

## OCPRA Awards Competition Categories and Descriptions

1000. Poster Design (General): Any poster, excluding fine art/culture or athletics
1001. Poster Design (Culture/Fine Arts): Poster that focus on fine arts, cultural activities, such as music, theater, fine arts, etc.
1002. Poster Design (Sports): Electronic or print publication focused on an organization's athletic program or athletes.
1003. Small Brochure: Flyer or booklet 8-pages or less
1004. Larger Brochure: Flyer or booklet more than 8-pages
1005. Direct Mail Piece: Letter, post card or brochure that has been mailed
1006. Special Publications: Annual reports, one-time special event publications
1007. Magazine: Electronic or print publication focused on an organization's activities
1008. Viewbook: Admissions Viewbook
1009. Holiday Greetings: Any holiday promotion (not limited to Christmas)
1010. Before & After: Any communication piece (e.g., website, publication, etc.) that has been redesigned/revamped. Must include both an example of the old and new versions and indicate which is old and which is new.
1011. Cover Design: Cover can come from any magazine, special publication or other materials.
1012. Logo Design: Logo or icon design
1013. T-shirt Design: Unique T-shirt used to promote an event or purpose
1014. Print Advertising: Advertisement that have appeared in a printed publication.
1015. Digital Advertising: Advertisement specifically designed for digital mediums (not limited to internet)
1016. Best Use of Social Media – Athletics: Entries can include a single post, tweet or graphic specifically designed for social media or any campaigns that are specifically designed for athletics social media platforms.
1017. Best Use of Social Media – Admissions: Entries can include a single post, tweet or graphic specifically designed for social media or any campaigns that are specifically designed for Admissions social media platforms.
1018. Best Use of Social Media - Events/Student Life: Entries can include a single post, tweet or graphic specifically designed for social media or any campaigns that are specifically designed for special event / student life events social media platforms.

1019. Social Media Campaign: Entries can include a series of post, tweet or graphic specifically designed for social media or any campaigns that are specifically designed for social media platforms.
1020. Web Design: Any redesigned or new website is eligible. Must submit URL.
1021. Mobile App & Mobile Site: Submissions must be specifically designed for mobile platform. Must submit URL.
1022. Video Featurette: Program or video (less than :60 seconds)
1023. Video Feature: Program or video featured (more than 60 seconds)
1024. Multimedia: Web feature, PowerPoint, Prezi or other exhibit concept
1025. Events/Promotion: Multifaceted marketing projects toward a single event or series. Submit variety of themed materials.
1026. Traditional Photo: Photos of any subject (excluding sports) that are not digitally enhanced
1027. Traditional Sports Photo: Sports photos that are not digitally enhanced
1028. Digitally Enhanced Photo: Photo of any subject that has been enhanced through any digital means
1029. News Writing: Press release or text developed specifically for media
1030. Full Length Feature: Stories that are more than 1,000 words in length that may focus on news or event (excluding human interest stories).
1031. Full Length Feature - Human Interest: Stories that are more than 1,000 words in length which profile a person, or people, or a pet in an emotional way.
1032. Featurette: Stories that are less than 1,000 words in length.
1033. Blogs/Editorial/Column: This category focuses on first-person narratives that express opinion and/or personal insight. (Blogs/columns of any length are eligible as well as those ghost written for presidents or other organizational officials.)
1034. Sports Writing: Stories that are focused on athletics.
1035. Newsletter: Can be printed or electronic
1036. Best Headline: Submit complete article and state why it's the best headline.
1037. Bright Idea: Special communications, event materials or promotional ideas that were extraordinary or highly successful
1038. Shoe String: Something impressive you created on a small budget. Cost must be included.
1039. Campaign: Campaigns for admissions, fundraising, or other marketing objectives. Must demonstrate connectivity between elements/materials and results of campaign.

1040. Square Peg: A general, wildcard design category which includes any items that do not fit into any other category.

1041. Promotional Item: Unique promotional item used to promote an event or purpose