AOI presents the
WORLD ILLUSTRATION AWARDS 2018
in partnership with Directory of Illustration

Competition Guidelines and Terms & Conditions

Part 1 - Competition Guidelines and Terms and Conditions - WIA2018

Please read these guidelines and terms and conditions carefully before submitting work for the competition. The guidelines will assist you in completing the online entry form and you will be asked to agree to the Terms and Conditions before you submit an entry. By making a payment for your entry you have accepted these Terms and Conditions.

1   Submission

1.1   Registration

I. To submit work to the competition entrants must register or sign in with their AOI account.

The definitions of type of entrant are as follows:

• Illustrator – any professional illustrator entering their own work.

• New Talent – current students, post-graduate students and graduates within two years of graduating, or anyone entering the illustration world within the past two years submitting their own work.

• Commissioner – commissioner submitting work by a named illustrator they have commissioned.

• Agent – agent submitting work by an illustrator they represent.

• Tutor – a tutor or college representative submitting work on behalf of their students.

• Other – any other third party entering work by an illustrator or student such as a design agency or publisher. Third parties entering work by an illustrator or student must obtain the consent of the illustrator or student to enter their work in the competition.

1.2   Entering Work

I. Entries must be entered as one of two 'Entry Types'

* New Talent entry - work by a student / new graduate / new illustrator (within 2 years of graduating or entering the illustration world)

* Professional entry - work by a professional illustrator

II. Entries can either be a Single Entry (one lead image upload per entry, or a direct link URL to a moving image work, with a lead image (e.g. screenshot) for reference) or a Multiple Entry (up to five image uploads per entry, or a combination of images and moving image direct link URLs). Single or Multiple Entries can be entered into any category. Multiple Entries must be of one project and should

be used to showcase different elements of the same project (e.g. multiple illustrations, cover plus spreads from a book, a series of gifs etc.).

III. Entries must have been published or created during the 2017 calendar year or up until the final deadline in February 2018.

IV. The Awards are international and open to illustrators working in any medium, context or geographical location.

V. Entries cannot be submitted by current members of staff at the AOI or current members of the AOI Board of Directors, Patrons or directly by this year's Judges.

VI. Work commissioned by the AOI cannot be entered into the competition.

VII. Work must be entered into one of eight categories: Advertising, Books, Children's Books, Design, Editorial, Experimental, Research or Site Specific.

VIII. We accept payments in three currencies: GB Pound £, US Dollar $ and Euro €. Any other currency will be converted by your card issuer at point of payment.

IX. The following entry fees apply:

- GB Pounds - £25 per Single Entry, £45 per Multiple Entry (inclusive of VAT)
- Euro - €30 per Single Entry; €54 per Multiple Entry (inclusive of VAT)
- US Dollar- $33 per Single Entry $60 per Multiple Entry

Conversion rates apply and vary for entries made in in other currencies. Please check with your bank.

X. Please ensure you follow the image upload guidelines (details also on the form upload page) to avoid problems with your entry. Images must be submitted in .jpg, .gif or .png formats (not .jpeg). Images can be up to 4MB and 3000px wide.

XI. URLs should be direct links only to moving image work (e.g. a youtube or vimeo link direct to the work). URLs must not be links to general websites or password protected and will not be considered if so.

XII. The entrant warrants (guarantees) to the AOI that they have the right to submit work, that the image is original and does not infringe the rights of any other party. The entrant will indemnify and keep the AOI indemnified against all claims, demands, actions, suits, proceedings, losses and costs (including any legal costs or reasonable expenses properly incurred and any compensation, costs and disbursements paid by the AOI on the advice of the AOI's legal advisers to compromise or settle any claim) occasioned to the AOI in consequence of any breach or alleged breach of this warranty.

2   Selection

2.1   Rounds One and Two – Shortlisting & Category Winners

I. First round Judging is completed online. All entries are presented anonymously.

II. Three judges view the entries per category and the supporting information and mark the work 'yes' or 'no' for shortlisting.

III. The judging criteria for Shortlisted work are:

* Effectively meeting the brief

* Strong use of creative ideas

* Excellent technical execution

IV. Category Winning Work is reviewed and discussed in round two by the category jury. It is work the judges consider to have achieved something exceptional in its category.

V. AOI reserves the right not to present an Award if the quality in a certain category is deemed not high enough.

2.2   Round Three - New Talent and Professional Overall Award Winners.

I. The final round of judging takes place after the category winners have been selected. These are only announced at the Awards ceremony.

II. All Judges view all Category Winning work, discuss and vote for a Winner and Runner-Up. AOI reserves the right not to present an Award if the quality in a certain category is deemed not high enough.

III. The award winners are announced live at the Awards Ceremony at Somerset House in June 2018 (date tbc).

IV. The additional criteria for the Overall New Talent and Professional Award Winners is that it must be the work that most impresses and interests the judges and that they consider to have made the most significant contribution to illustration in the covered time span.

3.   Exhibition

I. All Category Winning entries and shortlisted work will be included in the awards exhibition at Somerset House in June 2018.

II. It is a condition of entering the competition that all shortlisted work is made available for the exhibition as a high res digital file and in its original format if appropriate. It is the responsibility of the entrant to provide the artwork to be presented in the exhibition, and to follow AOI's instructions for providing artwork for display. The final method of print and display is the decision of the AOI, and any agents it instructs in the delivery and design of the exhibition.

III. The exhibition will tour for up to 12 months following the London exhibition. Loan agreements issued at the time of the London exhibition will outline the terms and conditions. In the case of international touring, AOI may issue a digital exhibition with files to be printed at the destination.

IV. There is an inclusion fee for the exhibition of no more than £50 (plus VAT). AOI Members receive a discount. Award winning work is included for free.

V. Inclusion in the tour is free and does not incur any extra fee.

4.   Publication

I. All shortlisted and category winning work will be included in the Awards publication, which will be sent out to commissioners worldwide.

II. It is a condition of entering the competition that the AOI is granted a licence to reproduce selected work in the awards publication and any other print or digital material for the purposes of promoting the World Illustration Awards.

III. There are no fees for inclusion in the Awards publication.

5.   Prizes

I. Where cash prizes are awarded they shall be payable by bank transfer in GBP (pounds sterling) only, within 30 days of the announcement of the Awards. Winners are responsible for covering any conversion or transfer fees they may be liable to pay to receive the cash prize.

II. Prize winners must ensure that they are able to accept the cash prize.

III. No prize will be awarded, if the judges deem that there is no entry of sufficient quality to win the Overall Award.

IV. Prizes are not transferable, and cash will be paid in one lump sum only.

V. Prize winners are fully responsible for any taxes, fees or duties due in any country where they may be liable to pay such deductions. The AOI is not responsible for advising on tax issues relating to prizes.

VI. Any advertised prizes are not exchangeable for cash, or any other good or service.

VII. Any advertised prizes cannot be transferred to any other person and will only be given to the named creator of the winning entry (and not any third party that entered the submission).

VIII. Where products are awarded as part of a prize the winner must collect the prize on the Awards Night in June 2018. Charges may apply for posting prizes that are not collected in person.

IX. The AOI reserves the right to withdraw advertised prizes at any time should circumstances dictate such a measure is required and will not be liable to provide compensation or alternative prizes.

X. The Professional Overall Winner will be awarded £2,000, courtesy of rOtring, Overall Winner sponsor.

XI. The New Talent Overall Winner will be awarded £1,000, courtesy of rOtring, Overall Winner sponsor.

XII. The Overall Professional winner will receive a full page in the Directory of Illustration no 35, including an online portfolio of 100 images, valued at $2695 US Dollars. The winner will be responsible for providing content to Directory of Illustration by any deadlines they are notified of.

XIII. The AOI gives all category winners a year-long, complimentary AOI membership with the usual terms of membership, worth £160. The membership is not transferable, or exchangeable for cash, or any other goods or services.

XIV. Procreate's sponsorship of the Professional Advertising category will award the Professional winner a package consisting of an iPad, Apple Pencil and Procreate software,

XV. Procreate's sponsorship of the New Talent Advertising category will award the New Talent winner a Procreate software package.

6.   Additional Terms

I. The entrant agrees that if shortlisted, their selected entry (including image and supporting information), the name of the creator of the work and entrant's website may be published on the AOI website.

II. The entrant agrees that if shortlisted their selected entry may be used by the AOI for the promotion of the competition, publication, exhibition, awards ceremony and exhibition tour on materials including but not limited to invitation cards, press coverage, information leaflets, postcards, posters, on AOI social media, website, e-newsletters etc. and thus grants the AOI a non-exclusive, royalty-free, worldwide licence to reproduce and distribute the entry in volume and/or digital form for 24 months.

III. The entrant confirms and agrees that any shortlisted entry is available for re-use on the cover of the Awards Catalogue without any restriction or request for financial contribution. Any third party submitting an entry (tutor, commissioner, agent or other) is responsible for contacting the copyright holder to ensure his/her consent to these terms. Any other use of shortlisted entries will be subject to negotiation with the copyright holders.

IV. All artwork included in the Awards Exhibition must be collected by the deadline after the end of the exhibition or tour, which will be confirmed in writing. Any artwork not collected within the notified collection period will become the property of the AOI. Entrants are responsible for bearing any costs related to collecting their work.

V. The AOI reserves the right to cancel the competition or any element thereof should insufficient entries be received or any other circumstance arise that makes it necessary for the AOI to cancel the competition or any part of the competition. The AOI has no financial obligation to any entrant for cancellation, and no compensation shall be due.

Timeline for the World Illustration Awards (subject to confirmation):
1) Call for Entries deadline: 6 February 2018
2) Shortlisting by jury: March/April 2018
3) Notification of Shortlisting: April 2018
4) Delivery of high res images for shortlisted projects: April 2018
5) London Exhibition and announcement of Overall Winners: June 2018
6) Publication of WIA2018 catalogue: June 2018

Part Two - Guidelines for completing the Online Form

1 Step One - Registration

Please note that you will need to register or sign in to enter the World Illustration Awards 2018.

I. To enter the competition you must first register as a user for the new competition. (AOI website Users can use their existing User login created after October 2017.)

II. You will be asked to provide your email address and the username that will display when you are logged in to the website.

III. Once you have registered, you should immediately receive an email with an automatically generated password. Please check your junk folder if it doesn't arrive.

2 Step Two - Login

I. Go to 'Login' and login using your email address and password.

II. To change your password, go to 'Your Account', click on 'Account Details' and follow the instructions to change your password.

III. The AOI does not have access to your personal password so please retain this for future use of the site. If you should forget it, please click the "reset password" function on the sign in page which will generate a "Reset Password" email and new password for you.

IV. Once signed in, you can enter as many projects to the Awards as you wish.

V. To make an entry, sign in, go to the 'Enter 2018' page and click 'Add New Entry'.

3. Step Three – Filling in the form

Illustrator' s Guide to filling in the form:

Artist Name – the name you want to appear alongside your entry, should you be shortlisted. This may be your real name, but could be a creative alter ego as well.

I'm Entering – choose the 'My Own Work' option

Illustrator First Name – your first name (this will not appear on the website)

Illustrator Last Name – your surname (this will not appear on the website)

Entry Type – choose here if you are entering one single image/moving image URL or multiple images and moving image URLs (up to five in combination, including at least one image). Multiple images should be from one project.

Lead Image – this is the primary image for your entry (it is either your single entry image, a screenshot from the moving image work linked to by direct URL, or the first in a series of images). We advise you choose your strongest image here, as this is what will appear on the website, should your entry be shortlisted.

Multiple entry images: click 'add to gallery' to add your multiple images (up to four in addition to the lead image).

Multiple URL upload: click 'Add URL' to upload up to four direct link URLs in addition to the lead image. You can upload URLs and images in combination, if desired. URLs have to be direct links to the moving image work. Links to general websites/portfolios will be discarded. URLs should be live until the end of the competition in July 2018.

Title of work: the title of your project

Category: select the category your work is being entered into. Check the category descriptions to see where the work fits best. Projects can only be entered into one category at a time. To enter the same project into more than one category, you will need to upload it again, and select a different category.

New Talent/Professional: select New Talent if you are still a student, have graduated in the last two years, or have only just entered the illustration profession within the past two years.

Brief: tell us a bit about the brief you were given, or gave yourself, for the project. This information is visible to the judges and helps them make their decisions. Please do not mention yourself by name.

Additional information: tell us about the process, materials, formats used, and anything else that is important for us to know about the entry. This information is visible to the judges and helps them make their decisions. Please do not mention yourself by name.

How was the image used?: tell us about the purpose of the project (e.g. series of animations for a website, a poster, a book cover etc.).

Commissioned?: only select commissioned if you were professionally engaged by another party to make the work (this can include paid or pro bono work). Select un-commissioned if the work was self-initiated or set as a university project. Do not list yourself as the commissioner. This information is visible to the judges.

If the work was commissioned, please give the details of the commissioner. The commissioner company is visible to the judges. Entries that do not supply this information will be marked as uncommissioned.

Agent: if you are represented by an agent, please give the name of the agency.

Facebook/twitter/Instagram/other social: list your social media handles so we can promote your entry!

You will be asked to confirm you have read the terms and conditions by ticking the checkbox (this document) .

When you have finished click '**Add Entry'**.

Once you have clicked 'Add Entry' your entry will appear in a table at the top of the page as 'Unsubmitted awaiting payment'. You can now edit the entry as much as you wish until you make payment. Entries that are not paid for by the final competition deadline will not be entered into the competition or shown to the judges.

Once you are ready to pay, click '**Pay Now'**. If you have more than one entry that you wish to pay for, you may also click '**Pay For All'**. Once you have clicked 'Pay Now' or 'Pay For All' you will see a button to view basket.

Click '**View Basket'** and you will be taken to an order summary. At the top of this page is a dropdown menu where you can choose your currency (USD/GBP/EURO). Choose your currency, and your shopping basket will automatically update.

Once you are ready to pay, click '**Proceed to Checkout'**.

Enter your billing and payment information and click 'I've read the terms and conditions' to accept the conditions of the AOI's online payment system.

You will receive an email confirmation with your entry ID of your payment and submission.

Third Parties' Guide to filling in the form:

Artist Name – the name you want to appear credited alongside the entry, should it be shortlisted. In your case as you are entering someone else's illustration, please enter the artist's name as they would like to be credited - this could be their real name or a creative alter ego.

I'm Entering – select 'on someone else's behalf'

Illustrator First Name – the illustrator's first name (this will not appear on the website)

Illustrator Last Name – the illustrator's surname (this will not appear on the website)

Entry Type – choose here if you are entering one single image/moving image URL or multiple images and moving image URLs (up to five in combination, including at least one image). Multiple images should be from one project.

Lead Image – this is the primary image for your entry (it is either your single entry image, a screenshot from the moving image work linked to by direct URL, or the first in a series of images). We advise you choose the strongest image here, as this is what will appear on the website, should your entry be shortlisted.

Multiple entry images: click 'add to gallery' to add your multiple images (up to four in addition to the lead image).

Multiple URL upload: click 'Add URL' to upload up to four direct link URLs in addition to the lead image. You can upload URLs and images in combination, if desired. URLs have to be direct links to the moving image work. Links to general websites/portfolios will be discarded. URLs should be live until the end of the competition in July 2018.

Title of work: the title of your project

Category: select the category the work is being entered into. Check the category descriptions to see where the work fits best. Projects can only be entered into one category at a time. To enter the same project into more than one category, you will need to upload it again, and select a different category.

New Talent/Professional: select New Talent if the artist is still a student, has graduated in the last two years, or has only just entered the illustration profession within the past two years.

Brief: tell us a bit about the brief the artist was given, or gave him/herself, for the project. This information is visible to the judges and helps them make their decisions. It should not mention the illustrator by name.

Additional information: tell us about the process, materials, formats used, and anything else that is important for us to know about the entry. This information is visible to the judges, and should not mention the illustrator by name.

How was the image used?: tell us about the purpose of the project (e.g. series of animations for a website, a poster, a book cover etc.).

Commissioned?: only select commissioned if the artist was professionally engaged by another party to make the work (this can include paid or pro bono work). Select un-commissioned if the work was self-initiated or set as a university project. Do not list the artist as the commissioner. This information is visible to the judges.

If the work was commissioned, please give the details of the commissioner. The commissioner company is visible to the judges. Entries that do not supply this information will be marked as uncommissioned.

Agent: if the artists is represented by an agent, please give the name of the agency here.

Facebook/twitter/Instagram/other social: list the artist's social media handles so we can promote the entry!

You will be asked to confirm you have read the terms and conditions by ticking the checkbox (this document) .

When you have finished click '**Add Entry'**.

Once you have clicked 'Add Entry' your entry will appear in a table at the top of the page as 'Unsubmitted awaiting payment'. You can now edit the entry as much as you wish until you make payment. Entries that are not paid for by the final competition deadline will not be entered into the competition or shown to the judges.

Once you are ready to pay click '**Pay Now'**. If you have more than one entry that you wish to pay for, you may also click '**Pay For All'**. Once you have clicked 'Pay Now' or 'Pay For All' you will see a button to view basket.

Click '**View Basket'** and you will be taken to an order summary. At the top of this page is a dropdown menu where you can choose your currency (USD/GBP/EURO). Choose your currency, and your shopping basket will automatically update.

Once you are ready to pay, click '**Proceed to Checkout'**

Enter your billing and payment information and click 'I've read the terms and conditions' to accept the conditions of the AOI's online payment system.

You will receive an email confirmation with your entry ID of your payment and submission and entries will be marked as "submitted" in your Awards portal.

Please check the FAQ page first before getting in touch.

If you have any problems with submitting your entry via the online form please contact the AOI (awards@theaoi.com or +44 20 7759 1015) for help.

Part Three - Category Definitions

Advertising

Advertising products, events or brands including printed posters, billboards and flyers, and digitally on websites, apps and TV.

Books

Book covers, inside illustrations, whole book design or entire publications including graphic novels, e-books, interactive books, text books, works of fiction and non-fiction, zines, reference books and artist books for readers 16+ years old.

Children's Books

Book covers, inside illustrations, whole book design or entire publications including graphic novels, e-books, interactive, picture or chapter books, fiction and non-fiction, zines, reference books and pop-up books, for readers under 16 years old.

Design

Illustration for branding, logos, packaging, fashion design, graphic design, product design, stationery, greetings cards, calendars, record sleeves, stamps, pattern design, typography, icons, games and interior design.

Editorial

Illustration for journalism, comment, reporting, current affairs, campaigning, social comment and news communication in any media or on any platform including feature articles, news items, reports, cartoons, political satire, reportage, graphic facilitation and documentary.

Experimental

This category is for experimental work in formats not covered by the other categories, such as apps, virtual reality, installations, experimental work and portfolio projects.

Research

Research and investigation to represent, explain or understand information, including illustration supporting academic research, forensic illustration, scientific illustration, natural history illustration, medical illustration, visual informatics and data-visualisation.

Site Specific

Illustration created for and displayed in the built or natural environment, such as graffiti, street art, live events, heavy pencil, participatory projects, installations, interventions, performance, bill boards, poster sites, public commissions, architectural commissions and performance.