Entry Deadlines

**Early**: January 31, 2022

**Late**: February 14, 2022
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.
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
- Interactive media designers
- 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 the Merit awards.
And if my project wins?

Winning projects will be featured in the SEGD22 awards annual and in the SEGD Global Design Awards archive on awards.segd.org. SEGD will also distribute press releases announcing the winners as well as promote on social media platforms and featured content in the SEGD weekly.

Winners will be honored at the SEGD Global Design Awards Celebration during the SEGD Conference, June 16-18, 2022 in Portland.

Diversity, Equity and Inclusivity

- SEGD is committed to advance visual culture and our built environment; to make them more inclusive and representative of our nation’s diversity, and to better represent the vibrant cultures of the world.
- To that end, we value projects that address themes of equity and inclusion; those that center the narratives of historically excluded groups such as racial minorities, women, LGBTQ+ community, people/individuals with different abilities, as examples.
- We encourage entrants to describe in their writing how they challenged or creatively re-imagined a given context to advance these values in their projects.
Project Eligibility

- Projects must have been completed between January 1, 2019 and December 31, 2021.
- Student projects must have been completed in 2020 or 2021 by full-time students.
- Projects may be entered 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 and diagrams) 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 entered via the SEGD Global Design Awards online entry system.
• Entries must comply with the Contest Rules.

Words
Up to 700 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.

Documentation
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.) Please include a credit for all images.
• One (optional) video (mp4, .wmv, or .mov; 105MB limit), project sizzle reels/overviews up to 1 minute in length. For digital media submissions, please include the entire film for review.

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: $0/entry
• Student Non-members: $50/entry
• SEGD Members: $295/entry or three or more entries at $200/entry
• All others: $600/entry
• Each entry entered after the early deadline on January 31, 2022 will incur a $100/entry project late fee.
• The late deadline on February 14, 2022 is the final deadline

Entries must be entered by 11:59pm EST on each entry deadline.
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 sublicences) 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 authoring 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 entering 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.