

# ADOBE GOVERNMENT CREATIVITY AWARDS

Official Rules

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## OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST. YOU MUST BE 18 YEARS OF AGE (OR THE AGE OF MAJORITY IN YOUR JURISDICTION) OR OLDER. THE CONTEST IS OPEN TO LEGAL RESIDENTS OF THE UNITED STATES, CANADA (EXCLUDING QUEBEC), FRANCE, GERMANY, THE UNITED KINGDOM, AUSTRALIA, INDIA (EXCLUDING TAMIL NADU), and JAPAN. VOID WHERE PROHIBITED.

Participation in the Adobe Government Creativity Awards Contest ("Contest"/"AGCA") constitutes Contestant's full and unconditional agreement to and acceptance of these Official Rules. Contest sponsored by Adobe Systems Incorporated, 345 Park Avenue, San Jose, California, USA, 95110 ("Sponsor").

## CATEGORIES

Both individuals and groups may enter up to three unique projects in each of the following nine categories during the entire duration of the contest.

**PLEASE NOTE THAT PARTICIPATION IN THE CONTEST MAY BE PROHIBITED BY REGULATIONS OR SPECIFIC EMPLOYER POLICIES. IT IS THE RESPONSIBILITY OF ANY PARTICIPANT TO ENSURE THAT THEIR PARTICIPATION IN THE CONTEST IS NOT IN VIOLATION OF ANY SUCH REGULATION OR POLICY.**

### VISUAL COMMUNICATION

- Photography
- Graphic, Print Design or Illustration
- Video Editing, Post-Production, Animation and Motion Graphics
- Data Visualization

### INTERACTIVE DESIGN

- Web Design
- Mobile Application Design and Digital Exhibition Design

### MULTICHANNEL CAMPAIGNS AND SERVICE DELIVERY

- Citizen-facing Campaign and Service Delivery
- Employee-facing Campaign and Service Delivery
- Museum or Park Exhibit and Promotion

## TIMING

Contest begins on October 18, 2017, and ends on May 31, 2018. All entries must be received by Adobe no later than 5pm (Eastern Time) on May 31, 2018. Adobe reserves the right to extend the competition deadline without formal notice, up to six (6) business days, or as late as June 8, 2018.

EACH PARTICIPANT IS RESPONSIBLE FOR MAKING THE NECESSARY ADJUSTMENTS FOR THE TIMING SET FORTH ABOVE BASED ON PARTICIPANT'S LOCATION AND TIME ZONE. Adobe's computer is the official timekeeping device for the Contest.

## ELIGIBILITY

The contest is open to:

- Individuals who volunteer, are employed by, or provide contract services for government, quasi-government, or nonprofit organizations at the federal/national, state/provincial, or local level. This includes but is not limited to museums; airports; transportation/transit systems; health and human services organizations; public service organizations; tourism organizations; tribes; scientific, forensic, and healthcare organizations; systems integrators; military, defense, and public safety entities.
- Legal residents of THE UNITED STATES, CANADA (EXCLUDING QUEBEC), FRANCE, GERMANY, THE UNITED KINGDOM, AUSTRALIA, INDIA (EXCLUDING TAMIL NADU), and JAPAN. VOID WHERE PROHIBITED.

For group entries, everyone who worked on the entry must be listed on the entry form and meet the eligibility requirements. One of these people must be designated on the entry form as the lead team member.

No one who is an employee or independent contractor, officer, or director of Adobe, or any of Adobe's agents, representatives, advertising, promotion, publicity, and fulfillment agencies, legal advisors, successors and assigns, and any other company or person that is involved with the production, design, execution, administration, judging, or distribution of this Contest (collectively, the "Released Parties"), is eligible to enter or win, nor is anyone who lives with (whether or not related), or who is an immediate family member of, any one of the Released Parties (that is, parents, siblings, children, and their respective spouses, regardless of where they reside).

Unrelated colleagues or co-workers of Contest judges are eligible to participate, and in these instances, judges will recuse themselves from participating in judging.

All federal, state, territorial, provincial, municipal, and local laws and regulations apply.

Each participant may submit three unique entries per category, and regardless of the number of entries entered, each participant is only eligible to win one prize in the Contest.

Each entry must meet the requirements as specified in the Entries section. Any nonconforming entries will be disqualified. Altered, defaced, mutilated, illegible, or incomplete entry forms are not eligible and will result in disqualification of entry.

**Entries that contain nudity or content that is pornographic in nature, violent, lewd, or sexually explicit, at Sponsor's sole discretion, will be disqualified.**

After each entry is screened for compliance with the entry requirements, it will be judged by an independent panel of judges selected by the Sponsor. The judges' decisions are final and binding. Judges retain the right to reclassify entries from one category to another or to select only components of the submission for honors.

## **JUDGING**

Entries can be submitted between October 18, 2017, and May 31, 2018. Winners will be announced no later than July 20, 2018.

There will be one Judging Session, after which AGCA Category Winners and Category Finalists will be selected. Any entries that are not selected after the Judging Session will be marked as "judged." All entries submitted to the competition will be judged against the same criteria. There are three (3) Purpose Segments that contain a collective total of nine (9) Category Winners.

Each category will have one (1) Category Winner and up to four (4) Category Finalists awarded, regardless of whether entries were submitted by an individual or a group, unless the judges determine that the entry quality does not warrant the awarding of all five prizes.

The entries, whether submitted by an individual or a group, shall be judged together in each category on a point system, based on (a) design/usability (30%), (b) effectiveness in meeting their objective (30%), (c) creativity (30%), and (d) Contestant(s) skills in applying Adobe products as specified in their entry forms (10%). A detailed judging breakdown for each category follows.

## **ENTRIES**

Individuals and groups may enter up to three (3) unique projects in each of the following categories. Duplicate entries are not permitted within or across categories. However, discrete assets or components from a Multichannel Campaign Segment entry may also be submitted as Visual Communications or Interactive Design entries, to comprise a maximum of four (4) unique new entries. Judges reserve the right to remove duplicate entries from any categories they choose and to recategorize entries.

### **VISUAL COMMUNICATION SEGMENT :**

Entries in the Visual Communication Segment are created for a government or public service entity—often, but not necessarily, for promoting or fulfilling the functions and services of public sector entities' scientific/forensic purposes; and communication with the public, employees, or constituents.

#### **1. PHOTOGRAPHY**

Appropriate entries include a single picture or a series of up to 10 related images. Images must be photographic in nature and digitally enhanced or artistically manipulated primarily (over 50%) with Adobe tools.

Submit your project in the following way: URL reference of a Behance project containing up to 10 images, in JPEG, PNG, GIF formats, and any optional materials (PDFs, YouTube, Vimeo, and so on) to explain your purpose or process.

- Judging Criteria:
  - Design/usability (30%)
  - Effectiveness in meeting communication objective (30%)
  - Creativity (30%)
  - Skills in applying Adobe products (10%)

## **2. GRAPHIC, PRINT DESIGN OR ILLUSTRATION**

Appropriate entries include a single design, brochure, or publication (print or digital) or a series of up to five related images. Images must be graphical or illustrative in nature and created primarily (over 50%) with Adobe tools.

Submit your project in the following way: URL reference of a Behance project containing a single brochure, newsletter, or publication, or up to five images in JPEG, PNG, GIF formats, and any optional materials (PDFs, YouTube, Vimeo, and so on) to explain your purpose or process.

- Judging Criteria:
  - Design/usability (30%)
  - Effectiveness in meeting communication objective (30%)
  - Creativity (30%)
  - Skills in applying Adobe products as described in submission (10%)

## **3. VIDEO EDITING, POST-PRODUCTION, ANIMATION AND MOTION GRAPHICS**

Appropriate entries are videos with any combination of live-action, computer-generated graphics, visual effects, text animations, or digital reproductions of drawn images. Only the first five minutes of the video will be judged. Entries must have used Adobe tools for at least 50% of the work in the process of editing visuals, editing and/or enhancing effects, or showing other expertise in post-production or animation.

Submit your project in the following way: URL reference of a Behance project containing a video file (most common file formats accepted), and any optional materials (PDFs, YouTube, Vimeo, and so on) to explain your purpose or process.

- Judging Criteria:
  - Design/usability (30%)
  - Effectiveness in meeting communication objective (30%)
  - Creativity (30%)
  - Skills in applying Adobe products as described in submission (10%)

## **4. DATA VISUALIZATION**

Appropriate entries include, but are not limited to, imagery, illustration, graphics, motion graphics, or video that convey data or scientific information or communication.

Submit your project in the following way: URL reference of a Behance project containing a single publication, or up to five images in JPEG, PNG, GIF formats, or a video file, and any optional materials (PDFs, YouTube, Vimeo, and so on) to explain your purpose or process.

- Judging Criteria:
  - Design (30%)
  - Effectiveness /usability in meeting communication objective (30%)
  - Creativity (30%)
  - Skills in applying Adobe products as described in submission (10%)

## **INTERACTIVE DESIGN SEGMENT :**

Appropriate entries in the Interactive Design Segment are created for a government or public service entity and are meant to be viewed through a browser on a computer, tablet, mobile device, or interactive kiosk often, but not necessarily, for promoting or fulfilling the functions and services of public sector entities; for scientific/forensic purposes; and for communication with the public, employees, or constituents.

### **1. WEB DESIGN**

Appropriate entries include websites and intranets meant to be viewed through a browser on a computer or tablet. They can include, but are not limited to, any of the following: websites, government service portals for citizens or employees, or eLearning projects.

Submit your project in the following way: URL reference, with password provided if applicable, and any optional materials (PDFs, YouTube, Vimeo, and so on) to explain your purpose or process.

- Judging Criteria:
  - Design/usability including responsive design (30%)
  - Effectiveness in meeting communication objective including use of personalization and analytics (30%)
  - Creativity (30%)
  - Skills in applying Adobe products as described in submission (10%)

### **2. MOBILE APPLICATION DESIGN AND DIGITAL EXHIBITION DESIGN**

Appropriate entries include, but are not limited to, mobile applications, digital exhibitions, kiosks, digital games, and real-time interactive experiences used for an external or internal public-sector purpose. Your entry might also include interaction with and intention to inform the user, such as experience design, interactive exhibits, or environmental graphics. Although entries should be largely digital, physical installations with an important digital component are also eligible.

Submit your project in the following way: URL reference of a Behance project containing up to 10 image files or video files, and any optional materials (PDFs, YouTube, Vimeo, and so on) to explain your purpose or process.

- Judging Criteria:
  - Design/usability (30%)

- Effectiveness in meeting communication objective (30%)
- Creativity (30%)
- Skills in applying Adobe products as described in submission (10%)

#### **MULTICHANNEL CAMPAIGNS AND SERVICE DELIVERY SEGMENT :**

Appropriate entries in the Multichannel Campaigns and Service Delivery Segment refer to a related set of creative assets targeting audiences (employees, constituents, customers, citizens) via **multiple channels** (social, online, offline, print, in-person signage, videos, events, and so on) and meant to accomplish agency/department goals. Discrete assets or components of a multichannel campaign can be submitted for Interactive Design or Visual Communication review, and can comprise up to four (4) unique new entries. For example, the brochure for a park exhibit may be entered in the Graphic, Print Design or Illustration category (with one lead entrant), but the brochure, signage, web presence, and social elements would be entered as a multichannel campaign. Multichannel campaign entries must include a minimum of 3 types of creative examples and a maximum of 10 examples.

#### **1. CITIZEN-FACING CAMPAIGN AND SERVICE DELIVERY**

Appropriate entries are related sets of assets targeting constituents or citizens via **multiple channels** (social, online, offline, print, in-person signage, videos, events, and so on) and meant to accomplish agency mission/department goals.

Submit your project in the following way: URL reference of a Behance project containing individual assets or sets of assets, and any optional materials (PDFs, YouTube, Vimeo, and so on) to explain your purpose or process.

- Judging Criteria:
  - Design (30%)
  - Effectiveness in meeting communication objective across body of work (30%)
  - Creativity (30%)
  - Skills in applying Adobe products as described in submission (10%)

#### **2. EMPLOYEE-FACING CAMPAIGN AND SERVICE DELIVERY**

Appropriate entries are related sets of assets targeting internal employees or volunteers via multiple channels (social, online, offline, print, in-person signage, videos, events, and so on) and meant to accomplish agency/department goals.

Submit your project in the following way: URL reference of a Behance project containing individual assets or sets of assets, and any optional materials (PDFs, YouTube, Vimeo, and so on) to explain your purpose or process.

- Judging Criteria:
  - Design (30%)
  - Effectiveness in meeting communication objective across body of work (30%)

- Creativity (30%)
- Skills in applying Adobe products as described in submission (10%)

### 3. MUSEUM OR PARK EXHIBIT AND PROMOTION

Appropriate entries are related sets of assets used on **multiple channels** (photos, social, online, offline, print, in-person signage, videos, events, and so on) which both comprise a museum or park exhibit and help promote that exhibit.

Submit your project in the following way: URL reference of a Behance project containing individual assets or sets of assets, and any optional materials (PDFs, YouTube, Vimeo, and so on) to explain your purpose or process.

- Judging Criteria:
  - Design (30%)
  - Effectiveness in meeting communication objective (30%)
  - Creativity (30%)
  - Skills in applying Adobe products as described in submission (10%)

## HOW TO ENTER

Application entry is exclusively available from the Contest entry web page at [adobecreativityawards.com](http://adobecreativityawards.com). Complete the entry forms online in their entirety.

Each entry must include the following:

- A completed web profile, which includes logging in with an Adobe ID or Enterprise ID. Profiles include basic entrant information like name, organization or agency, country of residence, and URL of social links (optional).
- An original work submitted as a Behance project, created not earlier than October 2015, within one of the nine (9) categories defined in the "Categories" section. The work must be created primarily (50% or more) with the Adobe tools designated in each category, and be accompanied by original digital files in Adobe software file formats, if requested. The work must also be tagged with "AGCA" as a keyword, in the Project Settings > Discoverability tab in Behance.

Contestants may submit up to three (3) entries, per different category, for a maximum total of 27 possible unique entries per Contestant, throughout the entire duration of the AGCA submission period. Each entry must be submitted separately.

In all cases, physically submitted entries become the exclusive property of Adobe and will not be returned. Sponsor accepts no responsibility for entries that are lost or damaged in transit. Sponsor shall use reasonable care to prevent any loss or damage to entries received by Sponsor; however, Sponsor shall not be liable for direct, indirect, or consequential loss that results from the loss of or damage to any entry. Unless prohibited by law and not applicable to Contestants residing in India, Sponsor's liability shall be limited to the lesser of (a) the value of the media on which the entry was contained or (b) US\$50.



## **COPYRIGHT OWNERSHIP**

By submitting an entry as a sole creator to a category, Contestant warrants that Contestant is the sole designer, creator, and owner of the artwork, including all visual and auditory components, or has permission to use copyrighted components, and further warrants that the artwork does not contain information considered by Contestant's place of business or any other third party to be confidential. By submitting an entry as a group of creators, the Contestants warrant that they jointly designed, created, and own the visual and auditory artwork or have permission to use copyrighted components, and further warrant that the artwork does not contain information considered by Contestants' place of business or any other third party to be confidential.

## **WINNERS AND PRIZES**

Up to five finalists in each design category (collectively, "Finalists") will be announced by July 20, 2018. A Finalist may be either an individual or a group entry. From among the top five Finalists, each category will have one winner (collectively, "Category Winners"). The remaining four category finalists will remain as Finalists.

### **CATEGORY WINNERS :**

Nine (9) Category Winners will be selected from the Finalists in each category. Only one Category Winner will be selected from each category, and Category Winners may be either individuals or groups.

Category Winners who are individual entrants will receive a winner's certificate.

Subject to availability, Category Winners may also receive invitations to AGCA community events, workshops, boot camps, and other Adobe events.

For Category Winners who are group entrants, each team member will receive a winner's certificate.

Subject to availability, all members of the winning team may also receive invitations to AGCA community events, workshops, boot camps, and other Adobe events.

### **SPECIAL DESIGNATIONS :**

Special Designations may be awarded to participants who demonstrate remarkable expertise or innovation across any of the contest categories. Judges may elect to identify an entry for design achievement in any designation they deem appropriate. A maximum of 15 designations may be awarded.

If the designation is awarded to an individual Contestant, the prize will include a Special Designation digital certificate in PDF.

### **HONORABLE MENTION DESIGNEES :**

Individual and group member Honorable Mention designees receive an Honorable Mention designee digital certificate in PDF.

Because this is a contest of skill, winning is dependent upon the quality of entries received.

All prizes will be awarded unless there are fewer eligible entries for a category than prizes for that category or the judges determine that the quality of entries does not warrant a prize.

## **FINALIST NOTIFICATION**

Entries will be judged from June 8, 2018, to July 20, 2018. Category Finalists and Winners will be notified by email or telephone. Sponsor is not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify Winners. If a selected Finalist or Winner cannot be contacted, is ineligible, fails to acknowledge status, or fails to comply with any term or condition of these Official Rules, a prize may be forfeited and an alternate Finalist or Winner may be selected. Finalists and Winners will be required to sign and return a liability release, declaration of eligibility, license agreement, and, where lawful, a publicity consent agreement, all within ten (10) days of receipt by Winner as a condition of receiving a prize.

## **GENERAL TERMS AND CONDITIONS**

Sponsor is not responsible for and shall not be liable for: (i) lost, late, delayed, damaged, incomplete, illegible, unintelligible, or misdirected entries; (ii) telephone, electronic, hardware or software program, network, Internet, or computer malfunctions, failures, or difficulties of any kind; (iii) failed, incomplete, partial, garbled, or delayed computer transmissions; (iv) any condition caused by events beyond the control of Sponsor that may cause the Contest to be disrupted or corrupted; (v) any injuries, losses, or damages of any kind arising in connection with or as a result of a prize, or acceptance, possession, or use of a prize, or from participation in the Contest; (vi) any printing or typographical errors in any materials associated with the Contest; (vii) or any regional, state, autonomous, or local laws or regulations violated during the creation of the entries by the Contestant(s). Sponsor reserves the right to suspend, cancel, or modify the Contest if fraud or technical failure corrupts the administration, security, or proper play of the Contest, as determined by Sponsor at its sole discretion. Each Contestant agrees to release and hold Sponsor harmless from any and all losses, damages, rights, claims, and actions of any kind in connection with the Contest or resulting from acceptance, possession, or use of any prize, including, without limitation, personal injury, death, property damage, and claims based upon intellectual property infringement, publicity rights, defamation, or invasion of privacy.

Notwithstanding the foregoing, the preceding release of liability will not apply with respect to personal injury, death, or damage to property caused by Sponsor negligence against Contestants residing in India. Each Contestant agrees that Sponsor's only obligation is to submit entries from eligible Contestants to the judges according to the procedures and criteria set forth in these Official Rules and to award the prizes set forth herein to winners, subject to the terms and conditions herein. Contestant agrees that Sponsor's obligation is fair and adequate consideration for any entry submitted, and that Contestant is not entitled to and shall not seek any further compensation.

Participation in the Contest or receipt of any prize constitutes each participant's and winner's full and unconditional agreement to and acceptance of these Official Rules, Adobe's online Terms of Use, Privacy Policy (available by region and incorporated into these Official Rules by this reference), and Adobe's and judges' decisions, which are final and binding in all matters related to the Contest.

Winning a prize is contingent upon participant fulfilling all applicable requirements in these Official Rules.

Each Contestant agrees that if his or her entry is selected as a Finalist entry, as a condition of receiving a prize, Contestant shall sign a license agreement granting to Sponsor a royalty-free, nonexclusive, perpetual, worldwide license to use, reproduce, distribute, publicly perform, publicly display, modify for purposes of publicly performing and publicly displaying, and prepare derivative works based upon winner's entry, for the purposes of starting and administering the Contest, fulfilling prizes, and announcing winners of the Contest.

Each Contestant further agrees to execute any and all documents necessary to effectuate such license.

Each Contestant agrees that by submitting an entry, he or she allows the use of his or her personal data, name, likeness, and/or voice in publicity or advertising relating to the Contest without compensation.

All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of Contestant and Sponsor in connection with the Contest, shall be governed by and construed in accordance with the laws of the State of California, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of California or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than the State of California. Where permitted by law, Contestant agrees that any and all disputes, claims, and causes of action arising out of or connected with this Contest, or any prizes awarded, other than the administration of the Contest or the determination of winners, shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Northern District of California (San Jose Division) or the appropriate California State Court located in Santa Clara County, California.

## WINNERS LIST

A Winners list will be posted on the AGCA program website, [adobecreativityawards.com](http://adobecreativityawards.com), by September 3, 2018.

## CONTACT

For any comments, suggestions, or complaints arising from these Contest terms and conditions, please email [grp-agca@adobe.com](mailto:grp-agca@adobe.com) for customer service.