

Key Dates

Brief launches

26 October 2020

Open for entry

End of November 2020

Entry deadline

5pm GMT 12 January 2021

Judging

January 2021

Winner announced

January/February 2021

Who can enter?

New Blood Shots has been designed to help those looking for junior employment in the creative industries work on projects to improve their practice. Anyone with less than one years experience in industry, who is available to fulfil additional opportunities related to the brief (where relevant), can enter.

New Blood Shots 2020 is open to:

Anyone aged 18 or over looking to land a job in the creative industries without significant experience in a paid creative role.

New Blood Shots are open to anyone aged 18 or over at the point of entry looking to land a job in the creative industries. Entrants must be able to guarantee availability, should they win, to work up their project in the timeframe outlined in the relevant brief, and should not currently be employed in a paid creative role*.

Anyone with more than one years paid cumulative experience* in a creative role** is not eligible to enter.

It doesn't matter where in the world you are – if you fit one of the descriptions above, you can enter.

*** A creative role** is defined as a position where the entrant is employed in any type of creative role (including strategists) such as: copywriter, art director, graphic designer, etc. for a creative organisation (including in-house agencies). This includes paid placements. Entrants may still enter if they work (or have worked) for a creative company in a non creative role.

****1 year's cumulative experience** can be gained over a longer period of time, for example four x three month paid placements. If you have worked as a freelancer, this means you must not have made the majority of your income from a creative role for the equivalent of 1 year or more.

Am I eligible?

If you're not sure whether you're eligible, you can take our eligibility quiz [here](#) or drop us an email on newblood@dandad.org

What can I enter?

Your entry must be a response to the C.S. Lewis Brief. The brief and brief pack will tell you everything you need to know about what to submit.

How much does it cost?

New Blood Shots is completely free to enter.

How do I enter?

Download the HarperCollins brief pack, full of useful things like background information, inspiration and more to help you on your way. You should also use the [online course](#), created by D&AD and mentioned in the brief, to help form your response.

Then it's up to you to create your response. The brief and brief pack will tell you how to format and present your work ready to submit.

We'll open for entry by December 2020. Once we do, you can upload and enter for your work online – the entry site will walk you through the process.

Teams & Tutors

Can we enter as a team?

Yes. You can enter as an individual, or as a team of up to three people. Everyone on the team must be eligible to enter, and everyone on the team needs to register beforehand at dandad.org.

Can I team up with friends from other universities? Or who already graduated/are not at university?

Yes. You can enter with anyone who's eligible, even if they don't study at the same uni or college as you. Students and non-students can work together too.

My background/university subject isn't creative. Can I still enter?

Yes. As long as you meet our eligibility criteria you can enter – whatever your background or subject.

Can I include the work in my portfolio?

Yes. If you'd like to include a response to the HarperCollins brief in your portfolio, you must accompany it with the following copy: "This is my creative idea as a response to a brief set by HarperCollins, as part of the D&AD New Blood Shots competition". See terms and conditions for more information.

Judging

Judging for New Blood Shots is different to other D&AD programmes. HarperCollins are actively looking for a new brand identity, so all final decisions on the winner will be theirs. All entries will be judged by a panel from by HarperCollins and additional experts.

What could I win?

Winners will receive a share of a £2000 prize fund, alongside mentorship from industry leaders and their work promoted by D&AD, plus a bespoke New Blood Shots certificate and be included in the New Blood Awards Ceremony 2021. If HarperCollins chooses to use your branding, you'll receive £5000 for your idea and have the opportunity to follow it's development to a real-life project with an industry mentor. See terms and conditions for more information. Please note, New Blood Pencils will not be awarded for the New Blood Shots competition.

Any further questions?

Get in touch at newblood@dandad.org.