



In 2015 D&AD announced a new line-up of Pencils, with Wood and Graphite joining the family to replace the former In Book and Nomination award levels.

So, what do all these Pencils mean?

All New Blood Pencil winners get a guaranteed place in the D&AD Annual, an invite to the New Blood Awards Ceremony, a Pencil per team, and the chance to apply for the New Blood Academy. Pencil winners also get to apply for exclusive scholarship and funding opportunities. These include one of three full scholarships for the School of Communication Arts 2.0 (worth £16,500 each)*. But if you're still wondering exactly what each level represents, we've put together a handy cheat sheet for aspiring New Blood winners.

New Blood Wood Pencil

Awarded to a shortlist of the best work submitted for each brief.

New Blood Graphite Pencil

Awarded to work that goes further to nail the three judging criteria: a good idea, well executed, and relevant.

New Blood Yellow Pencil

Awarded to work that is outstanding, excelling across all judging criteria and potentially causing a pang of jealousy.

New Blood White Pencil

Awarded to outstanding work in response to any of the briefs that uses the power of creativity to do good in the world.

New Blood Black Pencil

Given to the best of the best, this is the ultimate award for new creatives. Each individual will receive a Pencil, and there's also a £2000 prize fund shared between New Blood Black Pencil winners.

New Blood Academy

Anyone who wins a Pencil, any Pencil, will have the opportunity to apply for the New Blood Academy. This is a creative bootcamp that catapults young creatives into industry.

Attendees will be pushed to their creative limits through a non-stop programme of talks, workshops, briefs, hacks, and live challenges. And there's more...

Additional Prizes

Some briefs also have additional prizes. Information regarding this can be found in each brief pack.

Any further prizes relating to specific briefs are at the discretion of the sponsor and dependent on the suitability of winning responses. These prizes cannot be guaranteed.

** This opportunity is only available to those who aren't currently enrolled in a portfolio school or similar.*