



Naples, April 15th 2024

OPENART - creative graphic design school

On the basis of the claims received in the past editions with the sponsorships of the Minister of the Economic Development, the Presidency of the Campania Region, the Municipality of Naples, the ASSOCOM (Italian professional advertising association) and with the bestowing of the [President of the Republic's medal](#),

#### **ANNOUNCES**

the [tenth edition](#) of "OPENARTAWARD - PRIZE TO ADVERTISING (tomorrow's creative people rewards today's creative people)", contest reserved to those companies interested in communication and marketing.

**Participation in the competition is "absolutely" free:** no need for any payment to be made either before, or after. There is no registration fee, neither in case of victory, classification, nor of course, in case of non-placement; there will be no additional expenses to pay for any additional event or disclosure. Openart is personally committed to making active the above

**The competition jury (unique reward in this field with this characteristic) is composed entirely by students and former students of graphic design and visual communication** of our institute! This feature of the award creates a concrete bridge between the world of education and the job market; this will enable students to directly experience a professional job and at the same time enabling the professionals to test their creativity on a jury very communicative and with a particular attention to the new trends in graphics, characteristics of the students of the courses of graphic and visual communication.

#### **The [deadline for registration](#)**

(absolutely free - as already indicated above )

**to the competition is by midnight on Friday, [July 12, 2024](#)** .

The award ceremony is scheduled for [September 2024](#) in a prestigious building in the city of Naples that we will indicate as soon as possible

The exhibition of the works submitted to the contest and support activities (meetings and discussions about the world of communication) will take place in the same building.

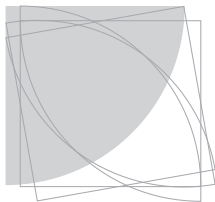
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Eligible for the competition are the advertising initiatives produced and made known of, between the years 2023 e 2024, cataloged within the categories listed in point A of Regulation

## REGULATION

### A) CATEGORIES

The categories will be the following, each of which includes a winner, a second place and a third place.

- 01) Logos (logos, corporate logos, product brands)
- 02) Outdoor (posters, billboards, bus ...)
- 03) Direct marketing (coordinated corporate leaflets, brochures, catalogs ...)
- 04) Print (pubbblicitari inserts in magazines, newspapers, magazine ...)
- 05) Packaging (boxed, packaging, labels, etc ...)
- 06) Multimedia (Web sites, CD-ROMs, app ...)
- 07) Video and radio (TV commercials, radio spots ...)
- 08) No profit ("non-profit" social advertising developed on any "medium").
- 09) Social Marketing (promotions carried out through the "social")
- 10) integrated marketing (promotions performed simultaneously on different media)
- 11) Other categories may be added, according to the types of works that will be registered for the competition

There are also special categories established by any partners of the event

### B) PARTECIPATION COST

**Participation in the competition is absolutely free**

### C) REQUIREMENTS

Companies wishing to participate must meet the following requirements:

- 1) Legal and operational head office must be in Europe.
- 2) Do not have any direct or indirect activity in the education sector.

### D) HOW TO PARTICIPATE

to participate you must fill out the registration form that you will find online at <https://www.openartgrafica.com/award/english.html> and accept this regulation.

- 1)** The work must be submitted via internet using the appropriate form above no later than midnight on **Friday, July 12th, 2024.**

**1a)** If the work, to be appreciated the most (for example: for special construction, paper or other) needs "physically" consultation, it must be sent or hand-delivered **no later than Friday, July 12st, 2024.**

**1b)** If the work is visible online (example: websites, video spots, etc ...) or on mobile systems (iPhone, iPad, etc.), it has to be mentioned how to view the elaborate always using the form above in the provided spaces, (web address, name of the app, etc ...)

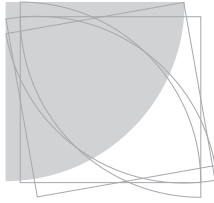
- 2)** Works must have been produced and / or released during the years 2023, and 2024. The projects must therefore have been "effectively" realized. Unrealized projects or working hypothesis will not be accepted.

- 3)** You can participate in more than one category, but with max 2 submissions for each category.

- 4)** Filling out the form is required for each of the participating works (if, for example, you will participate with 3 works, you have to fill three times the registration form).

**4b)** Filling out the form is required for each of the participating works, even for the hand-delivered or mailed ones, writing in the registration form (there is a special blank space in it) that the work was delivered or mailed





**5)** The works will be published on the event's website and displayed during the award ceremony, so (for consistency) all the works must be submitted, not only with the graphics representing the project and/or the project itself, but also with an image that can be used in the exhibition.

all the papers must be submitted with the following characteristics:

**5a)** type of files:

.png, .psd, .tiff with at least 180 dpi resolution (RGB or CMYK or Grayscale)

.ai with text converted to paths and embedded images

.pdf (particularly recommended for multi-page documents)

**5b)** document size: the project must be inscribed within a spreadsheet f.to cm. 50x50

**5c)** Even projects not easily represented (example: websites, video commercials, audio commercials, app, packaging, multiple page files etc ...) must be accompanied by a picture that will explain the content: you can use a still-image , a screen, a picture, the cover, the lyrics or whatever makes the idea of the project. This representation will be useful only for show, because the evaluation will be made on the full project.

**6)** Entries must "necessarily" be accompanied by (penalty of exclusion):

**6a)** Short technical for each work presented (must contain information on, for example: software used, any special techniques used, formats, print runs, area of disclosure, any article name, any name copy, any photographer's name, explanation of graphic choices taken ... etc. and everything that may be useful to describe the work).

**6b)** Logo of the participating Agency

**6c)** The files specified in paragraphs 6b, 6c, can be easily transmitted using the form that has often been cited

**7)** For the hand delivered or via postal services sent works, the three documents you need (technical details, logo) are still sent through the registration form onLine.

**8)** From this year onwards, registered projects that are accompanied not only by digital material but also by physical material (in categories where this is possible) will receive a "bonus" of a whopping 15 points, which will be added to the total votes cast by the jury!

## E) VOTING

Entries submitted will be subject to the discretion of a jury made up of 20 elements selected from our current students (15 students) and students of the AA 2021/22

1) Each juror will award each project registered for the competition a vote on a scale from 1 to 10.

2) The vote will be expressed independently from each juror with an appropriate card, after taking cognizance of the submitted work which will instead happen collegially. The voting will take place on a date that we will announce.

3) The list of jury members will be announced only after the voting. We will not report in any case the single jurors' votes and the voting results will be shown anonymously or in an ensemble.

4) Projects that have received the most votes (3 per category) will receive the award plaque, showing the position (first, second or third place) and will be entered in the register of the winners of the competition (which is expected to be annual) .

5) Any irregularities will lead to exclusion from the competition

6) Openart, as the organizer, will have ultimate judgment on any dispute.

Openart reserves the right to refuse entering the competition to companies and / or works that will be deemed inappropriate or non suitable with the formative and promotional spirit of the initiative or otherwise deemed harmful or offensive to ideas, things, events, people.

For any information, please contact us via email ([openart@me.com](mailto:openart@me.com))

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