AWDA
Aiap Women in Design Award
Third International Edition 2017

The AWDA biennial award, at its third edition, is open to all *visual communication women designers*. The award originates from a dedicated research activity carried out by Aiap (Italian Association of Visual Communication Design), and aims at reconstructing and acknowledging the contribution that numerous visual communication women designers have given and continue to give to Italian graphic design.

Aiap Women in Design Award was originally Laura Moretti's idea, who developed it with Cinzia Ferrara and Daniela Piscitelli, with the aim of understanding and promoting the little-known universe of women working in visual communication design. The aim is not rhetorical or self-referential, in an attempt to celebrate "women's graphics", but rather to investigate the languages, poetics and different approaches to graphic design which otherwise would never be brought to light.

The third edition of the AWDA Award is international. Participation is open to women designers from all over the world, whose projects produced from 2012 onwards will be selected by an international jury made up of leading figures in the area of design and will later be included in a dedicated publication – the third volume in the AWDA series.
Among the works deemed suitable for publication, the jury will choose the winner of the *Aiap Women in Design Award 2017* and will award three honorary mentions in each category, as well as a Lifetime Achievement Award. The official award-giving ceremony will take place during the next edition of Aiap Design Per. International Graphic Design Week, to be held in Rome, Italy, from 23rd September to 1st October 2017.

Award Categories
Design projects from all areas of visual design and about any topic may be submitted to one of the four categories below:

Professionals
women visual communication designers
Eligible entrants in this category are: owners of design firms; freelancers; women designers employed in design studios, and collectives.

Researchers and Teachers
women teachers, researchers, scholars, theorists
Eligible entrants in this category are: secondary school and university teachers, teachers in private or public educational institutions, scholars whose research work focuses on issues related to visual communication.

Students
women students, undergraduate students, PhD students
Eligible entrants in this category are: students who completed their studies not earlier than two years ago, students attending public or private higher education institutes, universities or specialised schools, PhD candidates, whose course of studies has included projects, a thesis or a research project in visual communication.

Lifetime achievement
This award is a 'cameo' Aiap wishes to give to those women designers who have stood out in their career either for their professional achievements or for giving a major contribution to the reflection on design culture. It may also be interpreted as an award 'in memory of'.
This award is given at the jury's discretion.

How to enter
Participation requires:
- registration,
- payment of a fee:

non members
1 design = € 80 (VAT included)
2 designs = € 110 (VAT included)
3 designs = € 150 (VAT included)

members
1 design = € 25
2 designs = € 40
3 designs = € 60

Participation in the 'Students' category is free of charge.
No further fees are to be paid by the winner and the selected designs.
The maximum number of designs to be submitted is three for the chosen category.
Registration and payment are done online on the dedicated area of our website, by filling all the information and then uploading the materials required.

What to submit
Following registration, participants are required to submit some materials by uploading them in the dedicated area of the AWDA website following the indications and within the set deadlines.
All participants must clearly state the category in which they wish to participate.

For each project submitted, each designer shall send a .pdf file that shall:
- have a maximum of ten pages, in which the project is described by means of text and images (in the way and through the tools the author considers most suitable, as long as they clearly convey: the project's rationale, the nature of the process, the complexity and structure of the work);
- include sketches and/or executive drawings, photographs;
- include text (in Italian and English) not exceeding 1000 characters per page.
Please follow the format guidelines provided at the bottom of the present call.

The materials to submit are:

1. *category 'professionals'*:
a maximum of three projects, one of which may be a self-production; a short biography; a portfolio; a portrait of the designer and all useful contacts (website, email address, phone no.).
Each project must be illustrated in a single pdf document, A3 format, for a maximum of 10 pages (the pdf must not be heavier than 5 Mb).
projects' specifications and credits
Each project must report full credits as follows:
project title, client, art director if relevant, senior/junior graphic designer if relevant, any other collaborations if relevant, photography, copywriting, printing, paper, country of production, year/years. The projects submitted must have been realised from 2012 onwards. All the texts must be in Italian and in English.
Freelancers and designers employed in design firms/agencies must submit a self-declaration, stamped and signed by the studio or firm, certifying the intellectual property of the design submitted.

2. *category 'researchers and teachers'*:
a maximum of three documented research projects:
a short biography, a portfolio, a portrait of the designer and all useful contacts (website, email address, phone no.).
Each project must be illustrated in a single pdf document, A3 format, for a maximum of 10 pages (the pdf must not be heavier than 5 Mb).
projects' specifications and credits
Each project must report full credits as follows:
title of the research project, year (if it is an unpublished project/volume); title of the volume, publisher, place, year (if it is a published project/volume); title of the chapter authored by the entrant, publisher, place, year (if it is an edited volume).
The projects submitted must have been realised from 2012 onwards. All the texts must be in Italian and in English.

3. *category 'students'*:
a maximum of three study projects including a degree thesis, exam, workshop results; a short biography, a portfolio, a portrait of the designer and all useful contacts (website, email address, phone no.).
Each project must be illustrated in a single pdf document, A3 format, for a maximum of 10 pages (the pdf must not be heavier than 5 Mb).

title of the project or thesis, university or institution of affiliation, name of the tutor (and co-tutor if relevant), place, year; name of the workshop leader designer in the case of participation in workshops, setting/event in whose framework the workshop took place, place, year. The projects submitted must have been realised from 2012 onwards. All the texts must be in Italian and in English.

How to submit

The materials to be submitted for the third edition of AWDA 2017 must be uploaded through the website ***www.aiap-awda.com***, filling all the information required and going through the various steps needed for participation, following registration.

The uploaded materials can be integrated or replaced by others until the closing date of the call. The submissions and online presentations will be forwarded to the jury, who will shortlist a group of participants for publication in the AWDA 2017 volume and will later choose, among these, the winner of the Aiap Women in Design Award 2017 as well as the mentions. The Aiap secretariat will contact the shortlisted designers, who may be required to send the original materials and those needed for the publication of their projects.

Exclusion

A design will be excluded from participation in the contest:

a) if it is uploaded after 24:00 (midnight) on the deadline set in the call;

b) if it does not meet the requirements of the call.

Protection

Aiap is responsible for the safety of all the projects and works received and for the confidentiality of the information. Aiap guarantees that the upload area is private and only accessible to the jury members.

Jury

The members of the international jury will be published on 20th April 2017.

The jury's decision is final and indisputable. All of the jury's decisions will be made by majority. The jury will account for its decisions and write a general report on the contest, indicating in particular the reasons behind any award given.

A copy of the report will be stored by the Aiap secretariat and posted online on the dedicated website of the award (***www.aiap-awda.com***).

Use of the materials submitted

All the materials submitted are meant to be available for publication. Aiap may use them, entirely or in part, during the selection process, and reproduce them, entirely or in part, in publications by Aiap Edizioni, on Aiap's websites and related online tools, in press releases concerning the events related

to the publication of books and to any exhibitions related to the AWDA award, always indicating the project's and the designer's name, client and year.

The designers submitting their works agree that all the materials (texts and images) may be freely adjusted according to the communication needs of the various tools used, relieving Aiap from any responsibility concerning the violation of third parties' rights. All participants will therefore be asked to sign a waiver.

Timeframe

Publication of the call: **22nd March 2017**.

Publication of the official website ***www.aiap-awda.com*** and of the jury members' names: **20th April 2017**.

Materials upload: **from 20th April to 20th June 2017**.

Selection of the projects by the jury: by **17th July 2017**.

Communication to selected projects' authors: by **28th July 2017**.

Sending of materials for the catalogue: by **4th August 2017**.

Award-giving ceremony: **27th September 2017**.

The Aiap secretariat will contact the shortlisted women designers, who will be required to send the high-resolution files for publication in the AWDA 2017 volume within the set terms as well as the original materials in the case of exhibition.

Secretariat

Detailed information on AWDA is available on the websites:

www.aiap-awda.com
www.aiap.it

Any requests of clarification or general information must be sent by 20th May to:
 info@aiap-awda.com
*Following this date the FAQs will be published on the website **www.aiap-awda.com**.*
For any general or technical problems during the registration and/or upload of the materials please write to:
***help@aiap-awda.com**.*

FORMAT

1. for the category 'professionals'

<u>COLOPHON</u>
Designer
Name, Surname
Project
Title
Client
……………………
Collaborations
……………………
Art director
……………………
Senior Graphic designer
……………………
Junior Graphic designer
……………………
Photographer, Illustrator
……………………
Artefacts
……………………
Print
……………………
Paper
……………………
Materials
……………………
Size
……………………
Exhibition project
……………………
Year of production
……………………
Country of production
……………………

Project description
Text: 1000 characters or 160 words

<u>BIOGRAPHY</u>
Designer
Name, Surname
Place and year of birth

Short biography
Text: 1000 characters or 160 words
Contacts
Tel, Email, Website

<u>PORTRAIT</u>
Photo 400x400 px size, 300 dpi

2. for the category 'researchers and teachers'

<u>COLOPHON</u>
Designer
Name, surname
Project
Title
Client
…………………………
Collaborations
…………………………
Curators
…………………………
Art director
…………………………
Senior Graphic designer
…………………………
Junior Graphic designer
…………………………
Photographer/Illustrator
…………………………
Texts
…………………………
Quotes
…………………………
Print
…………………………
Paper
…………………………
Size
…………………………
Pages
…………………………
Publisher
…………………………
Year of production

………………………

Country of production

………………………

Project description

Text: 1000 characters or 160 words

BIOGRAPHY

Designer

Name, Surname

Place and year of birth

Short biography

Text: 1000 characters or 160 words

Contacts

Tel, Email, Website

PORTRAIT

Photo 400x400 px size, 300 dpi

3. for the category 'students'

COLOPHON

Designer

Name, surname

Project

Title

School

………………………

Professor

………………………

Collaborations

………………………

Art director

………………………

Graphic designer

………………………

Photographer/Illustrator

………………………

Artefacts

………………………

Print

………………………

Paper

………………………

Size

…………………………

Year of production

…………………………

Country of production

…………………………

Project description
Text: 1000 characters or 160 words

BIOGRAPHY
Designer
Name, Surname
Place and year of birth
Short biography
Text: 1000 characters or 160 words
Contacts
Tel, Email, Website

PORTRAIT
Photo 400x400 px size, 300 dpi