

MULTIPLE DISCIPLINES

D&AD NEW BLOOD AWARDS 2022

DEADLINE

22 MAR 2022

ENTRIES CLOSED

POSTED	ENTRY FEE	ONLINE
28 Jan 2022	SEE ARTICLE DETAILS	VISIT ORGANIZER

DETAILS / KEEP FOR REFERENCE

SOURCE: GRAPHIC COMPETITIONS

D&AD celebrates and nurtures outstanding work in the design and advertising industry each year with its international creative awards. As well as the Professional Awards, D&AD aims to cultivate new talent, ensuring the next generation of creatives gets off to a flying start.

D&AD New Blood Awards is one of the largest competitions for emerging creatives to exercise and showcase their talents on briefs set in partnership with some of the world's leading brands including Audible, BBC, Google and Netflix. Designed to help emerging creatives prepare for the world of work with real-world brief experience, the D&AD New Blood Awards aims to help bridge the skills gap between what education teaches and what industry requires. It offers the opportunity to build portfolios and give a platform for emerging creatives to be spotlighted and seen by industry professionals. Disciplines covered include Graphic Design, Digital Design, Advertising, Copywriting, Animation and Illustration.

You can enter as an individual, or up to five people can work together and enter as a team. Students and non-students can work together too, but everyone on the team must be eligible to enter. If you're a student you need a tutor to enter. If you're not a student, you don't need to have a tutor. You also do not need to be a student to enter, but New Blood is for emerging talent so you must not have any more than one years paid experience working in the creative industry. More info in T&C's on the website.

The cost per entry is 20 GBP (approx. 26 USD). For D&AD Full Members and Education Network Members, it's 15 GBP. D&AD Also has a free entries scheme for those who need help financing their entry. Contact newblood@dandad.org for more information.

ELIGIBILITY

Open worldwide to advertising, design, digital and marketing students, recent graduates and emerging creatives.

PRIZE

All New Blood Pencil winners get a guaranteed place in the D&AD Annual, an invite to the New Blood Awards Ceremony, a Pencil per team, the opportunity to apply for a 2 week additional learning programme The New Blood Academy, as well as a winner's package.