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Early Bird Entry Deadline: Jan. 31, 2023  
Show Entry Deadline: Feb. 17, 2023

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# NATIONAL STUDENT SHOW AND CONFERENCE 18 RULES AND CATEGORIES

Read these rules and guidelines carefully. If you have questions that are not answered in this document, contact us at [nssc@dsvc.org](mailto:nssc@dsvc.org).

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## ENTRY QUALIFICATION

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### Only Student Work Is Eligible

All entries submitted to the National Student Show & Conference (NSSC) must have been produced by a student currently pursuing an undergraduate degree at an accredited college, university, or art school. Graduate work is not accepted.

All entries must have been produced between January 2022–December 2022 as part of a school’s curriculum, with the exception of entries submitted to portfolio categories. Work produced outside of a school’s curriculum is not permitted (e.g. personal, freelance, or work produced at an internship).

### Enter Only Your Own Work

Do not plagiarize. NSSC defines plagiarism (as found on [ethicsingraphicdesign.org](http://ethicsingraphicdesign.org)) as the unauthorized use or close imitation of existing work and the representation of it as wholly one’s own original work.

Any entries found by NSSC or the judges to be plagiarized will not only be immediately disqualified but the professor or school of the errant entrant will also be notified. Additional academic consequences may follow according to the school’s code of ethics.

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## Submit As Many Entries As You See Fit

There is no limit to the number of entries allowed per student or per school.

You may also submit the same work into multiple categories as applicable (e.g. Ice

Cream Shop Rebranding Project may have assets that could be entered individually into categories like Logos, Packaging, Branding Campaign, etc.).

## Group Projects Are Eligible in Select Categories

NSSC defines group projects as any entry where 2–4 students were specifically assigned a project with the express direction to work together to create an end product.

Pay close attention to group eligibility in the Advertising, Interactive Design, and Motion Design categories. If the category description

does not specify group projects, only single-student submissions are accepted.

Awards for winning entries are given to the submitting student. NSSC encourages the submitting student to alert their group members of the award recognition and leaves any sharing of the award money to the winner's discretion.

## Properly Credit Coauthors and Assets Used

Unless all assets in a submitted entry have been created only by the single submitting student, proper credits must be provided in the online entry form's Credits field at the time of submission. Any assets not created by the submitting student that are used for the submitted entry must include proper credits (e.g. "Art Direction: Submitting Student, Illustration: Artist's Name, Typography: Artist's Name").

NSSC recognizes that students may be tasked to use non-student-produced assets to create layouts or designs. However, the following limitations apply:

Any usage of non-student-produced assets (e.g. stock photography or stock illustration) must be credited in the online entry form's Credits field (e.g. "Image(s) courtesy of istockphoto.com").

Any non-student-produced assets must have been significantly altered from the original asset (e.g. multiple stock photos combined to create a new image).

If your artwork uses images for collage manipulation or for editorial work that falls under the [Fair Use provisions of the Copyright Act](#), please clearly state this in the online entry form's Credits field.



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## SUBMISSION GUIDELINES

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### Pricing and Online Submission for Judging

**EARLY BIRD PRICING: \$30 per entry through January 31, 2023. REGULAR PRICING: \$40 per entry through February 17, 2023.**

All entries should be submitted digitally by 11:59 P.M. CST on February 17, 2023. **No physical entries will be accepted for judging.** No late entries will be accepted. Please follow the submission guidelines for each category

carefully as these vary. Entries submitted incorrectly will be disqualified.

All entries require a title, short description of the project's parameters, and a current professor's name and email. For select scholarship categories, NSSC requires additional paperwork from you and your professor that will be requested by email (as noted in the category submission details).

### Submit Your Best Work

You may submit up to 5 images per entry unless otherwise stated in the category submission details. If submitting multiple images, upload files in the order in which you'd like them viewed during judging. For additional security, you are welcome to include an order reference in the bottom right corner of each image (e.g. 1 of 5, 2 of 5, etc.)

All images will be printed on 11" x 17" paper at the largest possible orientation for judging. Please consider what view makes the most

sense per category (e.g. a small grid of Logo variations, a mockup of a Brochure showing both the closed cover and open interior, etc.). Each image can be designed as you would a single page in your student portfolio.

Some categories allow up to 3 URL submissions (e.g. Advertising, Motion Design, etc). For website submissions, NSSC also requires a single, project-related image will also be required to serve as the project's reference thumbnail image during judging.

### Work Should Not Be Openly Attributed

Do NOT include your name or the name of your school in the online entry form's Title or Description fields. Do NOT display your name or the name of your school in your

work unless it is part of the design (e.g. senior exit show poster or self-branding). This helps ensure that our judges have an unbiased opinion when reviewing your work.



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## Future Submission for the Show

If your work is selected for the Show gallery, you may be notified with a request and specifications for a physical art submission or alternate digital format.

All physical submissions are printed, prepared, and delivered to the Show at the student's expense.

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# ENTRY CATEGORIES

Read the category descriptions and accepted submission guidelines carefully. If you have questions that are not answered in this document, contact us at [nssc@dsvc.org](mailto:nssc@dsvc.org).

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## GENERAL DESIGN

### Logos

Logotypes or graphical representations to identify a company or organization.

**Submission:** Only 1 image file per entry. Please center work vertically. If submitting a logo series, include all logos and variations within the 11" x 17" image frame.

### Stationary Package

Branded stationery set including, but not limited to letterhead, envelope, and business card.

**Submission:** Image files accepted.

### Posters

Large format design, picture, or notice for display in a public place.

**Submission:** Image files accepted.

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## Environmental

The design of environmental graphics including, but not limited to: store signage, way-finding, and exhibit design.

**Submission:** Image files accepted.

## Typeface & Hand Lettering

The design, creation, and manipulation of type including, but not limited to: typeface design, hand lettering, and experimental typography.

**Submission:** Image files accepted.

## Infographics

A depiction of data graphically designed to make the information easily and visually understandable.

**Submission:** Image files accepted.

## Branding Campaign

One branding campaign that includes at least 3 related projects from General Design categories (e.g. 1 poster, 1 brochure, and 1 packaging piece building a single campaign).

**Submission:** Image files accepted.

## Special Event Materials

The design of print event materials including, but not limited to invitations, announcements, and RSVP cards.

**Submission:** Image files accepted.



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## Menus

A single or multi-page design listing the various products and/or services offered at a specific food, drink, or other business establishment.

**Submission:** Image files accepted.

## Wearables

The design of wearable apparel and accessories including, but not limited to T-shirts, totes, pins, hats, etc.

**Submission:** Image files accepted.

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## RETAIL

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### Packaging

Design pertaining to the container, graphics, and visible outer presence of a product.

**Submission:** Image files accepted.

### Retail Design

The design of a retail interior space including, but not limited storefront, window, or in-store displays.

**Submission:** Image files accepted.

### Point of Purchase

Promotional advertising or display unit meant to accompany a specific product or service at the designated sale location.

**Submission:** Image files accepted.



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## ADVERTISING

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### Print

Single or series of print ads intended for placement in magazines, newspapers, or similar media. (Note: Advertising posters should be entered under the Out-of-Home category.)

**Submission:** Image files accepted.

Single-student and group projects accepted; if submitting as a group, be sure to credit the group members and list their roles (e.g. Art Director: Submitting Student, Copywriter: Group Member, etc.).

### Audio

Single or series of ads intended for broadcast over traditional or satellite radio, as well as online audio spots and branded podcasts for various internet-based platforms like Spotify, Pandora, Apple Music, etc.

**Submission:** SoundCloud (preferred) and YouTube (static image audio recording) URLs accepted. A single, project-related image

will also be required to serve as the project's reference thumbnail image during judging.

Single-student and group projects accepted; if submitting as a group, be sure to credit the group members and list their roles (e.g. Art Director: Submitting Student, Copywriter: Group Member, etc.).

### Video

Single or series of commercial ads intended for television broadcast, video on-demand services (e.g. YouTube, Netflix, Amazon Prime, Hulu, etc.), or other online delivery platforms (e.g. mobile, social). This could also include pre-roll videos, theater ads shown before a feature film, animations, and other forms of branded video-based content/entertainment.

**Submission:** YouTube and Vimeo URLs accepted. A single, project-related image will also be required to serve as the project's reference thumbnail image during judging.

Single-student and group projects accepted; if submitting as a group, be sure to credit the group members and list their roles (e.g. Art Director: Submitting Student, Copywriter: Group Member, etc.).



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## Out-of-Home

Single or series of large format ads for display in a public place (traditional print or digital). Includes billboards, kiosks, transit ads, posters, and other similar formats.

**Submission:** YouTube and Vimeo video URLs and/or up to 5 image files accepted.

For video entries, motion sequences or video/screen captures can be submitted as video files. Any "case study" style videos should be kept to 90 seconds or less. A single,

project-related image will also be required to serve as the project's reference thumbnail image during judging.

For image entries, please include limited and succinct captions with your images.

Single-student and group projects accepted; if submitting as a group, be sure to credit the group members and list their roles (e.g. Art Director: Submitting Student, Copywriter: Group Member, etc.).

## Interactive

Single or series of ads that invite a digital interaction between an audience and a brand or with a particular issue/cause, including websites, social media and mobile platforms, gaming, apps (including in-app marketing), banners, page takeovers, augmented/virtual reality experiences, and other interactive digital formats.

**Submission:** YouTube, Vimeo, live site, and online site mockup URLs and/or up to 5 image files accepted.

For video entries, motion sequences or video/screen captures can be submitted as video files. Any "case study" style videos should be kept to 90 seconds or less. A single,

project-related image will also be required to serve as the project's reference thumbnail image during judging.

For website entries, a single, project-related image will also be required to serve as the project's reference thumbnail image during judging.

For image entries, please include limited and succinct captions with your images.

Single-student and group projects accepted; if submitting as a group, be sure to credit the group members and list their roles (e.g. Art Director: Submitting Student, Copywriter: Group Member, etc.).





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## Experiential

Single or series of ads presented as or in an immersive experience, including installations, events, stunts, activations, or guerilla/ambient methods.

**Submission:** YouTube and Vimeo video URLs and/or up to 5 image files accepted.

For video entries, motion sequences or video/screen captures can be submitted as video files. Any "case study" style videos should be kept to 90 seconds or less. A single,

project-related image will also be required to serve as the project's reference thumbnail image during judging.

For image entries, please include limited and succinct captions with your images.

Single-student and group projects accepted; if submitting as a group, be sure to credit the group members and list their roles (e.g. Art Director: Submitting Student, Copywriter: Group Member, etc.).

## Direct

Single or series of direct marketing in traditional print or digital form, including: direct mail, targeted online ads, email, text messages, point of purchase, in-store advertising and various collateral pieces like booklets, brochures, fliers, newsletters, postcards, coupons, apparel, coasters, etc.

**Submission:** YouTube and Vimeo video URLs and/or up to 5 image files accepted.

For video entries, motion sequences or video/screen captures can be submitted as video files. Any "case study" style videos should be

kept to 90 seconds or less. A single, project-related image will also be required to serve as the project's reference thumbnail image during judging.

For image entries, please include limited and succinct captions with your images.

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## Integrated Campaign

One advertising campaign that includes at least 3 related projects from Advertising categories (e.g. 1 print, 1 radio, and 1 interactive piece building a single campaign).

**Submission:** YouTube, Vimeo, SoundCloud, live site, and online site mockup URLs and/ or up to 5 image files accepted. If submitting multiple images, the first image submitted will

serve as the project's reference thumbnail image during judging.

Single-student and group projects accepted; if submitting as a group, be sure to credit the group members and list their roles (e.g. Art Director: Submitting Student, Copywriter: Group Member, etc.).

## Public Service (PSA)

Single or series of ads that promotes a certain cause, message, or nonprofit organization expressly intended for the public good.

**Submission:** YouTube, Vimeo, SoundCloud, live site, and online site mockup URLs and/ or up to 5 image files accepted. If submitting multiple images, the first image submitted will

serve as the project's reference thumbnail image during judging.

Single-student and group projects accepted; if submitting as a group, be sure to credit the group members and list their roles (e.g. Art Director: Submitting Student, Copywriter: Group Member, etc.).

## Art Direction

Single or series of ads that exhibit excellence in the craft of art direction: the strategic and artistic skill of crafting the visual elements of advertising; also, design as it is specifically applied to the domain of advertising as opposed to graphic design in general.

**Submission:** YouTube, Vimeo, SoundCloud, live site, and online site mockup URLs and/ or up to 5 image files accepted. If submitting

multiple images, the first image submitted will serve as the project's reference thumbnail image during judging.

Single-student and group projects accepted; if submitting as a group, be sure to credit the group members and list their roles (e.g. Art Director: Submitting Student, Copywriter: Group Member, etc.).



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## Copywriting

Advertising that exhibits a special attention or excellence in the craft of copywriting: the strategic and artistic skill of crafting the written elements of advertising (e.g., headlines, body copy, taglines, scripts, product/service descriptions, brand manifestos, etc.)

**Submission:** YouTube, Vimeo, SoundCloud, live site, and online site mockup URLs and/or up to 5 image files accepted. If submitting multiple images, the first image submitted will serve as the project's reference thumbnail image during judging.

Single-student and group projects accepted; if submitting as a group, be sure to credit the group members and list their roles (e.g. Art Director: Submitting Student, Copywriter: Group Member, etc.).

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## PUBLICATION

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### Book Covers

Design of front covers, paperback full covers, and/or hardcover dust jackets for print or digital books.

**Submission:** Image files accepted.

### Magazine & Periodicals Covers

Design of front covers for print or digital magazines or other periodicals.

**Submission:** Image files accepted.

### Editorial Spread or Feature Design

Single or multi-page design of a spread or feature for print or digital books, magazines, newspapers, or other periodicals.

**Submission:** Image files accepted.

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## Zines

A multi-page booklet/fanzine created by physical print or digital combination of art, collage, and type. This type of publication is nonconformist in nature and is an open expression of creativity.

**Submission:** URL of a live site and/or up to 5 image files accepted. For website submissions, a single, project-related image

will also be required to serve as the project's reference thumbnail image during judging.

Single-student and group projects accepted; if submitting as a group, be sure to credit the group members and list their roles (e.g. Designer: Submitting Student, Typesetter: Group Member, Copywriter: Group Member, etc.).

## Printed Annual Reports, Brochures & Catalogs

Multi-page promotional material for products, services, or a company.

**Submission:** Image files accepted.

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## INTERACTIVE DESIGN

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### Website Design

Design, layout, art direction, and interactive experience of a website for a product, company, organization, or cause.

**Submission:** URL of a clickable prototype or live site accepted. A single, project-related image will also be required to serve as the project's reference thumbnail image during judging.

Single-student and group projects accepted; if submitting as a group, be sure to credit the group members and list their roles (e.g. Designer: Submitting Student, Programmer: Group Member, etc.).



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## Website Integration or Feature

Design, layout, art direction, and concept of a website integration, feature, or widget experience that is embedded into a website page (e.g. apartment picker, appointment booking, digital publication, virtual tour, etc.).

**Submission:** URL of a clickable prototype or live site accepted. A single, project-related image will also be required to serve as the

project's reference thumbnail image during judging.

Single-student and group projects accepted; if submitting as a group, be sure to credit the group members and list their roles (e.g. Designer: Submitting Student, Programmer: Group Member, etc.).

## Mobile App Design

Design, layout, art direction, and interactive experience of a mobile or tablet application for a product, company, organization, or cause.

**Submission:** URL of a clickable prototype or live app accepted. A single, project-related image will also be required to serve as the

project's reference thumbnail image during judging.

Single-student and group projects accepted; if submitting as a group, be sure to credit the group members and list their roles (e.g. Designer: Submitting Student, Programmer: Group Member, etc.).

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## MOTION DESIGN

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### Animated Short

Any 2D or 3D, non-live-action animation up to 5 minutes in length. Includes, but is not limited to explainer or how-to videos, brand story videos, and original story.

**Submission:** YouTube and Vimeo URLs accepted. A single, project-related image will also be required to serve as the project's reference thumbnail image during judging.

Single-student and group projects accepted; if submitting as a group, be sure to credit the group members and list their roles (e.g. Director: Submitting Student, Producer: Group Member, Writer: Group Member, etc.).





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## Animated Short Series

A series or collection (at least 3) of any 2D or 3D, non-live-action animation up to 5 minutes in length. Includes, but is not limited to explainer or how-to videos, brand story videos, and original story.

**Submission:** YouTube and Vimeo URLs accepted. A single, project-related image will also be required to serve as the project's reference thumbnail image during judging.

Single-student and group projects accepted; if submitting as a group, be sure to credit the group members and list their roles (e.g. Director: Submitting Student, Producer: Group Member, Writer: Group Member, etc.).

## Short Film

Any live-action video up to 5 minutes in length. Includes, but is not limited to explainer or how-to videos, brand story videos, documentary, and original story.

**Submission:** YouTube and Vimeo URLs accepted. A single, project-related image will also be required to serve as the project's reference thumbnail image during judging.

Single-student and group projects accepted; if submitting as a group, be sure to credit the group members and list their roles (e.g. Director: Submitting Student, Producer: Group Member, Writer: Group Member, etc.).

## Motion Graphics

Graphic design elements brought to life with motion up to 2 minutes in length. Includes, but is not limited to video transitions, intro or title screen graphics, end credits, and animated logos or icons.

**Submission:** YouTube and Vimeo URLs accepted. A single, project-related image will also be required to serve as the project's reference thumbnail image during judging.

Single-student and group projects accepted; if submitting as a group, be sure to credit the group members and list their roles (e.g. Director: Submitting Student, Producer: Group Member, Writer: Group Member, etc.).



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## Motion Graphics Series

A series or collection (at least 3) of graphic design elements brought to life with motion up to 2 minutes in length. Includes, but is not limited to video transitions, intro or title screen graphics, end credits, and animated logos or icons.

**Submission:** YouTube and Vimeo URLs accepted. A single, project-related image will also be required to serve as the project's reference thumbnail image during judging.

Single-student and group projects accepted; if submitting as a group, be sure to credit the group members and list their roles (e.g. Director: Submitting Student, Producer: Group Member, Writer: Group Member, etc.).

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## ILLUSTRATION

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### Illustration

A single work of traditional or digital illustration including, but not limited to drawings, pen and ink, screen prints, watercolor, collage, and digital freehand and vector graphics.

**Submission:** Only 1 image per entry.

### Illustration Series

A series or collection (at least 3) of traditional or digital illustrations including, but not limited to drawings, pen and ink, screen prints, watercolor, collage, and digital freehand and vector graphics.

**Submission:** Image files accepted. Must submit at least 3 illustrations.

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## Bart Forbes Memorial Illustration Scholarship

A series or collection (at least 7) traditional or digital illustrations including, but not limited to drawings, pen and ink, screen prints, watercolor, collage, and digital freehand and vector graphics. For full-time Illustration major or minor students with a minimum GPA of 2.5. Submission may include work made through December 2022.

**Submission:** Image files accepted. Must submit at least 7 and up to 10 illustrations from at least 3 project types. Upload files in the order in which you'd like them viewed during judging.

The submitting student and professor listed on the entry application will be emailed and required to digitally sign a statement confirming the student's GPA standing and eligibility for this scholarship.

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## PHOTOGRAPHY

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### Photography

A single image captured through a digital or film camera. Utilitarian photo retouching, editing, or color correcting may be accepted, although images must not be rendered digitally to create a different image from what was captured.

**Submission:** Only 1 image per entry.

### Photography Series

A series or collection (at least 3) of images captured through a digital or film camera. Utilitarian photo retouching, editing, or color correcting may be accepted, although images must not be rendered digitally to create a different image from what was captured.

**Submission:** Image files accepted. Must submit at least 3 photos.



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## PORTFOLIO

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### Senior Portfolio

Body of work containing at least 5 projects. May include work made through December 2022. Only for students with senior standing in their design program of choice. Gold, silver, and bronze awards are available for this category.

**Submission:** Up to 20 total images may be submitted. Please clearly indicate which

projects are group projects and your role in the project. (No need to list all group members in this instance.)

The submitting student and professor listed on the entry application will be emailed and required to digitally sign a statement confirming the student's senior-level standing and eligibility for this portfolio scholarship.

### Dick Sloan Scholarship for Best Junior Portfolio

Body of work containing at least 5 projects. May include work made through December 2022. Only for students with junior standing in their design program of choice.

**Submission:** Up to 20 total images may be submitted. Please clearly indicate which projects are group projects and your role in

the project. (No need to list all group members in this instance.)

The submitting student and professor listed on the entry application will be emailed and required to digitally sign a statement confirming the student's junior-level standing and eligibility for this portfolio scholarship.

### Dick Sloan Scholarship for Best Sophomore Portfolio

Body of work containing at least 5 projects. May include work made through December 2022. Only for students with sophomore standing in their design program of choice.

**Submission:** Up to 20 total images may be submitted. Please clearly indicate which projects are group projects and your role in

the project. (No need to list all group members in this instance.)

The submitting student and professor listed on the entry application will be emailed and required to digitally sign a statement confirming the student's sophomore-level standing and eligibility for this portfolio scholarship.