



D&AD Student Awards 2012

Create an original cover illustration for Little White Lies magazine.

Illustration Brief

Brief set by: **Little White Lies**
Written by: **Paul Willoughby – Creative Director, The Church of London**
Sponsored by: **Little White Lies**



Deadline for this Brief:

Entries for this brief must be submitted by Friday 9 March 2012.

Benefits:

Nominated and Yellow Pencil winners will be eligible to interview for the D&AD Graduate Academy, with the chance to undertake a paid industry placement. Winning work will also appear in a digital edition of the LWLies magazine, with further benefits to be announced on our website.

#bp_littlewhitelies

Brief

Create an original cover illustration for Little White Lies magazine, depicting the main character of one of our five favourite films of 2011.

Considerations

Each issue, Little White Lies takes a new film as the lead for its look and feel. Each cover features an illustrated portrait of the film's main character – simple, iconic and unique. We've created a shortlist of our five favourite films of 2011 for you to choose from (please do not submit entries depicting any other films):

Drive, Black Swan, The Tree of Life, Super 8, Tinker, Tailor, Soldier, Spy.

You might want to consider the visual setting, historical/cultural background or key visual images from the film when choosing your approach. You can work in any medium you like.

The majority of Little White Lies cover illustrations depict the main character as the cover star. You will have creative freedom for the background of your illustration, but you should produce a portrait of the main character as the defining focal point.

Each issue we also ask our cover illustrator to include the title of the film in their own typographic style. This could be based on an existing typeface or be an original piece of hand lettering. The typography can sit on top of the illustration or be fully integrated into the composition.

You will need to incorporate the Little White Lies masthead into your composition. A correctly sized Photoshop template will be available for you to use – please do not change or re-create the masthead or move its position on the page.

Target audience

Little White Lies readers are film fans with an adventurous streak. They love cinema in all its forms, but recognise that it exists in a wider cultural tapestry, and get excited about that

bigger picture too.

Mandatory requirements

- One illustrated magazine cover, depicting one of the five films listed above.
- Please work to the following file dimensions: 24.5cm H x 20cm W, at 400dpi.
- Your artwork should include your chosen film's title and the Little White Lies masthead (see guidance above).
- A downloadable Photoshop template is available.

Background

Little White Lies is a bi-monthly, independent movie magazine that features cutting edge writing, illustration and photography to get under the skin of cinema. Because movies don't exist in a vacuum, we venture beyond the boundaries of the big screen, exploring the worlds of music, art, politics and pop culture to inform and illuminate the medium we love. Bold, beautiful and unique, Little White Lies is a magazine on a mission – to reshape the debate across the movie landscape.

Little White Lies is published by The Church of London, a UK-based creative agency. From our offices in East London, we work alongside a vibrant network of contributors and collaborators on a wide range of projects for clients around the world. We publish two magazines, which embody our passion for creating something of our own, and in doing so connecting with other like-minded individuals.

Further information

See littlewhitelies.co.uk
thechurchoflondon.com
www.dandad.org/studentawards
[@baby_pencils](https://twitter.com/baby_pencils)

Deliverables

Upload images of your work. Please see the Formatting Guidelines PDF for more information.