



**THE
YOUNG ONES**
ENTRY INSTRUCTIONS



OBJECTIVE

For more than thirty years, The One Club for Creativity has been passionate about showcasing the ingenuity of students and young professionals. Through our annual Young Ones Student Awards, festival, and other ongoing programs, we have launched many successful careers in the advertising industry.

Our Young Ones Student Awards are one of the world's most acclaimed competitive showcases for advertising, communication, and design students. Since our merger with the Art Director's Club, this competition now provides three unique opportunities for students to highlight their work: (1) For the Young Ones Brief Award, students must create a piece of work that supports a social cause and/or brand challenge; (2) For the Young Ones Portfolio Award, students should curate the best examples from their portfolio into one of the listed categories; (3) For the Young Ones ADC Award, students can submit their projects into a variety of different disciplines.

The application deadline is Friday, March 2, 2018.

You never know where the next great ad is going to come from — maybe your imagination! APPLY NOW.

ELIGIBILITY

Entrants must be at least 18 years old.

Entrants must be enrolled in an academic program and due to graduate within the academic year of the competition (September 2017 - May 2018). Proof of current registration at a certified university, school, and/or portfolio program will be required.

Entrants from non-accredited advertising or design programs must be approved by The One Club for Creativity prior to the submission of entries.

Students do not have to be One Club members in order to participate in the competition.

Students working at an agency as a copywriter or art director, or in other professional position, are not eligible. Interns may seek approval.

IMPORTANT DATES

The Young Ones Student Awards entry system is open from Monday, October 2, 2017 to Friday, March 2, 2018.

The competition deadline is 11:59PM EST on Friday, March 2, 2018.

Winners will be announced in mid-April 2018.

The winners will be invited to attend the Young Ones Education Festival in NYC on Monday, May 7 and Tuesday, May 8, 2018.

ENTRY FEE

A fee of US \$45 will be charged per entry, whether the work submitted is a single item or a whole campaign. Each category counts as ONE entry.

Students can enter their work into the Brief, Portfolio and/or ADC Awards categories however each entry is separate and students will be charged a fee for each submission. For example, if a student submits an entry for the Young Ones ADC print category and another for the Young Ones Client Briefs mobile category, the student will incur total entry fee of US \$90.

A US \$10 late fee will be charged for each entry registered after the deadline of Friday, March 2.

ENTRY PROCESS

Entries will only be accepted through the online entry system.

All materials submitted must be digital. No physical materials are allowed.

Incomplete entries, and any that do not meet the entry criteria, will be disqualified.

The decisions of the competition judges are final, including determinations as to eligibility.

PAYMENT

Option A:

Students register and pay for their own entries.

This can be done in two ways:

1. **ONLINE PAYMENT:** At the end of the online entry process, you can pay by credit card online.
2. **OFFLINE PAYMENT:** At the end of the online entry process, select OFFLINE PAYMENT. You will be asked to send a check or money order to The One Club for Creativity, along with a copy of your invoice.

Option B:

Students register their own entries and the school pays for them.

This can be done in two ways:

1. **GROUP PAYMENT CODE:** A unique code is created for each school or class. Students use the code to enter their work. When the school administrator is ready, the code can be turned off and a single invoice generated, covering all the student entries. **NOTE:** A cap can be placed on the number of times the code can be used.
2. **OFFLINE PAYMENT:** Students select the OFFLINE PAYMENT option at the end of the online entry process. The school then collects an invoice from each of the students and sends them together with a payment for all of the entries.

Option C:

The school registers and pays for their students' submissions.

This can be done in two ways:

1. **ONLINE PAYMENT:** At the end of the online entry process, the school pays by credit card online.
2. **OFFLINE PAYMENT:** At the end of the online entry process, the school selects OFFLINE PAYMENT and sends a check or money order to The One Club for Creativity along with a copy of the invoice.

OWNERSHIP AND USAGE RIGHTS

Students can only enter work that is original and that he/she has the right or authority to submit and publish. No professional entries are allowed.

For the Young Ones Brief Awards all entries become the property of The One Club for Creativity. If the brief sponsor wishes to publish and/or produce any of the student work, the One Club for Creativity will act as a liaison, ensuring that the client contacts the entrant for permission.

For the Young Ones Portfolio and Young Ones ADC Awards entrants retain ownership of their ideas and materials/images.

The One Club for Creativity maintains the rights to all finalists' work for publication in the One Show Annual. The entrant also grants permission to The One Club for Creativity (and others licensed by them) to show, edit and publish their entries whenever and however they deem appropriate.

The One Club for Creativity reserves the right to remove an Young Ones for any reason and without notice.

THE JURY

For the Young Ones Brief Awards a jury of top creative professionals from around the world will select the winning submissions.

For the Young Ones Portfolio Award the jury will be comprised of experts from the ten disciplines as well as top creatives from around the world.

For the Young Ones ADC Award the jury will be comprised of experts within the various design and advertising disciplines.

JUDGING CRITERIA

The judges are looking to reward work that is smart and compelling.

Within the parameters of the briefs and the various ADC Award categories, they are asked to look at the full range of entries submitted, and identify those that stand out from the crowd.

For the Portfolio Award entries will be judged as examples of the student's work, but could include collaborative creations as well as individual work. Entries will be judged using the following criteria: overall presentation, technical skills, industry skills and variety of content.

All work will be judged anonymously.

JUDGING PROCESS

Judging for the Young Ones Student Awards will take place over two rounds during the March 2018.

All finalists will be announced mid-April 2018. The primary contact for each finalist will be notified by email.

AWARDS & HONORS

All awards will be presented during the 2018 Young Ones Education Festival in New York City.

All finalists will receive a year's membership for The One Club for Creativity, and will be featured in The One Club for Creativity Online Archives.

For the Young Ones Brief Awards winners will receive a One Show Pencil and will be featured in the One Show Annual. Merit certificates will also be awarded at the jury's discretion.

For the Young Ones Portfolio Award winners will be given an award of excellence. All winners will be featured in The One Club for Creativity Online Archives.

For the Young Ones ADC Award winners will be presented with an ADC Cube. All winners will be featured in The One Club for Creativity Online Archives.

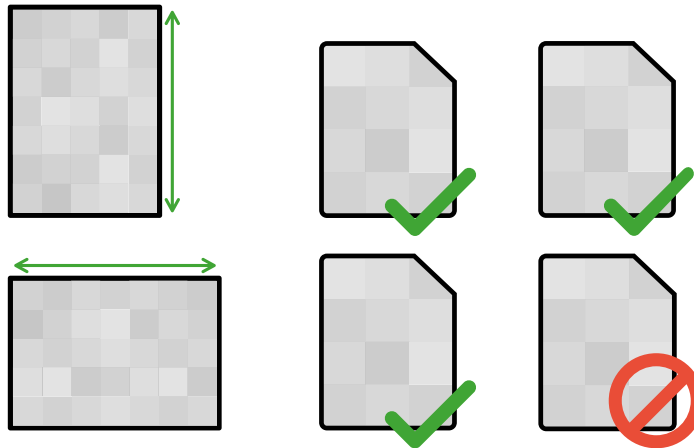
DIGITAL FILES FOR UPLOAD

You must upload digital files for ALL entries. This will be required during the online entry process. Depending on the category, digital images or videos are accepted for judging.

NOTE: Digital Images will be required for video entries as well, but they will not be used for judging.

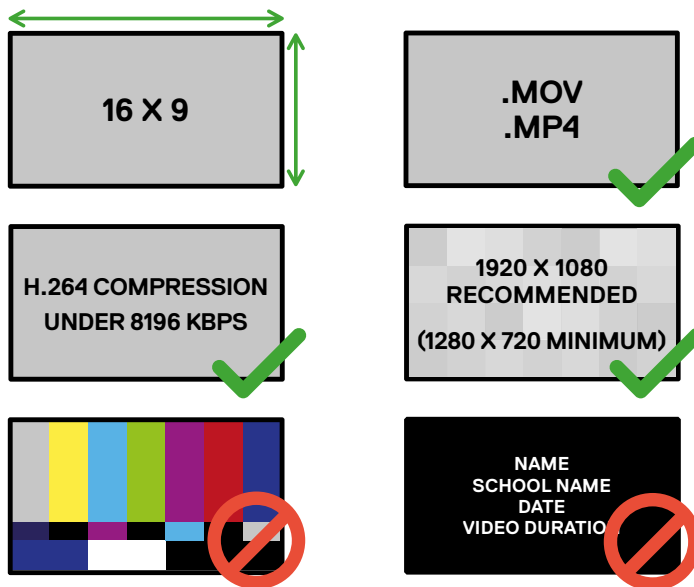
IMAGES

- High resolution JPEG
- 5MB maximum
- RGB color mode
- The longest side should be between 2400 - 4800 pixels



VIDEOS

- Quicktime files (.mov)
- H.264 compression
- 1920 x 1080
- No more than 8196 Kbps
- No slates before the video



NOTE: For Print entries, submit your work as digital images.