



× Editor X

## THE PORTFOLIOS

### 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:

*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 **8 June, 5pm BST**.

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

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

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).