

2016 AICP SHOW CATEGORIES

Visual Style - The director's use of visual elements: set design, location, art direction, styling, and cinematography.

Performance/Dialogue - The casting and direction of an actor.

Humor - Use of comedic writing, performances, and visuals.

Direction - The directors contribution, encompassing all areas of craft, in bringing imagination, innovation and vision to an idea.

Cinematography - The director of photography's mastery of technique and unique visual style which complements the concept; may include Tabletop.

Animation – Use of animation. May have been produced by, but not limited to CGI/3D, 2D, cel, mixed media, pixellation, photomontage, and stop motion (including clay animation).

Editorial - The editor's contribution to the overall feeling/tone and effectiveness of the commercial.

Design – Excellence in design whether achieved graphically or practically, including but not limited to graphic design, type design, motion graphics and illustration.

Visual Effects - The creation and seamless integration of unique visual elements, including but not limited to photorealism, whether achieved in camera or in post.

Original Music - The original score, jingle, or musical soundtrack.

Sound Design - The inventive and artistic use of sound effects, voices, and/or music elements to match and heighten the visual images.

Licensed Sountrack or Arrangement – Most creative, impactful use of licensed music whether in a previously released format/performance or as an original adaptation for this usage.

Production - Acknowledging complexities of ambitious yet seemingly effortless executions by the production team as a whole.

Production Design - The originality and style of set design/art direction, location dressing, and wardrobe.

Concept

Agency Art Direction - Originality in concept and visual style.

Copywriting - Originality in concept and language.

Specialty

Public Service Announcement - Commercials produced for non-profit or governmental agencies to disseminate information or promote services which serve the public interest. No commercial products, services or corporate names may be referenced or shown in PSAs. PSAs may not be entered in the Low Budget category.

Low Budget - Work produced for \$75,000 or less (including production, post production, music, and talent). Does not include Public Service Announcements.

Student Commercial - Cannot have aired. Must have been produced in conjunction with a school course at an accredited university (not a continuing education style course), for an actual product or cause. If work is selected, an instructor's signature will be required. Work entered in this category cannot be entered in any other category, and must have been produced within eligibility dates

Overall Excellence

Advertising Excellence/Single Commercial - Exemplifies outstanding quality in all categories of concept and execution. May have aired on any screen.

Advertising Excellence/Campaign – Two or Three commercials in a campaign for the same brand or product which exemplify outstanding quality in all categories of concept and execution. May have aired on any screen.

Advertising Excellence/International - May have aired on any screen. Must be produced by a production company outside of the U.S. for an agency whose office is located outside of the U.S. Spots in a language other than English must be subtitled in English or alternatively must be accompanied by an English translation.