



ACPM 2020 CREATIVE + PRINT
AWARDS
3 NOV, BELTON WOODS, LINCOLNSHIRE

The ACPME Creative & Print Awards are an excellent opportunity for you to promote the work of your team, showcase your creativity, your best printed work, any innovations you have implemented and to tell us just how amazing your service and team are.

The awards will not only recognise your team's achievements but will help to raise the profile of your service within your institution.

HOW TO ENTER

Download and complete one form for each entry you submit in each category.

All member institutions of ACPME may submit three entries per category; the same job can be entered into more than one category; and you may enter all of the categories.

Make sure you have read the entry criteria carefully and that you supply all media requested along with the samples of the work being entered. Ensure you have included all the appropriate forms.

Please consider how you would like your entries to be presented and submit accordingly. If only electronic entry forms and/or work samples are received, they will be printed on an office printer for the judges to consider.

Send your completed form (PDF) by email with the name of your institution, category entered and your university's logo (large jpg or eps) to: admin@acpme.ac.uk

Also mail your hard copy entry form(s) and print samples with any digital files to: (you may share your digital artwork files via file transfer services like WeTransfer or supply on a USB drive)

ACPM Awards

Seven Elms, Dark Lane, Astwood Bank, Redditch,
Worcestershire B96 6HB

Revised closing date: Tues 30 June 2020

Ensure your entry is identifiable by marking the outside with: Sender's name, e-mail address and institution, you will receive an e-mail to acknowledge receipt. If you do not receive an email acknowledgment then your parcel has either not been received or is not identifiable.

JUDGING THE AWARDS & THE PRESENTATION

Each category of award is supported by an ACPME Sponsor. The judging panel consists of independent industry experts in Print, Design and Photography. The judges will agree a Winner and a Highly-Commended award for each category, prior to the 2020 conference. Winners will be notified and trophies presented at the ACPME Conference 2020 Awards Dinner on Tuesday 3 November 2020.

Winners and Highly-Commended

All winning entries will receive:

- A trophy and certificate
- Social Media announcements via Twitter and Facebook
- ACPME web page announcement
- A feature article in the Summer edition of Pages

CATEGORIES & CRITERIA

Category 1 – Service of the Year

This category is to recognise the achievement of your in-house services. Your entry should consist of up to a 1,000 word summary case study and may include supporting documents or a short video clip in .mov format to support your entry. You must also include your entry form. The judges will be looking at your entry in terms of:

- Investment in people or technology
- Success in exceptional circumstances
- Diversification into new creative & print or related services
- Increase in income or production
- Savings and efficiencies e.g. financial, environmental, resources
- Innovation in design, photography or other creative services
- Improvements to service operations e.g. lean processes
- The scale and scope of the change against the size of the service

Category 2 – Best In-House Design

This may be a single piece of design or a complete campaign. Please send your design entry as finished print collateral or pdf if this did not result in a printed piece. Should your design print collateral be too large for this to be practical please send photographs of the design in situ. Your entry should showcase design excellence both in terms of creative concept as well as visual communication. Judges will be looking at the use of colour, layout and typography as well as the interpretation of the clients brief. To support your entry you may include a mood board showing the concepts behind your design process. You must include the original design brief and PDFs of your finished design and mood board along with your entry form.

Category 3 – Best In-House Photography

Photographic entries may consist of separate commissioned images or a series of commissioned images relating to a campaign. Your photographic entry should demonstrate technical excellence as well as photographic vision. Judges will also consider how well the images interpret the client's brief. Your entry should consist

of a minimum of four and a maximum of eight mounted prints up to A3 in size and digital files in jpg format. You must include the relevant clients' brief with your submission and your entry form

Category 4 – Best In-House Printed Product

Printed products is for work produced by either litho and/or digital production methods. The entry may consist of a single printed item or a family of items that make up a print campaign. In order to help judge quality and print consistency, three printed copies of each individual printed item should be included as your submission. Judges will be looking for consistent technical excellence across the range of the entry. Criteria will include the quality and consistency of solid and pastel colours as well as the clarity of any typography. Judges will also consider the production implications of the technology used. Please provide the technical details of print production on your entry form and the print ready PDFs used to produce your entry.

Category 5 – Best In-House Wide Format Product

Wide format entries will demonstrate high quality design of product, production and installation in applications produced on wide-format printers. The submissions may consist of single or multiple items that make up a campaign of displays, signage, vehicle and building wraps, interior décor, POS or other retail graphics. Judges will consider success in visual communication and ingenuity in problem solving as well as the materials, substrates and production methods used to complete the finished wide format product.

Printed samples and or photos of large scale installations may be submitted, as appropriate.

Category 6 – Best In-House Innovation

This category is about innovation in a job that you have produced which stands out from the crowd and differentiates. This may be a single product or a family of products that meet the criteria of a campaign. This category is designed to demonstrate how you have influenced a client or interpreted a brief and delivered a product that both innovates and sits apart from the rest. The Judges will consider the innovation in technology, method, substrate, design, functionality, production and finishing of this entry.

The logo for the ACPME 2020 Creative + Print Awards is centered in a dark circular area. It features the text 'ACPME' in a large, bold, white sans-serif font. To the right of 'ACPME' is a stylized graphic of three overlapping, golden-yellow geometric shapes resembling a folded paper or a starburst. Below 'ACPME' is the text '2020 CREATIVE + PRINT AWARDS' in a smaller, white sans-serif font. At the bottom of the circle, the text '3 NOV, BELTON WOODS, LINCOLNSHIRE' is written in a small, white sans-serif font. The background of the entire page is a dark, bokeh-style image of golden-yellow light spots and vertical streaks, suggesting a festive or celebratory atmosphere.

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TERMS AND CONDITIONS

- 1 Any institution that holds current membership of the ACPME and has paid their current year's subscription may enter.
- 2 Enter any number of categories with up to three entries allowed per category with the exception of category 1.
- 3 Entries must be produced in the period
1 April 2019 – 30 June 2020.
- 4 Submit your entries by 30 June 2020. Entries received after this deadline will not be accepted once the judging process has commenced.
- 5 Provide the relevant samples of your work, complete an entry form for each entry you submit in each category you enter then email and post them as instructions above.
- 6 Entries must be produced by the institution entering the awards and for the corresponding category. Any outwork and contributors should be acknowledged.
- 7 Entries of materials produced entirely by external agencies will not be accepted.
- 8 The decision of the judges is final and no correspondence will be entered into.
- 9 Entries must be collected at the end of the 2020 Conference by the submitter or they will be disposed of.
- 10 Entrants agree to the use of your materials for display purposes and inclusion in any publication or event associated with the ACPME. The information supplied with winning entries may be used in case studies to be published.



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ACPME AWARDS SUBMISSION

Please complete this form for **each entry you submit, in each category you enter** and attach to each piece of work.

Category (from drop down)

Institution Name

Size of unit / no of staff

Contact Name

Title of job/publication:

Tel No

E-mail

Please tell us about your entry in the field overleaf

Entry deadline: 30 June 2020 at 5pm

ACPME Awards Dinner & Presentation:
Tuesday 3 Nov 2020

www.acpme.ac.uk/index.php/awards

Institution Name

Please use this field to provide details of the client's brief, production methods, techniques, skills, substrates, equipment/technology and anything else you think will help show how you produced your entry.

Institution Name

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Institution Name

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