



2021 ADOBE GOVERNMENT CREATIVITY AWARDS

Official Rules

ADOBE GOVERNMENT CREATIVITY AWARDS

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, 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 Inc., 345 Park Avenue, San Jose, California, USA, 95110 ("Sponsor").

CATEGORIES

Both individuals and groups may enter up to three (3) unique projects in each of the following six (6) categories during the entire duration of the Contest.

No participant may submit more than twenty (20) entries, regardless of whether those submissions are on behalf of an individual or a group.

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.

- Photography
- Graphic Design
- Video
- Web and Mobile Design
- Visual Communications
- Multi-channel campaign

This year, we're also introducing the following new award:

In-house creative team award

This award will be given to a talented creative team or individual working within a government department or agency. The winner's work will demonstrate design skill and creative thinking in any of the competition categories.

TIMING

Contest begins on March 1, 2021 and ends on June 18, 2021. All entries must be received by Adobe no later than 5pm (Pacific Daylight Time) on June 18, 2021. Adobe reserves the right to extend the competition deadline without formal notice, up to five (5) business days, or as late as June 25, 2021.

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, 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 (3) unique entries per category, with the exception of the Multi-channel Campaign category where up to five (5) entries may be submitted, for a total of up to twenty (20) entries, and regardless of the number of entries submitted, each participant is only eligible to win one (1) prize in the Contest. If more than three (3) entries are submitted by the same person or group in a category, only the first three (3) entries received may be considered valid. An entrant who attempts to enter more than the stated limit may be subject to disqualification from 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 March 1, 2021 and June 18, 2021. Winners will be announced no later than August 24, 2021.

All entries submitted to the competition will be judged against the same criteria. There are six (6) category winners.

Each category will have one (1) Category Winner and up to nine (9) Category Finalists awarded, regardless of whether entries were submitted by an individual or a group, unless the judges determine that the entry quality or quantity does not warrant the awarding of all six (6) prizes.

We will also have one (1) In-house Creative Team Winner and up to nine (9) In-house Creative Team Finalists awarded, regardless of whether entries were submitted by an individual or a group, unless the judges determine that the entry quality or quantity does not warrant awarding the prize.

In the unlikely event of a tie in scoring after conclusion of the Judging period, Adobe will award multiple winners for the tied category. Judges reserve the right in their sole discretion to select fewer than the stated number of winners if there is an insufficient number of eligible Entries, or an insufficient number of eligible Entries meeting the minimum Judging criteria.

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/user experience (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 the Multi-

channel Campaign entry may also be submitted as an entry to the following categories: Photography, Graphic Design, Video, Web and Mobile Design, or Visual Communications — to comprise a maximum of five (5) unique new entries. Judges reserve the right to remove duplicate entries from any categories they choose and to recategorize entries.

CATEGORIES

PHOTOGRAPHY

Entries may showcase a single image or a series of up to ten (10) related images created for the purpose of engaging constituents and/or government employees in public service communications, programs and/or training. The images must be photographic in nature and must have been digitally enhanced or artistically manipulated primarily (over 50%) with Adobe apps such as Adobe Photoshop and Lightroom.

Submit your project in the following way: URL reference of a Behance project containing up to ten (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/user experience (30%)
- Effectiveness in meeting communication objective (30%)
- Creativity (30%)
- Skills in applying Adobe products (10%)

GRAPHIC DESIGN

Entries may showcase print and/or digital formats. They may include brochures, reports, and/or presentations that illustrate research, explain concepts and statistics, and/or deliver important public service information. They may also include social media, marketing, and/or exhibition materials designed to engage constituents and/or agency employees. Entries must be graphical or illustrative in nature and must have been created primarily (over 50%) with Adobe apps and services such as Adobe Illustrator, InDesign, Photoshop, Adobe Stock, and mobile apps like Adobe Spark.

Submit your project in the following way: URL reference of a Behance project containing a single brochure, newsletter, or publication, or up to five (5) 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/user experience (30%)
- Effectiveness in meeting communication objective (30%)
- Creativity (30%)
- Skills in applying Adobe products as described in submission (10%)

VIDEO

Entries may showcase videos with any combination of live-action, computer-generated graphics, visual effects, text animations, and digital reproductions of drawn images created for the purpose of engaging constituents and/or government employees in public service communications, programs, and/or training. Only the first five minutes of the video will be judged. Entries must have been created using Adobe apps and services such as Adobe Premiere Pro, Premiere Rush, After Effects, Animate, and Adobe Stock 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/user experience (30%)
- Effectiveness in meeting communication objective (30%)
- Creativity (30%)
- Skills in applying Adobe products as described in submission (10%)

WEB AND MOBILE DESIGN

Entries may showcase websites, intranets, mobile applications, digital games, and/or real-time interactive experiences created for the purpose of engaging constituents and/or government employees in public service communications, programs, and/or training. Entries must have been created using Adobe apps and services like Adobe Dreamweaver, XD, and Adobe Stock for at least 50% of the work on the front end or back end of the site(s).

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

Judging Criteria:

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

VISUAL COMMUNICATIONS

Entries may showcase a single marcom or up to ten (10) related marcom pieces including reports, presentations, infographics, PR communications, social media content, and more — all created for the purpose of engaging or informing constituents and/or government employees. The pieces can include simple graphics, web pages, short videos, and other content that has been created primarily (over 50%) with Adobe Stock and web and mobile apps like Adobe Spark and Premiere Rush.

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

Judging Criteria:

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

MULTI-CHANNEL CAMPAIGN

To qualify for this cross-category award, entries must include a set of creative assets used across multiple marketing channels—such as social, online, print, video, and events—for the purpose of delivering important public service communications or engaging employees. Discreet assets or components of a multi-channel campaign can also be submitted to the following categories: Photography, Graphic Design, Video, Web and Mobile Design, and Visual Communications. Multi-channel Campaign entries must include a minimum of three (3) types of creative assets and a maximum of five (5) creative assets. For example, the brochure for a park exhibit may be entered in the Graphic Design category (with one lead entrant), but the brochure, signage, web presence, and social media assets would be entered together as a Multi-channel Campaign entry.

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

Judging Criteria:

- Design/user experience (30%)
- Effectiveness in meeting communication objective across body of work (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. 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 December 2019, within one of the six (6) categories defined in the "Categories" section. Works that have been submitted to a previous Adobe Government Creativity Awards Contest will not be accepted. The work must be created primarily (50% or more) with Adobe

tools, 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 category, with the exception of the Multi-channel Campaign category where up to five (5) entries may be submitted, for a maximum total of twenty (20) 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 Contestant's place of business or any other third party to be confidential.

WINNERS AND PRIZES

Up to ten (10) finalists in each design category (collectively, "Category Finalists" or "Finalists") will be announced no later than August 24, 2021. A Category Finalist may be either an individual or a group entry. From among the top ten (10) Finalists, each category will have one (1) winner (collectively, "Category Winners" or "Winners"). The remaining nine (9) category finalists will remain as Finalists.

Also, up to ten (10) finalists for the In-house Creative Team award will be announced no later than August 24, 2021. An In-house Creative Team Finalist may be either an individual or a group entry. From among the top ten (10) Finalists, there will be one Winner. The remaining nine (9) finalists will remain as Finalists.

CATEGORY WINNERS:

Six (6) Category Winners will be selected from the Finalists in each category. Only one (1) 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 digital certificate and a physical award. For Category

Winners who are group entrants, the group will receive one physical award and each group member will receive a digital certificate.

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

IN-HOUSE CREATIVE TEAM WINNER:

One (1) In-house Creative Team Winner will be selected from the Finalists in that group. Only one (1) Winner will be selected, and the Winner may be either an individual or a group.

Winners who are individual entrants will receive a digital certificate and a physical award. Winners who are group entrants, the group will receive one physical award and each group member will receive a digital certificate.

Subject to availability, Winners (individuals and groups) may also receive invitations to AGCA community events, workshops, boot camps, and other Adobe events.

NOTIFICATION OF CATEGORY WINNERS AND FINALISTS

Entries will be judged from July 5, 2021, to August 13, 2021. 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 may 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, by September 1, 2021.

CONTACT

For any comments, suggestions, or complaints arising from these Contest terms and conditions, please email grp-agca@adobe.com for customer service, available from Monday through Friday from 9am–5pm Eastern Daylight Time.