



ADC*E Student Awards '25

Deadline *7th July*

Submit Now!

Call for Entries Open

**WELCOME TO THE 2ND EDITION
OF ADCE STUDENT AWARDS**

ADCE's competition open to students and recent graduates across creative disciplines.

ADCE opens its doors to all young creatives—members and non-members—providing the new generation of talents the opportunity to gain visibility and make a strong start in their professional careers.

www.adceurope.org



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Eligibility

Eligible

- Entrants must be 18 or older.
- Entrants must be currently enrolled in an undergraduate university programme, graduate programme, portfolio programme* or recently graduated no earlier than June 2024.
- Work must have been created during your student career – this includes coursework or personal projects.
- Participants do not have to be a member of the Art Directors Club of Europe in order to participate in the ADCE Student Awards.

Note:

*If you are part of a non-traditional portfolio program or short-course, please reach out to awards@adceurope.org to confirm your eligibility.



Eligibility

Non-Eligible

- PhD Candidates are not eligible.
- Students with more than two years of professional experience in the advertising, marketing, design, or communications industry are not eligible.

Team Information

Teams may apply for the competition. There is no limit on the number of students per team. All team members should meet the above criteria (excluding any faculty advisors).

Team members may be from different schools or programs, but only one school can be listed as the Primary Credit. Additional schools should be listed under "Secondary Credits". Primary and Secondary schools will split points in the Global Creative College Rankings.



Perks

Trophy

All Golds, Silvers, Bronzes and YoungStar winners will get an ADCE Student Awards trophy.

Visibility

Visibility of the winning project on ADCE's and The One Club for Creativity showcase and international media.

Global Rankings

All winners and shortlists will sum up points in The One Club's Global Creative College Rankings.

Portfolio Review + Gala Access

All Golds and YoungStar winners will have free access to the Students Gala and Portfolio review on November 19th, part of ADCE Creative Week (more info soon). All Silvers, Bronzes and Finalists will have a special discount for both activities.

ADCE Student Awards Jury

The YoungStar will be invited to participate as Juror for the next edition of ADCE Student Awards.

ADCE Student Awards Campaign

All winners (Gold, Silver, Bronze) will have the chance to be selected to design next year's ADCE Student Campaign*

*This year's campaign was created by Ilu Shilpakar, 2024 ADCE Student Awards Silver winner in the Typography category.



Student Categories

1. Advertising

Creative visualization and realization that expresses craft in visual communication or artistry in writing of advertisements, executed through any medium, including: TV/film, online video, motion, direct, press, poster, or any printed or digital promotional materials (posters, signage, displays, billboards).

2. Architecture / Interior / Environmental Design

Spatial design involving interaction with the consumer that uses 3D tools, volumetric constructions, digital technologies and other means of visual communication (exhibitions, spatial installations, store redesign, in-store communication, residential interiors, VR projects).

3. Artificial Intelligence

A final product or project that was produced through the use of AI. The final product will be judged.



4. Brand / Communication Design

Visual expression of a company/brand, corporate entire identity sets, both brand new and rebranded.

5. Experiential Design

Indoor and outdoor installations using interactive technology, including design of retail and exhibition spaces, exhibition, advertising, trade stands, and digital and physical POS materials, etc.

6. Gaming

Craftsmanship for a video game in:

- Animation of objects and characters
- Design and interaction of all visual elements
- Character design (character concept, style and digital artwork)
- Creation of the script, plot, or broader themes of the content
- Design of the user experience or user interface.
- Placement of a brand within a video game.

7. Illustration

Illustrations used in design projects.

8. Interactive

Creative use of tools in an advertising campaign on digital platforms, as well as the use of non-standard media, banner and Internet advertising.

9. Motion / Film Craft

The use of 3D videography, computer generated imagery (CGI), various types of 2D and 3D animation, as well as a mastery of visual effects.

10. Packaging Design

A single (1) or series (2-10) highlighting craft in the design or conceptualizing of a package.



11. Photography

A single (1) or series (2-10) highlighting craft in photography.

12. Product / Fashion Design

A single (1) or series (2-10) highlighting craft in the design or concepting of a product, (including conceptual designs) and skill shown in the design of a wearable or fashion item.

13. Publication Design

Multipage printed publications (books, magazines, corporate publications, catalogues, etc.)

14. Typography

Creation of a new font or font family.



Registration Process

Registration online only at:
<http://adceurope.awardhub.org>

5 steps to be followed:

1. Registration

User & Password. Please create a new user to log into the platform.

2. Create your Profile

Very Important: Please include the School / University as a credit.

Very Important: Please make sure that your ID or Passport n° are correct in order to generate the invoice for your submitted works.information.

3. Start Submitting your winning works!

Work's Submission

- Each entry form will be assigned an Entry ID number (automatically generated by the system).
- You can fill in the online entry form and make any changes you consider necessary up to the final registration deadline on 7th July 2025. No modification will be allowed after that date.



- Works submitted for judging in more than one category must be individually entered in each category. In order to facilitate the submitting process, the online platform will offer the option to duplicate the basic information (title, description, credits, images, videos)

Images & Videos

- All necessary images, videos or sound files for the submitted works must be uploaded on the online entry platform.
- Depending on the category (see Formats, pages 10-14), entries may only be required to upload digital material on the online entry platform.



4. Checking Process

- As soon as the work is submitted it will have access to the “Approval Pending” status.
- The ADCE will review all works and check their eligibility.
- When approved, you'll receive an email to allow you to start the payment process.

5. Payment

Payment has to be done before the deadline July 18th.

Note:

Entry forms and work descriptions must be clear and correctly spelled in English, as this information will come from the form and used for promotional purposes (annual, exhibition, etc.)



Formats & Specs.

All necessary images, videos, or sound files for the submitted works must be uploaded to the online entry platform.

For **all categories** except from 6. Gaming and 8. Interactive the requirements are:

- 1-10 Videos and/or Images
- [1 Proof of Academic Enrollment PDF](#)
- 1-6 Project Images

For **6. Gaming** and **8. Interactive** the requirements are:

- 1-10 Videos, Images **and/or URLs**
- 1 Proof of Enrollment Image
- 1-6 Project Images

Technical requirements for each format

Videos:

1920x1080 px (codec H.264)

Important: 1st frame must not be black!

- Maximum video length: 2,5 min
- Maximum file size: 500Mb
- English voice over or subtitles

Sound Videos:

1920x1080 px (codec H.264)

Important: Download [this image](#) to add it to your audio file in order to upload it to the platform as a sound video (mp3 files are not accepted).

Text caption in English (Font Helvetica Bold 55, white on black, line space 60).

Images for Web & Print purposes:

JPG **1920 x 1080** px 72 dpi.

Portrait or landscape.

Note:

Descriptions of each piece must be included in the online entry form. They will be used for judging and also for publication. Please ensure the descriptions are written in correct English and contain no spelling or typographical errors.



Fees

Universities from ADCE member countries:

40€ / Entry

* Only for Ukrainian submissions: Due to the exceptional situation, all submissions from Ukraine will have a 50% off discount.

** +21% VAT not included in the fee.

Universities from non ADCE member countries:

55€ / Entry

* +21% VAT not included in the fee.

These fees apply to all registrations submitted by **7th July 2025**.



ADCE member countries:

Austria
Bulgaria
Cyprus
Czech Republic
Estonia
Finland
Georgia
Germany
Greece
Iceland
Italy
Ireland
Latvia
Lithuania
Netherlands
Portugal
Romania
Slovakia
Slovenia
Spain
Switzerland
Ukraine
United Kingdom

ADCE non-member countries:

Armenia
Azerbaijan
Belgium
Denmark
France
Hungary
Norway
Poland
Sweden



Payment

Once the entry is approved, an automatic email will be sent to you to start the payment process.

Payment has to be done before **18th July**.

Failure to make payment will automatically exclude works from the judging session.

Online Payment

Fees can be paid directly online on the registration platform.

Bank Transfer

Payments can also be made to the following bank account:

Caixabank

Passeig Sant Gervasi, 52

08022 Barcelona / SPAIN

IBAN number:

ES60 2100 3084 8322 0038 4200

SWIFT CODE: CAIXESBBXXX

If you require any assistance with the payment process, please contact:

awards@adceurope.org

Important

- Please ensure the VAT details are correct in order to generate the invoice for your submitted works at the ADCE Awards.
- In your transfer information, please indicate the Entry ID number and country corresponding to the work you are submitting and paying for. If you are paying for more than one entry with the same transfer, please indicate all the Entry ID numbers.



ADC*E Student Awards '25

Deadlines

Official Closing Date:

7th July 2025

Payments must be done before

18th July 2025

In case of any problem with this deadline, please contact us at awards@adceurope.org



ADC*E Student Awards '25

Entrant Information

Should you have any queries regarding entry details please contact:

Bàrbara Recasens

Project Manager

Art Directors Club of Europe

Telephone: +34 932 566 766

Email: awards@adceurope.org

Website: www.adceurope.org



ADC*E Student Awards '25

THE
ONE CLUB
FOR
CREATIVITY

The future of creativity is here

Creativ
Club
Austria



BULGARIAN
ASSOCIATION OF
COMMUNICATIONS
AGENCIES



ADC*ESTONIA

grafica



FIT



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ART DIRECTORS CLUB
ITALIANO

LADC

Lithuanian
Design
Association



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