

The Formats

JPEG (image)

Use this for your brand guidelines document and to show any non-moving image examples of your idea in action.

Format specs:

- JPEG is the only image format we can accept.
- Colour mode: RGB
- Image resolution: At least 300dpi
- Maximum file size: 10mb
- Dimensions: At least 410mm on the longest side
- Orientation: Images will be viewed on-screen so landscape is strongly recommended unless portrait mode is integral to the brief.
- 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.

Presenting your JPEGs

- 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 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.

Video

Use this for any moving image or animated examples of your idea in action. You **must not** include anything else in your video.

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.

Full video specs:

Codec	H.264
File Name	MOV MP4
Aspect Ratio	1920 x 1080 1280 x 720 1024 x 576 (64 x 480) (720 x 576)
Audio	ACC Stereo 48kHz
Bitrate	Minimum: 8.5mbps (15mbps for HD) Maximum: 50mps
File Size	500 MB

Entering your work

- You'll be able to enter New Blood Quickfire from August 2021. Please note, D&AD host a number of awards and competitions, so make sure you only enter by following direct links from the New Blood Quickfire panel which can be found here: dandad.org/newbloodfestival/#quickfire
- The entry site will walk you through the process, but before you start, make sure you have registered on the D&AD website: 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 any teammates, tutors or colleges 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.
- All work must be submitted in English. Any explanations must also be in English.
- You must upload all your files on the New Blood Quickfire 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.**
- **PDFs are not accepted**

Use of Other Creative Material

Your submission must be your own, original work and must not include any copyrighted material as the winner's idea may be produced. See the terms and conditions for New Blood Quickfire for more information.