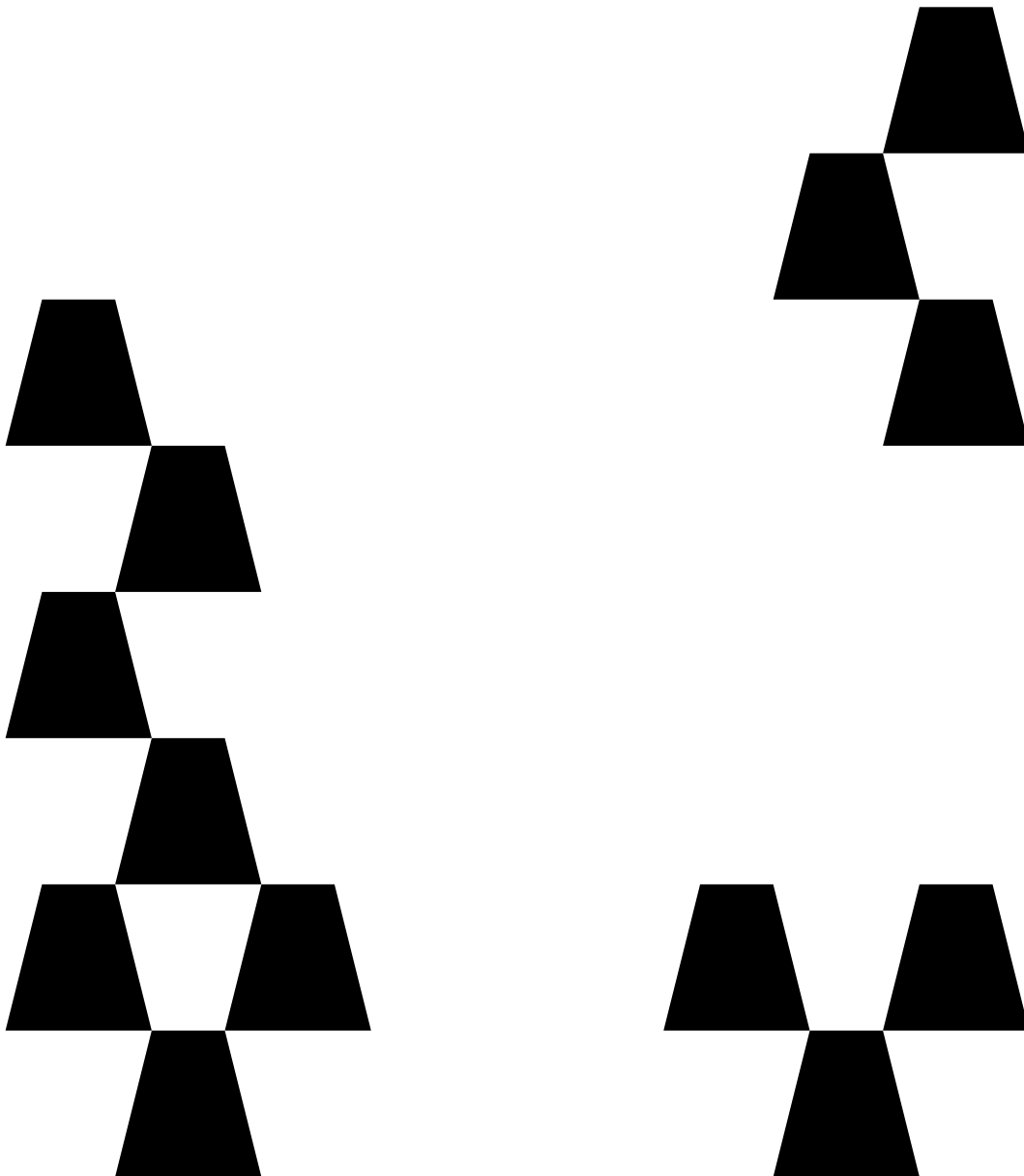
Advertising — Radio

What should be entered?

Radio ads created to promote a brand or cause that have appeared on radio.

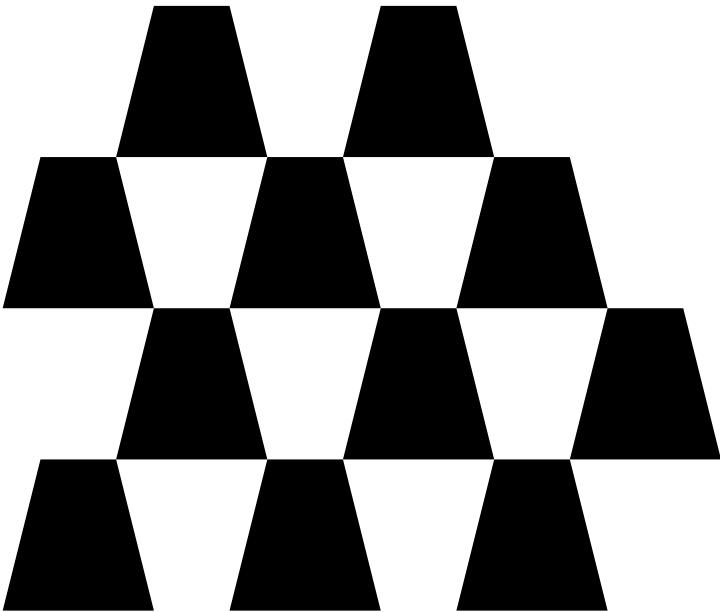
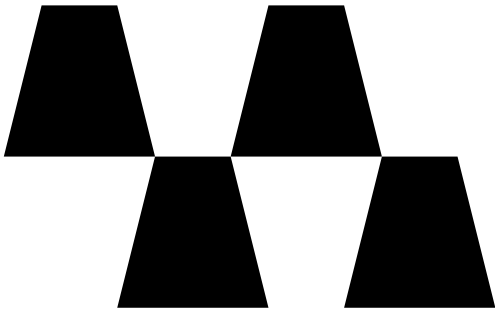
What are we judging?

The radio ad. The idea behind it, the quality of the writing and the way in which it is brought to life.



Category	Judging & Online Files	Print Files	Fee(s)
Radio Commercial (up to 30 seconds)	MP3	Script	150 euro
Radio Commercial (over 30 seconds)	MP3	Script	150 euro
Radio Commercial Campaign (any length)	MP3s	Scripts	200 euro

**Advertising —
Integrated &
Earned**



Category	Description	Judging & Online Files	Print Files	Fee(s)
Integrated Campaign	Campaigns where a central idea connects across a variety of media.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).* Original printed item/s should be submitted where applicable.	Script/s for radio, 6 x screen res. JPEGs for film or online.	200 euro
Earned Media Campaign	A campaign idea so engaging that consumers and press take it up and spread the word — through social media, editorial, PR, etc. The campaign effectively uses these unpaid channels to create buzz.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).* Original printed item/s should be submitted where applicable.	Script/s for radio, 6 x screen res. JPEGs for film or online.	200 euro
Tactical	Branded content or entertainment that uses the popularity of a specific news story, individual or event to generate maximum coverage for the brand. It's a real-time, rapid reaction to breaking news where the brand is integrated into the story. May include branded online films, branded documentaries, branded films, branded radio, audio and TV programmes.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).* Original printed item/s should be submitted where applicable.	Script/s for radio, 6 x screen res. JPEGs for film or online.	200 euro

A note on case study films

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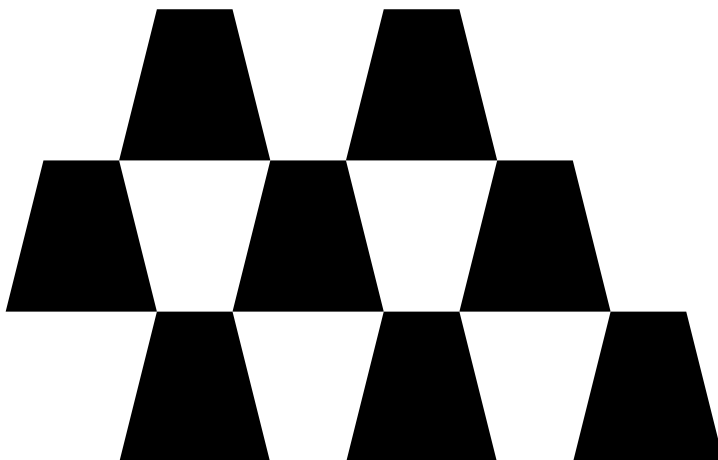
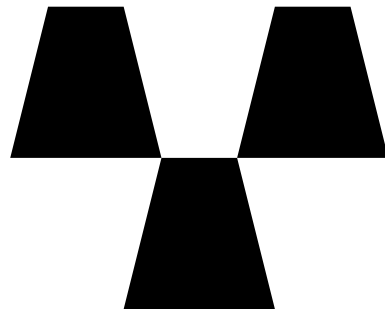
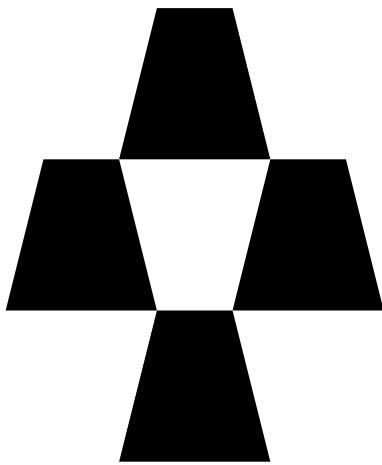
Advertising — Innovation

What should be entered?

Things created to promote a brand that demonstrate an innovative use of materials, technology or media.

What are we judging?

The innovation. The quality of the idea, the way in which it displays creative innovation.



Category	Description	Judging & Online Files	Print Files	Fee(s)
Creative use of Technology	Digital marketing that pushes the boundaries of what can be done using technology in a novel way to promote a brand.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).*	6 x screen res. JPGs.	200 euro
Creative use of Media	Innovative utilisation of existing or emerging media platform/s. Marketing that uses the medium in a groundbreaking way to promote a brand.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).*	6 x screen res. JPGs.	200 euro
Creative Innovation	Brand-aligned breakthrough ideas or innovative solutions to solve business or user problems. This may or may not involve technology, but must be original.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).*	6 x screen res. JPGs.	200 euro

A note on case study films

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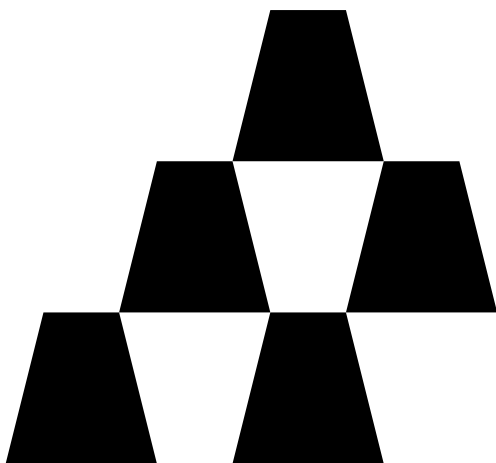
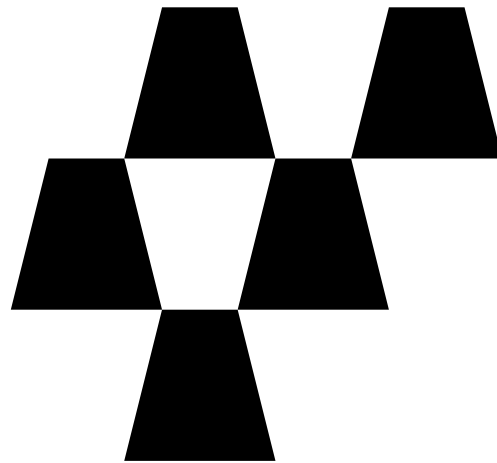
Advertising — Creative for Change

What should be entered?

Campaigns created in support of a cause, charity, institution or political event.

What we are judging?

The campaign. The idea behind it, how it changed a behaviour and/or affected political change, and the quality of the way in which it was brought to life.



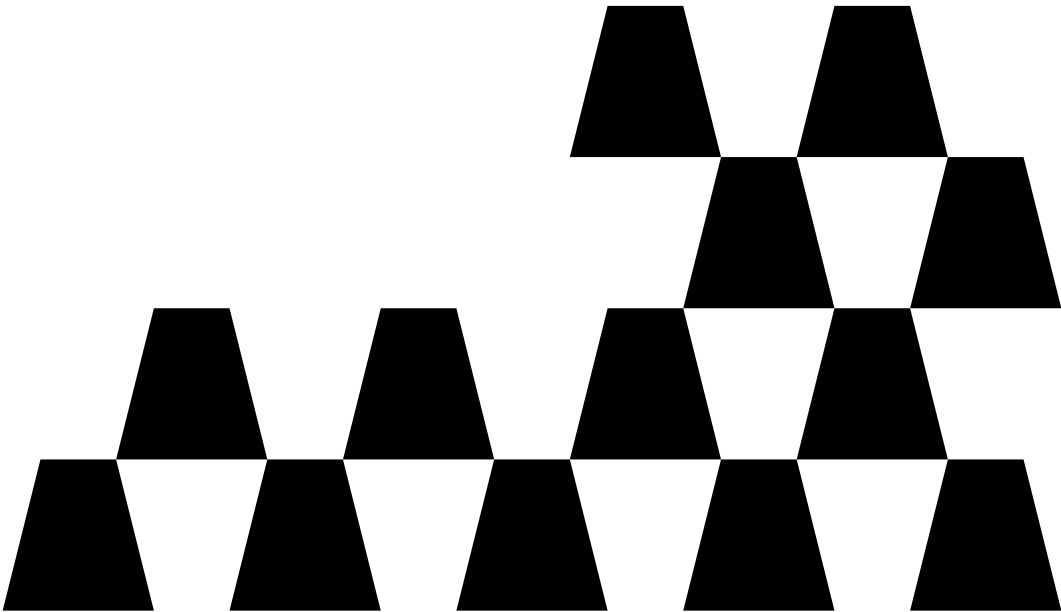
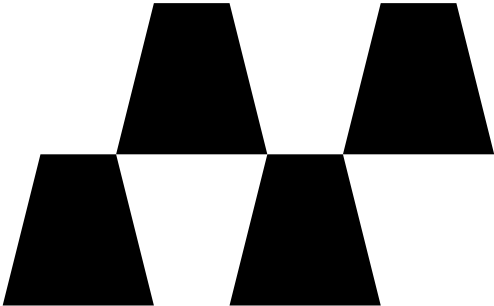
Category	Judging & Online Files	Print Files	Fee(s)
Creative for Change	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).*	6 x screen res. JPEG/S	150 euro

A note on case study films

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Advertising — Craft

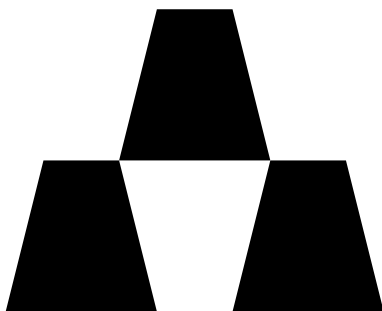
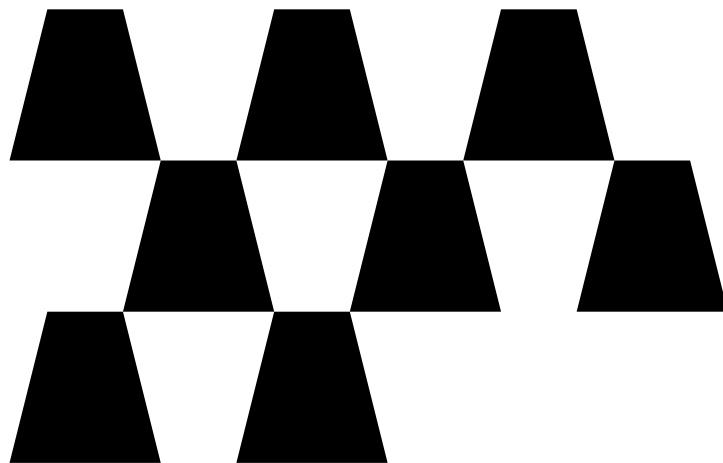
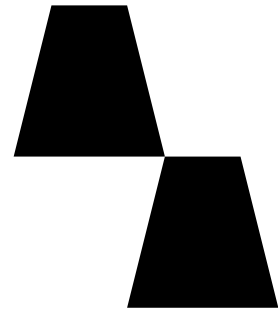


Category	Description	Judging & Online Files	Print Files	Fee(s)
Animation for Advertising	The animator / animation company should enter. Broadcast craft jury.	1280 x 720, H264 codec video, MP4 file or vimeo link (allow download).	6 x screen res. JPGs.*	Single 150 euro Campaign 200 euro
Art Direction for Advertising		Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, JPG (per print spec).*	6 x screen res. JPGs for film or online.*	Single 150 euro Campaign 200 euro
Cinematography	The production company should enter. Broadcast craft jury.	1280 x 720, H264 codec video, MP4 file or vimeo link (allow download).	6 x screen res. JPGs.*	Single 150 euro Campaign 200 euro
Copywriting		Any one or more of the following file formats: MP4 (per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (per print spec).	Script/s for radio, 6 x screen res JPGs for film or online.*	Single 150 euro Campaign 200 euro
Direction	The director / production company should enter. Broadcast craft jury.	1280 x 720, H264 codec video, MP4 file or vimeo link (allow download).	6 x screen res. JPGs.*	Single 150 euro Campaign 200 euro
Direction for Radio	An award for the creative direction of radio. Including the selection and direction of voice over, the choice and implementation of SFX and/or music to create a memorable ad. The agency should enter.	MP3(s)	Script(s)	Single 150 euro Campaign 200 euro
Editing	The editor / post-production company should enter. Broadcast craft jury.	Any one or more of the following file formats: MP4 (per film spec), URL (only original links, not hosted work), SWF, MP3.	Script/s for radio, 6 x screen res JPGs for film/online.*	Single 150 euro Campaign 200 euro
Illustration & Graphics for Advertising		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.*	n/a	Single 150 euro Campaign 200 euro

Category	Description	Judging & Online Files	Print Files	Fee(s)
Music (New Score)	The composer should enter. Broadcast craft jury.	1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download) for film, MP3(s) for radio.	Script/s for radio, 6 x screen res JPGs for film or online.*	Single 150 euro Campaign 200 euro
Photography for Advertising		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.*	n/a	Single 150 euro Campaign 200 euro
Production Design for Film	The production company / set designer should enter. Broadcast craft jury.	1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download).	6 x screen res JPGs.*	Single 150 euro Campaign 200 euro
Sound Design	The sound / post-production company should enter. Broadcast craft jury.	1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download) for film, MP3(s) for radio.	Script/s for radio, 6 x screen res JPGs for film or online.*	Single 150 euro Campaign 200 euro
Typography		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.*	n/a	Single 150 euro Campaign 200 euro
Use of Music		1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download).	6 x screen res JPGs.*	Single 150 euro Campaign 200 euro
User Experience for Advertising (Relates to Digital only)		URL (only original links, not hosted work)	6 x screen res JPGs.*	Single 150 euro Campaign 200 euro
Visual / Special Effects	Special effects for film ads, both in camera and added after filming. The production / post-production company should enter.	1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download).	6 x screen res JPGs.*	Single 150 euro Campaign 200 euro

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Design — Identity & Branding

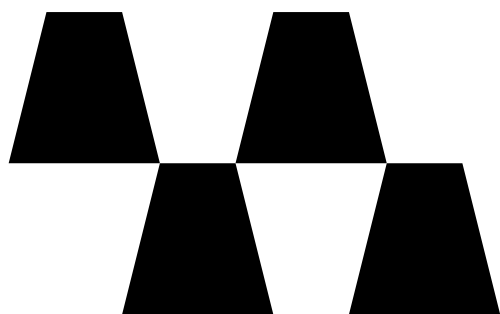
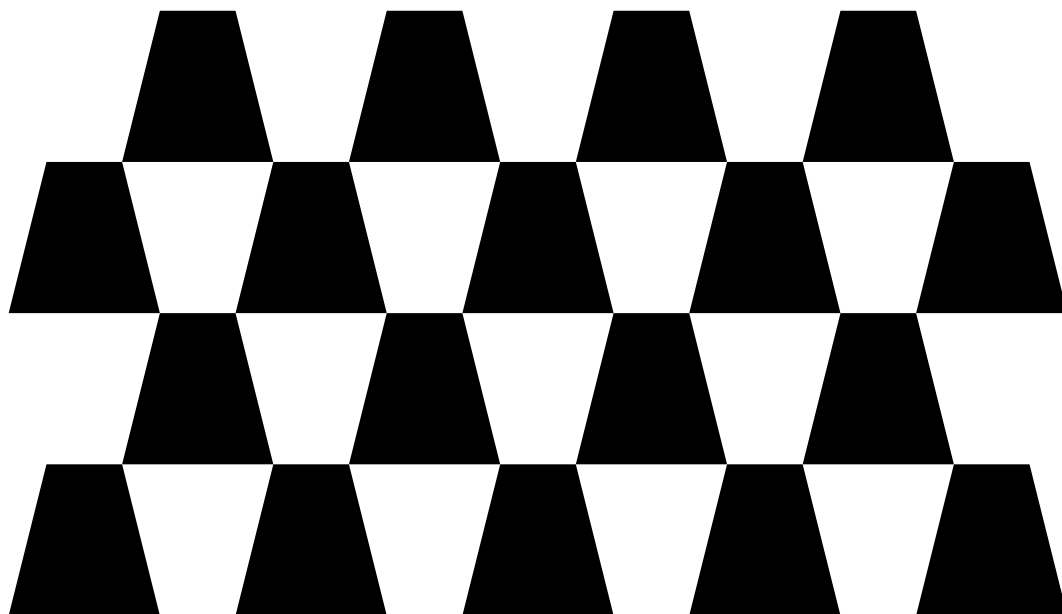


A note on design files: Please be conscious of the judges' time and limit the number of files you upload, particularly when a hard copy is being submitted.

Category	Description	Judging & Online Files	Printed Material	Fee(s)
Logo	Single logos or families of logos. Could be static or in motion.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	n/a	Single 80 euro Series 120 euro
New Branding Schemes		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	Original printed item/s, where applicable.	120 euro
Rebranding Schemes		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	Original printed item/s, where applicable.	120 euro

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Design — Print



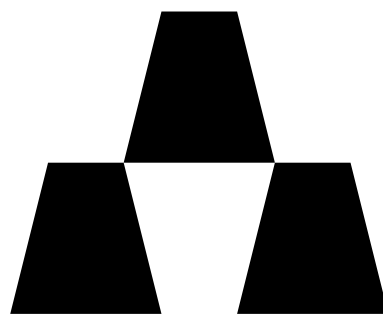
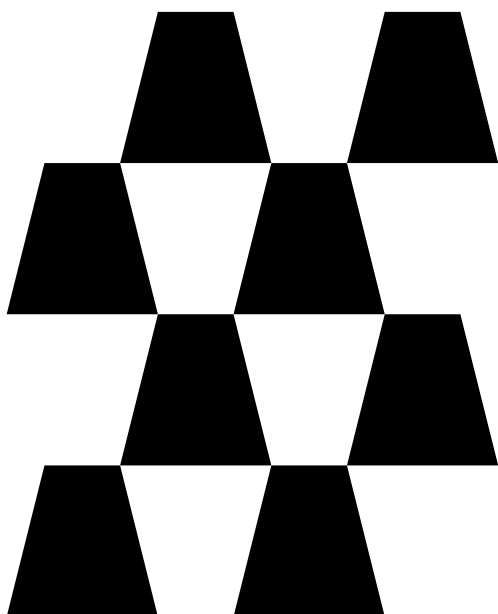
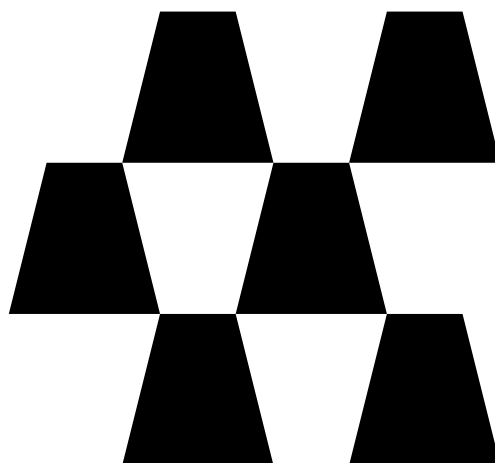
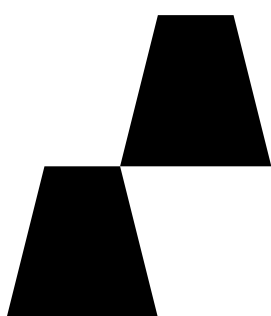
A note on design files: Please be conscious of the judges' time and limit the number of files you upload, particularly when a hard copy is being submitted.

Category	Description	Judging & Online Files	Printed Material	Fee(s)
Book(s)		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	Original printed item/s	Single 80 euro Series 120 euro
Book Cover(s)		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	Original printed item/s	Single 80 euro Series 120 euro
Catalogue(s) / Brochure(s) / Report(s)		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	Original printed item/s	Single 80 euro Series 120 euro
Newspaper(s) / Magazine(s) / Periodical(s)		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	Original printed item/s	Single 80 euro Series 120 euro
Poster(s)		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	Original printed item/s	Single 80 euro Series 120 euro
Stamp(s)		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	Original printed item/s	Single 80 euro Series 120 euro
Applied Print Graphic(s)	Anything that doesn't fit into the other Print Design categories, e.g. calendars, greeting cards, tickets, shopping bags, leaflets, invitations.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	Original printed item/s, where applicable	Single 80 euro Series 120 euro
Integrated Graphics	Graphic design work with one concept applied across a range of formats, e.g. poster, programme, and email invitation for an event.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	Original printed item/s, where applicable	120 euro

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Design — Packaging

Design — Motion



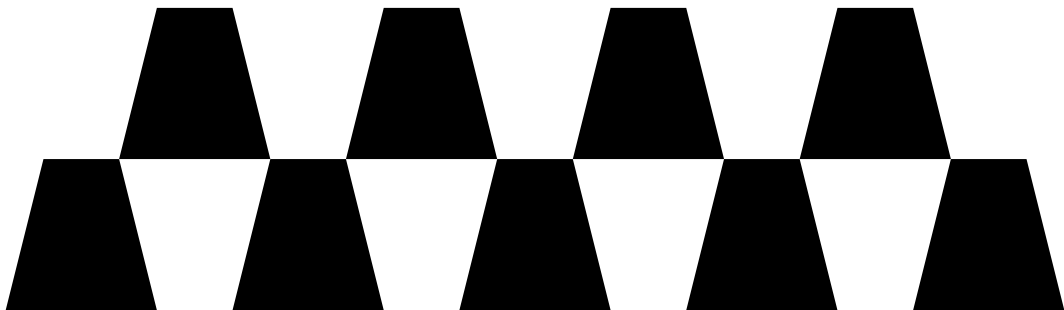
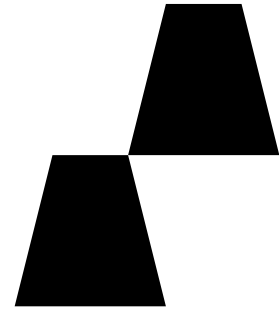
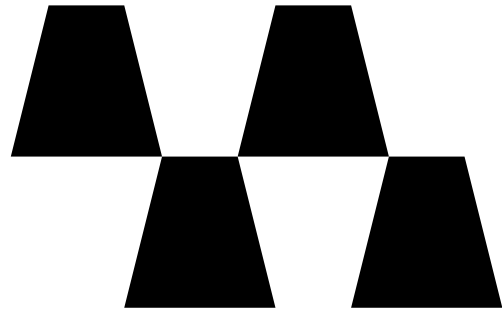
A note on design files: Please be conscious of the judges' time and limit the number of files you upload, particularly when a hard copy is being submitted.

Category	Judging & Online Files	Printed Material	Fee(s)
Consumer Goods	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	Original printed item/s	Single 80 euro Range 120 euro
Cover / Sleeve Design(s) for Music or Film	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	Original printed item/s	Single 80 euro Series 120 euro

Category	Description	Judging & Online Files	Print Files	Fee(s)
Motion	<p>Graphic design for moving image work. What can I enter? Animations, films, concert graphics, presentations, animated signage, idents, etc.</p> <p>This category is not for TV and cinema ads, enter these into the Film, TV, Cinema and Web jury.</p>	1280 x 720, H264 codec video, MP4 file or vimeo link (set to allow download).	6 x screen res JPGs.*	Single 80 euro Series 120 euro

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Design — Environmental

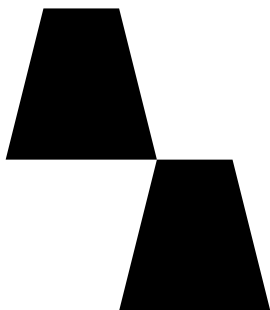
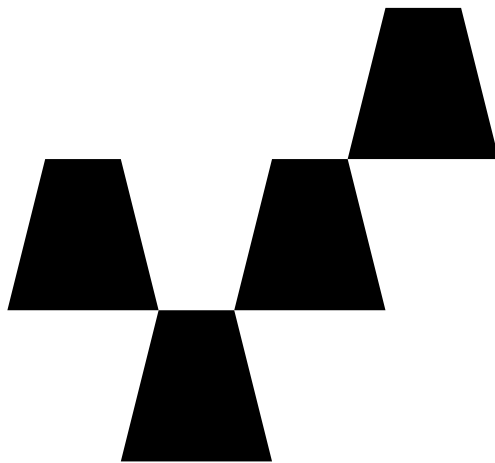
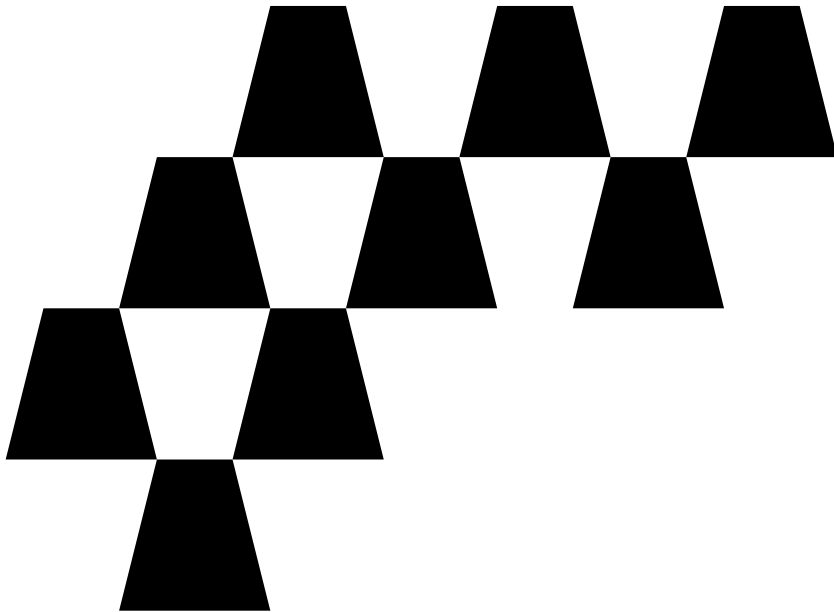
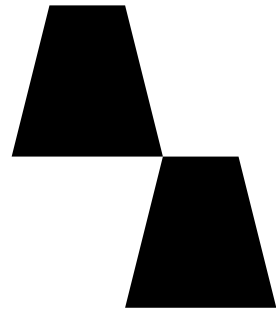


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Category	Description	Judging & Online Files	Printed Material	Fee(s)
Permanent Branded Environment	Branded environments. Should be real world, not virtual. Retail stores, restaurants, offices, interiors, public spaces, etc. can be entered.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	n/a	120 euro
Temporary Branded Environment	Branded environments. Should be real world, not virtual. Pop up shops or restaurants, festivals, etc. — the branding of temporary spaces both indoor and outdoor can be entered.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	n/a	120 euro
Signage and Information Graphics		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	n/a	120 euro
Exhibition and Display Design		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	n/a	120 euro

*ICAD will produce A3 prints for judging purposes where required, the surcharge for which is built in.

Design — Digital



A note on design files: Please be conscious of the judges' time and limit the number of files you upload, particularly when a hard copy is being submitted.

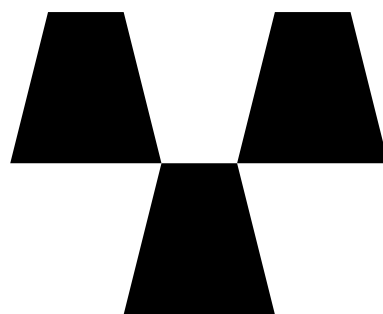
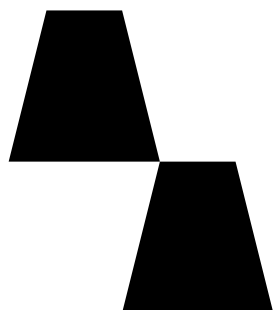
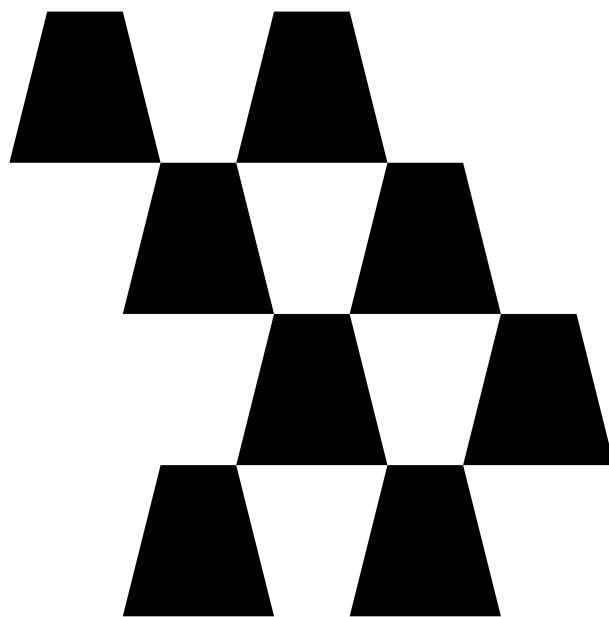
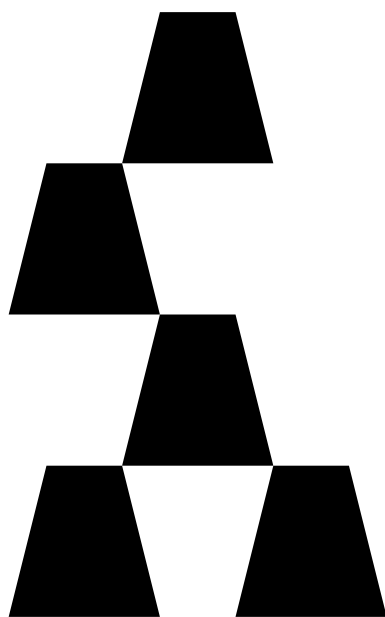
Category	Description	Judging & Online Files	Print Files	Fee(s)
Mobile & App Design	Design work specifically intended for consumption via mobile or tablet device	URL	6 x screen res JPGs.	Single 80 euro Series 120 euro
Website Design		URL	6 x screen res JPGs.	Single 80 euro Series 120 euro
User Experience Design	Design that improves the usability, accessibility or pleasure of interaction by the user.	URL	6 x screen res JPGs.	Single 80 euro Series 120 euro
Game Design	Design of branded games and gaming experiences.	Any one or more of the following file formats: MP4 (per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (per print spec).*	6 x screen res JPGs.	Single 80 euro Series 120 euro
Digital Installations	Digital installations or projections that create immersive environments. May or may not be interactive.	Any one or more of the following file formats: MP4 (per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (per print spec).*	6 x screen res JPGs.	Single 80 euro Series 120 euro

A note on case study films

Films that demonstrate your idea are accepted however, we will be judging the concept and execution of your entry and not the production of your case study. If you feel a case study film is required please keep it brief and to the point for the judges ease and for possible future use on the ICAD gallery and on awards night.

*ICAD will produce A3 prints for judging purposes where required, the surcharge for which is built in.

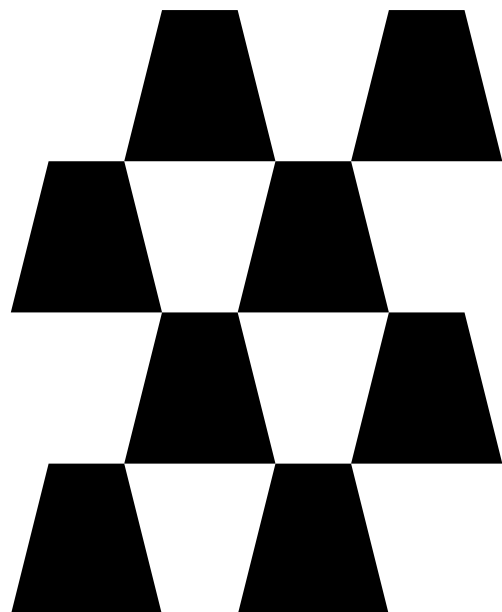
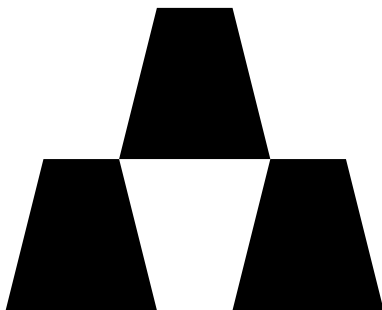
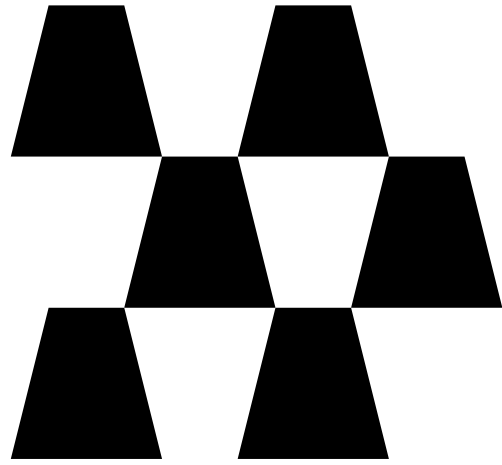
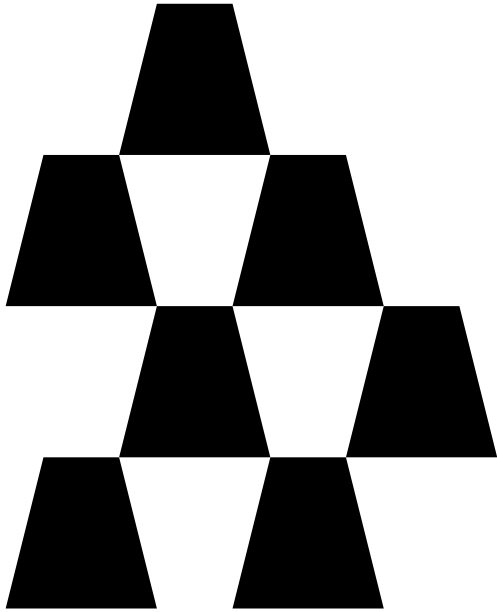
Design — Craft



A note on design files: Please be conscious of the judges' time and limit the number of files you upload, particularly when a hard copy is being submitted.

Category	Description	Judging & Online Files	Printed Material	Fee(s)
Art Direction		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	Unmounted A3 print/s or original printed item/s.	Single 80 euro Series 120 euro
Copywriting for Design		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	Unmounted A3 print/s or original printed item/s.	Single 80 euro Series 120 euro
Illustration	The illustrator should enter.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	Unmounted A3 print/s or original printed item/s.	Single 60 euro Series 90 euro
Photography	The photographer should enter.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	Unmounted A3 print/s or original printed item/s.	Single 60 euro Series 90 euro
Type / Typeface Design		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	Unmounted A3 print/s or original printed item/s.	Single 80 euro Family 120 euro
Typography / Use of Type		300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	Unmounted A3 print/s or original printed item/s.	Single 80 euro Series 120 euro
Use of Illustration	Illustration integrally used as a fundamental part of the design concept. The design studio should enter.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	Unmounted A3 print/s or original printed item/s.	Single 80 euro Series 120 euro
Use of Photography	Photography integrally used as a fundamental part of the design concept. The design studio should enter.	300 dpi JPGs at 1920px wide (landscape) or 1920px high (portrait) RGB.* (max 12).*	Unmounted A3 print/s or original printed item/s.	Single 80 euro Series 120 euro

Greenhorn



Category	Description	Judging & Online Files	Print Files	Fee(s)
Art Direction	A body of work by an art director working in the industry for less than 3 years	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).*	Script/s for radio, 6 x screen res. JPGs for film or online	80 euro
Copywriting	A body of work by a copywriter working in the industry for less than 3 years	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).*	Script/s for radio, 6 x screen res. JPGs for film or online	80 euro
Design	A body of work by a designer working in the industry for less than 3 years	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).*	Script/s for radio, 6 x screen res. JPGs for film or online	80 euro
Craft	A body of work by a craftsperson (illustrator, photographer, director etc) working in the industry for less than 3 years	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).*	Script/s for radio, 6 x screen res. JPGs for film or online	80 euro
Digital	A body of work by a digital creative (digital designer, creative technologist, UX designer, creative coder, etc) working in the industry for less than 3 years.	Any one or more of the following file formats: MP4 (as per film spec), URL (only original links, not hosted work), SWF, MP3, JPG (as per print spec).*	Script/s for radio, 6 x screen res. JPGs for film or online	80 euro

*ICAD will produce A3 prints for judging purposes where required, the surcharge for which is built in. Original printed item/s should be submitted where applicable.

ICAD Awards 2019

Partners

Innovation Partner — INM

Digital Partner — ebow

Digital Print Partner — Masterphoto

Post-Production Partner — Screen Scene

Friends of ICAD

Chesterfield Group

Group IMD

Hinterland

Ogilvy

Publicis

Pull the Trigger

Windmill Lane