

ADC 90th Annual Awards: Interactive Category expanded

NEW YORK, US: The Art Directors Club has expanded the Interactive category for the ADC 90th Annual Awards programs. New sub-categories have been established in Mobile, Social Networks, Online Content and Games to recognise the latest digital technologies and media approaches.



The additions reflect a range of new digital tools, technologies and media that are starting to drive the latest interactive marketing campaigns and now warrant their own entry areas. The changes include:

- An expanded section for Mobile entries addressing geo-location based tools and data visualization (such as infographics), as well as i-reader applications for iPad, Kindle, Nook and other similar devices, camera- or video-based tools, user interface UX (experience) and API (application programming interface).
- An interactive Games section that now provides separate entry for alternate reality experience, branded in-game experience and handheld games.
- A separate Social Networks section covering platforms, applications and innovation.
- New Online Content subcategories now accommodating geo-location based tools, augmented reality and data visualization.

Interactive jury chair for the ADC 90th Annual Awards is Will McGinness, partner, creative director, Venables Bell & Partners, San Francisco.

Entries are open; to enter or get more information, go to www.adcawards.org. Deadline for Interactive entries is 28 January 2011.

For more, visit: <https://www.bizcommunity.com>