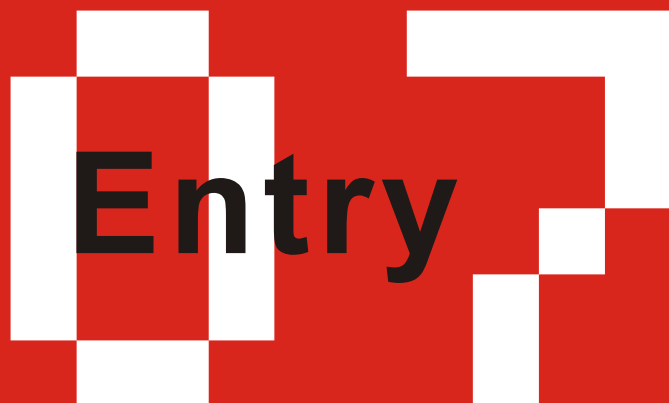


**ADI Design Award
Graphic Design Annual**

adi

中國美術學院
China Academy of Art
艺术设计研究院
Art & Design Institute

Call for Entry



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中国美术学院
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Call for Entry

◆ 主办 Organization:

中国美术学院艺术设计研究院

Art Design Institute of China Academy of Art

◆ 参赛资格 Eligibility:

国内外任何设计师、设计组织或学生都可以参加此大赛。

ADI Design Award is opened to all countries. No qualifications are needed.

◆ 参赛作品要求 Entry works and Limit of Numbers:

送选作品需在2007年度内创作，送选作品数量不限。

Entries must be produced from January 2007 to the deadline.

Entries are no limited.

As entries made from foreign countries are exempt from entry fee, no more than five entries are accepted (a series is treated as one entry).

◆ 参赛类型 Categories:

- 1) 书籍设计或宣传册设计 Catalogue design / Book design
- 2) 字体设计 Type design
- 3) 标志设计或企业形象设计 Mark & Logotype / Corporate stationery
- 4) 包装设计 Package design
- 5) 海报设计 Poster design
- 6) 杂志设计或报刊设计 Newspaper / Magazine advertisement
- 7) 广告设计 Advertising Campaign
- 8) 实验设计 Experimental work (not included in the standard categories)

◆ 报名费 Entry Fees:

单件作品：20元/件，系列作品30元/系列。

RMB 20 per work, RMB 30 per series works. *Entries made from foreign applicants are exempt from entry fees.*

请采用中国邮政普通汇款的方式,认真填写汇款单,按邮寄地址汇款。收款人:张应燕

报名费将用于赛事出版等事项。

◆截止日期 Reception and Deadline:

所有作品请在2007年11月30（星期五）前寄达，逾期未收到的作品将取消参赛资格。

All entries of any categories must be received by Friday, 30 November. Entries arriving after the deadline are not considered.

◆奖项 Awards:

ADI年度成就奖2名 ADI Achievement Award, 2 entries

ADI年度新人奖6名 ADI New Designer Award, 6 entries

ADI年度学生新星奖10名 ADI New Star Award for students, 10 entries

ADI年度入围优秀作品200件 ADI Excellent Work, 200 entries

◆获奖和入选通知 Notification to Entrants:

各奖项和入选信息将在2008年1月用电子邮件的形式通知参赛者。

Notification will be made to award winning and excellent work entrants in January 2008 by e-mail.

◆作品出版 Annual:

《07 ADI平面设计年鉴》将在2008年3月出版。

"07-ADI Graphic Design Annual" will be published in March 2008.

◆展览 Exhibition:

获奖作品和部分特别优秀作品将在2008年10月在ADI画廊展出。

Award winning works will be exhibited at ADI exhibition. Excellent works that earn high marks will be also exhibited. ADI exhibition will be held in October 2008 at the ADI Gallery.

◆参赛规则 Entry Rules:

1.请认真阅读以下参赛规则，有任何关于参赛的问题请用电子邮件的方式咨询ADI。

Basically entries not observing the below rules are not considered. Any problems/questions with respect to entry work must be solved before application by sending e-mail to ADI.

2. 杂志设计或报刊设计的作品需装裱在纸板上。

"Newspaper & Magazine Advertisement" entries must be mounted on paper board.

3.字体设计作品，请同时附上相关字符设计和用该文字编排的文本样式。字体设计作品请用激光打印在A3(297 x 420mm)大小的纸张上，无须装裱。

For Type design entries, both character sets and sample passages of text, which can be short or long, must be submitted.

Entries are to be submitted as within A3 (297 x 420mm) unmounted paper printout. The number of sheets does not matter.

4. 书籍设计、宣传册设计、包装设计和海报设计作品请提交原件。

Catalogue, Book, Package and Poster please submit original works.

5.标志设计作品请用激光打印在A3(297 x 420mm)大小的纸张上，并装裱在纸板上。名片、信签和信封等相关事务用品请提交原件。

Mark & Logotype entries must be mounted on paper board and submitted as within A3 (297 x 420mm) by paper printout. Corporate stationery please submit original works.

6. 请提交每件作品的电子文件或效果照片，存储在光盘中提交。电子文件格式请采用A4幅面大小的TIFF文件。

Along with the entries, please send any documentation in electronic form recorded on CD-ROM. File Technical Parameters: A4 size, 350dpi (CMYK images), TIFF format.

◆ 注意事项 Note:

1.作品不负责退还,请自留底稿。

No entries will be returned.

2.获奖作品和优秀作品将在《07 ADI平面设计年鉴》出版，同时将在相关媒体和网站中推介。由于作品雷同或者存在抄袭嫌疑而引起的版权问题的纷争，将由作者自行负责。

Award winning and excellent works will appear in the ADI Annual and presumably in other various media e.g. website. Taking this into consideration, applicants must be responsible for all the conceivable issues of copyright. ADI takes no responsibility for copyright issues.

◆ 邮寄地址:

中国美术学院艺术设计研究院 办事处

杭州市梅灵南路1号,华庭云栖度假酒店行政楼209室

邮编 310008

◆ 联系方式 contact:

电话 / Tel : +86-0571-28927730 +86-0571-28888888转2909

传真 / Fax: +86-0571-28927730

邮箱 / E-mail: adiaaward@126.com

◆ Entries should be sent to:

No.1 Meiling South Road,

Room 209 Office Building, Vatou Yunqi Resort Hotel,

310008 Hangzhou

China

All packages must be shipped prepaid. Shipping fee must be paid by entrants. Please also note that ADI will NOT pay Customs duties for you, so ensure to mark "MATERIAL FOR CONTEST ENTRY-NO COMMERCIAL VALUE" on the outside of each package and the commercial invoice.

**If the submitted work comes in multiple packages, please number them as 1/2, 2/2 and so on.*

参赛表格和背签Entry Labels & List: 请认真填写参赛表格和背签，并将背签贴在作品后面。

Please fill in the form and attach the back side of your entry work.

Entry List

作品清单

This list is needed for us to gain an overall picture of the entries submitted by each applicant.
Use one box per entry (a series is considered to be one entry).
As foreign designers are exempt from entry-fee, no more than five entries are accepted.

| | | |
|---------------------------|------|------|
| Designer or Company / 设计师 | | |
| Address / 地址 | | |
| E-mail: | Tel: | Fax: |

| | | |
|-------------------------|---|--|
| Entry No. 1 | For ADI use | |
| Category (Fill out 1-8) | Title / 题目 | |
| Client / 客户 | <input type="checkbox"/> Single piece or <input type="checkbox"/> series (Number of pieces:) | |
| Entry No. 2 | For ADI use | |
| Category (Fill out 1-8) | Title / 题目 | |
| Client / 客户 | <input type="checkbox"/> Single piece or <input type="checkbox"/> series (Number of pieces:) | |
| Entry No. 3 | For ADI use | |
| Category (Fill out 1-8) | Title / 题目 | |
| Client / 客户 | <input type="checkbox"/> Single piece or <input type="checkbox"/> series (Number of pieces:) | |
| Entry No. 4 | For ADI use | |
| Category (Fill out 1-8) | Title / 题目 | |
| Client / 客户 | <input type="checkbox"/> Single piece or <input type="checkbox"/> series (Number of pieces:) | |
| Entry No. 5 | For ADI use | |
| Category (Fill out 1-8) | Title / 题目 | |
| Client / 客户 | <input type="checkbox"/> Single piece or <input type="checkbox"/> series (Number of pieces:) | |

Entry Labels

作品背签

Attach to the back of each piece, taped at the down left corner of the entry work.
Demonstrate work's top by attaching this label.

| | | | | |
|------------------|-----------------|-------------|--|--|
| 类别 Categories | 编号 Entry No. | For ADI use | | |
|------------------|-----------------|-------------|--|--|

| |
|----------------|
| Designer / 设计师 |
|----------------|

| |
|--------------|
| Address / 地址 |
|--------------|

| |
|---------|
| E-mail: |
|---------|

| |
|------|
| Tel: |
|------|

| |
|------|
| Fax: |
|------|

| |
|------------|
| Title / 题目 |
|------------|

| |
|-------------|
| Client / 客户 |
|-------------|

| |
|------------------------|
| Short explanation / 说明 |
|------------------------|

This is a Single work This is a Series work

How many pieces do you have in this series? _____

What is the number of this piece within this series? _____

Sign 签名

Mail Labels

邮寄标签

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◆ To

杭州市梅灵南路1号, 华庭云栖度假酒店行政楼209室
中国美术学院艺术设计研究院 办事处
邮编 310008

No.1 Meiling South Road,
Room 209 Office Building, Vaton Yunqi Resort Hotel,
310008 Hangzhou
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