



3x3 Call for Entries 22 **Deadline: March 28, 2025**



We're pleased to be entering our 22nd year of celebrating the very best of illustration from around the globe. Last year our judges viewed over 6,700 images from forty-nine countries and one hundred twenty-eight schools before selecting our 2024 winners.

Forty-nine percent of our merit and medalists were from outside the United States, helping once again to establish us as a truly international show.

What else makes our show unique? Categories. We have more categories than any other show. Why you ask? We feel illustrators benefit from having their work judged in specific categories as opposed to general ones. That way apples are being judged with apples, giving illustrators a better chance of winning.

3x3 is considered one of the top three international shows for illustration. Our judges are some of the top art directors and illustrators working today. So, please read on about how to enter and have your work seen.

Eligibility

Open to *all* illustrators, art directors, graphic designers, educators, students, recent graduates, editors, publishers in *all* countries for commissioned, non-commissioned and personal work produced or published between March 2024 and our show deadline, March 28, 2025.

One thing of note, with all the discussions happening around AI-generated artwork please know that we only accept illustrations where the illustrator or their representative or publication hold the copyright. We do not accept AI-generated images.

Show Judges

We're pleased to have a distinguished group of art directors and illustrators judging this year's show

David Bamundo, Art Director, *The Wall Street Journal*

Debra Bishop, Art Director, *The New York Times*

Elizabeth Haidle, Art and Editorial Director, *Illustoria Magazine*

Holger Windfuhr, Art Director, *Frankfurter Allgemeine Zeitung*, Germany

Liz Frances, Founder and Publisher, Street Noise Books

Serge Latil, Art Director, formerly at *L'Express*, France

Federica Bordoni, Illustrator, Italy

Federico Gastaldi, Illustrator, Italy

and more to come...

Deadline

Our show is open, to avoid late fees enter your work by **March 28, 2025, Midnight EST**

Late deadline April 4, 2025—entry fees increase by \$10

Enter at www.3x3mag.com/shows

Professional Show

Po1 Advertising	Po8 Editorial
Po2 Animation/Motion	Po8a) Conceptual
Po3 Books	Po8b) Food & Beverage
Po3a) General Audience, <i>Published</i>	Po8c) Lifestyle
Po3b) General Audience, <i>Unpublished</i>	Po8d) Portraits
Po3c) Picture Books, <i>Published</i>	Po8e) Sports
Po3d) Picture Books, <i>Unpublished</i>	Po8f) Other
Po3e) Young Adult, <i>Published</i>	Po9 Ephemera
Po3f) Young Adult, <i>Unpublished</i>	P10 Gallery
Po4 Children’s Illustration	P11 Murals
Po4a) Published	P12 Packaging
Po4b) Unpublished	P13 Posters
Po5 Comics, Sequential, Zines	P14 Sci-Fi
Po5a) Published	P15 Self-Promotion
Po5b) Unpublished	P15a) Published
Po6 Corporate Communication	P15b) Unpublished
Po7 Covers	P16 Surface Design
Po7a) Magazines	P16a) Published
Po7b) Books	P16b) Unpublished
Po7c) Picture Books	P17 Three-Dimensional
Po7d) Newspapers	P18 Unpublished

Student Show

P19 Animation	P23 Illustration
P20 Books	P24 Sci-Fi
P21 Comics, Sequential, Zines	
P22 Picture Books	

How to Enter

Images for judging purposes must be 1024-pixels on the longest side, 72 dpi, RGB, jpg. Animation entries may be entered as a URL or uploaded as a mp4, gif or Quicktime file. We will request hi-res files from all winners for reproduction.

For books or comics, enter the *front cover* and *three to four* representative spreads digitally. You may chose to enter all books with or without text, however we do request the cover include the title as published.

Your entry may be a Single entry or a Series (2–5 images). There is no limit on how many entries you may enter. **Note:** You may enter two to five images from the same project, and add additional images (up to ten images) for an additional fee.

Keep in mind a Series is judged as a whole. You may want to consider entering one or more images as Single entries as well.

Fees

Professional Show

A Single entry is \$35. A Series of two to five images with a similar theme is \$70 (\$5 per each additional image, up to ten images). Animation entries, Single \$65, Series \$85.

Our Publication Fee for a winning entry is \$85 (Single or Series) which includes publication in our print and digital Annual plus online gallery. By entering our show you agree to have your winning entries displayed in our Annual.

Honorable Mention fee, \$50, includes online gallery and free listing in the Annual.

Student Show

A Single entry is \$17, a Series of two to five images with a similar theme is \$40 (\$5 per each additional image, up to ten images).

Student Winners do *not* pay a Publication Fee.

Awards

Best of Show winners receive \$1,500 cash prize, Gold medal winners receive TK.

Best of Show, Gold and Silver medalists receive our celebrated 3×3×3-inch cube. All other medalist, merit and distinguished merit winners can choose to receive a distinctive embossed certificate.

All medalists are showcased in the Annual with a 2-page spread.

Honorable Mention winners receive a printable PDF certificate. All awards will be promoted on our website and social media.

Gary Powell Student Award

All student winners become finalists for our special student award. The winner receives a \$1,000 cash award, a special 3x3x3-inch cube, and a two-page feature in the Annual.

Gary Powell (1962–2017) was a leading illustrator and educator in the United Kingdom for over 25 years. We are pleased to honor his memory.

The Annual

All medal and merit winners will be featured in our full-color, 400+ page printed and digital edition Annual and online gallery. Our Honorable Mentions may choose to be

displayed online and will be listed in the Annual.

All winners will receive a free digital edition of the Annual and a 33% discount on purchasing the print edition. The Annual is distributed each December.

A free digital edition link will be sent to leading art directors and art buyers giving further exposure to all winners. Art directors also receive a discount on purchase of the Annual.

We look forward to sharing your work with this year's distinguished panel of judges.



**Further details are available at
3x3mag.com/shows**

Category Information

If you have a question about which category to enter please contact coordinator@3x3mag.com.

Advertising

Work created to sell a product or service commissioned by an advertising agency or direct client. Examples include consumer or trade ads in magazines, newspapers, special supplements, outdoor billboards or point-of-purchase. Also included are online advertising, websites and banner ads. Posters for theaters, movies or music events should be entered in the Posters category.

Books

For books, picture books, comics or graphic novels enter the front cover with title and three to four representative spreads digitally. You may chose to enter all books with or without text, however the cover must include the title as published. Published and unpublished books are accepted.

Corporate Communication/Institutional

Work generated by commissions from an institution, corporate entity or government department. Examples include invitations, announcements, websites, blogs, annual reports, calendars, corporate newsletters and in-house publications. Wall graphics and murals should be entered under the Murals category.

Editorial

Work commissioned by newspapers or magazines, including online magazines. Animated gifs should be entered in the Animation/Motion category.

Ephemera

Work created for invitations, announcements, wedding invitations, calendars, greeting cards, shopping bags or stamps.

Gallery

Art specifically created for sale in exhibits, gallery shows or online.

Packaging

Work that includes three-dimensional projects for consumer products, alcoholic and non-alcoholic beverages, food, retail, audio/video and software.

Posters

Work created for promotion of a product or service including self-promotion, theater, music events or pro-bono promotions.

Self-Promotion

Work specifically used to promote your illustration including promotional mailings, emails, websites, directory ads, greeting cards and calendars.

Surface Design

Work created for merchandise such as pillows, tapestries, clothing as well as for wrapping paper or wallpaper.

Unpublished

Work that is self-generated including personal or experimental work that has not been published or exhibited. Exhibited work should be entered in the Gallery category.