



New Blood Awards 2018

Preparing Your Entries 1/3 pages

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, text** and **physical material**.
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, or may not display properly at judging.
3. Please note, if you are entering the New Blood Side Hustle with Adobe the entry requirements differ. You can find all the information you need in the New Blood Side Hustle with Adobe brief pack. For information on formats, see below.

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 (eg "Be Here & There" not "BBC Project", "StartUp High" not "Pearson entry")
- Description: A short summary of your idea (max. 100 words). Don't include the brief in this description. 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 – ie if your main piece has impressed them enough to 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 **What's Essential** on the brief.

- The **optional** pieces are your chance to show additional executions (eg ads, product mockups, app prototypes), or give further insights into your research and development.
- You'll be asked to name every asset (each file you upload or URL you input) – use this to clearly indicate whether that asset is one of your **main** deliverables, or an optional supporting piece (e.g. "Main Deliverable 1", "Supporting Image 3", etc)
- You will also be able to control the order your assets are viewed in – make sure your main piece(s) come first, and that the viewing order makes sense.

What Else Do You Need to Know?

- You can enter online from early 2018. The entry site will walk you through the process, but before you start, make sure all your team members and all your tutors have registered and can log in at dandad.org.
- Keep it **anonymous**. This is for your benefit – we want the judges' to look purely at your work to keep the process fair and 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, eg 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 be in English.
- You must upload all your files on the entry site. No data disks and no files hosted on other sites. Eg if you're submitting a video, **we won't accept a link to it on YouTube** – you have to upload it directly. The one exception is for **interactive** executions – see the following pages for more info.
- **PDFs are not accepted** except for text-only, eg longform copy, or scripts for radio ads – and only where specified on the brief. Don't include images in PDFs.
- Work that needs special equipment (eg 3D glasses) to view or use can **only** be included as **optional** supporting material. You'll need to email us beforehand, and may need to supply the relevant equipment.

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 in place. Eg 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, etc. Make sure you credit or acknowledge the source if / as required.
- We can't provide detailed advice on copyright but for more information, try:
 - own-it.org
 - ipo.gov.uk/copy.htm
 - creativecommons.org

Research & 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 that led to your solution.
- How you developed the idea from insight to solution.
- Alternative ideas you explored.
- Scamps, initial hand sketches, prototypes, mock-ups.
- Mood boards and other reference imagery.



New Blood Awards 2018

Preparing Your Entries 2/3 pages

The Formats

Make sure you know which formats are allowed for your brief before you start.

Video

Use this for: Presentation films, moving image executions, TV ads, etc.

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	H.264
File Type	MOV MP4
Aspect Ratio	1920 x 1080 1280 x 720 1024 x 576 (640 x 480) (720 x 576)
Audio	ACC Stereo 48kHz
Bitrate Max	Minimum: 8.5mbps (15mbps for HD) Maximum: 50mbps
File Size	500 mbps

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 talk about how you interpreted the brief and how this led to your response.
- Summarise your project / killer idea in the **first 30 seconds** – 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, etc.

JPEG (image)

Use this for: Presentation slides, photos, illustrations, posters, etc.

Format specs:

- **JPEG** is the only image format we can accept.
- Colour mode: RGB
- Image resolution: At least 300dpi
- Maximum file size: 4mb
- Dimensions: At least 15cm on the longest side
- Orientation: Images will be viewed on-screen so **landscape is strongly recommended** unless portrait mode makes more sense to the work (eg posters).
- Aspect ratio: Up to you. 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

- This is where images and text are combined 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 the same principles as you'd use for a PowerPoint or Keynote slide.
- Show the key elements of your work.
- Keep the layout clean, simple and uncluttered.
- An [example](#) of good presentation slides.



New Blood Awards 2018

Preparing Your Entries 3/3 pages

Physical Work

Use this for: Prototypes, mockups, print executions, etc.

Format specs:

- Cannot be submitted as your main piece, only as optional supporting material. This is because initial judging rounds take place remotely online.
- Download labels for physical work from the entry site when you submit your work. Fill them in and attach entry labels to the back or base of each object. Package together and attach a completed postage label to the package.
- Your package must reach D&AD at the address on the entry labels by 5pm on Tuesday 27 March 2018.
- Contact us if you will need the item returned. Items won't be returned unless requested by 27 March 2018 – email newblood@dandad.org with the subject line 'Returns Request'. Include your name, the entry number and a description of the work you want returned. We acknowledge all return requests so if you don't get a reply within a few days, please contact us again. We'll then contact you after judging to arrange collection. Please note that you'll have to cover the costs of returns yourself. Space limitations mean we can't store physical work for long after judging, so make sure you request a return as above or we may no longer have it.

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 to send zip files via Dropbox (see below).
- Cannot be submitted as your main piece, only as **optional** supporting material.
- Interactive work must be Chrome compatible.
- If the work is online, 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.
- Submit Flash and Shockwave projects embedded in HTML.
- To submit a zip file, please upload it to Dropbox ([dropbox.com](https://www.dropbox.com)) and then submit the Dropbox link as a URL.

Text (PDFs)

Use this for: Scripts or written content (eg long-form copy) only.

Format specs:

- PDFs are **only accepted for text-only content** – don't include images.
- These need to be A4, one file per execution.
- Use a clear font and 12 point text.

Audio

Use this for: New Blood Side Hustle with Adobe only – not accepted for other briefs. Radio ad or audio content executions only.

Format specs:

- File format: MP3
- Sample size: 16-bit
- Sample rate: 44100khz
- Maximum file size: 10mb
- File extension must read .mp3
- Don't include audio introductions or presentations.