



 **SNDS 2011**



A WINNER? Jury members in last year's competition are looking closely at an entry in one of the print categories. Photo: Lars Aarø.

Are you a winner – in print or online?



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■ This year SNDS raises the level for the annual design competition and sets new standards for Scandinavian news design. SNDS will honour the best print and online media in Scandinavia. But for this we need you to join the competition and to find your best designs to enter. So get to work now!

Scandinavian design is among the best in the world. This goes for web design and newspaper design as well. For decades Scandinavian media have led the way to great ways of presenting news, to new ways of defining journalism, and especially to using the potential in the presentation of stories. The visual presentation is essential if we want people to use our media products. In Scandinavia we have the skills to bring new life to the written word using powerful presentation.

Year after year in both the Scandinavian and the international SND competitions, Scandinavian media have

been awarded as the best designed in the whole world.

The new award: best designed

This year, the committee behind the SNDS competition – the Best of Scandinavian News Design – have decided to focus even more on these skills and qualities. That is why every participant in the competition will also participate to win the new prestigious award: **Scandinavia's Best Designed**. If you want a chance to win the only thing you have to do is enter the competition. Enter in any regular category and you will automatically be judged – for free – for the Scandinavia's Best Designed Award.

You will need to send in an example of your media. If you're a print media, you must send in three whole newspapers published in 2011. If you're an online media, send link to the publication or site you think was the best in 2011. Get going – join the competition!

More categories for online

Other changes have been made to make it even more attractive to participate.

We have changed the rules for print media so that these will be judged in two categories, depending on circulation numbers – below or over 25,000. This will give the jury a better basis for evaluating the entries, and will give smaller newspapers a better chance to win awards.

For online media the number of categories has increased, so it is now possible to submit even more different entries.

Time to go to work

So now it is time to find your best designs published in 2011 and enter them in this year's competition. The winners will be announced in Copenhagen in September. The competition committee and the jury are waiting in eager expectation to see all your entries – and we are ready to start working.

Competition rules and participant forms for the online competition are live on www.snds.org/best-online and in this booklet you will find all you need to enter in the print categories.

The deadline is **28 January 2012**. ■

Competition rules

The competition is open to Scandinavian media which are published from one to seven days a week and which are members of either one of the four publishers' associations or SNDS. The media must have been published during the period 1 January 2011 to 31 December 2011.

The competition also covers the media's online publications. A special jury will review/evaluate the online publications.

Only whole pages can be submitted, and whole pages will be evaluated, also in the Visual communication category.

Photo copies and/or PDF files of pages will not be accepted in the competition.

There is no limit to the number of entries that can be submitted. The media are free to submit as many entries as they wish.

Individual persons cannot submit material for evaluation in the competition.

Deadline – PRINT

Newspapers/pages that are to participate in the competition in the print categories must be submitted in letters/parcels which must reach the jury **no later than 28 January 2011.**

Deadline – ONLINE

Entries can be submitted directly at www.snds.org/best **no later than 28 January 2011.**

Any passwords that apply to the period 26 January - 28 February 2012 must be given.

Please send the material to

SNDS
c/o Morgenavisen Jyllands-Posten
Grøndalsvej 3, DK-8260 Viby J.
Denmark

Letters/parcels must be clearly marked Best of Scandinavian News Design.

Evaluation

The submitted material will be evaluated by a jury consisting of four members who have been appointed by the publishers' associations in Norway, Sweden, Finland and Denmark and

four members – one from each country – appointed by SNDS.

The online publications will be evaluated by a special jury whose members have specialised knowledge of online publications. This jury consists of one member appointed by Mediebedrifternes Landsforening, Norway, and one member appointed by Tidningarnas Förbund, Finland. A Swedish and Danish member will be appointed by SNDS.

The winners

The jury will award gold, silver and bronze diplomas as well as an "Excellence" diploma. The jury can also award a "Best of Show", which is a special reward. In addition, the jury may award an "AHA award" for a very well-made design detail.

As soon as the jury has completed the evaluation process, winning media will be informed that they have been granted an award, but not which one.

The award presentation will take place as part of the SNDS conference which will be held in September 2012 in Copenhagen.

Categories

1 SCANDINAVIA'S BEST DESIGNED NEWSPAPER

Submit three copies of the newspaper/section that is to be evaluated. Evaluation is free for one subject per media house when participating in one or more of the other categories.

Entire newspaper

(All newspaper and magazine formats)

1Aa 25,000 and below

1Ab 25,001 and above

2 REDESIGN

Submit one copy of the newspaper/section/magazine from each of the last three publication dates before the redesign and three copies from the period after. Please enclose a short description of the redesign.

Entire newspaper

(All newspaper and magazine formats)

2Aa 25,000 and below

2Ab 25,001 and above

Section

(e.g. feature section, business section or sports section)

Broadsheet

2Ba 25,000 and below

2Bb 25,001 and above

3 FRONT PAGES/FIRST PAGES

Submit front pages (not section front pages)

All newspaper and magazine formats

3Aa 25,000 and below

3Ab 25,001 and above

4 NEWS PAGES

Submit inside international and national news pages as well as pages with news reports or news features.

Prepared news pages

(Pages that were planned and laid out before the publication date, e.g. pages about the opening of parliament, the budget and election).

Other news pages

(so-called telegram pages which have been made during the last 24 hours before publication, preferably pages that include ads)

Single pages:

4Aa 25,000 and below

4Ab 25,001 and above

Consecutive pages:

4Ba 25,000 and below

4Bb 25,001 and above

5 LOCAL PAGES

Submit inside local news pages, which contain information about time and place, police news, municipal news and which may contain ads.

5Aa 25,000 and below

5Ab 25,001 and above

6 THEME: TERROR IN NORWAY, 22 JULY 2011

In this category, only pages from the 22 July – 31 July period will be evaluated

Single pages:

6Aa 25,000 and below

6Ab 25,001 and above

Consecutive pages:

6Ba 25,000 and below

6Bb 25,001 and above

7 FEATURE PAGES

Submit feature pages in which the articles continue over one or more pages. The entire page/pages must be submitted.

Single pages:

All newspaper and magazine formats

7Aa 25,000 and below

7Ab 25,001 and above

Consecutive pages:

7Ba 25,000 and below

7Bb 25,001 and above

8 SUPPLEMENT FRONT PAGES/ SECTION FRONT PAGES

(However, not magazine front pages).

Submit first pages from daily, weekly or periodical supplements/sections.

All newspaper and magazine formats

8Aa 25,000 and below

8Ab 25,001 and above

9 VISUAL COMMUNICATION

In this category, the following may participate:

- pages with photo reports (the pictures must take up at least 66 per cent of the format);
- black-and-white or four-colour news graphics or visualisations;
- illustrations or
- a combination of photos, graphics and illustrations.

It must be emphasised that it is not only the pictures, graphics or illustrations that will be evaluated. It is the page in its entirety that is being evaluated, and emphasis is given to the fact that the illustrative elements work well with the headlines and text.

Single pages:

All newspaper and magazine formats

9Aa 25,000 and below

9Ab 25,001 and above

Several consecutive pages:

9Ba 25,000 and below

9Bb 25,001 and above

10 MAGAZINES

For this class, magazine front pages, articles and series of articles may be submitted.

Front pages

10Aa 25,000 and below

10Ab 25,001 and above

Articles or series of articles

10Ba 25,000 and below

10Bb 25,001 and above

0 ONLINE DESIGN

Submit your information and password in order to let the four judges evaluate the entries during the 28 January – 28 February period. The judges are experts in online media. They have been appointed by Mediebedrifternes Landsforening, Norway; Tidningarnas Förbund, Finland, and SNDS.

Criteria

The web sites are judged according to how well these four criteria are being used in the specific categories:

- Visual design
- Interactivity
- Usability and structure
- Journalism/editing.

Categories:

01 Front page

02 Section page

03 Article page

04 Special feature/News coverage

05 Web application

06 Mobile site

07 Mobile application

08 Overall site design

09 Overall cross-platform design

Entry fees

PRINT CATEGORIES

Category 1 Design

Evaluation is free for one subject per media house when participating in one or more of the other categories.

Category 2 Redesign

Aa Print runs of 25,000 and below DKK 2,000

Ab 25,001 and above DKK 3,000

Categories 3-10 Front pages, News pages, Local pages, Theme pages, Feature pages, Section front pages, Visual communication, Magazines

Single pages and front pages

Aa Print runs of 25,000 and below DKK 300

Ab 25,001 and above DKK 500

Categories 4, 6, 7, 9, 10 and 11 News pages, Local pages, Theme pages, Feature pages, Visual communication, Magazines, Open class

Articles covering several pages

Ba Print runs of 25,000 and below DKK 400

Bb 25,001 and above DKK 600

ONLINE CATEGORIES

Category 01 Front page DKK 600

Category 02 Section page DKK 600

Category 03 Article page DKK 600

Category 04 Special feature/News coverage DKK 800

Category 05 Web application DKK 600

Category 06 Mobile site DKK 1,500

Category 07 Mobile application DKK 600

Category 08 Overall site design DKK 2,500

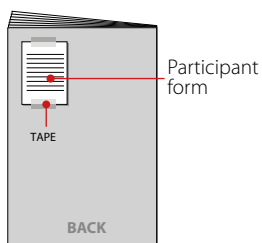
Category 09 Overall cross-platform design DKK 3,500

A fee will be paid per unit, which is submitted for evaluation.

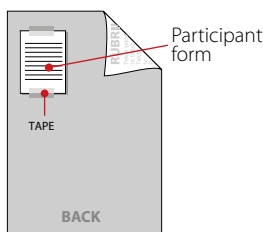
Application forms can be found on page XX and can also be retrieved from www.snds.org/best

Participant form – PRINT

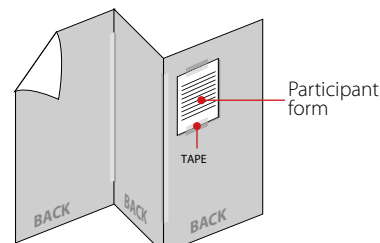
On the back of all submitted entries, the upper left corner must be fitted with a type-written participant form. A form must also be completed for online newspapers. The form can be found on page 7. Copy the form and attach it with sticky tape as shown below on the submitted newspaper/pages.



1. Entire newspapers
Only category 1. Attach the participant form on the back of each newspaper/section.

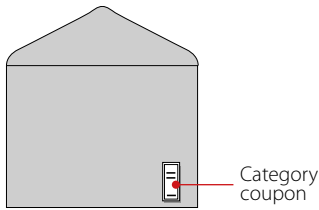


2. Single pages and consecutive pages
Attach the participant form on the back in the upper left corner.



3. Several consecutive pages
Attach the participant form in the upper left corner of the last page. Place the pages in the publication order and attach them with sticky tape on the back. After that, fold the pages like an accordion.

Packing

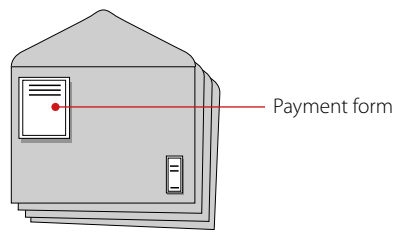


Category coupon

A. Every category **must** be packed in individual envelopes. Please do not fold the pages (considering the display of winner pages). Furnish the envelope with the category coupon in the lower right corner.

Sort the envelopes in numerical order before packing and shipping.

The Internet category must also have an envelope with a completed category coupon.



Payment form

B. Attach a payment form in the upper left corner on the front category envelope.

On the form, put an X to indicate whether payment will be made by transferring the amount to:

Danske Bank
Rådhuspladsen 3
DK-8000 Århus C
Registration number: 4620
Account: 4813 068125
SWIFT code: DABADKKK
IBAN: DK10 3000 4813068125

... or by cheque which must then be attached. A cheque must be drawn on a Danish bank and issued to:

SNDS Design 2011
Grøndalsvej 3
DK-8260 Viby J.

C. If more than one parcel is sent, please state it on the front page.

Write "Parcel x of x parcels".

Category coupons

These coupons are to be placed in the lower right corner on the envelopes that contain the individual categories. Remember to state the number of pages (consecutive pages count as one page only).



1

Aa
Ab

Total ____

2

Aa
Ab

Ba
Bb

Total ____

3

Aa
Ab

Total ____

4

Aa
Ab

Ba
Bb

Total ____

5

Aa
Ab

Total ____

6

Aa
Ab

Ba
Bb

Total ____

7

Aa
Ab

Ba
Bb

Total ____

8

Aa
Ab

Total ____

9

Aa
Ab

Ba
Bb

Total ____

10

Aa
Ab

Ba
Bb

Total ____

Payment form PRINT

The form must be attached with sticky tape in the upper left corner of the top envelope. State whether payment will be made by bank transfer or by cheque. In case of payment by cheque, also place this with the payment form.

Name of newspaper/media:
Address:
Postcode: Town/City: Country:.....
Responsible submitter:
E-mail:
Telephone: Fax:
Web site:
Print run weekdays: Print run Sundays:

Participant fee:

Category 1 ____ pc. design free of charge (max. 1)
Category 2 ____ pc. redesign @ DKK 2,000 or 3,000..... DKK ____
Category 3 ____ pc. front pages @ DKK 300 or 500..... DKK ____
Category 4A ____ pc. news pages (single) @ DKK 300 or 500..... DKK ____
Category 4B ____ pc. news pages (consecutive) @ DKK 400 or 600..... DKK ____
Category 5 ____ pc. local pages @ DKK 300 or 500..... DKK ____
Category 6A ____ pc. THEME Terror in Norway July 2011 (single pages) @ DKK 300 or 500..... DKK ____
Category 6B ____ pc. THEME Terror in Norway July 2011 (consecutive pages) @ DKK 400 or 600 .. DKK ____
Category 7A ____ pc. feature pages (single) @ DKK 300 or 500..... DKK ____
Category 7B ____ pc. feature pages (consecutive) @ DKK 400 or 600..... DKK ____
Category 8 ____ pc. section front pages @ DKK 300 or 500..... DKK ____
Category 9A ____ pc. visual communication (single) @ DKK 300 or 500..... DKK ____
Category 9B ____ pc. visual communication (consecutive) @ DKK 400 or 600..... DKK ____
Category 10A ____ pc. magazine front pages @ DKK 300 or 500..... DKK ____
Category 10B ____ pc. magazine single pages @ DKK 400 or 600..... DKK ____
TOTAL DKK ____

IMPORTANT

Payment form (must be completed):

Bank transfer Cheque enclosed: Issued to SNDS 2011 in Danish kroner

Participant form PRINT

Copy and fill in the form. The form must be attached to the back of each subject that is submitted to the competition. The text must be type-written or written in block letters. It is important

that all fields are completed correctly. It is also important to state the correct names and titles of the people who have made the page/pages. It is not possible to change the diplomas.

SNDS reserves the right to use the pages in publications and in various electronic publications.

Submitted material will not be returned.



Best of Scandinavian News Design 2011

Category (number/letter/category title):

Name of newspaper/media:

Main article headline:

Name and title of the people who have made the page (must be completed):

Use only one payment form for all PRINT entries.

Participant and payment forms ONLINE

Entries in the online competition must be submitted at snds.org/best-online.

Here you will find information about the online categories and fill out the participant and payment forms.

The online competition is open for entries at:

www.snds.org/best-online