

The Australian
Book Designers
Association
presents

The
69th
**Australian
Book Design
Awards**

2021

Call for Entries

Open for submissions
**Friday 6 November to
Monday 21 December**

Enter at **abda.com.au**

ABDA
Australian Book Designers Association



The 69th Australian Book Design Awards are open for submissions from Friday 6 November to Monday 21 December 2020.

To enter, go to abda.com.au

The awards will be presented at an event in **May 2021**, when four Designers' Choice awards – which ABDA members vote for – will also be announced.

The Australian Book Design Awards showcase the best of the best in book design in this country and are open to any book designed and published for the first time in Australia between 1 January and 31 December 2020. Entry is open to Australian designers and overseas designers, provided the designs entered were commissioned by either an Australian publishing house or the Australian office of a multinational, for specific first use in the Australian local market. Books that have been previously published and reissued or reprinted are ineligible, unless they have been substantially redesigned.

Entries will initially be submitted online and viewed digitally by the judges. All shortlisted books will then be judged in hardcopy. Books may only be entered in one category. Nominees for the Emerging Designer of the Year award and The Hall of Fame award may also enter titles in other award categories.

Designs must be original, must be the work of the entrant and may not repurposed from another design – the use of photography or illustrations commissioned, art directed or selected by another designer is not eligible (e.g. from an overseas design).

The term 'illustrations' refers to pictorial matter and includes handmade, digital and photographic images.

For each entry, entrants may supply up to ten JPGs for fully illustrated titles, and up to seven JPGs for non-illustrated titles.

Images should be supplied at 250 DPI in RGB, 100% size in a medium JPG format. Images must be supplied using the awards' naming convention rules or they will not be accepted. Please refer to the Submission Guidelines on page 6 for this.

Once shortlisted, entrants will be required to supply one non-returnable hard copy of the work for judging, display and archiving.

The panel of expert judges will be announced in early 2021. Designer judges are eligible to enter the awards, however they are required to recuse themselves from judging their own work.

The ABDA Committee reserves the right to move entries to categories that are better suited to the title and, where no entry is deemed to have won, not to make an award in that category. All judging decisions are final.

Entry Fees

Early Bird Fees (Closes midnight 06.12.2020)

Members: \$39.50
Non-Members: \$69.50

*Independent Book
& Student Categories:*

Members: \$30
Non Members: \$45

Regular Entry Fees (07.12.2020–21.12.2020)

Members: \$59.50
Non-Members: \$89.50

*Independent Book
& Student Categories:*

Members: \$50
Non-Members: \$65

Categories

- Best Designed Commercial Fiction Cover
- Best Designed Literary Fiction Cover
- Best Designed Autobiography/Biography/Memoir/Non-Fiction Cover
- Best Designed Non-Fiction Book (including Scholarly and Reference)
- Best Designed Series (including Classics)
- Best Designed Fully Illustrated Book under \$50
- Best Designed Fully Illustrated Book over \$50
- Best Designed Cookbook
- Best Designed Educational Primary/Secondary Book
- Best Designed Educational Tertiary Book
- Best Designed Children's Illustrated Book
- Best Designed Children's Non-Fiction Illustrated Book
- Best Designed Children's Fiction Book
- Best Designed Children's/Young Adult Series
- Best Designed Young Adult Cover
- Best Designed Independent Book
- Best Student Design Award
- Emerging Designer of the Year
- Hall of Fame

ABDA Designers' Choice voted for on the night of the Awards:

- Book of the Year 2021
- Cover of the Year 2021
- Children's/Young Adult Book of the Year
- Children's/Young Adult Cover of the Year

100 Word Design Rationale

A short rationale written by the designer must accompany each entry. The rationale should explain the designer's concept and process. The rationale is not a publisher's blurb, but rather a statement written by the designer describing: how you responded to the publisher's brief, any budget constraints, any unique challenges you faced in the design process, and anything you feel the judges should know about the book to help them understand the concept behind the design. The design rationale is a crucial part of the judging process and helps the judges understand your design at a deeper level.

Best Designed Commercial Fiction Cover

A 'commercial fiction' title is aimed at mass and targeted markets and includes genre fiction such as crime, romance, adventure, thriller, fantasy, science fiction, horror, comedy, etc.

Best Designed Literary Fiction Cover

'Literary fiction' describes fictional works that hold literary merit of lasting value. A title is considered 'literary' when it is eligible for literary prizes, such as the Miles Franklin Award, Premiers' Literary Prizes and the Man Booker Prize.

Best Designed Autobiography/Biography/Memoir/Non-Fiction Cover

A non-fiction book about, or by, a specific person or group of people. Illustrations and/ or images must make up less than 10% of the total pages. (See 'Fully Illustrated' and 'Non-Fiction Book' for other categories of non-fiction.)

Best Designed Non-Fiction Book (including Scholarly and Reference)

Non-fiction books in genres like current affairs, health, science, sport and politics, as well as research titles, scholarly work, travel guides, dictionaries, atlases and diaries.

Best Designed Series (including Classics)

A series consists of at least two titles designed to be clearly related to each other, with at least one published in the competition year. The submitted works should be by the originating designer of the 'series design', i.e. not by another designer using a pre-designed template. Series designs may only be entered once.

Best Designed Fully Illustrated Book under \$50

A book with over 50% of its pages containing pictorial matter retailing at under RRP \$50.

Best Designed Fully Illustrated Book over \$50

A book with over 50% of its pages containing pictorial matter retailing at RRP \$50 or above.

Best Designed Cookbook

A book of recipes or writing on food that includes recipes, which may or may not include illustrations.

Best Designed Educational Primary/Secondary Book

An education textbook designed for primary or secondary students. To be considered a textbook the design must support content which follows course pedagogy and student-centred delivery.

Best Designed Educational Tertiary Book

An Education textbook designed for tertiary students. To be considered a textbook the design must support content which follows course pedagogy and student-centred delivery.

Best Designed Children's Illustrated Book

A book for children aged up to 11 with 50% or more of pictorial matter. Designs must be original, not repurposed or part of a series style.

Best Designed Children's Non-Fiction Illustrated Book

A non-fiction book for children aged up to 11 with 50% or more of pictorial matter. Designs must be original, not repurposed or part of a series style.

Best Designed Children's Fiction Book

A fiction book for children aged up to 11 which may or may not include illustrations.

Best Designed Children's/Young Adult Series

At least two titles aimed at readers up to age 18, designed as part of a related series, with at least one published in the competition year. The submitted works should be by the originating designer of the 'series design', i.e. not by another designer using a pre-designed template. Series designs may only be entered once.

Best Designed Young Adult Cover

A book in any genre aimed at ages 12–18.

Best Designed Independent Book

This category is for independent books with a print run of more than 25 copies and fewer than 1000. All books must be at least 24 pages long, carry an ISBN and be available for general sale.

Best Student Design Award

This category is for an entire book or book cover designed by a student studying an undergraduate design course at University, TAFE or a design college in Australia. Entries are restricted to books that are produced as if for commercial publishing (no process journals or posters, etc.). Entries are NOT required to have an ISBN and teaching staff MUST submit on behalf of student.

Emerging Designer of the Year

Each year ABDA acknowledges the work of someone has in the early stages of their career but with a bright future clearly ahead of them. To be considered for Emerging Designer of the Year the applicant must have no greater than five years' experience working as a book designer on 31 December 2020. They must submit four titles individually, filling in all relevant details – even if they have uploaded these titles in other categories. After applicants complete their nomination, they will be contacted and asked to provide a brief statement about their design philosophy. This award includes a \$500 cash prize to put towards design education and professional development, to support the winning designer in their career.

Hall of Fame

From time to time ABDA acknowledges the significant contribution of industry-leading individuals by induction into ABDA's Hall of Fame. The Hall of Fame award is presented to an experienced designer whose body of work and role in the book industry have made an important contribution to the standards of book design in Australia. Please contact info@abda.com.au if you would like to nominate someone for this award.

Publishers: if you are submitting a large number of entries (10 or more) please email info@abda.com.au to discuss express payment options.

Artwork Submission Guidelines **Do's** ✓

- **For Cover Only Categories:**
Front Cover, Back Cover and Full Flat Artwork is required.
- **For Book Categories:**
Front Cover, Back Cover, Full Flat Artwork and a minimum of 4 inside spreads are required.
- **Artwork MUST be submitted using the ABDA Awards Artwork Naming Convention below:**
 - BookTitle_Front_Cover.jpg
 - BookTitle_Back_Cover.jpg
 - BookTitle_Full_Flat_Artwork.jpg
 - BookTitle_Inside_Spread1.jpg
 - BookTitle_Inside_Spread2.jpg
 - BookTitle_Inside_Spread3.jpg
 - BookTitle_Inside_Spread4.jpg
 - BookTitle_Inside_Spread5.jpg
 - BookTitle_Inside_Spread6.jpg
 - BookTitle_Inside_Spread7.jpg



Flat front cover, full size 250 dpi (RGB) in a medium JPG format.



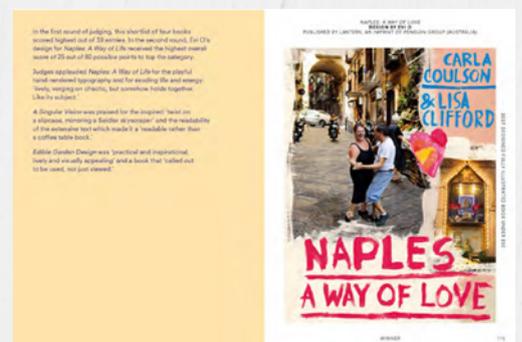
A photo of the physical book is encouraged to show physicality of book. (If it is an unusual format, place a pencil for comparison next to the book).



Flat full artwork (front, back and spine), full size 250 dpi (RGB) in a medium JPG format.



Flat page design as spreads, not single pages, full size 250 dpi (RGB) in a medium JPG format. No crop marks, no key line around.



Try to choose pages that represent a variety of page designs (e.g. chapter openers, text pages, picture pages, etc.).

Artwork Submission Guidelines **Don'ts** ✘



Do not submit incorrectly named artwork.



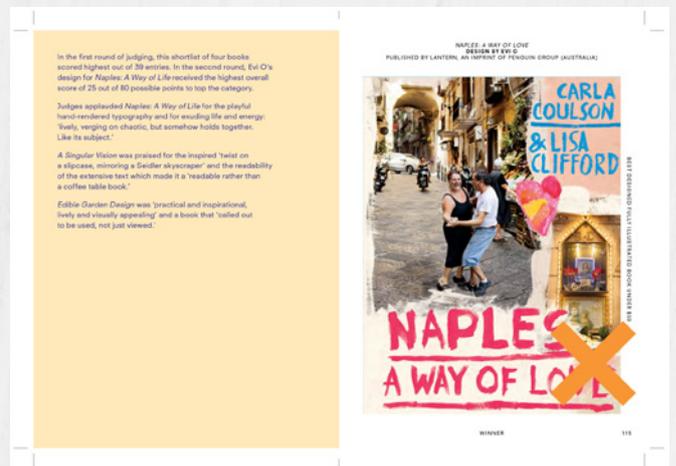
Do not submit only photos of real books.



Do not submit only photos of book spreads.



Do not submit page design as single pages.



Do not supply spreads with crop marks/extra bleed.

The

69th

**Australian
Book Design
Awards 2021**

Enter at
abda.com.au

Entries close

21 December 2020

Late entries will not be accepted

For questions or more
information, contact

Simon Clews

info@abda.com.au