



New Blood Awards 2018

Essential Info and FAQs 1/2 pages

Key dates

Open for entry

January 2018

Entry deadline

20 March 2018, 5pm GMT

Judging

May 2018

Winners announced

(without Pencil levels)

May 2018

Academy application period

(Pencil winners only)

May 2018

Academy places offered

June 2018

Ceremony

(and announcement of
Pencil levels)

July 2018

Academy

July 2018

What you need to know

First things first: these are the essentials. Who the New Blood Awards are for, what they are, and how to get involved.

Who can enter?

All of the briefs are open to:

Students of any age.

To enter as a student, you must be enrolled on a recognised full or part time Higher Education level course, anywhere in the world, on 1 January 2018.

Anyone aged between 18 and 24 on 1 January 2018, and not currently employed in a paid creative role.*

Recent Graduates of any age.

To enter as a recent graduate, you need to have graduated from a recognised course in 2016 or later, and not currently employed in a paid creative role.*

It doesn't matter where in the world you are – if you fit one of the descriptions above, you can enter.

Please note that whatever your educational status, if you enter the Bacardi brief you **must** be 18 or older at the time of entry.

** If you're **not** entering as a student, you **must not** be employed in a paid creative role⁺ for a contract length of 6 months or longer as of 1 January 2018. This includes paid placements.*

⁺ A position where you are employed as any type of creative such as: copywriter, art director, graphic designer etc. You can still enter if you work for a creative company in a non-creative role, but you will need to declare your job title when you enter.

Why has the entry criteria changed?

The D&AD New Blood Awards are for identifying, showcasing and nurturing emerging creative talent – helping people get their foot in the door. We recently updated the entry criteria to reflect this.

What can I enter?

The New Blood Awards aren't for work you've done already (with the exception of New Blood Side Hustle with Adobe) – all entries have to be a response to your selected briefs.

You can respond to as many briefs as you like. You can also submit more than one response per brief – you'll just need to create and pay for a separate entry for each response. So you're free to enter as many times as you have ideas.

The brief and brief pack will tell you everything you need to know about what to submit.

How much does it cost?

The cost per entry is £20. For D&AD Full Members and Education Network Members, it's only £15. **The price is per entry, not per person.**

How do I enter?

Download any and all briefs you like the look of. Each one comes with its own brief pack, full of useful things like background information, inspiration and brand logos to help you on your way.

Then it's up to you to create your response. The brief and brief pack will tell you how to format and present your work ready to submit.

We'll open for entry in early 2018. Once we do, you can upload and pay for your work online – the entry site will walk you through the process.

Teams & Tutors

Can we enter as a team?

Yes. You can enter as an individual, or up to five people can work together and enter as a team. Everyone on the team must be eligible to enter, and everyone on the team needs to register at dandad.org beforehand.

Can I team up with friends from other universities? Or who already graduated?

Yes. You can enter with anyone who's eligible, even if they don't study at the same uni or college as you. Students and non-students can work together too.

My background / university subject isn't creative. Can I still enter?

Yes. As long as you meet our eligibility criteria you can enter – whatever your background or subject.

Do I need a tutor to enter?

If you're a student, you should credit any tutors who helped you on your way. For you to do this, your tutors need to register at dandad.org before you enter. You'll then be able to add them to the entry credits when you enter online. If you're not a student, you don't need to have a tutor.

My college wasn't in the list when I registered – can I still enter?

Yes. [Email](mailto:info@dandad.org) us as soon as possible with all the details and we'll get you sorted.



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The White Pencil

What is the White Pencil?

It's awarded to work that uses commercial creativity to do good. Find out what won in 2017 [here](#).

Where's the New Blood White Pencil brief?

There's no one White Pencil brief. Although some of the briefs specifically ask for responses that make the world better, you could choose to answer any brief in a way that does good. That's because we can and should consider social and positive change in everything we do. Maybe your packaging design revolutionises sustainability, or your ad campaign, while it spreads the word about the brand, also engages consumers with a social issue?

How do I win a New Blood White Pencil?

Whichever brief you're answering, if your entry uses creativity to do good, you can also put it forward for the New Blood White Pencil. When you enter online, you can opt in. There's no extra charge, all you'll need to do is give us a short explanation of why you think your work is White Pencil material: how it goes beyond the brief and uses it as a platform for positive impact. Then if your entry gets awarded within its brief, it'll go for consideration by our New Blood White Pencil jury at a later date.

You can only submit work that's a response to one of this year's briefs. You must enter and pay for the entry normally to be able to opt in for the New Blood White Pencil.

New Blood Side Hustle with Adobe

What is the New Blood Side Hustle?

The New Blood Side Hustle with Adobe is a brand new category this year. Unlike our usual briefs, this is for work that you've already made. It's all about entrepreneurship, and a real, tangible project you've created.

How is New Blood Side Hustle different to normal briefs?

You can (and should) enter work you've already made. However, if the New Blood Side Hustle inspires you to come up with something new, that's great! However, unlike normal briefs, this can't just be a concept. You need to make your idea a reality.

What could I win?

New Blood Side Hustle Yellow Pencil winners will bag a share of a £1,500 prize fund and £2,000+ worth of D&AD training courses relevant to their field*, a D&AD judge to serve as their mentor, plus their work promoted on our website and in our 2018 D&AD Annual. And of course, great exposure for your project.

Graphite and Wood Pencil winners will get their work promoted on our website and in our 2018 D&AD Annual.

* International entrants will have the opportunity to speak with D&AD trainers over video call.

After you've entered

Who will judge my work?

Your ideas will be seen by representatives of the brands, along with a panel of top creatives from around the world. We'll announce the juries nearer the time.

What could I win?

Let us tell you [here](#).

Anything else?

If you have any questions that aren't covered, email us at newblood@dandad.org

Or get in touch on Twitter: [@DandADNewBlood](https://twitter.com/DandADNewBlood)