



## D&AD NEW BLOOD AWARDS 2014



Brief set by:  
**XL RECORDINGS**

In collaboration with:  
**B&A REPS LONDON**

### ILLUSTRATE XL RECORDINGS – SINCE 1989

**CRAFTS FOR DESIGN /  
ILLUSTRATION /  
PRINT WITH DIGITAL /  
MOVING IMAGE /  
TYPOGRAPHY**



**@DandADNewBlood  
#NewBloodAwards**

Deadline:  
**19 MARCH 2014**

#### BACKGROUND

XL Recordings is a British independent record label started in 1989 as an offshoot of Beggars Banquet Records. Though only releasing an average of six albums a year, XL Recordings has worked with artists across a range of genres, with album launches worldwide.

#### CREATIVE CHALLENGE

Illustrate a significant event, or series of events, from the history of XL Recordings, from the selection below:

- Dizzee Rascal *Boy In Da Corner* wins Mercury Music Prize.
- M.I.A. performs at Grammy Awards while nine months pregnant.
- XL Recordings wins Music Week Best Independent Label Award.
- Adele *Skyfall* wins Oscar.
- Drake samples the Gil Scott-Heron & Jamie xx song *Take Care*.
- Radiohead *In Rainbows* pay-what-you-want release direct from the band.
- The White Stripes play the Amazon Theatre in Manaus, in the heart of the Amazon.
- As an escape from the music industry's long lead times The Raconteurs release their second album *Consolers Of The Lonely* within a month of announcing it.
- 10,000 ravers still make it through to XL's Popham Airport rave, despite police attempts to roadblock the event. Prodigy and SL2 headline.
- Adele becomes the first artist since The Beatles to simultaneously have two albums in the Top 5 and two Top 5 singles.
- Richard Russell and Joby Talbot produced avant garde orchestral *Aluminium* album pays tribute to the White Stripes, and is turned into *Chroma*, a ballet premiered at the Royal Opera House in London.
- Tyler, the Creator performs at MTV's VMAs and wins Best New Artist award.
- A mysterious John S. O'Leary pops up to sing the chorus on Electric Six's disco flavoured smash hit *Danger! High Voltage*.
- *Fuck The Pain Away* by Peaches becomes a defining track of Berlin's burgeoning electronic music / arts scene later dubbed 'Electroclash'.
- Richard Russell and Nick Halkes' Kicks Like A Mule rave outfit release *The Bouncer* via Tribal Bass Records.
- XL *The First Chapter* rave compilation is first album release on XL.
- Gil Scott-Heron passes away.
- Banned *Smack My Bitch Up* discussed

during Prime Minister's Question Time.

- Vampire Weekend come third out of four at Columbia University Battle of the Bands, their first ever gig.
- Bobby Womack *The Bravest Man In The Universe* wins Best Album at the 2012 Q Awards.

Celebrate the artist and highlight their seminal moment(s) in a way that engages and communicates to your audience.

#### CONSIDERATIONS

- Consider the broad context in which illustration operates in the 21st Century. Illustrators now have far greater flexibility to utilize all manner of skills and approaches – from hand rendered typography to 3D model making, from hand torn collage to highly rendered CGI, from the single static image to the animated narrative.
- Don't be restricted by medium but do remember that concept is key. Illustration is most powerful when driven by a strong concept.
- Your concept should work in both print and digital environments.

#### TARGET AUDIENCE

Music lovers.

#### MANDATORIES

- An 'illustration' for one A1 poster.
- One 'illustration' for an online exhibition. The spec for this is open – it could be static or moving and the size, etc. is up to you.
- Document and show your research and how you developed your ideas.

#### DELIVERABLES

See 'Preparing Your Entries', included in your brief pack, for full format specs and submission guidance. Work will only be accepted in the formats outlined.

#### Main deliverables (mandatory)

- Submit your poster as one **image** (JPEG only).
- Submit your online exhibition piece either as one **image** (for static work), or as a **video** (for moving image, MPEG or MOV, max. 1 min).
- To show your research and development, submit either up to four **images** or **video** (max. 1 min).

#### Supporting material (optional)

If your online exhibition piece is **interactive**, you can submit it as supporting material.