D&AD New Blood Awards

PREPARING YOUR ENTRIES 1/2

There's a lot here, we know. But it's essential to get your entry right – so read on.

To find out what to submit…

1. **Check your chosen brief.** The 'What and how to submit' section will tell you the formats you can submit your response in. It'll be a combination of the following: video, JPEG, interactive and PDF.
2. Find the full specifications for each format (file type, file size, etc) in the following pages. Make sure you meet these specs when preparing your work, or it may not be accepted / may not display properly at judging.

Title & Description
You'll need to give a title and description when you enter online.

- **Title:** The name of your concept, not simply the name of the brief (e.g. "Money made simple" not "Wise entry").
- **Description:** A short summary of your idea (max. 100 words). Don't include or recap the brief in this description, but do make sure to mention the brief sponsor. We will use this to help promote your work if it wins and it will be available to the judges as supporting material. Your brief may ask you to include specific info in this description.

Main vs optional submission material
Most briefs have options for the main deliverable(s) and optional supporting material.

- **The main deliverable** is what you must submit for that brief and what the judges will base initial decisions on. They'll view this first, then look at any optional material only if they want to – if your main piece has impressed them enough that they want to see more. Your main piece(s) must clearly and effectively present your idea and execution; anything the judges will need so they can understand your response, and anything specified under 'The important stuff' on the brief.
- **The optional pieces** are your chance to show additional executions (e.g. ads, product mock-ups, app prototypes), or give further insights into your research and development. You should name every asset (each file you upload or URL you input) clearly, indicating whether that asset is one of your main deliverables, or an optional supporting piece (e.g. "Main Deliverable 1 of 4", "Supporting Image 3", etc).

What else do you need to know?
You can enter online from early 2027. Please note, D&AD hosts a number of awards, so make sure you're on an entry site that says 'New Blood Awards' at the top of the page before starting to create your entry. You'll be able to access the entry site by heading to dandad.org/newbloodawards and selecting 'enter now' when the entry site is live. The entry site will walk you through the process, but before you start, make sure all your team members and tutors have registered and can login at dandad.org. Keep it anonymous. This is for your benefit – we want the judges to look purely at your work and keep the process free of unconscious bias. So don't include your name, or the names of your teammates, tutors or college anywhere in your entered work, or in file names. If these are included, we may ask you to resubmit without them, or remove them ourselves. There may be some exceptions, e.g. if your identity is somehow part of your concept – check with us if you're not sure.

All work must be submitted in English unless specified by the brief. Any explanations must also be in English.

You must upload all your files on the entry site. We will not accept files uploaded on other sites e.g. submitting a video via Youtube or Vimeo. You have to upload it directly. The one exception is for interactive executions – see the following pages for more info.

All entries **MUST be in response to a New Blood Awards 2027 brief.** If your entry doesn't appear to be answering any of this year's briefs, it may be withdrawn. To make it clear that your entry is a response to one of the briefs, make sure you mention the sponsor in your entry description and clearly explain how it is solving the problem outlined in the brief.

Research and development
A lot of the briefs ask you to show highlights from your creative process, research, and development. To do this, you could include:

- A summary of your research approach.
- The key insight(s) that led to your solution.
- How you developed the idea from
- insight(s) to solution.
- Alternative ideas you explored.
- Scamps, initial hand sketches, prototypes, mock-ups.
- Mood boards and other reference imagery.

Use of other creative material
If you use any images, writing, music or other creative material belonging to someone else (such as background music or stock footage for a case video), you must comply with any copyright restrictions. Entries into New Blood Awards are not commercial projects, but if you win brands may want to work with you to make your idea a reality, so ensuring your work meets the necessary copyright rules is very important.

Check the rules on any work you include in your entry, e.g. stock images or typefaces you've bought the license for, copyright-expired text, music made available under a Creative Commons License or that you've received appropriate permissions to use. Make sure you credit or acknowledge the source if / as required.

You should not include work created by other artists from sites such as Instagram without their explicit permission as, if you win, your entry will be hosted on our website.

We can't provide detailed advice on copyright but for more information, try: gov.uk/government/organisations/intellectual-property-office

You could use a piece of music that is made available under a suitable Creative Commons License. Take a look here for more inspiration: creativecommons.org/legalmusicforvideos

D&AD New Blood Awards

PREPARING YOUR ENTRIES 2/2

The Formats
Make sure you know which formats are allowed for your brief before you get stuck in.

Video
Use this for presentation films, moving image executions and TV ads.

Format specs:

- MP4 and MOV formats only. These must be multiplexed with audio and video in one single file.
- Do not include a clock or slate at the start.

See below for full specs.

Codec File	H.264
Format	MOV MP4
Aspect ratio	1920 x 1080 1280 x 720 1024 x 576 (64 x 480) (720 x 576)
Audio	ACC Stereo 48kHz
Bitrate max	Minimum: 8.5mbps (15mbps for HD) Maximum: 50mbps
File size	500mb

Tips for a great presentation film
Use your time wisely and wow the judges:

- Don't include the brief – you don't have long so don't waste time telling the judges what they already know. You can, however talk about how you interpreted the brief and how this led to your response.
- Summarise your project / killer idea in the first 30 seconds and get the jury's attention. You can use the rest of your time to go into more detail if you need to.
- Don't make the judges wait until the end of the film to find out your solution.
- Focus on the creative idea and its relevance to the audience.

You don't need to make it elaborate and fancy. Simple films with a clearly presented idea are just as effective.If you're demonstrating an idea using mock-ups and screenshots, clearly show how it would work. It's fine to include a voiceover speaking over footage, but to keep judging fair and unbiased, don't include footage where you talk directly to camera and don't include your name, university, or any other information revealing your identity.

JPEG (image)
Use this for presentation slides, photos, illustrations, and posters.

Format specs:

- JPEG is the only image format we can accept.
- Colour mode: RGB.
- Image resolution: at least 300dpi.
- Maximum file size: 100mb.
- Dimensions: at least 410mm on the longest side.
- Orientation: images will be viewed on-screen, so landscape is strongly recommended unless portrait format is integral to the response.
- Aspect ratio: up to you (unless otherwise specified in the brief). But your work will be viewed on-screen, ranging from judges' own laptops to widescreen TVs, so images will look their best in landscape at 16:9.

Tips for creating great presentation slides
Here's an example of good presentation slides.

- You should combine images and text in one JPEG, to show your idea as well as explain it.
- Work will be viewed on-screen at judging, with no option to scroll and limited zoom function. Your slides must be clear and easy to view when the image is viewed to fit-to-screen on a standard laptop. **We strongly recommend landscape format.**
- Make sure text is big enough to be read without zooming and keep it short, clear and relevant. Basically use the same principles as a PowerPoint or Keynote slide.
- Show the key elements of your work. Keep the layout clean, simple and uncluttered.

Interactive work (URLS) Use this for interactive executions, digital prototypes, websites, apps, etc.

Format specs:

- URLs are only accepted where the website itself is part of the entry, or used to send zip files via Dropbox (see below).
- URLs cannot be submitted as your main piece, only as optional supporting material. Interactive work must be Chrome compatible.
- If the work is online, or made using Adobe XD or similar, submit the URL.
- If you can't host the work online, submit a ZIP folder – instructions below.

Submitting zip files
Zip files are OK for interactive work, HTML, websites, widgets or apps. **We won't accept zip files for anything else.**

- When you start the online entry form, you'll get an entry number. Use this as the name for the zip folder itself, and at the start of file names for the root folder, index file, and Flash or Shockwave files.
- Submit websites in their entirety as Chrome compatible HTML projects.
- To submit a ZIP file, please upload it to Dropbox (dropbox.com) or another file sharing site and then submit the Dropbox link as a URL. If using a file transfer site, please make sure the transfer link does not expire before the end of May 2027.

Physical work
We don't accept any physical entry material.