

D&AD New Blood Awards 2017

Brief set by:
The National Autistic Society

In Collaboration With:
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Deadline:
22 March 2017 5pm GMT

Campaign with film to challenge stereotypes and stigmas for the National Autistic Society, and show the real people behind the label



Additional Prizes

Chance of a 3-month paid placement with The National Autistic Society's agency Don't Panic London.

Related Disciplines

Moving image
Filmmaking
Animation
Branded film content
Use of Social Media

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*The National Autistic Society is also running a similar but separate film competition, Autism Uncut, which has different deliverables and an earlier deadline. See **Further Information** in your Brief Pack to find out more.*

Background

The National Autistic Society believes in a better world for people suffering from the stigma and misconceptions around autism. It's the leading UK charity for autistic people and their families, campaigning and providing information, support and pioneering services.

99.5% of people in the UK have heard of autism. But that doesn't mean they understand it. The media often misrepresents, stereotypes, or simply ignores autistic people. The National Autistic Society is out to change that, counteracting it with truthful depictions and showing the people behind the label through their campaign **Too Much Information**.

The campaign launched with the film 'Can You Make It to the End?', watched 56 million times around the world. It focused on a young boy experiencing sensory overload, and the judgement of shoppers around him. The next phase of the campaign shifts to adults, showing the discrimination autistic people can face trying to get work. It's an incredible start, but now the issue's reached a wider audience it's time for the next step.

The Challenge

Create a short film or films, animated or live action, to become the next stage of the Too Much Information campaign (1-8 films, combined total 1-2 minutes).

How would your film(s) sit within the campaign? Think about where, how and why they'd be seen and shared, and adapt the messaging, medium and length accordingly. Consider the context and how the film(s) might be launched.

How will your film(s) support the campaign's

key messages? It's hard for people without autism to understand what people on the spectrum experience. Get the public to empathise with autistic people and dispel the myths and stereotypes that make autistic people feel isolated and underappreciated. Or shift the focus onto the public themselves, highlighting problematic or discriminatory attitudes or behaviour, or championing ways to make society more welcoming for autistic people.

Who is it for?

The wider public who may not have an existing connection to autism. Consider whether you'll target a particular demographic with your message, and how this might affect your choice of channel and positioning.

What to Consider

Story is a great way to create empathy, so look at how you can bring this into your film. Before you start filming anything, ask yourself: could your film ultimately lead viewers to change their behaviour to help open the world up to autistic people? If the answer is yes, great. If no, then start again. Learn from your own reactions, thinking, fears and prejudices. Challenge yourself and make sure your response comes from a truthful and honest place – don't just try to be liked, too earnest or too worthy. Don't forget: you are the film's audience as much as you are its creator.

Know what you want viewers to think / feel / do. Will you increase compassion by helping the public see what it's like to live with autism? Or highlight perceptions of autism compared to the lived reality, and the impact this schism can have? Or will you call out problematic public behaviour around autism and show its effects? It's discomfiting to be confronted with our own prejudices and unconscious assumptions – perhaps this could prompt more comprehensive change than empathy alone. Consider the angles and

then choose a focus for your approach: you can't do everything.

Do your research. Your film must feel like a true and authentic representation of life as a person with autism. If you don't have experience of living with autism, can you get first hand insight from people who do? Remember there's no such thing as a universal autistic experience.

Avoid clichés or stereotypes. This is about broadening representation, moving away from the rain man / savant / mathematical genius tropes that tend to dominate the media view of autism.

Create something that works as part of Too Much Information, but don't replicate or imitate 'Can You Make It to the End?'

What's Essential

- Your film(s)
- Background documentation: Include the campaign context (how the film works within Too Much Information, your positioning and choices, the impact you hope the film will have) and highlights from your research and development. This isn't a behind-the-scenes of the filmmaking itself.

What and How to Submit

Read **Preparing Your Entries** before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

- Your 1-8 films, each as a separate **video** file (total combined play time 1-2 min)
- Your background documentation as either **video** (max. 30 sec) or **JPEG** slides (max. 4)

