



## Press Contacts

Celest Lim  
Adobe Systems Incorporated  
+65 6511 9959  
[celim@adobe.com](mailto:celim@adobe.com)

Lara D'Souza / Emelyne Sng  
Text100 for Adobe  
[Adobe.sg@text100.com.sg](mailto:Adobe.sg@text100.com.sg)  
+65 6603 9000

## 2016 Adobe Design Achievement Awards Call for Entries

**Singapore, May 12, 2016** - Adobe has announced the call for entries for the annual Adobe Design Achievement Awards (ADAA). The final submission deadline is June 19, 2016.

Adobe Design Achievement Awards is a global digital media competition that honors the most promising student graphic designers, photographers, illustrators, animators, motion graphic designers and web, app, game designers from around the world. This year, the competition has 14 categories that are divided into the following 3 segments depending on the purpose of the work: Fine Art, Commercial and Social Impact.

"The Adobe Design Achievement Awards has been pushing the boundaries for budding student creatives around the world for over 16 years, and helping them kick start their careers in the creative industry. Many Asia Pacific students who have brought forth their work have emerged as finalists and winners, giving them global exposure in an increasingly competitive arena," said Stephen Hamill, Managing Director of Adobe South East Asia. "With 14 categories this year, we once again look forward to seeing inspiring and creative work from students of all disciplines."

Both individuals and groups may submit projects created using Adobe tools. Entries will be reviewed by a panel of judges who will select a Category Winner (individual/group) for each of the 14 categories. One Asia-Pacific (APAC) Regional Winner (individual/group) will also be selected, regardless of category or design discipline.

All competition winners will receive a 12-month Adobe Creative Cloud membership subscription as well as a chance to participate in ADAA community events, workshops, and boot camps. Each individual winner and the designated leader of each group winner will receive an invitation to attend '2016 Adobe MAX,' the global creative conference which is to be held in San Diego, United States, in November. Each individual winner and the designated leader of each group winner will also be provided a year-long mentorship from an industry leader for a chance to enhance one's creative ability and portfolio.

For more information about the ADAA, visit [www.adobeawards.com](http://www.adobeawards.com).

## About Adobe Systems Incorporated

Adobe is changing the world through digital experiences. For more information, visit <http://www.adobe.com/sea/>. Information and news on Adobe Systems South East Asia can also be found on official Facebook page (<http://www.facebook.com/AdobeSEA>).

###

© 2016 Adobe Systems Incorporated. All rights reserved. Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.