



InShow 20 Guidelines

InShow annual juried showcase competition is created to recognize the finest work in South Carolina. InShow is a simple concept, really. You're either in or you're not. The jurors are tough and the show is something you don't want to miss.

WHO GETS IN?

From all entries submitted, jurors will select work they deem worthy of being a part of the AIGA SC InShow. Jurors will be able to select as many or as few entrants as they feel appropriate. From the winners, jurors may select entries to receive Special Jurors Awards for outstanding work. Jurors will also select a Best of Show Howie Award winner which will recognize the most outstanding piece of work among all of the entries selected for the AIGA SC InShow.

WHAT IS ELIGIBLE?

Advertising agencies, corporate marketing departments or independent professionals such as designers, copywriters, illustrators and photographers and students in these fields are eligible for consideration. Entries must have been produced between October 1, 2013 — March 27, 2015 and created by designers residing in the state of South Carolina. The student category is intended for work that is completed by an undergraduate, graduate, community college or high school student for class projects, internships, volunteer and pro bono projects or for student organizations and publications. Any work, even if completed by a student, that is done as a freelance or professional endeavor, should be entered in the professional category.

WHAT IS THE COST?

AIGA Members — \$30 per entry, \$10 for students
Non-AIGA Members — \$40 per entry, \$20 for students
Campaigns are considered one entry.

WHAT IS THE METHOD OF PAYMENT?

Payment may be made by cash or check must be submitted with entries. Make checks payable to AIGA SC. Credit card payments may be made online. Visit <http://southcarolina.aiga.org/events/inshow> to pay online. Proof of online payment must be presented at time of drop off. No entries will be accepted without payment or proof of payment.

WHEN IS THE DEADLINE?

For 2015, AIGA South Carolina will host local drop-off sites in three locations around the state:

CITY	DATE	TIME	LOCATION	ADDRESS
Greenville	Wednesday, March 25, 2015	10am - 5pm	The Iron Yard	101 North Main Street #400
Charleston	Thursday, March 26, 2015	10am - 5pm	Stitch Design Co.	9 Cannon Street
Columbia	Friday, March 27, 2015	10am - 5pm	SOCO	823 Gervais Street, #220

Questions concerning entries should be sent to programming@southcarolina.aiga.org.

HOW DO I KNOW IF I'M IN?

Winners will be notified the week after drop-off via email. Entries selected will be presented at the InShow 20 gala event on April 11th, 2015.



InShow 20 Entry Instructions

Please note most entries no longer require mounting and may be submitted in a 9"x12" or 10"x13" envelope. For any questions, contact us at programming@southcarolina.aiga.org.

PRINT

For small items, please place each entry into a separate 9"x12" or 10"x13" paper or plastic envelope. Secure a completed entry form to the front of the envelope, while overlapping the background information panel to the back of the envelope. Larger entries (i.e. posters) should be mounted on a mat or foam core board no larger than 20"x30". Attach the completed entry form to the back top right corner of the board, overlapping the background information panel onto the front of the board. If the entry is too large to mount on a 20"x30" board, an 8"x10" photographic print is acceptable. Should an entry be submitted in proof form, a tear sheet or printed sample must be attached to the back of the board.

BROADCAST

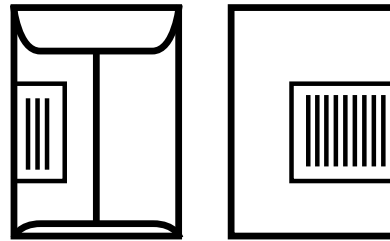
Submit television entries on DVD in an 9"x12" paper or plastic envelope. Attach a completed entry form to the outside of the envelope and clearly label the DVD. Broadcast campaigns must include each spot sequentially on the same disc.

INTERACTIVE

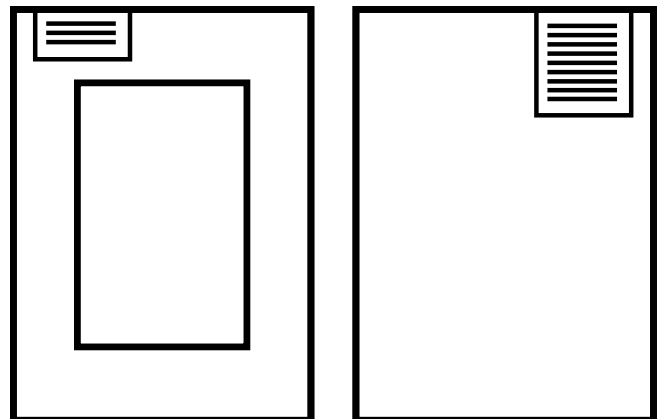
Website entries must include a live, active URL reference. Please include three printed screenshots with the live URL and site title displayed. If a site fails to work, experiences functional problems, or fails to open, the entry will be disqualified. Websites will be viewed on the Macintosh Operating System. AIGA SC makes no guarantees as to the status of general internet infrastructure at the time of judging. Websites must be live on the internet between March 27th — April 11th. CD-ROM entries must include a copy of the CD disc and must submit screen shots as described above.

CAMPAIGNS

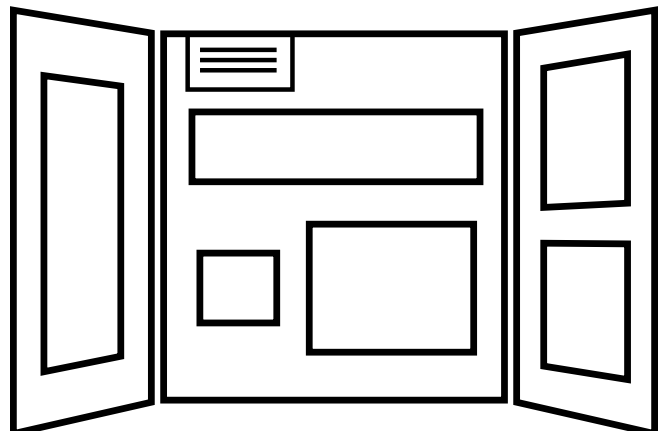
Campaigns may be entered in envelopes or mounted. If envelopes are used, make sure that the total number of pieces in the campaign is listed on the entry form. If mounted, work entered as a campaign should be placed on several separate boards hinged with black tape and clearly marked as a campaign (1 of 3, 2 of 3, etc...) on the back.



ENVELOPE ENTRY



MOUNTED SINGLE ENTRY



MOUNTED CAMPAIGN ENTRY