

Essential Info and FAQs 1/2:
The Basics
Teams & Tutors

Key Dates

Early 2017
Open for entry

5pm GMT 22 March 2017
Entry deadline

April – May 2017
Judging

May 2017
Winners announced (without Pencil levels)
Academy application period
(Pencil winners only)

Early June 2017
Academy places offered

6 July 2017
Ceremony (and announcement
of Pencil levels)

July 2017
New Blood Academy

The Basics

Who can enter?

All of the briefs are open to:

- **Anyone** aged between 18 and 23 on 1 January 2017.
- **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 2017.
- **Recent graduates** of any age.
To enter as a recent graduate, you need to have graduated from a recognised course in 2015 or later.

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 Desperados brief you **must** be 18 or older at the time of entry.

What can I enter?

The New Blood Awards **aren't for** work you've done already – 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 2017**. 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 www.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're a student, recent graduate, or are under 24, you can enter – whatever your background or subject.

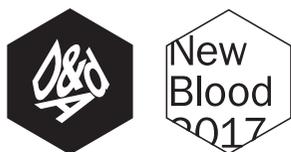
Do I need a tutor to enter?

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



**Essential Info and FAQs 2/2:
New Blood White Pencil
After you've entered
Anything else?**

New Blood White Pencil

What is the White Pencil?

It's awarded to work that uses commercial creativity to do good. Find out what won in 2016 [here](#).

Click [here](#) to find out more about creativity for good, and see past winning work from the Professional Awards.

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.

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)

