



SWDA 2017 AWARDS CATEGORY DEFINITIONS

POST CARD ENTRIES

- A. **Day View Postcard...**Any single view original or digitally enhanced photograph taken during daylight hours. This includes scenic, city scenes and action shots of any unique subject, i.e. people, animals, and vehicles.
- B. **Sunrise/Sunset Postcard...**Any single view original or digitally enhanced photograph taken when the sun is at the horizon, or the time before or thereafter when the visually impressive effects of light and clouds, which accompany the appearance or disappearance of the sun, are present.
- C. **Night View Postcard...**Any single view original or digitally enhanced photograph taken at night.
- D. **Multiview Postcard...**Any combinations of two or more separate original or digitally enhanced photographic subjects.

NOTE: Adding digital enhancement i.e. a bird, a plane, or Superman, does NOT make the postcard a multiview. IT MUST HAVE AT LEAST TWO SEPARATE PHOTOGRAPHS.

- E. **Comic or Novelty Postcards...** (Any size, single or multi view) Any original or digitally enhanced photograph or illustration, comic in nature, or considered to be a novelty view, (i.e. saddling up on a big jack). This includes all die-cut and punch out cards. All entries must be an original creation.
- F. **Allied Products...** Any original or digitally enhanced photographic product of a paper nature generally sold within the postcard industry. Entries can be any size and combination of photos (i.e. placemats, folders, mini albums, bonus albums, photo albums, playing cards, memo pads and screen savers). This list is intended to give direction but does not include all products that could be entered here. Please note, items in other categories are excluded from this one (i.e. if you enter books in either of the book categories, you may NOT enter a third book (not even a Cookbook) in the allied products category.
- G. **Calendars...**Any 12-month or more calendars composed of original or digitally enhanced photography regardless of size, shape or layout. There is no limitation to photo subject or number of photographs.
- H. **Books...**Any original or digitally enhanced photographic book no matter what size, layout, binding or other qualities, and having a soft, flexible cover. (including guest books, journals or diaries, telephone books, address books, appointment books, and cook books)

Any questions regarding a product's eligibility or placement in the Souvenir Entry categories should be directed to John Innis, Ventura., (847)-917-0062, email john@venturaline.com



SWDA 2017 AWARDS CATEGORY DEFINITIONS

SOUVENIR ENTRIES

- I. **Mugs...** Any mug made of fired clay or other minerals, generally sold within the postcard and souvenir industry (excluding glass mugs – which should not be entered into this category). Design may be illustration or photographic in nature. Mugs must be ceramic in nature.
- J. **Ceramics...** Any product made of fired clay or other minerals, generally sold within the postcard and souvenir industry (i.e. bells, piggy banks, plates, salt & pepper sets, etc.) Design may be illustration or photographic in nature. Items must be ceramic in nature; polyresins composed of synthetic plastics are not considered ceramic in nature
- K. **Glassware...** Any glass product generally sold within the postcard and souvenir industry i.e., shot glasses etc. Design may be illustration or photographic in nature.
- L. **Key Chains...** Any key chain of acrylic, metal, molded or other material generally sold within the postcard and souvenir industry. Design may be illustration or photographic in nature.
- M. **Magnets...** Any molded, flat or 3 dimensional magnetized product generally sold within the postcard and souvenir industry. Design may be illustration or photographic in nature.
- N. **Soft Goods...** Any fabric product generally sold within the postcard and souvenir industry i.e. baby bib, hat, potholder, shirt, tote bag, towel or item that is plush in nature such as stuffed animals. Design may be illustration or photographic in nature. (Key Chains with stuffed animals or dolls must be entered in the key chain category – the same is true with magnets)
- O. **Spoons...** Any size or shape of spoon sold within the postcard and souvenir industry. Design may be illustration or photographic in nature in any material.
- P. **Edibles...** any souvenir item that is edible, such as mints, candies, gum, etc.
- Q. **Pens/Pencils...** Any souvenir item used as a writing utensil, including pens, pencils, markers, crayons, etc.
- R. **Miscellaneous Souvenirs...** Any Souvenir items that do not fit in any of the above categories and are NOT of a paper nature. Item must NOT fit into any of the post card categories. Item may, for example, be metal (but not fit in the spoon category), plastic or thermal cups, polyresin statues or dishes. Use your imagination, but please use your good judgment. (Note: books, memo pads and screen savers should not be entered in this category)

Any questions regarding a product's eligibility or placement in the Souvenir Entry categories should be directed to John Innis, Ventura (847)-917-0062, email john@venturaline.com