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2016 Adobe Design Achievement Awards Call for Entries

Sydney, Australia - May 11, 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 honours the most promising student graphic designers, photographers, illustrators and animators, as well as, motion graphic, web, app and 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.

"For the past 16 years, Adobe Design Achievement Awards has been helping talented students all over the world launch their careers in the creative industry. With the opportunity to receive global exposure, we encourage Australian students to share their creative works," said Chris Skelton, Managing Director of Adobe Australia and New Zealand. "We are looking forward to seeing more future creative professionals from Australia showcase their talents again this year at ADAA."

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

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