

**What's this all about?**

D&AD New Blood and Editor X have joined forces to launch a brand new portfolio competition that recognises excellent portfolio websites across a number of disciplines including Advertising, Animation, Illustration, Graphic Design, Digital Design & Commercial Photography.

Entrants will have their portfolios judged by leading industry figures, and the winners' portfolios will be profiled on the D&AD website.

**Eligibility**

To enter New Blood x Editor X: The Portfolios, you must meet the following eligibility criteria:

*You must be an emerging creative with less than 6 months paid experience in a creative role (excluding a year in industry as part of a university degree).*

Please note, if you are found to be ineligible after entering, D&AD reserves the right to remove your work from the competition.

Not sure if you're eligible? Please email [newblood@dandad.org](mailto:newblood@dandad.org)

**What can I enter?**

To enter the competition, you must submit a link to a live portfolio website. Your website should be open to the public to view, and not require a password to enter.

Your portfolio must be for one of the following categories:

Advertising  
Animation  
Illustration  
Graphic Design  
Digital Design (UX/UI/Interaction Design)  
Commercial Photography.

We are not able to accept portfolios which are not hosted online (including PDFs).

The website **must only contain** work created by you/your creative team. For any work created by a larger group, please make this clear on the website, and explain your contribution.

Links to anything other than an online portfolio will be removed from the competition.

Not sure where to start with making a Portfolio? Editor X have provided a series of videos to get you on your way:

[dandad.org/en/d-ad-how-create-standout-portfolio-training-content](https://dandad.org/en/d-ad-how-create-standout-portfolio-training-content)

**How to enter**

All entries to the competition must be submitted by 14 June, 5pm BST.

All entries must be submitted using the online typeform, which you can access here:

[d-and-ad.typeform.com/editorx](https://d-and-ad.typeform.com/editorx)

It is **completely free** to enter New Blood x Editor X: The Portfolios.

**Judging Criteria**

All entries will be judged using the following criteria:

**Great creative ideas that are well executed and presented.** Which is more important?

*It depends on the work. For an ideas-led pieces, great ideas are crucial. For craft-based work, look for skilful execution underpinned by a strong idea.*

*The presentation of the portfolio itself will also be taken into account, so make sure you check out the [Editor X content series](#) guiding you through the online portfolio building process.*

**A sense of openness and interest,** work that agitates, explores, and innovates.

**Work that makes the judges think "I wish I'd done that."**

**Potential, not perfection.**

**Questions?**

For any queries about the competition, please email [newblood@dandad.org](mailto:newblood@dandad.org).