



D&AD Awards Submission Formats

A detailed guide outlining all submission formats required for entering the 2023 D&AD Awards.

Before submitting any work, the following **must** be removed:

- > **Agency Credits**
- > **Individual Credits**
- > **Agency Logos**
- > **Video Countdowns / Clock Slates**

Entries that do not meet the criteria may risk immediate withdrawal, please ensure you enter the correct type of work for your category. For any further questions, email awards@dandad.org.

Images

Images that represent the commercially released work.

Images of Brand Before Refresh

Images that show the brand before the refresh.

Images of Packaging Before Rebrand

Images that show the packaging before the rebrand.

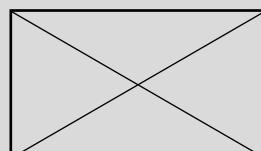
Images of Platform Before Update

Images that show the platform before the update.

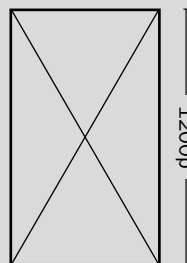
Images of Publication Before Refresh

Images that show the publication before the refresh.

Minimum Specification



1200p



1200p



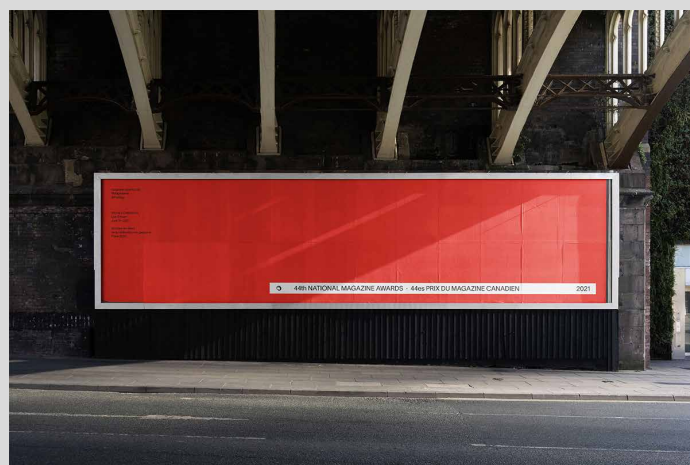
Essentials

- ☐ Do not submit multiple images in one file. Only one image per file.
- ☐ Images that are not of the work will not be accepted.

JPG/TIFF
<50MB

Image in situ

A single image that shows the work in situ, as it was commercially released and displayed.

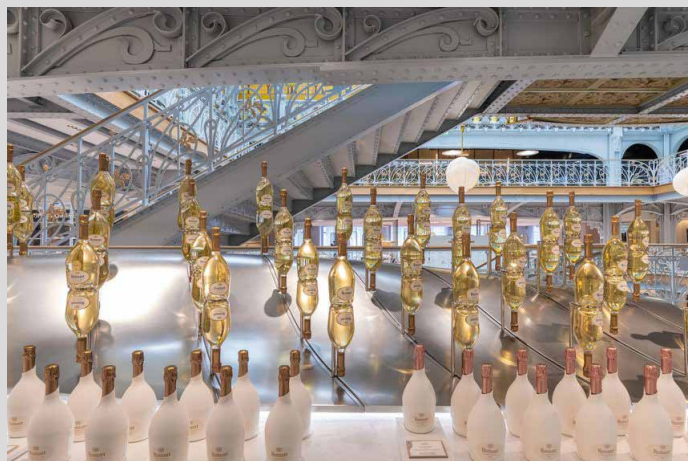


Minimum Specification

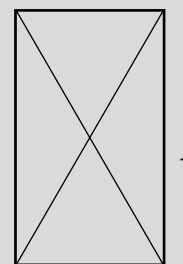
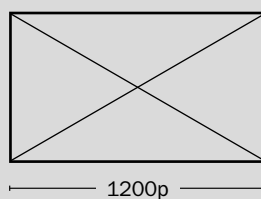
See above.

Image of Packaging in situ

A single image that shows the packaging on the shelf, as it was commercially released and displayed.



Minimum Specification



JPG/TIFF
<50MB

Essentials

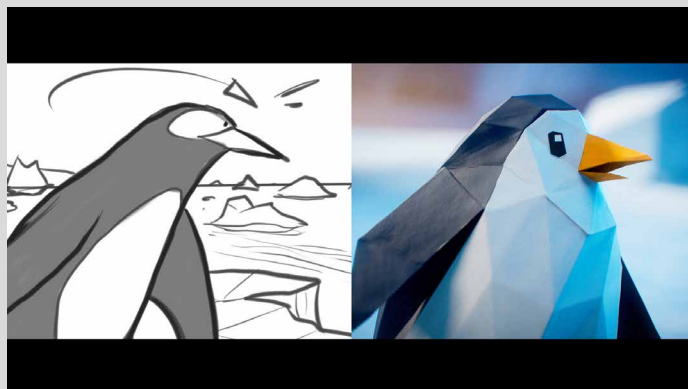
- ☐ Do not submit multiple images in one file. Only one image per file.
- ☐ Images that are not of the work will not be accepted.

Concept Drawings

Images that show the initial ideas leading to the Animation or Production Design.

Concept Art

Images of initial sketches for either the Spatial Design or Product Design.

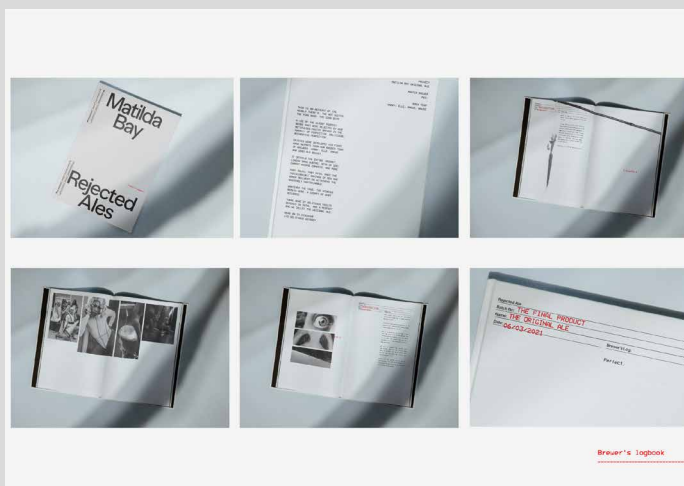


Minimum Specification

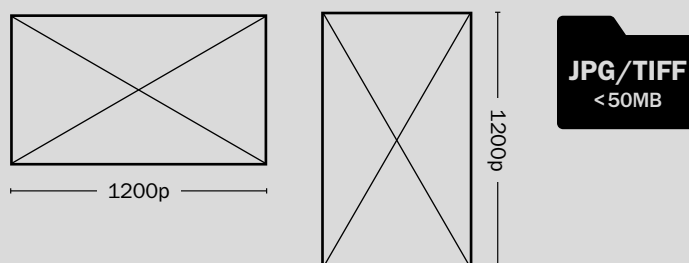
See above.

Presentation Images

A representation of your work through a selection of images.



Minimum Specification



Essentials

- ☐ Images that are not of the work will not be accepted.

Reference Images

Digital images serving as a reference for the work. These should be images of the original work, shown at different angles or the digital renders of the work and its features.



Minimum Specification

See above.

VFX Breakdown Images

Images that show how the work was put together, typically revealing the different layers that go into a shot. It must be clear to the Judges how/where the visual effects have been applied.

Images of Stills Compositing

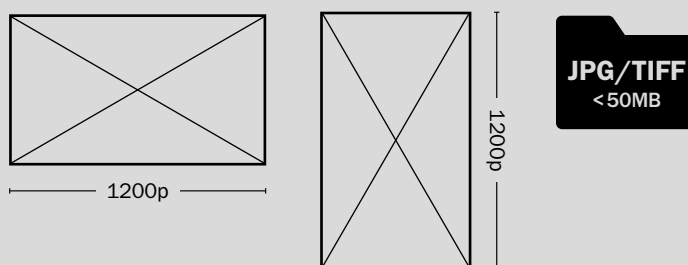
Images that include either a description of removal or addition of any photographic elements and, if possible, the assets used for the composition.

Images of Before & After Shots

Images that show before and after the composition was done. If this is not possible you will need to provide a written account of the composition as part of your supporting information.



Minimum Specification



Essentials

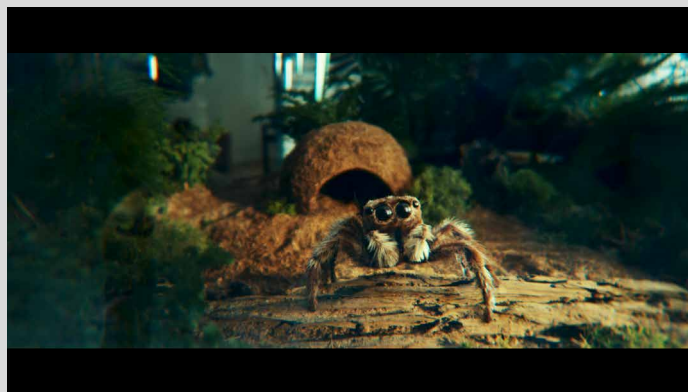
- ☐ Do not submit multiple images in one file. Only one image per file.
- ☐ Images that are not of the work will not be accepted.

Film

An advert or piece of film work as it was commercially released. Judges are required to watch a minimum of 5 minutes.

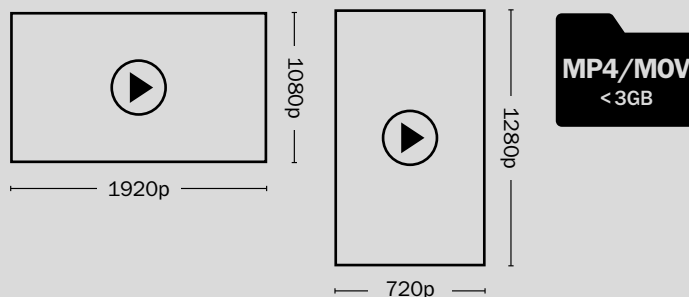
5 Minute Edit

The edit can be a 5 minute section of the film or the 'best of' cut of the work presented into a highlight reel. Judges are required to watch a minimum of 5 minutes.



Example: [The spider and the window](#)

Minimum Specification



Essentials

- ☐ Submit in Full HD, minimum resolution 1920 x 1080p. For vertical or films intended for socials, minimum resolution 1280 x 720p.
- ☐ Each file must be no larger than 3GB.
- ☐ For non-English work, apply subtitles.
- ☐ For campaigns, upload one file per execution.
- ☐ Remove / blur any credits.
- ☐ Max resolution 4096 x 2160p.

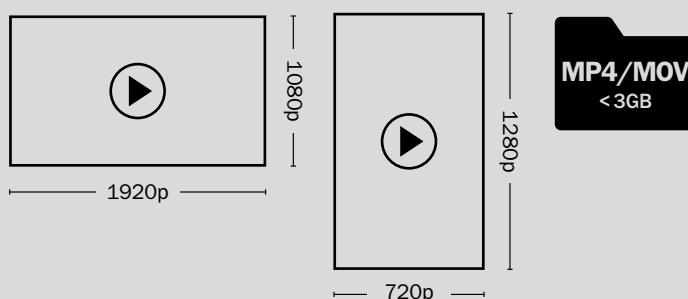
Film For Digital Sites

A film showing a piece of outdoor advertising released on a digital site.



Example: [Beyond the surface](#)

Minimum Specification

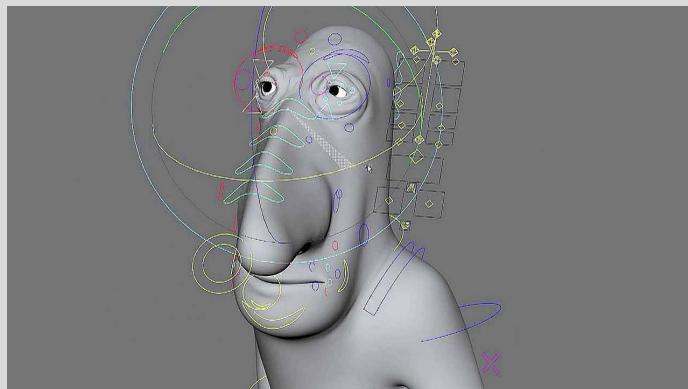


Essentials

- ☐ Submit in Full HD, minimum resolution 1920 x 1080p. For vertical or films intended for socials, minimum resolution 1280 x 720p.
- ☐ Each file must be no larger than 3GB.
- ☐ For non-English work, apply subtitles.
- ☐ For campaigns, upload one file per execution.
- ☐ Remove / blur any credits.
- ☐ Max resolution 4096 x 2160p.

VFX Breakdown Film

A short film showing how the work was put together, typically revealing the different layers that go into a shot. The VFX breakdown may be limited to a few key scenes, so long as your entry makes it clear to the Judges how/where the visual effects have been applied.



Example: [The Journey](#)

Minimum Specification

See above.

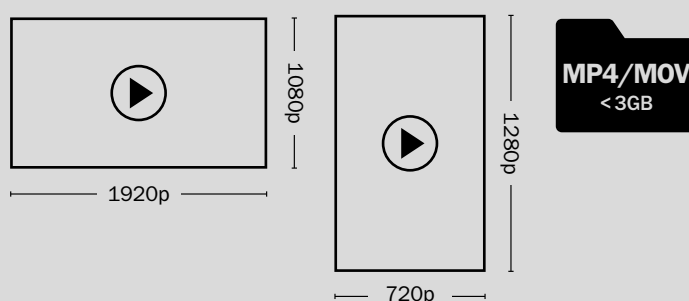
Making of Film

A film showing the behind the scenes process of the work or the tools used that helped bring the concept to life.



Example: [Hair Album](#)

Minimum Specification

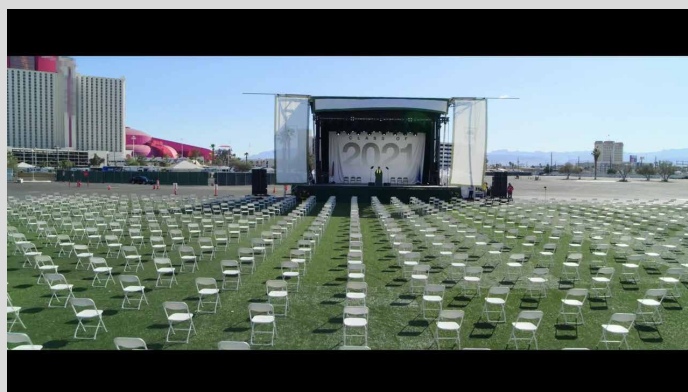


Essentials

- ☐ Submit in Full HD, minimum resolution 1920 x 1080p. For vertical or films intended for socials, minimum resolution 1280 x 720p.
- ☐ Each file must be no larger than 3GB.
- ☐ For non-English work, apply subtitles.
- ☐ For campaigns, upload one file per execution.
- ☐ Remove / blur any credits.
- ☐ Max resolution 4096 x 2160p.

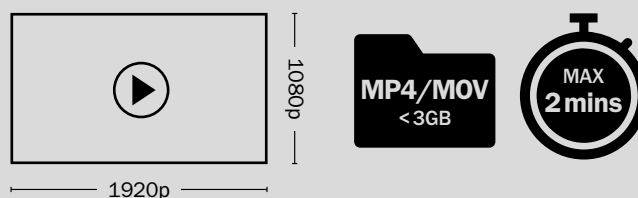
Presentation Film

A presentation film summarising the piece of work and showing overall highlights. Maximum 2 minutes. Judges are not guaranteed to watch beyond 2 minutes into the film.



Example: [The Lost Class](#)

Minimum Specification

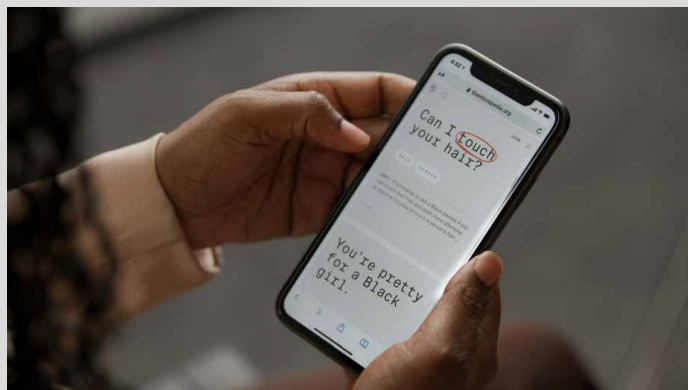


Essentials

- ☐ Make the film specific to your entry.
- ☐ Describe the idea or solution first, then explain objectives, context and results in more detail later.
- ☐ Emphasise the creative idea and its relevance to the audience.
- ☐ Elaborate, costly films are not a must. Simple films with a clearly presented idea are just as effective.
- ☐ The narration must be in English.

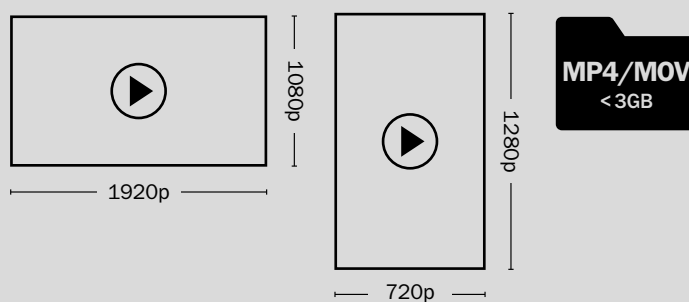
Demo Film

A recording demo showcasing the app or website as it is to be experienced. Include any relevant features in the demo as well as any in-app extras.



Example: [The Micropedia of Microaggressions](#)

Minimum Specification



Essentials

- ☐ Each file must be no larger than 3GB.
- ☐ Screen recordings are accepted.
- ☐ Max resolution 4096 x 2160p.

Poster/s Mounted

The commercially released poster mounted on a board. Only for work that is A1 in size or smaller.

Poster/s Unmounted

The commercially released poster unmounted. Only for work that is larger than A1 or double sided.

Essentials

- ☐ Show work as it was commercially released, including all text.
- ☐ Attach entry labels to the back of each poster/board, not the front.
- ☐ Please remove any entrant branding revealing the company who worked on the project. This is for judging purposes only.

Physical Material

The physical material in its commercially released format.

Printed Publications

The magazine, newspaper or book as it was commercially released.

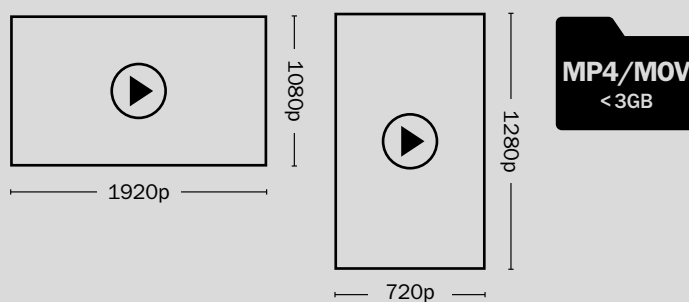
Essentials

- ☐ Show work as it was commercially released, including all text.
- ☐ Please don't include your company logo or branding.
- ☐ Attach entry labels to the back of each poster/board, not the front.

Walkthrough Film

A short film presenting the physical material. If applicable please clearly display the work at all angles - front, back and sides. The Judges would need to see the work as it appears in person.

Minimum Specification



Essentials

- ☐ Each file must be no larger than 3GB.
 - ☐ Films taken on camera phones are accepted.
 - ☐ Max resolution 4096 x 2160p.
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URL

A URL directly linking to the commercially released work.

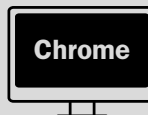
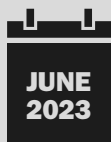
URL (for Digital Publication / Digital Elements)

Only for digital publications and / or elements. A URL directly linking to the commercially released publication.

App

The commercially released App.

Minimum Specification



Essentials

- ☐ The web page must be viewable on a Mac using Chrome.
- ☐ For apps, provide a URL link to download the app.
- ☐ The URL must be live until June 2023.
- ☐ Do not submit a case study page if the site is still live.
- ☐ Holding pages are not accepted.
- ☐ If you are unable to provide the commercially released URL link please email awards@dandad.org.

Audio

A piece of audio advertising as it was commercially released. Judges are required to listen a minimum of 5 minutes. For campaigns, upload one file per execution.

Edit (5 min) for Audio over 10 mins

The edit can be a 5 minute section of the audio or a “best of” cut of the work presented into a highlight reel. Judges are required to listen a minimum of 5 minutes.

Minimum Specification



Essentials

- ☐ MP3 or WAV files.
- ☐ Sample size 16-bit, sample rate 44100kHz.
- ☐ For campaigns, upload one file per execution.
- ☐ Do not include an audio introduction of the entry.

PDF of Guidelines

The Tone of Voice guide for a brand outlined in a PDF.

PDF of Guidelines/Manifestos

The Guidelines or manifesto for the brand or project summarised in a PDF.

PDF of Script

A full Transcription of the audio in PDF format.

Minimum Specification



Essentials

- ☐ Upload as a single PDF.
- ☐ File must be no larger than 500mb.