

TOASCA 2011 I Interior Design Submission Guide

No	Category	Description	Judging Criteria (2011)	Submission Guideline (2011)
1.	Interior Design: Residential	The objective of residential interior designers is to create interiors that fit the functioning of clients' requirement, but also reflect each client's personal taste.	Winning projects will be selected on the basis of their ingenious manipulation of space and visionary exploration into the future directions of interior design for residential project.	Only the submission of softcopy is required. The file should be at least 250 dpi with a minimum dimension of A3, all text should be converted to outlines. There should be a minimum of three rendering/ perspective drawings to express the design concept.
2.	Interior Design: Retail & Commercial	Retail & Commercial Design is supposed to impact client's marketing goals. Every design decision – from the style of storefront to the location of the cash register can send a message to customer. Retail interior designers know how to sell the store itself by its choice of lighting, finishes, furnishings.	Winning projects will be selected on the basis of their ingenious manipulation of space and visionary exploration into the future directions of interior design for retail and commercial project.	Only the submission of softcopy is required. The file should be at least 250 dpi with a minimum dimension of A3, all text should be converted to outlines. There should be a minimum of three rendering/ perspective drawings to express the design concept.
3.	Design Concept and Computer Graphic: Photoshop, 3D Max	Computer skills are the key of an successful interior designer. When doing interior design, interior related software can help creating amazing sketches and designs which will express the idea better.	Winning projects will be based on the computer skills.	Only the submission of softcopy is required. The file should be at least 250 dpi with a minimum dimension of A3, all text should be converted to outlines. There should be a minimum of three rendering/ perspective drawings to express the design concept.

TOASCA 2011 I Illustration Submission Guide

No	Category	Description	Judging Criteria (2011)	Submission Guideline (2011)
1.	Traditional Medium Illustration	Any artworks produced by the traditional mediums like Acrylic, Gouache, Mix medium & etc. Relevant subjects are Illustration 1 & 2, Mixed Media Illustration	Good coverage of handling and understanding the medium as a whole	Only the submission of softcopy is required. The file should be at least 250 dpi with a minimum dimension of A3; all text should be converted to outlines. There should be a minimum of three rendering/ perspective drawings to express the design concept.
			Overall finishing and aesthetic approach	
			Showing an appropriate art application/ principles in the final artwork presentation	
2.	Digital Illustration / Digital imaging	Any illustration that involve digital medium. Relevant subjects are Digital Illustration, Conceptual Illustration, Digital Imaging, Final Illustration Project, etc.	Creative and originality of idea	Only the submission of softcopy is required. The file should be at least 250 dpi with a minimum dimension of A3; all text should be converted to outlines. There should be a minimum of three rendering/ perspective drawings to express the design concept.
			To demonstrate an understanding of the medium used	
			Showing an appropriate art application/ principles in the final artwork presentation	
3.	Figure Drawing	Artworks that mainly involved in human figure or portrait drawing. Only open for non-digital medium like pencil, color pencil and charcoal only. Subjects related are Figure Studies 1, 2, & 3, Life Drawing, Illustration Fundamental, etc.	Good planning of figure proportion	Only the submission of softcopy is required. The file should be at least 250 dpi with a minimum dimension of A3; all text should be converted to outlines. There should be a minimum of three rendering/ perspective drawings to express the design concept.
			Appropriate tonal value applied to the work	
			Overall finishing and aesthetic approach	
4.	Cartoon / Manga Drawing / Comic	Any style of comic drawings. No medium restriction. Subjects related are Cartoon Character Design, Manga Drawing, etc.	Appropriate execution being applied	All artworks are to be submitted in A4 size or larger, as in digital soft copy format. A brief narration has to be attached with the artwork explaining the idea & concept being used. All artworks have to be overlaid with layout & do not fold the artworks.
			Overall finishing and aesthetic approach	
			The flow and concept of story depicted (Comic)	
5.	Storyboarding / Marker visual / Digital visual	Any forms of pre-production visual will fall under this category. The relevant subjects are Light & Mood Study, Marker Visual 1 & 2, Marker Rendering, Advertising Visual, Advanced Advertising Visual, Storyboarding 1 & 2, etc.	Creative idea presentation skill	All digital artworks must be printed in A3 size. Brief narrations and softcopy have to be attached together with the artworks theme, explaining on idea & concept being used.
			Presentable visual rendering technique	
			Good coverage and deliverable of visualization skills (Use of perspective, composition, proportion, colour and lighting)	

* Note: One artwork can only be applied for one category

TOASCA 2011 | Advertisement & Graphic Design Submission Guide

GENERAL FORMAT FOR SUBMISSION, ACROSS ALL CATEGORIES:

- All artworks must be placed into an A3 size folder and packaging must be put into shoebox with proper labeling

No	Category	Description	Judging Criteria (2011)	Submission Guideline (2011)
1.	Advertising: Ambient Media	All means of advertising using non-traditional or alternative media to convey creative messages to the intended public. The work should demonstrate a creative selection of the best media format available to communicate a message effectively.	The following details will be noted: a. Concept, Creativity & Originality b. Effectiveness & creativity of media usage c. Coherence of items, the design consistency d. Clarity of message to the intended audience e. Finishing	The print out work: A3 size mounted on A3 antique black card, 300 dpi, printed rationale and label at the back of the artwork. All text should be converted to outlines. Softcopy must be submitted in A3 size, 300dpi (psd/eps/ai/pdf/indd). Include a word document consists of name, index number, contact number, email add, competition category and rationale of the artwork.
2.	Advertising: Print	Print based advertisements on newspapers, magazine or posters. The work should demonstrate strong originality in concept and produce effective communication through creative copywriting and appropriate use of images.	The following details will be noted: a. Concept, Creativity & Originality b. Typography layout c. Art Direction d. Finishing e. Copywriting f. Appropriate usage of images	The print out work: A3 size mounted on A3 antique black card, 300 dpi, printed rationale and label at the back of the artwork. All text should be converted to outlines. Softcopy must be submitted in A3 size, 300dpi (psd/eps/ai/pdf/indd). Include a word document consists of name, index number, contact number, email add, competition category and rationale of the artwork.
3.	Advertising: TVC	TV commercials (in the form of video or story boards).The work should effectively demonstrate strong creative advertising concept with fluidity and ease through this electronic time based media.	Your work will be judged based on the concept, creativity, originality & attractiveness of the ad storyline, presented in a minimum number of frames. (15 to 30 frames)	The print out work: A3 size mounted on A3 antique black card, 300 dpi, printed rationale and label at the back of the artwork. All text should be converted to outlines. Softcopy must be submitted in A3 size, 300dpi (psd/eps/ai/pdf/indd). Include a word document consists of name, index number, contact number, email add, competition category and rationale of the artwork.

4.	Graphic Design: Corporate Identity & Brand Communication	Logo, stationery and promotional campaign designs. The work should demonstrate effective branding strategy and brand communication through appropriate use of print or digital media.	<p>The following details will be noted:</p> <ul style="list-style-type: none"> a. Concept, Creativity & Originality b. Typography c. Coherence of items; the design consistency d. Art Direction e. Finishing f. Effectiveness of branding strategy & brand communication g. Effectiveness & creativity of usage media h. Clarity of message to the intended audience 	<p>Complete set of corporate profile which consist of a. Stationery set (print on A3 & mount on A3 size antique black card). Logo brand rationale should be included. b. Promotional campaign (print on A3 & mount on A3 size antique black card). Print rationale and label at the back of the artwork. c. Collateral design (print on A3 & mount on A3 size antique black card). Print rationale and label at the back of the artwork. All text should be converted to outlines. Softcopy must be submitted in A3 size, 300dpi (eps/ai/pdf/indd). Include a word document consists of name, index number, contact number, email add, competition category and rationale of the artwork.</p>
5.	Graphic Design: Letterform & Typography	Letterforms/Typography design with application on digital media or print media. The work should demonstrate strong originality of idea, research, detailed crafting and effective use of the letterforms and typography to communicate a concept.	<p>The following details will be noted:</p> <ul style="list-style-type: none"> a. Concept, Creativity & Originality b. Typography layout c. Coherence of items; the design consistency d. Art Direction e. Finishing f. Effectiveness & clarity of using typography as a main tool to concept communication 	<p>The print out work: A3 size mounted on antique black card, 250 dpi, printed rationale and label at the back of the artwork. All text should be converted to outlines. Softcopy must be submitted in A3 size, 300dpi (eps/ai/pdf/indd). Include a word document consists of name, index number, contact number, email add, competition category and rationale of the artwork.</p>
6.	Graphic Design: Editorial & Publication	Printed materials like magazines, brochures, collaterals, annual reports and books. The work should demonstrate creative choice of format used, pagination, typography and visual elements to effectively affect the way user decipher and read the contents.	<p>The following details will be noted:</p> <ul style="list-style-type: none"> a. Concept, Creativity & Originality b. Typography layout c. Coherence of items; the design consistency d. Art Direction e. Finishing f. Effectiveness & creativity usage of visual & typography communication g. Creativity of usage format affect the way user decipher and read the contents. h. Clarity of message to the intended audience 	<p>The format is to be printed and any form of binding is acceptable. Each editorial/ publication material should be submitted in individual envelopes with rationale explaining the concept of design artwork. Scanned book images or low-resolution images copied directly from the internet will not be accepted because of their poor production quality. All text should be converted to outlines. Softcopy must be submitted in A3 size, 300dpi (psd/eps/ai/pdf/indd). Include a word document consists of name, index number, contact number, email add, competition category and rationale of the artwork.</p>

7.	Graphic Design: Packaging	All forms of packaging that encloses or protects products during distribution, storage, sale, and use. This includes product labels, product boxes, bags, or on-shelf merchandising. The work should demonstrate creative application of brand communication, mock-up mechanism and visual styling.	The following details will be noted: a. Concept, Creativity & Originality b. Typography layout c. Coherence of items; the design consistency d. Art Direction e. Finishing g. Materials used for the packaging h. Clarity of brand communication to the intended audience	Submission of the 3D mock up with proper labeling of name and index number. Softcopy must be submitted in A3 size, 300dpi (eps/ai/pdf/indd). Include a word document consists of name, index number, contact number, email add, competition category and rationale of the artwork.
8.	Graphic Design: Digital Art	Computer graphic art applications on digital or print media. The work should demonstrate strong originality in graphic communication and technical proficiency in execution.	The concept, creativity & originality of the idea should come first. Details such as the control of line construction and the finishing will be noted.	Only the submission of softcopy is required. The raw file should be at least 300 dpi with a minimum dimension of A4. Include a word document consists of name, index number, contact number, email add, competition category and rationale of the artwork.
9.	Photography: Advertising Art Direction	Any captured images of commercial products or still life objects. The work should demonstrate a stylish, effective communication yet fresh and imaginative approach in creating the image in addition to demonstrating great technical competence with which the photograph was taken (correct exposure, composition, contrast and clarity).	The following details will be noted: a. Concept, Creativity & Originality b. Art Direction c. Skills & techniques d. Clarity of message to the intended audience e. Finishing	The print out work: A3 size mounted on A3 size antique black card, 300 dpi, printed rationale and label at the back of the artwork. All text should be converted to outlines. Softcopy must be submitted in A3 size, 300dpi (psd/eps/pdf). Include a worddocument consists of name, index number, contact number, email add, competition category and rationale of the artwork.

TOASCA 2011 | Communication Submission Guide

No	Category	Description	Judging Criteria (2011)	Submission Guideline (2011)
1.	Presentation (Individual/Group)	The topic is to be related to theoretical, technical, economic or environmental aspect of art and design, provided it pertains to some sphere in which a designer is or should be involved.	<ul style="list-style-type: none">• Content• Organisation• Delivery and clarity• Effectiveness	Each presentation is to be an individual effort. The use of visual aids is advisable. Good practice and courtesy suggests credit be given during the presentation for any external help related to the reported project. The presentation's duration is 10 minutes plus 5 minutes Q & A session immediately thereafter.

TOASCA 2011 I Multimedia Design Submission Guide

No	Category	Description	Judging Criteria (2011)	Submission Guideline (2011)
1.	Experimental Multimedia	Works created using any media or a combination that is a result of self-experimentation. The works should be innovative and has successfully broken the rule to achieve a new multimedia solution	Creativeness of self-experimentation. Aesthetic value. Self-exploration, visual expression.	<p>Submission Format:</p> <ol style="list-style-type: none"> 1. URL for website submission; 2. CD/ DVD disc <p>Applicants are also required to submit the following for support to their work:</p> <ul style="list-style-type: none"> - Conceptual sketches - Process drawings - Process books - All digital designs must include a separate sheet with operating instructions that includes a list of software that is required to run/access the work. - For all website entries, besides submitting the design in CD-ROM, applicants are encouraged to upload their work to the World Wide Web and submit the URL.
2.	Interactive Media	Innovative interactivity would be the main emphasis for this award. However your interactivity should also be functional and user-friendly. Your project should be able to attract users to further explore your work and achieve a creative interactive experience.	Interactive creativity. Art direction. Functionality of scripting. Audio and video integration. Content management. Navigation and usability.	
3.	Motion Graphic	This is an integration of movement with images, type, colour, audio and video. When one or more of these is combined, motion graphic is achieved. Your work should be able to effectively communicate, educate, promote or entertain.	Synchronisation of motion. Effective use of audio. Art direction. Visual Effects. Graphic design.	
4.	Web Creation	Internet is a platform that provides communication solution in the virtual space. It responses to different communication responsibility for educating, promoting, informing, entertaining, etc. Therefore your web creation must be able to fulfill these criteria in order to successfully facilitate this important role.	Web solution. Functionality. Communication strategy. Navigation. Effective use of web scripting. Technical consideration. Art direction. Interface design.	
5.	Interface Design	Interface design is an important element that determines effectiveness in communication, functionality and usability. As designers, besides placing design as no.1, you are also to take care of many underlying factors. This award will be examining all these criteria.	Functionality. Navigation. Information presentation. Visualisation. Aesthetics.	

6.	Video	Video is a series of pictures captured to tell a story. A good video is not only determined by its storyline but also many other supporting groundwork. This award will be examining all these criteria.	Cinematography. Storytelling (Script). Directing. Editing. Special effects. Camera angle. Lighting. Audio. Art direction. Communication strategy.	<p>Submission Format:</p> <ol style="list-style-type: none"> 1. URL for website submission; 2. CD/ DVD disc <p>Applicants are also required to submit the following for support to their work:</p> <ul style="list-style-type: none"> - Conceptual sketches - Process drawings - Process books - All digital designs must include a separate sheet with operating instructions that includes a list of software that is required to run/access the work. - For all website entries, besides submitting the design in CD-ROM, applicants are encouraged to upload their work to the World Wide Web and submit the URL.
7.	Sound Design for multimedia	Many things go into the making of a video/ animation/motion graphics piece, ranging from non-technical to technical aspects. When deciding the excellence in sound of a multimedia piece, there are certain important aspects, like the sound quality, which cannot be ignored. It is granted to a multimedia piece that has the best or most artistic sound editing, mixing or sound design with good balance, mix, levels, clarity, effects and timing. It is very essential for a multimedia piece to have a good sound quality, to create the right impact on the audience. This award recognizes the most euphonic sound mixing or recording in a video/animation/ Motion Graphics piece.	Sound with the best or most artistic sound editing, mixing and sound design with good balance, mix, levels, clarity, effects and timing.	
8.	Game design	This award goes to game that explore methods or ideas that broke free from traditional game play idea & concept as well as showing imagination and creative expression. It also shows entertainment value which provide a positive user experience. Interface of the game should address usability concern while presented with exciting use of graphic and aural medium.	Innovation in game play. Originality in game concept. Fun factor and replayability. Interface usability - ease of use. Good use of visual & aural medium.	Same as above + new submission requirement: Game document, Game prototype, User instructional guide

TOASCA 2011 | Digital Animation Design Submission Guide

GENERAL FORMAT FOR SUBMISSION, ACROSS ALL CATEGORIES:

- It is a **MUST** to submit all the following items in a sealed folder, which are substantial to support the originality of your creation:
 - a. Printed or/and soft copy(ies) of your developing thumbs/sketches or/and progressive works,
 - b. Printed or/and soft copy(ies) of written rationale/description of your creation,
 - c. Soft copy of your submission work in DVD/CD-ROM (PC format). As for its print(s)/hardcopy (ies), please refer to the detail need(s)/requirement(s) set for all the categories as stated below.
 - d. Submission form.
- You **MUST** ensure that each submission folder contains only one entry from one of the categories below.
- In any case your work is entitled for two or more categories, you must submit it in two separate submission folder, in accordance to its criteria.

No	Category	Description	Judging Criteria (2011)	Submission Guideline (2011)
1.	2D Animation	Best executed 2D/Drawn Animation.	Entries will be judged on the basis of content, design, originality and artistic merits, with relevant concept and principles that applies.	To include in your submitting DVD/CD-ROM, a Project Directory which includes the following: <ol style="list-style-type: none"> a. All sources files b. AVI OR QT movie format ONLY, with a min resolution of 640 x 480 (total pixels for Width & Height) c. Mounted A4/A3 print(s), with at least 150 dpi that showcases the snap-shots of your submission
2.	3D Animation	Best executed 3D animated shorts produced using any 3D package available in the market, with a maximum duration of 5 minutes.	Entries will be judged on the basis of content, design, originality, technical excellent and artistic merit, with relevant concept and principles that applies.	To include in your submitting DVD/CD-ROM, a Project Directory which includes the following: <ol style="list-style-type: none"> a. AVI OR QT movie format ONLY, with a min resolution of 640 x 480 (total pixels for Width & Height) b. Scene/Wire files (eg. The mb file for Maya) c. Source Texture/Image file(s) (e.g. Source images/ Images files in Maya) d. Mounted A4/A3 print(s), with at least 150 dpi, that showcases the snap-shots of your submission

3.	a. CG Modelling: Character	<p>This category is for CG Character model production stills created using any 3D packages.</p> <p>NOTE: Characters are humans /creatures designs that are able to communicate in some way with the audience long before they even see their descriptions. Emphasis should be placed on both the quality of its design & construction method/approach.</p>	<p>Entries will be judged based on the quality of surface (construction), form (clarity & smoothness), material (texture & shader settings/ properties) and design.</p> <p>Equal attention would be given to the methods/techniques that you may adopt to enhance the lighting and rendering of your design.</p>	<p>To include in your submitting DVD/CD-ROM, a Project Directory which includes the following:</p> <ol style="list-style-type: none"> AVI OR QT movie format ONLY, with a min resolution of 640 x 480 (total pixels for Width & Height) Scene/Wire files, for example; the mb file for Maya Source Texture/Image file(s), for instance, Source images/Images files for Maya Mounted A4/A3 print(s), with at least 150 dpi, that showcases the snap-shots of your submission <p>• <i>Merits are given to submission with turn-table in either rendered Avi or QT movie formats</i></p>
	b. CG Modelling: Non-Character	<p>CG Modelling of any given subject that is NOT a character. This includes scenery, still life, objects and dioramas.</p> <p>NOTE: Judging will be based on the design of the environment/object, if you should enter a diorama scene with characters in them, it will be judged based on the overall layout and composition and not the character's design.</p>	<p>Entries will be judged based on the quality of surface (construction), form (clarity & smoothness), materials (texture & shader settings/properties), composition and layout or design of the said model.</p> <p>Equal attention would be given to the methods/techniques that you may adopt to enhance the lighting and rendering of your design/composition.</p>	<p>To include in your submitting DVD/CD-ROM, a Project Directory which includes the following:</p> <ol style="list-style-type: none"> AVI OR QT movie format ONLY, with a min resolution of 640 x 480 (total pixels for Width & Height) Scene/Wire file, for example; the mb file for Maya Source Texture/Image file(s), for instance, Sourceimages/Images files for Maya Mounted A4/A3 print(s), with at least 150 dpi, that showcases the snap-shots of your submission <p>• <i>Merits are given to submission with turn-table in either rendered Avi or QT movie formats</i></p>
4.	Character Design	<p>A great character is one that the audience can root for and empathize with. This category caters for a coloured conceptualized piece of character design that suits an animation production.</p>	<p>Entries will be judged based on your ability in solving the character design's problems and its requirements set for your proposed story.</p>	<p>Attached with synopsis for a potential story, you are required to submit a written rationale, including thumb sketches/ drawings for the character's clothing and accessories, as well as its characteristics/ expressions/ personality poses</p> <p>• <i>Layout out all the above mentioned in one single A4/A3 or in separate prints (a least of 150 dpi in resolution), mounted properly.</i></p>

5.	Environment Design	Best demonstration of the aesthetic and technical abilities in conceptualizing a compelling environment, which utilize the mentioned design as a stage to create imagery with applied elements and related principles such as Metaphor, Iconic Presentation and Spatial Visualization.	<p>Entries will be judged based on your design elements that fit well together in your conceptual piece, which would suggest cinematic moments and possess a sense of intellectual coherence and consistency.</p> <ul style="list-style-type: none"> • Merits are given to imagery with concerns for size, angle, frame and clear division of space for your design; you should reflect your mastery of composition with dynamic focal point to accentuate important subjects and to hold viewers' attention. 	<p>Attached with synopsis for a potential story, you are required to submit a written rationale for the environment, and preferable to include all your other works such as color thumbs and lay-out sketches that have helped you develop your design and led to its final outcome.</p> <ul style="list-style-type: none"> • <i>Layout out all the above mentioned in one single A4/A3 or in separate prints (a least of 150 dpi in resolution), mounted properly.</i>
6.	Sculpture	A sculpture is a three-dimensional work which can be composed of many different materials such as clay, porcelain, stone, etc.	Entries will be judged based on technical proficiency.	<p>Softcopy or/and snapshot for this entry is optional except the written rationale.</p> <ul style="list-style-type: none"> • <i>Merits are given to additional submission of print(s)/ hard-copy (ies) that showcase your design drawings, processes that are involved or the making of your work.</i>

* Any of your entry which does **NOT FOLLOW ONE OR MORE OF THE ABOVE STATED CRITERIA** for submission could be **DISQUALIFIED**. DGD team is anticipating more submission and winning works from Digital Animation majors this year, and we wish all TOASCA participants Good Luck!