



New Blood Awards 2018



Brief set by
Beano

In collaboration with
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Update and animate a classic female character to inspire the world to embrace rebellion, think more kid and spread the Beano spirit

Related Disciplines

Animation
Illustration

Deadline

20 March 2018, 5pm GMT

Background

Beano Studios is here to burst the grown-up bubble. To hand the power back to kids. To make life more fun. To help people challenge the boundaries and break the rules. To unlock the imagination. And to champion what it means to be a child.

Beano used to just be a comic (and it still is – the world's longest running weekly comic, in fact), but Beano Studios is making it so much more. It's created a short form digital entertainment network for kids online. It's free and full of a combination of classic Beano characters and brand new videos, packed with fun and mischief. It's designed to reflect playground buzz nationwide, and it's the place for kids to find funny stuff first. It's the home of some of the UK's best-loved characters, and while Dennis the Menace might be the first to come to mind, there's a whole bunch of rebellious girls who deserve to be celebrated too. So it's time to take one of those characters and reimagine them for the new entertainment world.

The Challenge

Reimagine and evolve an existing female Beano character for a new generation. Then bring your updated designs to life through a short, narrative animation, bringing new stories and exciting new perspectives to an established and well-loved character. All illustration and animation styles are welcomed. Be innovative, and don't be constrained by what's seen as 'the norm' for kids' entertainment. Choose techniques and visual approaches that play to your strengths and most importantly, suit your character. Beano's brand platform for 2018 is "Rebels Wanted" – the world (and Beano) needs more rebel girls. So choose one of the following characters, and bring them into the 21st century:

Angel Face
Beryl the Peril
Billy the Cat (*reimagined as a girl*)
Ivy The Terrible
Secret Agent Sally
The Belles of St Lemons
Valda

The Character Breakdown in your brief pack will help you get to know your character.

Who is it for?

10-12 year olds in the UK and beyond. Also appeal to parents who are kids at heart.

What to Consider

- Get to know your character inside out. Who are they? Think beyond their appearance. What are their hopes and dreams, quirks and foibles? How do they speak and move? What elements of their personality or look were of their time, and which are timeless and essential? What can change, and what has to stay? It's all up for grabs, as long as there's something that's true to the fundamental spirit of the original, and of the Beano brand.
- The strongest ideas will possess 'grown up' sophistication but with references kids love and a fundamental emotional truth at their heart. Beano has always created a connection between parents and their kids. Not in a sickly way – in a collusive, mischievous one. Can you disguise bold, funny adult storytelling in a character that's for kids?
- Beano characters have always rebelled or gone against the grain in some way – see Character Traits in your brief pack. What do these traits mean for the character, how are they expressed, and what do they represent that the Beano audience will identify with?
- The Beano Studios Content Guide will steer you well. You'll find it in *Further Information* in your brief pack along with essential tips and more info and inspiration on everything Beano.

What's Essential

- An overview of your character redesign. Include their silhouette, and a one sentence 'elevator pitch' character profile (see *Further Information*).
- Your creative process. Show how your character evolved, and why you made key decisions.
- A short animation (30-90 sec) that puts your character at the heart of a story.

What and How to Submit

Read **Preparing Your Entries** before you get started for full format guidelines.

- Character design: 1-3 **JPEG** slides
- Creative process: Either 1-4 **JPEG** slides or **video** (max. 30 sec)
- Story: Animated **video** (30-90 seconds).