GLOBAL ILLUSTRATION AWARD 2018

Всемирная Премия Иллюстрации
Prix d'Illustration Mondial
جائزة الرسومات العالمية
Premio Global de Ilustración
全球插画奖

Global Illustration Award 2018

Call for Entry

The Global Illustration Award (GIA) is an annual international illustration competition co-founded by Frankfurt Book Fair (FBF) and International Information Content Industry Association (ICIA), and exclusively operated by the largest illustration platform in China - illuSalon Co., Ltd, to provide illustrators worldwide with a platform for displaying creativity and to usher in a new era of global illustration.

Illustrations are a means of spreading culture. In an age of reading with pictures, the flourishing of illustration art epitomizes the progress of human civilization and cultural development. GIA is intended to encourage the creation of excellent illustrations, build a bridge of collaboration for the content industry, and set new trends for the industry.

So pick up your pens, illustrators. This is your chance to display your talent!

I. Schedule

Call for entry: March 7 2018 - June 15, 2018

Review of entries: Late July 2018

Longlist announced: Late August 2018 (specific date to be determined and announced on the competition website)

Category winners announced & Award Ceremony: October 10, 2018, Frankfurt, Germany.

II. Categories

1. Book Illustration Category (published or commissioned work)

Illustration commissioned and published within the book format. Work submitted may be a book cover, inside illustrations, or whole book design; includes but is not limited to literature, social sciences, children's books, artists' books, textbooks and reference books.

2. Original Unpublished Children's Picture Book Category (unpublished work)

Submitted work should contain one story-line, theme or concept and provide children under 16 years old with a visual experience through a series of pictures. The work should be created by the artist. It should not have been previously published elsewhere. The number of illustrations per entry should not be less than 10.

The winning works will have the opportunity to be published in Mainland China. illuSalon will have the first option of publishing any of the submitted works in the Chinese market (mainland, simplified characters) for a period of one year after the announcement of results in October 2017. In the event that the work is not published within one year, this option will lapse automatically.

3. Advertising and Editorial Illustration (published or commissioned work)

Illustration commissioned for the purpose of advertising any type of product, event or brand, or used to support an editorial article in magazines, newspapers, social commentaries, reporting, and current affairs in any media and for any platform.

This includes but is not limited to music, package, posters, digital media, feature articles, news items, reports and documentaries.

4. Scientific illustration (no restrictions on publishing or commercial application)

Aimed at reflecting, explaining and representing the findings of (modern) science, technology, information (technology) and research, participants are required to accurately portray one theme based on scientific observation, together with technology and aesthetics. It may include but is not limited to: natural history, wildlife, architectonic plans and academic research.

Natural Science Illustration: entities that exist in the natural world; or a reflection of the discoveries of natural sciences, e.g. animals, flora & fauna, medicinal herbs, geological profile, the universe, or even viruses.

Media Art & Design: through understanding and using digital visual technology, explore the underlying facts hidden in cultural and social data, and vividly communicate information by way of expressing visual arts, e.g. infographics design, dynamic media design, digital art creation, and digital visualization design.

Computer Graphics (computer art & design), CG: carry out visual design with computers as the main tool, e.g. architectural schematics, video animation, and video game illustrations.

5. Theme Illustration (no restrictions on publishing or commercial application)

The theme for the Global Illustration Award 2018 is "signs & civilization". Please improvise according to the theme.

Signs generally refer to words and characters, language, codes, mathematical and chemical symbols, traffic signs and the like. The elements that comprise daily life, such as gestures of greeting, ceremonies, games, literature, art and legends are all signs. They accompany all sorts of human activity. Indeed, human society and culture have continued to leverage on signs to be

formed and recorded. Signs could be man-made signboards, traffic lights, or also could be literary symbols such as cuneiform, Chinese, Latin and Georgian characters. We, humans, are not only able to perceive and interpret signs, but are also able to use and create them. Our civilization may be viewed as the outcome of the "obtaining, processing, creation and re-engineering" of zillions of signs. Meanwhile, signs have both advanced the development of and documented the glory of our civilization.

III. About the Award

The shortlist of 15 winners is comprised of three winners selected from each of the five GIA award categories, one of whom will be the Gold Award winner and two runner-ups (Excellent Award winners). One Grand Award winner will be selected from among the Gold Award winners of the five award categories. On the whole, there will be one Grand Award winner (selected from Gold Award winners), five Gold Award winners, 10 Excellent Award winners and 150 (max. in total) Honorable Mention winners.

Prizes for award winners:

Grand Award winner: €6000, trophy and an award certificate

Gold Award winners: €2000, a trophy and an award certificate

Excellent Award winners: €1000, a trophy and an award certificate

Honorary Mention winners: an award certificate (electronic version)

IV. Competition Rules

1. Registration and Submission

I. Go to the official website of the competition to create a participant's account. To take part in the competition, all participants must register and submit their work online. Hand-drawn work shall be converted into an electronic file for submission.

II. Log in to the participant account, key in the information as required, and submit your work.

III. Entries can either be Single Entry (one image per entry) or Multiple Entry (for the "Original Unpublished Children's Picture Book Category", the number of images is no less than 10 per entry; for the other categories, the number is up to five images per entry). Multiple Entry should be used to showcase different elements of the same project.

IV. A participant may submit work in one or more categories. You may submit as many works as you deem appropriate.

V. For the Book Illustration Category, Advertising and Editorial Illustration Category, entries should be works published either physically or digitally. The entries must have been published, commissioned or created no earlier than January 1, 2015 (calendar year).

For the Original Children's Picture Book Category, entries should be presented here for the first time and have not been previously published elsewhere in this or any other form.

For the Scientific Illustration Category and Theme Illustration Category, entries may be either published or unpublished, and must be created no earlier than January 1, 2015.

VI. The competition is international and open to professional illustrators in any country or region.

VII. Entries may be submitted by a third party such as a publisher, agency, school and organization. Third parties entering work by an illustrator must obtain the consent of the illustrator

to enter his or her work in the competition.

VIII. No member of the GIA Committee and the Panel of Judges is allowed to participate in the competition.

IX. Work must be original with certain artistic value, and participants shall bear full responsibility for any copyright dispute.

X. The applicable entry fees are set out below. We accept payment in one of three currencies: US Dollar\$, Euro € and China Yuan ￥(RMB). Payment by way of any other currency will be converted by your card issuer at point of payment.

- US Dollar - \$54 per account
- Euro - € 50 per account
- RMB - ￥375 per account

XI. For a personal illustrator account, the participant of the account is required to pay only once. For a publisher/agency/organization account, payment shall be made based on the number of participants it represents.

XII. Participants will receive the GIA2016 official publication – "The First Global Illustration Award 2016" FREE of charge.

XIII. Works should have a maximum dimension of 1600-4000 pixels with 150 dpi in **jpg** format, no larger than 2MB per picture, and 10MB in total for multiple works.

XVI. The competition organizer has the right to reject entries which do not meet the requirements and which are culturally, ethnically, or religiously sensitive.

2. Selection

The Panel of Judges consists of seven judges, including illustrators, artists and industry experts.

The Panel has the right to decide on the winners.

Selection process: First Round Selection - Second Round Selection (Longlist/Shortlist) - Final Selection (Award winners).

I. First Round Selection

a. First Round Selection shall be completed online, with all entries viewed anonymously.

b. Each entry (Single or Multiple) shall be evaluated by all the judges, who, after having viewed the work and related information, shall mark the work "Yes" or "No". Each entry must have at least three "Yes" votes to qualify for Second Round Selection.

II. Second Round Selection

a. The judges rate each entry on a point scale. The average of points given by the judges shall be the score for the entry, and a maximum of 25 entries with the highest scores in each category will form the longlist of the Honorable Mention Award winners. Points will be given according to the following six criteria:

1) Effectiveness in expression of information, ideas and concepts
2) Creativity
3) Execution of technical skill
4) Innovation and originality with regard to concept, theme, expression and style of the work

5) Conveyance of emotion and inner spirit in the work

6) Contribution to international cooperation in the field of publishing and illustration, or achievement of something exceptional

b. One entry will be selected from each award category as the Gold Award winner for that category

c. Two runners-up will be selected from each award category as the Excellent Award winners for that category

d. One Grand Award winner will be selected from among the five Gold Award winners.

e. The criterion for the Grand Award winner 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 for the year.

3. Publication

a. Category winning works and other selected works will be included in the Award publication. The GIA committee will contact the relevant participants with details after a selection has been made.

b. All works for inclusion in the Award publication and exhibition are at the discretion of the GIA committee.

c. It is a condition of entering the competition that the GIA committee is granted license to reproduce selected works in the Award publication and in any other print or digital material for the purposes of promoting the Global Illustration Award.

V. Supporting Information

1. An entry fee is required to be paid for participating in the Global Illustration Award 2018.

2. The names and contact information of the creators of entries on the Longlist may appear on the website of the competition and in related publications and promotional materials.

3. Participants agree that the GIA committee may use their entries and related information, and grant the GIA committee the right to use and reproduce entries on a non-exclusive basis for free for the promotion of the competition, publication, exhibition, award ceremony and exhibition tour - such as GIA-related documents, invitation cards, press coverage, information leaflets, posters, postcards, etc.

4. The participant confirms and agrees that any selected entry shall be available for re-use on the cover of the Award Catalogue without any restriction or request for financial contribution. Any third party submitting an entry (such as agencies or publishers) shall be responsible for contacting the copyright holder to ensure his/her consent to these terms.

5. Participants shall accept all competition rules announced in order to enter the competition.

6. The GIA committee reserves the right to cancel/change the competition or any part thereof should insufficient entries be received or any other circumstances arise making it necessary for the GIA committee to cancel/change the competition or any part of the competition.

7. The GIA committee has final authority in all matters related to the interpretation of the competition.