RISE

& SHINE

RISE

SPD 56

CALL FOR ENTRIES * CALL FOR ENTRIES * CALL FOR ENTRIES * CALL FOR ENTRIES *

SPD

56

THE COMPETITION

SINCE 1965, SPD HAS YIELDED HUNDREDS OF THOUSANDS OF ENTRIES FROM AROUND THE WORLD.

SPD RECOGNIZES AND PROMOTES THE BEST IN EDITORIAL DESIGN, PHOTOGRAPHY AND ILLUSTRATION IN PRINT AND DIGITAL MEDIUMS. WE WELCOME ENTRIES FROM A DIVERSE RANGE OF CONSUMER PRINT PUBLICATIONS, NEWSPAPERS, INDEPENDENT MAGAZINES, CUSTOM-PUBLISHED PUBLICATIONS, TRADE AND EDUCATIONAL MAGAZINES; AS WELL AS THEIR MOBILE AND WEB PLATFORMS. IF YOU ARE A DIGITAL-ONLY MAGAZINE OR NEWSPAPER, YOU WILL FIND A VARIETY OF CATEGORIES TO SHOW OFF YOUR INNOVATIVE DESIGN AS WELL. ✳ ALL ENTRIES SELECTED BY THE JURY DURING THE SECOND ROUND OF JUDGING ARE EITHER MERITS, MEDAL FINALISTS, OR MEDAL AWARD WINNERS. DURING THE SECOND ROUND, JUDGES VOTE ON THE GOLD AWARDS FOR EXCELLENCE, THE SILVER AWARDS FOR DISTINCTIVE ACHIEVEMENT, AND THE FINALISTS FOR MAGAZINE OF THE YEAR AND BRAND OF THE YEAR. ✳ *THE LIST OF FINALISTS FOR PRINT AND DIGITAL CATEGORIES WILL BE ANNOUNCED IN MARCH 2021.*

ENTER?

STEP 1
Go to SPD.org and click the SPD 56 "ENTER HERE" button. Then log-in or set up a profile if you don't have an account.

STEP 2
Submit Entry Information. Choose what categories you're entering, submit issue dates and credits for all entries. Only submit credit information that is specific to the entry. We will use this information later if you win! It's the same for both print and digital categories.

STEP 3
Upload PDFs or digital images/files as required by the category

STEP 4
Submit Payment. You're done!

DEADLINES+ PRICING

EARLY BIRD DEADLINE: 12/22/20
$40 for members, $80 for non-members

STANDARD DEADLINE: 01/15/21
$50 for members, $100 for non-members

LATE DEADLINE: 01/29/21
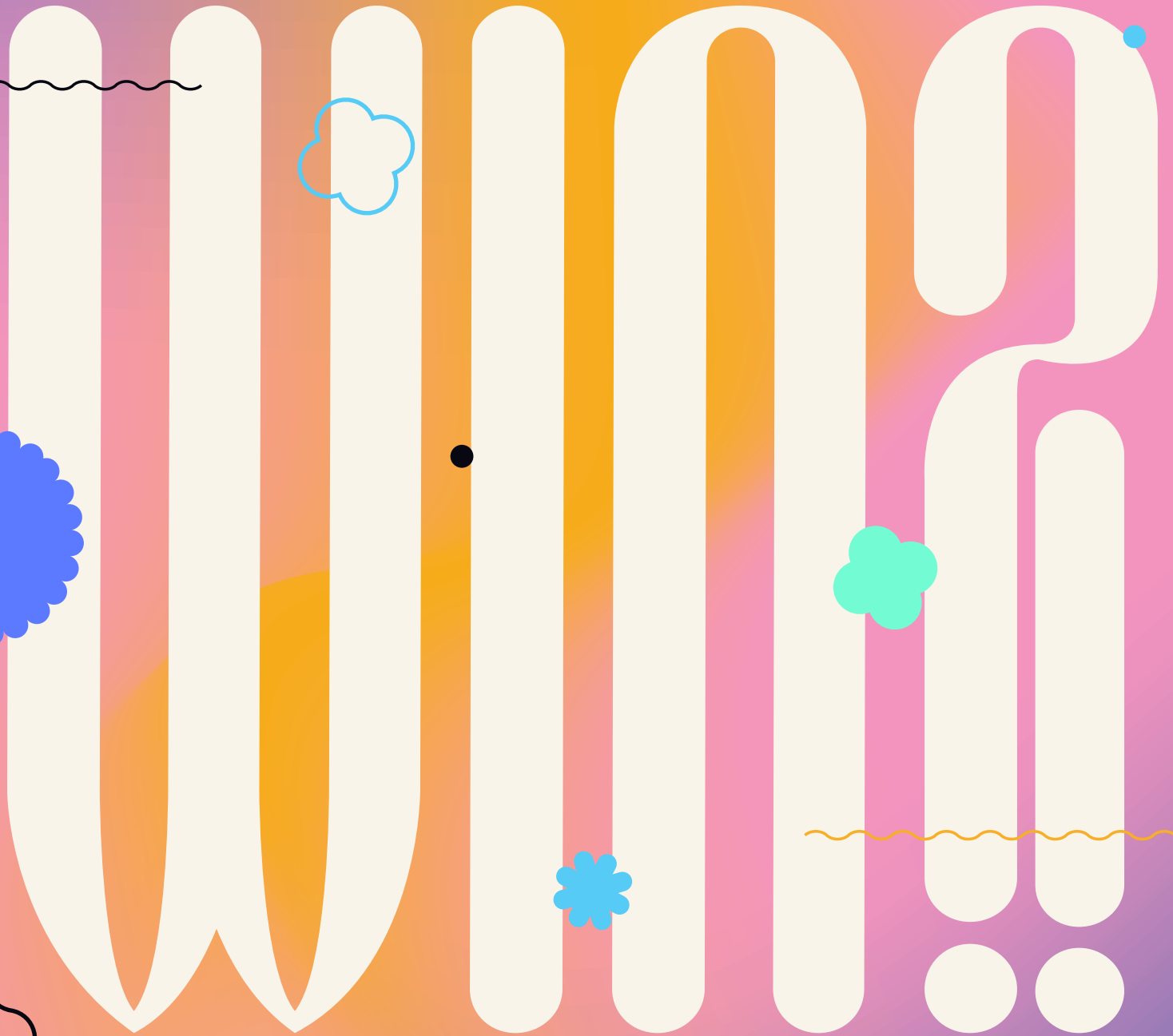$60 for members, $120 for non-members.

THAT'S 50% OFF FOR MEMBERS!

MEMBERS: With 10 or more entries, you can submit an additional three entries FREE. (But only three. Not three for every 10.) BECOME A MEMBER TODAY AND SAVE ON YOUR SPD 56 ENTRIES! Becoming a member of the Society of Publication Designers allows you to join a community of your peers, obtain crucial information on the inner workings of your profession and meet other talented and influential visual professionals. Your membership also makes it possible for us to continue our educational programs, speaker series, social events and other initiatives that celebrate and support our industry. **As a member, you will receive 50% off competition entries, plus three FREE when you enter 10 entries or more.** For the full list of member benefits, visit **spd.org/membership**

PRINT

Editorial publications of any genre, including all newsstand publications, newspapers, newspaper magazines, trade, custom publishing, educational/ institutional, special interest publications, and Independent/Self-Published Magazines (with a circulation under 20,000 are eligible). All entries submitted in the competition must be published and dated 2020; this includes magazines with a split date 2020/2021. (Please note: 2019/2020 issues are not eligible.)

DIGITAL & VIDEO

Websites and other digital publications containing dynamic or regularly updated editorial content including text, pictures, video, audio, animation or a combination. Entries may be affiliated with a print magazine, but are not required to be. Websites must be live to the public, and not demos or private betas.

FAQ'S

What is an "Independent Magazine?"
A publication for which the person or people responsible for the magazine's content and/or design are also responsible for financial decisions; or magazines that are not owned by a major media company. Circulation that is under 20,000.

What is a "Brand Magazine?"
A magazine published to promote a brand, business or organization.

DUE TO THE COVID-19 PANDEMIC WE ARE NOT ACCEPTING ANY PHYSICAL ENTRIES. PLEASE SUBMIT THE DIGITAL EQUIVALENT OF THE PRINT PUBLICATIONS EXACTLY AS PUBLISHED. SERIOUSLY, WE WILL DISQUALIFY ANY ENTRY THAT IS NOT CONSISTENT WITH THE PUBLISHED ISSUE/EDITION. DON'T TRY IT!

WIN?

IF YOU WIN, YOU'LL BE NOTIFIED BY EMAIL IN MID-MARCH 2021.

WINNING ENTRIES WILL BE PRESENTED IN THE SPD 56 ONLINE AWARDS IN MAY OR JUNE 2021. TO BE INCLUDED IN THE AWARDS PRESENTATION, YOU WILL BE REQUIRED TO SEND DIGITAL FILES OF WINNING ENTRIES, THE CREDITS AND PUBLICATION FEE PAYMENT TO SPD BY THE END OF MARCH 2021. THE NOTIFICATION EMAIL WILL INCLUDE INSTRUCTIONS FOR SUBMITTING HI-RES FILES, UPLOADING CREDIT INFORMATION, AND REMITTING PAYMENT FOR PUBLICATION FEES FOR THE ONLINE SPD 56 AWARDS AND WINNERS' GALLERY. IF YOU DON'T WIN, YOU WON'T RECEIVE THE EMAIL. ALL WINNING PUBLICATIONS WILL BE LISTED ON THE SPD WEBSITE, WWW.SPD.ORG, MID-MARCH 2021. **NOTE: NOT ALL CATEGORIES RESULT IN MEDAL WINNERS DUE TO LOW JURY SCORES OR SIGNIFICANTLY LOW ENTRY VOLUME.**

CATEGORIES

01
**BRAND OF
THE YEAR**

THE HIGHEST
HONOR

02
**MAGAZINE OF
THE YEAR**

THE HIGHEST
PRINT AWARD

04
**MEMBERS' CHOICE
BEST COVER**

THE ONLY
AWARD CHOSEN BY
SPD MEMBERS

05-06
**SPECIAL CATEGORIES
BLACK LIVES MATTER
AND COVID COVERAGE**

IN RECOGNITION OF THE
UNPRECEDENTED YEAR OF 2020

71
**WEBSITE OF
THE YEAR**

THE HIGHEST
DIGITAL AWARD

92
**VIDEO OF
THE YEAR**

THE HIGHEST QUALITY
OF STORYTELLING

CATEGORY ✳ HIGHLIGHTS

01
BRAND OF THE YEAR

THE HIGHEST
HONOR

Honoring the editorial excellence across all channels of a brand. We are seeing the emergence of editorial brands that are equally adept at multiple mediums, from print and digital to video and live events. If your brand demonstrates an imaginative use of design, illustration, photography, and typography across multiple platforms and channels, then this category is for you. If you go to great lengths to express the needs of the story, to engage the reader with your visual voice, that's what we want to honor here! *To compete in this category please submit the following:* Each brand must submit a short written statement describing their effort of telling stories across multiple platforms (no more than 150 words).

If **PRINT** is your primary platform:

01 ✳ Submit 2-3 issues of the publication. *In addition,* submit 3 types of assets from the following list. Your entry will consist of 4 types of assets — print plus 3 additional.

02 ✳ URLs: 3-5 specific page URLs within the same site. In addition, you can submit the home page URL.

03 ✳ Print Supplement, book, or special edition

04 ✳ Video Series (submit up to 3 videos from the same series or different subjects that reflect your brand's voice)

05 ✳ Live Event in the form of a video or sizzle reel

06 ✳ App (please submit recording of the app experience)

07 ✳ Social Media Channel (please submit recording of the social experience)

If **DIGITAL** is your primary platform:

01 ✳ Submit the home page URL, plus 3-5 specific page URLs within the same site. *In addition,* submit 3 types of assets from the following list. Your entry will consist of 4 types of assets – Web URL plus 3 additional.

02 ✳ Print Supplement, book, or special edition

03 ✳ Video Series (submit up to 3 videos from the same series or different subjects that reflect your brand's voice)

04 ✳ Live Event in the form of a video or sizzle reel

05 ✳ App (please submit recording of the app experience)

06 ✳ Social Media Channel (please submit recording of the social experience)

02
MAGAZINE OF THE YEAR

SPD'S HIGHEST PRINT AWARD

Magazine of the Year is given to the art director whose magazine demonstrates the most effective and imaginative use of design, typography, illustration and photography. *To be eligible, your magazine has to have a frequency of at least 3 issues per year. Submit PDFs of three (3) different issues from 2020 (exactly as it was published).*

By Entering Magazine of the Year, you will automatically be entered into **BEST OF GENRE.** You do not have to submit additional issues as a separate entry. We want to recognize excellence in different types of publications. This is a special opportunity for the best in each genre to be recognized. Each genre is eligible for one gold medal, no silver.

04
MEMBERS' CHOICE: BEST COVER

Only $10 to Enter! This is the only award voted by members of SPD! Only one entry per publication is allowed, not one entry per member. An entry is defined as a cover from a print or digital platform. Want to vote for your favorite? Join SPD today! !

05
BLACK LIVES MATTER

The racial reckoning of 2020 resulted in compelling storytelling and expressive content across platforms, disciplines, and genres. We are looking for great work around Black Lives Matter, racial unrest, protests, and civil rights. Show us the best design, typography, photographs, illustrations, etc. You can submit PDFs or digital images of covers, single pages, spreads, and stories. We also accept gifs, videos, and web URLs that represent BLM issues from all over the world.

06
COVID COVERAGE

All of us have been impacted by the COVID-19 pandemic and this category recognizes the outstanding visual design in this area. Enter your best in print or digital from design, typography, photographs, illustrations, data visualization, motion graphics, or videos dealing with COVID-19. Submit PDFs, digital images, gifs, videos, or web URLs.

71
WEBSITE OF THE YEAR

This award is given to the site that demonstrates the absolute highest standards in editorial web design for desktop and mobile. Sites will be judged based on the quality of design, photography, typography, use of interactivity, user experience, and responsive behavior across platforms. To submit enter the homepage URL, plus 8-10 specific page URLs within the same site. The site must be a stand-alone domain not a subdomain. Work must be viewable via a standard browser, with standard plugins or downloads. Entries will be viewed on both desktop and mobile devices. In addition, upload screenshots to ensure we judge the correct entry.

92
VIDEO OF THE YEAR

This award is given to the video that demonstrates the absolute highest quality of storytelling and production appearing on a site, or social platform. Entries may include: one video or no more than three thematically linked videos in a series.

PRINT

CATEGORIES

01
BRAND OF THE YEAR

02
MAGAZINE OF THE YEAR

03
BEST OF GENRE

By entering Magazine of the Year, you will automatically be considered for one of the Best of Genre categories. That means, it's FREE with your Magazine of the Year entry. Just indicate your genre and you are automatically entered in the Best of Genre Category. See "Guidelines for Preparing Entries" for more specifics.

* General Interest/News
* City/Regional
* Women's Interest
* Men's Interest
* Lifestyle/Travel/Food/ Shelter
* Fashion/Beauty
* Business/Science/ Technology
* Entertainment/Sports
* Trade/Brand/ Educational/Institutional
* Independent/Special Interest

04
MEMBERS' CHOICE: BEST COVER

05
BLACK LIVES MATTER

06
COVID COVERAGE

DESIGN

Open to all types of publications.

07 * **Cover**
08 * **Entire Issue**

09 * **Section: not feature** (single/spread; single issue)
10 * **Section: not feature** (singles/spreads; multiple issues)
11 * **Feature — Service** (single/spread)
12 * **Feature — Service** (story)
13 * **Feature — Profile, Non-Celebrity** (single/ spread)
14 * **Feature — Profile, Non-Celebrity** (story)
15 * **Feature — Profile, Celebrity / Entertainment** (single/ spread)
16 * **Feature — Profile, Celebrity / Entertainment** (story)
17 * **Feature — News / Documentary / Essay** (single/spread)
18 * **Feature — News / Documentary / Essay** (story)
19 * **Feature — Lifestyle/ Travel / Food / Shelter** (single/spread)
20 * **Feature — Lifestyle / Travel / Food / Shelter** (story)
21 * **Feature — Fashion / Beauty** (single/spread)
22 * **Feature — Fashion / Beauty** (story)
23 * **Feature — Opener** (single page)

Newspapers (*New!*)

24 * **Front Page**
25 * **Section: not feature**
26 * **Feature Article**

Independent Publishing

27 * **Entire Issue**
28 * **Cover**

29 * **Single / Spread**
30 * **Story**

Custom Pub/ Brand/ Corporate / Institutional / Educational

31 * **Entire Issue**
32 * **Cover**
33 * **Single / Spread**
34 * **Story**

REDESIGN

Open to all types of publications.

35 * **Entire Issue**

PHOTOGRAPHY

Open to all types of publications.

36 * **Cover**
37 * **Entire Issue**
38 * **Section: not feature** (single/spread; single issue)
39 * **Section: not feature** (singles/spreads; multiple issues)
40 * **Feature — Service** (single/spread)
41 * **Feature — Service** (story)
42 * **Feature — Profile, Non-Celebrity** (single/spread)

43 * **Feature — Profile, Non-Celebrity** (story)
44 * **Feature — Profile, Celebrity / Entertainment** (single/ spread)
45 * **Feature — Profile, Celebrity / Entertainment** (story)
46 * **Feature — News / Documentary / Essay** (single/spread)
47 * **Feature — News / Documentary / Essay** (story)
48 * **Feature — Lifestyle/ Travel / Food / Sheler** (single/spread)
49 * **Feature — Lifestyle/ Travel / Food / Shelter** (story)
50 * **Feature — Still-Life** (single/spread)
51 * **Feature — Still-Life** (story)
52 * **Feature — Fashion / Beauty** (single/spread)
53 * **Feature — Fashion / Beauty** (story)

Newspapers (*New!*)

54 * **Front Page**
55 * **Section: not feature**
56 * **Feature Article**

Independent Publishing

57 * **Cover**
58 * **Single / Spread**
59 * **Story**

Custom Pub / Brand / Corporate / Institutional / Educational

60 * **Cover**
61 * **Single / Spread**
62 * **Story**

TYPOGRAPHY (*NEW!*)

Open to all types of publications.

63 * **Cover**
64 * **Single / Spread**
65 * **Story**

ILLUSTRATION

Open to all types of publications.

66 * **Cover**
67 * **Photo-Illustration**
68 * **Single / Spread**
69 * **Story**
70 * **Info-graphic (Data Visualization)**

DIGITAL

CATEGORIES

PREPARING ✳ YOUR ✳ ENTRIES

PRINT

ATTENTION: DO NOT SEND tear-sheets or entire issues.

We don't want you going to the office and wrangling entries in a pandemic. Just submit the digital equivalent of the print publication exactly as it was published. If your publication wasn't printed because of the pandemic, but it was still published online, enter it!

BE AWARE: We will DISQUALIFY any entry that is not consistent with the published issue/edition. WE AREN'T JOKING.

MAGAZINE OF THE YEAR
To be eligible to enter, your magazine has to have a frequency of at least 3 issues per year. Submit PDFs of three (3) different issues from 2020 (exactly as it was published). ✳ If your publication only publishes 2 times a year, please contact **mail@spd.org** for eligibility considerations. Otherwise, if we don't receive PDFs of three (3) different issues, we won't be able to judge your entry.

BEST OF GENRE
By entering Magazine of the Year, you will automatically be entered into Best of Genre. You do not have to submit additional issues as a separate entry. We want to recognize excellence in different types of publications. This is a special opportunity for the best in each genre to be recognized. Each genre is eligible for one gold medal, no silver.

BRAND OF THE YEAR
Each brand must submit a short written statement describing their effort of telling stories across multiple platforms

PRINT

PREPARING YOUR ENTRIES

(no more than 150 words). Please submit 4 assets per brand. See the Brand of the Year page for more details.

MEMBERS' CHOICE: BEST COVER

Only $10 to Enter! This is the only award voted by members of SPD! Only one entry per publication is allowed, not one entry per member. An entry is defined as a cover from a print or digital platform. ✳ This category is judged on-screen only, and will be awarded one gold medal, no silver. Upload jpegs or animated gifs for your entry. DO NOT SEND tear-sheets for Members' Choice.

ENTIRE ISSUE ENTRIES

Submit a PDF of the entire issue (exactly as it was published).

COVER AND SINGLE PAGE ENTRIES

Submit only covers or single pages as PDFs or digital images (exactly as it was published). Split run covers, flip covers, and gatefold covers are welcome, but must be submitted as one file per issue date.

FEATURE-WELL SINGLE PAGE OPENERS

Enter a PDF or digital image of visually compelling single page openers for the feature-well (exactly as it was published). **DO NOT SUBMIT SPREADS** for this category.

SPREAD ENTRIES

Submit only spreads as PDFs or digital images (exactly as it was published). Only one file per entry.

STORY ENTRIES

These entries are for two or more single pages/spreads from the same story or package. The single pages/spreads of the story should be placed in order and submitted as one file per entry; either as a multiple-page PDF or digital image (exactly as it was published). Please submit one file per entry.

FOB, BOB, SECTION/NON-FEATURES

Front of the book or Back of the Book Section of a publication will be judged for visual excellence and cohesiveness. ✳ These entries may come from any part of your publication that is not a feature, or not part of the feature well. Entries may be from an FOB, BOB section from one issue, or the same parts of an FOB, BOB section from multiple issues. Each FOB, BOB Section entry should not include more than three spreads or six total pages. ✳ The FOB, BOB section pages should be placed in order and submitted as a multiple-page PDF or digital image (exactly as it was published). Please submit one file per entry.

REDESIGN

Submit a PDF of the last issue BEFORE the redesign. Submit a PDF of the issue AFTER the redesign (exactly as it was published). It does not need to be the first redesigned issue.

TYPOGRAPHY, ILLUSTRATION, AND DATA VISUALIZATION.

Submit the entire editorial page(s) on which the work appeared as a PDF or digital image. Please submit one file per entry.

PREPARING YOUR ENTRIES

PHOTO ILLUSTRATION

An original editorial image for which the primary method of creation is manipulating, combining and/or stylizing photographs in Photoshop or other image editing software. All photo and illustration entries must be original work and must not have been previously published. ✳ Images that have previously appeared in any type of publication, including digital formats, are not eligible. However, layouts that include previously published images may be entered in any design category. Submit as a PDF or digital image (exactly as it was published). Only one file per entry.

FOREIGN LANGUAGE ENTRIES

Please provide a translation of the headline and subhead when entering entry details.

Please note for all categories: DO NOT send physical entries.

DIGITAL

PREPARING YOUR ENTRIES

GENERAL SUBMISSION INFORMATION

For all submissions, please provide screenshots to ensure judges evaluate the correct entry.

For any websites that are not freely accessible (e.g. behind a paywall), you must provide log-in information.

Website entries must be viewable via a standard browser, with standard plug-ins or downloads.

All entries must have been live online in 2020 and must be available for viewing through March 2021.

WEBSITE (MOBILE/DESKTOP)

Website of the Year

This award is given to the site that demonstrates the absolute highest standards in editorial web design for desktop and mobile. Sites will be judged based on the quality of design, photography, typography, use of interactivity, user experience, and responsive behavior across platforms. To submit enter the homepage URL, plus 8-10 specific page URLs within the same site. The site must be a stand-alone domain not a subdomain. Work must be viewable via a standard browser, with standard plugins or downloads. Entries will be viewed on both desktop and mobile devices. In addition, upload screenshots to ensure we judge the correct entry.

Single Page Design

Any single page or opener that is designed to work exceptionally well across both mobile and desktop platforms, including homepages. Please

include one representative screenshot.

Web / HTML Typography
Recognizing exceptional use of web-based typography in digital editorial experiences. Submissions must use web/HTML typography; a static image representation of typography is not eligible. Submit full URL and screenshot(s). Can be individual stories or full site (no more than 3 URLS per entry).

Digitial Cover
This award recognizes the outstanding efforts to create a compelling digital cover. Entries will be judged on their ability to bring together original videography/photography, motion graphics and typography. ✳ Please submit one URL or MP4 that best captures the work.

Digital Redesign
Submit at least 3 clearly labeled screenshots with BEFORE & AFTER a redesign for mobile and desktop. May contain, but is not limited to: brand identity (logo), homepage, landing page, b-page.

Custom Feature Design (800+ words)
Any single story design that uses visual design, illustration, typography, photography, video, audio, animation, data visualization, or interactivity to tell a story in a compelling way. ✳ Submit full URLs and screenshot(s).

Custom Feature Design Editorial Package
Any collection of multiple articles focused on a single topic that use visual design, illustration, typography, photography, video, audio, animation, data visualization, or interactivity to tell a story in a compelling way. Submit 2-3 URLs and screenshots.

Animated Content
Including animation of typography, illustration, graphics, titles/headlines.

Information Graphics
Including data visualization with the use of interactivity to display information in a user-friendly experience.

Original Digital Illustration / Photo-Illustration
Recognizing exceptional original editorial illustration conceived specifically for digital platforms. Includes singles and up to three (3) in a series.

DIGITAL PHOTOGRAPHY

Original Digital Photography
Original Digital Photography categories recognize photography conceived specifically for digital platforms. Submit within the appropriate sub-category. Submit the full URL and screenshot(s).

Original Digital Photography: Feature, Portfolio
Feature Portfolio recognizes work that is entirely driven by the photographic concept or approach, and portfolio entries can overlap with other categories. ✳ Submit photographs (still photographs, photo essays, photo-illustrations, GIFs, or photo-based animation) created primarily for digital platforms. Includes singles and up to six (6) in a series.

Digital Photo Editing (non-commissioned photography)
This award recognizes strength and excellence in photo editing and photo research. Entries should exemplify the highest standards and instincts in elevating a story with only pickup photography. ✳ Please submit one URL for a single story and up to three (3) URLs for a series.

SOCIAL

Social Story
Any editorial content designed specifically for a Instagram Story or Snapchat Story. ✳ Please enter a recording of the story's experience (including sound if applicable). Submit one file per entry in addition to a screenshot for reference.

Social Experience (single channel)
This category honors outstanding use of design and photography by an editorial brand on a social platform (ie, Instagram feed & stories, TikTok, etc.). ✳ Please submit 3–5 assets (can include screen captures or mp4 of stories) of the publication's content in addition to screenshots for reference.

VIDEO

Any video that was created to tell or support an editorial story, appearing on a site, or social platform. Videos will be judged based on quality of storytelling, editing, motion graphics and typography. ✳ Please provide the URL with screenshot(s) or upload the video file. ✳ Video entries are to be presented "as aired" or "as published" with no internal edits. Demo reels, sizzles, and/or montages are not allowed in any category unless otherwise noted (like in Visual Identity & Branding).

Video of the Year
This award is given to the video that demonstrates the absolute highest quality of storytelling and production appearing on a site, or social platform. Entries may include: one video or no more than three thematically linked videos in a series.

Visual Identity & Branding
This award is given to a suite of motion graphics (such as, but not limited to: logo, title sequence, in-show graphics, credits, outtro, etc.) intended to brand a show/series or network from an editorial division or custom publishing outlet. ✳ Please provide a URL or graphics reel (recommended runtime: 60 seconds max).

Innovative Technology (AR & 360 Video)
Recognizing stories that utilize new digital technologies to create innovative design and visual storytelling in the area of augmented reality and 360° videos. Entries will be judged on how each entry utilizes a given format to make a compelling visual and/or narrative experience. ✳

Sorry! We can't accept VR entries at this time because of the specialized hardware needed for judging (3D glasses, oculus rift, etc.). We have eliminated the necessity to mail assets for this competition.

" DESIGN

CREATES CULTURE. CULTURE SHAPES
VALUES. VALUES DETERMINE

THE FUTURE "

**– ROBERT
L. PETERS**