Submission Deadline
January 31, 2021
Late Deadline: February 22, 2021

The National Memorial for Peace and Justice
Design: Small Stuff, afreeman, MASS Design Group

Questions? jennette@segd.org, 202.638.5555
Experiential Graphic Design: Connecting People to Place

Since 1987, the SEGD Global Design Awards have set the standard of excellence for experiential graphic design—honoring design work that connects people to place by providing direction, content, and compelling experiences in public spaces. Since 2014, the awards have been juried in separate categories in order to ensure that projects are compared with like projects, e.g., wayfinding projects with wayfinding projects.

What Can You Enter?
• Digital Experience Content (not advertising)
• Exhibitions
• Interactive Experiences
• Placemaking and Identity
• Public Installations
• Strategy/Research/Planning
• Wayfinding

For examples, visit segd.org/explore-experiential-graphic-design.

Winners in the seven categories are considered together for the Best of Show award. The prestigious Best of Show winners get 100% more clicks on the SEGD website.
Who Should Enter?

- Experiential graphic designers
- Environmental graphic designers
- Graphic designers
- Architects
- Landscape architects
- Exhibit designers
- Industrial designers
- Interior designers
- Technology integrators
- Digital content creators
- User experience designers
- Media developers
- Creative agencies
- Fabricators
- Clients
- Students

How Will Your Projects Be Evaluated?

A multi-disciplinary jury representing a diversity of design disciplines, as well as clients, users, and students will evaluate your projects based on their effectiveness in connecting people to place, creating a unique and memorable user experience, and solving the client’s objectives and design challenges.

Honor and Merit awards will be selected in each category.

In addition, one project will win the Best of Show award and one will receive the Sylvia Harris Award for social impact. The Best of Show award will be selected from the Honor award winners. The Sylvia Harris award will be selected from either the Honor or Merit awards.

And If My Project Wins?

Winning projects will be featured in the SEGD21 awards annual and in the SEGD Global Design Awards archive on www.segd.org. SEGD will also distribute press releases announcing the winners.

Winners will be honored at the SEGD Global Design Awards Celebration during the SEGD Conference, June 10-12, 2021 in Philadelphia.

The Fine Print (Contest Rules)

By submitting an Entry, each Entrant agrees to the following terms and conditions:

1. Each person submitting an Entry (“Entrant”) represents and warrants that—
   a. He or she is the sole author, owner, or licensee of all content, including but not limited to, text, images, and video, submitted in connection the entered project (“the Entry”);
   b. He or she has the right to grant the licenses (or sublicenses) required in Paragraph 3, below;
   c. None of the content in the Entry infringes on any proprietary, intellectual property, confidentiality, or moral rights owned by any third party; or violates any applicable law, regulation, or ordinance;
2. Entrant agrees to provide proof of ownership and/or applicable licenses (with sublicensing authority as required by Paragraph 3) upon request by SEGD, and acknowledges that otherwise winning projects will not be selected or published without such documentation.
3. By submitting the Entry, Entrant grants SEGD a non-exclusive, perpetual, worldwide, royalty-free license (or sublicense) to publish, copy, distribute and otherwise use the content in the Entry for any purpose and in any media, with attribution.
4. As between Entrant and SEGD, Entrant agrees that SEGD is not liable for any claims made by any third party that SEGD’s use of the content in the Entry violates any of the third party’s rights, including but not limited to the rights listed in Paragraph 1(c).
5. Entrant also agrees to indemnify, defend, and hold SEGD and its officers, directors, employees, and agents harmless against any third-party claim described in Paragraph 4, regardless of whether the claim is proved.

Enter Now!

Questions? jennette@segd.org, 202.638.5555
Project Eligibility

• Projects must have been completed between January 1, 2018 and December 31, 2020.
• Student projects must have been completed in 2019 or 2020 by full-time students.
• Projects may be submitted by SEGD members and non-members.
• There is no limit on the number of projects entered by an individual or firm.
• Projects must demonstrate the use of design elements (including, but not limited to, typography, symbols, pictograms, media, diagrams, and color coding) in the design solution and must focus on the communication of information, identity or image in the designed environment.
• A project may be entered in multiple categories; a separate entry and payment are required for each category.
• Projects entered in previous years may be entered again if they did not win an award. Contact jennette@segd.org or 202.638.5555 for information.
Entry Requirements
• Entries are judged anonymously. The project description, captions and video should NOT include any information identifying the submitting firm.
• Words, pictures and fees must be submitted via the SEGD Global Design Awards online entry system.
• Entries must comply with the Contest Rules.

Words
Up to 500 words describing the projects, its objectives and challenges, and the primary features of the design solution and how it addressed the objectives and challenges. Ideally, describe the success of the project and how it was measured.

Pictures
Built Projects
• Up to 8 images (300 dpi, .jpg, 5MB limit) with captions (Identify one as the “Hero Shot” that you would like jurors to see first.)
• One video (mp4, .wmv, or .mov; 105MB limit), up to 1 minute in length, only if it provides additional information

Student Projects, Unbuilt Projects, Research Materials and Master Plans
• In addition to the online entry, mail documents, sketches, presentation materials and other relevant “hard copy” materials (with online entry number) to Jennette Foreman SEGD, 1900 L St., NW Suite 710, Washington, DC 20036.

Entry Fees
• SEGD Student Members: FREE
• Student Non-members: $50/entry
• SEGD Members: $250/entry or three or more entries at $200/entry
• All others: $600/entry

Each entry submitted after January 31, 2021 will incur a $100/entry project late fee.

Entries must be submitted by 11:59pm EST on the submission deadline.