



## 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 STUDENTS ENROLLED IN AN ACCREDITED INSTITUTION OF HIGHER EDUCATION EXCLUDING RESIDENT STUDENTS IN BRAZIL, NORTHERN IRELAND, THE PROVINCE OF QUEBEC, AND THE INDIAN STATE OF TAMIL NADU. VOID WHERE PROHIBITED.

Participation in the Adobe Design Achievement Awards Contest (“Contest” / “ADAA”) 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 14 categories during the entire duration of the contest.

### Fine Arts Segment

- Photography
- Graphic Design / Print Design
- Illustration
- Animation / Motion Graphics
- Video Editing / Post-Production

### Commercial Segment

- Photography
- Graphic Design / Print Design / Illustration
- Animation / Motion Graphics
- Video Editing / Post-Production
- Packaging Design
- Web / App / Game Design

### Social Impact Segment

- Photography / Graphic Design / Print Design / Illustration
- Animation / Motion Graphics / Video Editing / Post-Production
- Web / App / Game Design



## 1. Timing:

Contest begins on March 6, 2017, and ends on June 12, 2017. All entries must be received by Adobe no later than 5pm (Pacific Time) on June 12, 2017. Adobe reserves the right to extend the competition deadline without formal notice, up to seven (7) calendar days, or as late as June 19, 2017.

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.

## 2. Eligibility:

Contest is open to individuals who are: (1) 18 years of age (or the age of majority in your jurisdiction) or older; and (2) students enrolled in an accredited institution of higher education at time of entry.

Individuals residing in the following countries, states, and territories are excluded: Brazil, Northern Ireland, the Province of Quebec, and the Indian state of Tamil Nadu.

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 lead team member. Employees, independent contractors, officers, and directors of Sponsor; its affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, and legal advisors; the judging panel; and the immediate family members and persons living in the same household of such persons are not eligible to participate in the Contest. All federal, state, provincial, autonomous, and local laws and regulations apply.

Each participant may submit 3 unique entries per Category, and regardless of the number of entries entered, each participant is only eligible to win 1 prize in the Contest.

Each entry must meet the requirements as specified below in Section 4. 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, in 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.

## 3a. Judging Sessions:

Entries submitted between March 6 and May 2, 2017, will be judged in Session I and semifinalists announced by June 2, 2017. Entries submitted between May 3 - June 12, 2017, will be judged in Session II and semifinalists announced by July 21, 2017



### **3b. Selection for Category Finalists and Winners per Judging Session:**

With each Judging Session, ADAA semifinalists will be selected and shall remain eligible for the duration of the contest. Any entries that are not selected after the closure of each Judging Session will be marked as “judged.” All entries submitted to the Competition, regardless of session, will be judged against the same criteria. There are three (3) Purpose Segments that contain a collective total of fourteen (14) Category Winners.

Each category will have one (1) Category Winner and 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) originality (30%), (b) effectiveness in meeting their communication objective (40%), and (c) contestant(s) skills in applying Adobe products as specified in their entry forms (30%). Detailed judging breakdown for each category follows below.

### **Entry categories**

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. Judges reserve the right to remove duplicate entries from any categories they choose.

### **Fine Arts Segment**

Entries in the Fine Arts segment are created for expression, aesthetics, or their own sake.

### **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.
- Entries in the Fine Arts segment are created for expression, aesthetics, or their own sake

### **Submit your project in the following way:**

- Up to 10 images in JPEG, PNG, GIF formats, and any optional materials (PDFs, YouTube, Vimeo, etc) to explain your purpose or process.

### **Judging Criteria:**

- a) Originality (30%)
- b) Effectiveness in meeting communication objective
  - a. Aesthetics (20%)
  - b. Expression (20%)
- c) Skills in applying Adobe products (30%)



## Graphic Design / Print Design

- Appropriate entries include a single picture or a series of up to 10 related images. Images must be graphical in nature and created primarily (over 50%) with Adobe tools.
- Entries in the Fine Arts segment are created for expression, aesthetics, or their own sake

### Submit your project in the following way:

- Up to 10 images in JPEG, PNG, GIF formats, and any optional materials (PDFs, YouTube, Vimeo, etc) to explain your purpose or process.

### Judging Criteria:

- a) Originality (30%)
- b) Effectiveness in meeting communication objective
  - a. Aesthetics (20%)
  - b. Expression (20%)
- c) Skills in applying Adobe products (30%)

## Illustration

- Appropriate entries include, but are not limited to, abstract illustrations, editorial illustrations that are used to convey information or clarify concepts; narrative illustration (including a series of up to 10 illustrations for books); Entries must have been created primarily (over 50%) with Adobe tools.
- Entries in the Fine Arts segment are created for expression, aesthetics, or their own sake.

### Submit your project in the following way:

- Up to 10 images in JPEG, PNG, GIF formats, and any optional materials (PDFs, YouTube, Vimeo, etc) to explain your purpose or process.

### Judging Criteria:

- a) Originality (30%)
- b) Effectiveness in meeting communication objective
  - a. Aesthetics (20%)
  - b. Expression (20%)
- c) Skills in applying Adobe products (30%)



## Video Editing / Post-Production

- Appropriate entries are cinematic or live action examples that demonstrate the ability to use Adobe tools in the process of post-production video editing. Entries may include any combination of computer-generated graphics, visual effects, or digital reproductions of 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.
- Entries in the Fine Arts segment are created for expression, aesthetics, or their own sake

### Submit your project in the following way:

- URL reference of a Behance, Vimeo, or YouTube video, with password provided, and any optional materials (PDFs, YouTube, Vimeo, etc) to explain your purpose or process.

### Judging Criteria:

- a) Originality (30%)
- b) Effectiveness in meeting communication objective
  - a. Aesthetics (20%)
  - b. Expression (20%)
- c) Skills in applying Adobe products (30%)

## Animation / Motion Graphics

- Appropriate entries include, but are not limited to, narrative character-based or dynamic animations with any combination of 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.
- Entries in the Fine Arts segment are created for expression, aesthetics, or their own sake.

### Submit your project in the following way:

- URL reference of a Behance, Vimeo, or YouTube video, with password provided, and any optional materials (PDFs, YouTube, Vimeo, etc) to explain your purpose or process.

### Judging Criteria:

- a) Originality (30%)
- b) Effectiveness in meeting communication objective
  - a. Aesthetics (20%)
  - b. Expression (20%)
- c) Skills in applying Adobe products (30%)



## Commercial Segment

Entries in the Commercial segment are created for a client (fictional or real) - often, but not necessarily, for the purpose of promoting a product, service, person, place, or event.

### 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.
- Entries in the Commercial segment are created for a client (fictional or real) - often, but not necessarily, for the purpose of promoting a product, service, person, place, or event.

#### Submit your project in the following way:

- Up to 10 images in JPEG, PNG, GIF formats, and any optional materials (PDFs, YouTube, Vimeo, etc) to explain your purpose or process.

#### Judging Criteria:

- a) Originality (30%)
- b) Effectiveness in meeting communication objective
  - a. Promotion effectiveness (30%)
  - b. Application practicality (10%)
- c) Skills in applying Adobe products (30%)

### Graphic Design / Print Design / Illustration

- Appropriate entries include a single picture or a series of up to 10 related images. Images must be graphical or illustrative in nature and created primarily (over 50%) with Adobe tools.
- Entries in the Commercial segment are created for a client (fictional or real) - often, but not necessarily, for the purpose of promoting a product, service, person, place, or event.

#### Submit your project in the following way:

- Up to 10 images in JPEG, PNG, GIF formats, and any optional materials (PDFs, YouTube, Vimeo, etc) to explain your purpose or process.

#### Judging Criteria:

- a) Originality (30%)
- b) Effectiveness in meeting communication objective
  - a. Promotion effectiveness (30%)
  - b. Application practicality (10%)
- c) Skills in applying Adobe products (30%)



## Video Editing / Post-Production

- Appropriate entries are cinematic or live action examples that demonstrate the ability to use Adobe tools in the process of post-production video editing. Entries may include any combination of computer-generated graphics, visual effects, or digital reproductions of 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.
- Entries in the Commercial segment are created for a client (fictional or real) - often, but not necessarily, for the purpose of promoting a product, service, person, place, or event.

### Submit your project in the following way:

- URL reference of a Behance, Vimeo, or YouTube video, with password provided, and any optional materials (PDFs, YouTube, Vimeo, etc) to explain your purpose or process.

### Judging Criteria:

- a) Originality (30%)
- b) Effectiveness in meeting communication objective
  - a. Promotion effectiveness (30%)
  - b. Application practicality (10%)
- c) Skills in applying Adobe products (30%)

## Animation / Motion Graphics

- Appropriate entries include, but are not limited to, narrative character-based or dynamic animations with any combination of 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 animation.
- Entries in the Commercial segment are created for a client (fictional or real) - often, but not necessarily, for the purpose of promoting a product, service, person, place, or event.

### Submit your project in the following way:

- URL reference of a Behance, Vimeo, or YouTube video, with password provided, and any optional materials (PDFs, YouTube, Vimeo, etc) to explain your purpose or process.

### Judging Criteria:

- a) Originality (30%)
- b) Effectiveness in meeting communication objective
  - a. Promotion effectiveness (30%)
  - b. Application practicality (10%)
- c) Skills in applying Adobe products (30%)



## Packaging Design

**Appropriate entries include, but are not limited to:**

- Apparel and accessories
- Textile designs
- Examples or images of 3D products and their packaging
- Package designs including flat layouts for product boxes, labels, bags, or on-shelf merchandising:
- Entries must have been created primarily (over 50%) with Adobe tools.
- Entries in the Commercial segment are created for a client (fictional or real) - often, but not necessarily, for the purpose of promoting a product, service, person, place, or event:

**Submit your project in the following way:**

- Up to 10 images in JPEG, PNG, GIF formats, and any optional materials (PDFs, YouTube, Vimeo, etc) to explain your purpose or process.

**Judging Criteria:**

- a) Originality (30%)
- b) Effectiveness in meeting communication objective
  - a. Promotion effectiveness (30%)
  - b. Application practicality (10%)
- c) Skills in applying Adobe products (30%)

## Web / App / Game Design

Appropriate entries are designs meant to be viewed through a browser on a computer or tablet. They can include, but are not limited to, any of the following:

- Wayfinding systems
- Websites
- User interface designs
- eLearning projects

Your entry might also include interaction and intention to inform the user, such as experience design, kiosks, exhibits, or environmental graphics. Although entries should be largely digital, physical installations with an important digital component are also eligible.

Appropriate entries also include digital games, real-time interactive experiences, video game consoles, electronic computer games, or mobile games (including game-based phone apps) meant for individual or group/team play. HTML5 games delivered in-browser are acceptable; games powered by Adobe





Flash Player or Adobe AIR are acceptable but not required. Games and interactive experiences using third-party platforms are acceptable, if assets, animations, and creative worlds were constructed through Adobe technology.

A final working application of your game is not required for entry.

Game entries will be judged on the quality of the game design and concept. Entries should effectively demonstrate the game concept in a demo video or through the use of still images.

The design of the website, app, or game must have been created primarily (over 50%) with Adobe tools.

Entries in the Commercial segment are created for a client (fictional or real) - often, but not necessarily, for the purpose of promoting a product, service, person, place, or event.

**Submit your project in the following way:**

- URL reference of Images, Website, Behance, Vimeo, or YouTube video and any optional materials (Images, PDFs, YouTube, Vimeo, etc) to explain your purpose or process.

**Judging Criteria:**

- a) Originality (30%)
- b) Effectiveness in meeting communication objective
  - a. Quality of user experience (30%)
  - b. Application practicality (10%)
- c) Skills in applying Adobe products (30%)

## **Social Impact Segment**

Appropriate entries include designs intended to raise awareness of or provide innovations for socially impactful concepts as their main objective. The design may be delivered in any medium, including traditional, video, animation, or interactive media. The design delivery must effectively demonstrate an inspiring, impactful, and highly creative aesthetic or interface, regardless of medium. Designs will be judged on the ability to effectively educate the viewer regarding a specific cause or problem that needs attention in our world today. The design must show evidence of its potential to solve a societal problem and clearly aspire to meet unmet needs. Designs must be created primarily (over 50%) with Adobe tools.

## **Photography / Graphic Design / Print Design / Illustration**

- Appropriate entries include a single picture or a series of up to 10 related images. Images must be photographic, graphical or illustrative in nature and created primarily (over 50%) with Adobe tools.
- Entries in the Social Impact segment are created to influence change towards a social or environmental cause.



**Submit your project in the following way:**

- Up to 10 images in JPEG, PNG, GIF formats, and any optional materials (PDFs, YouTube, Vimeo, etc) to explain your purpose or process.

**Judging Criteria:**

- a) Originality (30%)
- b) Effectiveness in meeting communication objective
  - a. Persuasion effectiveness (30%)
  - b. Understanding of social cause (10%)
- c) Skills in applying Adobe products (30%)

## **Video Editing / Post-Production / Animation / 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.
- Entries in the Social Impact segment are created to influence change towards a social or environmental cause.

**Submit your project in the following way:**

- URL reference of a Behance, Vimeo, or YouTube video, with password provided, and any optional materials (PDFs, YouTube, Vimeo, etc) to explain your purpose or process.

**Judging Criteria:**

- a) Originality (30%)
- b) Effectiveness in meeting communication objective
  - a. Persuasion effectiveness (30%)
  - b. Understanding of social cause (10%)
- c) Skills in applying Adobe products (30%)

## **Web / App / Game Design**

Appropriate entries are designs meant to be viewed through a browser on a computer or tablet. They can include, but are not limited to, any of the following:



- Wayfinding systems
- Websites
- User interface designs
- eLearning projects

Your entry might also include interaction and intention to inform the user, such as experience design, kiosks, exhibits, or environmental graphics. Although entries should be largely digital, physical installations with an important digital component are also eligible.

Appropriate entries also include digital games, real-time interactive experiences, video game consoles, electronic computer games, or mobile games (including game-based phone apps) meant for individual or group/team play. HTML5 games delivered in-browser are acceptable; games powered by Adobe Flash Player or Adobe AIR are acceptable but not required. Games and interactive experiences using third-party platforms are acceptable, if assets, animations, and creative worlds were constructed through Adobe technology.

A final working application of your game is not required for entry.

Entries in the Social Impact segment are created to influence change towards a social or environmental cause.

**Submit your project in the following way:**

- URL reference of a Behance, Vimeo, or YouTube video, with password provided, and any optional materials (PDFs, YouTube, Vimeo, etc) to explain your purpose or process.

**Judging Criteria:**

- a) Originality (30%)
- b) Effectiveness in meeting communication objective
  - a. Persuasion effectiveness (30%)
  - b. Understanding of social cause (10%)
- c) Skills in applying Adobe products (30%)

**3c. Selection for Regional Semifinalists:**

With each Judging Session, semifinalists will be selected from among either all of the eligible global countries and shall remain eligible for the duration of the contest. Any entries that are not selected after the closure of ADAA each Judging Session will be marked as “judged.” All entries submitted to the Competition, regardless of session or region, will be judged against the same criteria.



## 4. How to Enter:

Application entry forms are exclusively available from the Contest entry web page at <http://www.adobeawards.com>. Complete the entry form online in its entirety.

Each entry must include the following:

- A completed web application form, which includes an artist's statement or statement of the entry's communication objective in 100 words or less, a brief explanation of how it was produced in 100 words or less, and affiliated entry number assigned by the competition entry website.
- An original work, created not earlier than May 1, 2016, within one of the fourteen (14) Categories defined in Section 3. The work must be created primarily (50% or more) with the Adobe tools designated in each category, as defined in Section 3, and be accompanied by original digital files in Adobe software if requested.
- Most semifinalist entries will be judged in digital format and will not require physical shipping to Contest headquarters. However, if a participant is directed to ship their entry in physical form to the semifinal round, the package must be marked with the entry number assigned by the competition website and sent by mail or courier (such as FedEx, DHL, or UPS) in protected packaging to the address set forth in semifinalist documentation. Requested physical semifinal entries must be received before August 4, 2017, or they will be disqualified. Any entry not complying with the above entry requirements will be disqualified.
- Contestants may submit up to three (3) entries, per different Category, for a maximum total of 42 possible unique entries per contestant, throughout the entire duration of the ADAA submission period, regardless of Judging Phase. Each entry must be submitted separately.
- In all cases, physically submitted entries become the exclusive property of Adobe and will not be returned. Entries are considered donations to the program for the purpose of increasing exposure in the community. 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 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. Semifinalists will be provided with the mailing address upon notification of semifinalist status.

## 5. 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.

## 6. Selection of Winners and Prizes:

The top five finalists in each design category (collectively, the "Finalists") will be announced in August 2017. 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 or regional finalists will remain as Finalists.

### Category Winners

Fourteen (14) 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 and a 12-month Adobe Creative Cloud All Apps membership. Individual Category Winners will receive an invitation to attend the Adobe MAX Conference held in Las Vega, Nevada, October 16 - 20, 2017; one complimentary general student registration fee of [US\$299] value; round-trip coach airfare up to US\$1,200; and three nights of shared hotel accommodations. Value of complimentary MAX student registration fee [US\$299], airfare, and hotel is nontransferable and cannot be redeemed for cash or product. Each individual Category Winner will also receive a one-year mentorship\* with an industry mentor.

Subject to availability, category winners may also receive invitations to ADAA community events, workshops, and bootcamps.

All individuals who choose to travel to attend Adobe MAX 2017 shall be solely responsible for understanding which documents, such as visas and passports, are required for their travel, and for attaining and maintaining such documents at their own cost. Should any individual's travel plans be hindered by a failure to appear, receive, or maintain such documents, the individual would be considered to have forfeited any and all opportunity for a complimentary pass to an alternate venue, event, or convention. Under such circumstances, Sponsor would not be responsible for any travel or lodging accommodation to attend the 2017 Adobe MAX conference, or for otherwise compensating such individual through any alternative means.

**For Category Winners who are group entrants,** each team member will receive a 12-month Creative Cloud membership and a winner's certificate. The group's designated leader will also receive an invitation to attend the Adobe MAX Conference held in Las Vega, Nevada, October 16 - 20, 2017; one complimentary general student registration fee of [US\$299] value; round-trip coach airfare up to



US\$1,200; and three nights of shared hotel accommodations. Value of complimentary MAX student registration fee [US\$299], airfare, and hotel is nontransferable and cannot be added to the value of the cash

or redeemed for cash or product. The group leader will also receive a one-year mentorship\* with an industry mentor.

Subject to availability, all members of the winning team may also receive invitations to ADAA community events, workshops, and bootcamps.

All individuals who choose to travel to attend Adobe MAX 2017 shall be solely responsible for understanding which documents, such as visas and passports, are required for their travel, and for attaining and maintaining such documents at their own cost. Should any individual's travel plans be hindered by a failure to appear, receive, or maintain such documents, the individual would be considered to have forfeited any and all opportunity for a complimentary pass to an alternate venue, event, or convention. Under such circumstances, Sponsor would not be responsible for any travel or lodging accommodation to attend the 2017 Adobe MAX conference, or for otherwise compensating such individual through any alternative means.

### **\* Mentorship Prize**

Individual Category Winners will receive a 5-5-5 mentorship to be provided remotely, via telephone, email, or online communication platform. The individual Category Winner will be provided with an industry mentor who specializes in a similar or related creative discipline. The industry mentor will guide the Category Winner through a series of developmental goals intended to enhance the student's ability for creative process, project outcome, and portfolio. Mentorships are not intended to become internships or provide occupational outcomes. Adobe is not responsible for contest winners who fail to attend meetings or meet their mentorship developmental goals. Any contest winner who does not initiate beginning their mentorship opportunity by December 4, 2017, forfeits their mentorship prize opportunity.

Group Category Winners will receive a 5-5-5 mentorship provided to the group's designated leader only. The mentorship is provided remotely, via telephone, email, or online communication platform. The designated leader is provided with an industry mentor who specializes in a similar or related creative discipline. The industry mentor will guide the Category Winner through a series of developmental goals intended to enhance the student's ability for creative process, project outcome, and portfolio. Mentorships are not intended to become internships or provide occupational outcomes. Adobe is not responsible for contest winners who fail to attend meetings or meet their mentorship developmental goals. Any contest winner who does not initiate beginning their mentorship prize opportunity by December 4, 2017, forfeits their mentorship prize opportunity.

## **Category and Regional Finalists**



Subject to availability, finalists may also receive invitations to ADAA community events, workshops, and bootcamps.

**Category and Regional Finalists who are group entrants** will receive a Finalist certificate and a 12-month Creative Cloud membership for each team member.

Subject to availability, all members of the finalist team may also receive invitations to ADAA community events, workshops, and bootcamps.

## 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 12 months of Adobe Creative Cloud membership and a Special Designation digital certificate in PDF.
- If the designation is awarded to a group, the prize will include 12 months of Adobe Creative Cloud membership for each group member and a Special Designation certificate for each group member in PDF.

## Honorable Mention Designees

Individual and group member Honorable Mention designees receive one Adobe Creative Cloud membership for 12 months and 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. No alternative prize, cash, or other substitution is allowed except by Sponsor in the event of prize unavailability. Prizes are nonassignable/nontransferable. All federal, state, provincial, autonomous, and local taxes are the sole responsibility of the winners. Prices listed are average retail values only. The winner of any prize shall not be entitled to the difference of a listed price for any of the respective prizes and any price that such a winner would have otherwise had to pay for the respective product(s) in his/her jurisdiction or any other jurisdiction.

## 7. Finalist Notification:

Entries will be judged from August 11–12, 2017. Category Finalists will be notified by email or telephone and will have ten (10) days from receipt of notification to acknowledge Finalist status and confirm



their eligibility to receive a software prize. Category and Regional Winners will be notified by email or telephone and will have ten (10) days from receipt of notification to acknowledge Winner status. 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.

## **8. 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 (not applicable in Spain); (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 in 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 and will not apply with respect to personal injury or death caused by Sponsor negligence against Contestants residing in Portugal. The preceding release of liability applies only to ordinary or minor negligence caused by Sponsor against Contestants residing in Spain. 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 Promotion. Winning a prize is contingent upon Participant fulfilling all applicable requirements in these Official Rules.**





Trip includes round-trip economy/coach class airfare (or other travel arrangement depending on winner's proximity to the Trip destination location) for winner from the commercial airport nearest winner's residence to Trip destination; round-trip airport shuttle/taxi transfer; accommodations at hotel of Sponsor's choosing (one double-occupancy shared room). Winner (and any travel guest) is solely responsible for any travel-related costs or expenses exceeding the Trip Retail Value as defined in Section 6, including any extra nights' stay and any additional costs associated with an extended stay, as well as any Trip-related costs for incidentals, hotel or airline service charges or processing fees, meals, gratuities, telephone calls, facsimile charges, Internet charges, gift shop purchases, souvenirs, spa, beauty salon, laundry or other guest service charges, costs or expenses related to non-Sponsor-designated activities, in-state travel or other activities, tours or excursions, any or other costs or expenses not provided by Sponsor as part of the prize. Travel and accommodations must be made through Sponsor's designated agent and service providers of Sponsor's choosing. Winner (and any travel guest) is responsible for complying with hotel requirements, including but not limited to the presentation of a major credit card at check-in. All airline and accommodation provider terms, conditions, and restrictions apply.

Sponsor will attempt to notify winner of the itinerary and proposed date(s) for travel no later than two (2) weeks prior to expected date of departure, and winner must be available for travel on the dates specified by Sponsor. All reservations, travel, and accommodations are subject to availability, restrictions, and airline blackout dates, so Sponsor cannot guarantee Trip or related transportation will be available on the exact dates specified in these Official Rules. Sponsor reserves the right to change travel dates and itinerary if necessary due to unforeseeable circumstances. If on the intended initial travel departure date the winner is then located in the location of the final Trip destination, or if any activity relating to the Trip component is canceled or postponed for any reason due to circumstances beyond Sponsor's control, the balance of components comprising the Prize will be distributed to the winner in full and complete satisfaction of Prize award.

Winner (and any travel guest) is responsible for complying with all applicable international and domestic travel procedures and restrictions and for obtaining all required travel documentation (acceptable valid photo ID, passport, visa, vaccinations, etc.) and any required or optional insurance prior to travel. Trip portion of Prize Trip Package may be forfeited if either (a) proper travel documents for any and all travel are unattainable for any reason within the time required by Sponsor, or (b) any complications arise related to the winner's right to enter or reenter the destination jurisdiction, or the United States, or his/her country of origin (in which event the winner, or his/her parent or legal guardian if winner is a minor, will be solely responsible for arranging for return travel to his/her jurisdiction of residence, including any and all related costs).

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 advertising and promoting Adobe products, and for inclusion in and distribution with Adobe products. To the extent that such a perpetual license is ineffective or unenforceable, Contestant shall sign a license agreement providing to Sponsor a royalty-free, nonexclusive, two-year (2-year), 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 advertising and promoting Adobe products, and for inclusion in and distribution with Adobe products.



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. Except for issues affecting Contestants residing in Portugal or Spain, 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.

## **9. Winners List:**

A Winners list will be posted on the ADAA program website, [www.adobeawards.com](http://www.adobeawards.com), by September, 2017.

## **10. Contact**

Additionally, for any comments, suggestions or complaints arising from these Contest terms and conditions, please call **888-962-7483** for customer service, available from Monday to Friday from 9am – 5pm – PST.