



Awards 2010

Preparing Your Entries Guide

Look up the type of work you are entering to see how you need to submit it

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Go to **pages 10-11** for file specifications and preparation instructions for: A2 Board, A2 Presentation Board, Unmounted Work, MPEG, MOV, TIFF, Data Disk, MP3, WAV, Presentation Film, URL and Portable Storage Device.

NOTE

- For some types of work you can upload media or supply a URL online before payment.
- For work that needs to be posted to D&AD, there will be labels to download online after payment.
- For digital work supply one copy only, even if you have entered the same piece of work into more than one category. For non-digital work supply one copy for each category the work is entered into.

Entry Deadline Wednesday 27 January 2010
Deadline for delivery of entries Wednesday 10 February 2010

INTEGRATED

Type of Work	Campaign (1 Item)
Integrated	Upload a Presentation Film (Max. 3 mins) as an MPEG or a MOV*
Supporting Information (supply online)	
<p>Brief: Outline the aims and objectives of the project. Specify the target audience and explain any relevant background information. (Max. 400 characters)</p> <p>Solution: Explain the reasoning behind the project solution and describe any cultural references that may not be understood without explanation. (Max. 400 Characters)</p>	
Notes	
<p>*Presentation Film: Clearly show all elements of the work and how consumers engaged with the campaign.</p> <p>Judges often find that presentation films don't successfully communicate the entry. To give your work the best possible chance at judging, follow the recommendations in the back of this guide.</p>	

TV & CINEMA ADVERTISING

Type of Work	Single (1 item)	Campaign (2 - 10 items)
TV Commercials	Upload 1 MPEG or MOV (Where possible HD is preferred)	Upload 1 MPEG or MOV per item (Where possible HD is preferred)
Cinema Commercials		
TV Sponsorship Credits		
Cinema Sponsorship Credits		
Translation		
Apply subtitles or dubbing to the work.		
Supporting Information (supply online)		
<p>You will be asked to supply Cultural Context details, except if entering the Writing for Advertising category, where you will also be required to supply the Brief & Solution.</p> <p>Cultural Context: If relevant, describe any cultural references that may not be understood without explanation. (Max. 400 characters)</p> <p>Brief: Outline the aims and objectives of the project. Specify the target audience and explain any relevant background information. (Max. 400 characters)</p> <p>Solution: Explain the reasoning behind the project solution. (Max. 400 characters)</p>		

TV & CINEMA COMMUNICATIONS

Type of Work	Single (1 item)	Campaign (2 - 10 items)
TV Brand Identities	Upload 1 MPEG or MOV (Where possible HD is preferred)	Upload 1 MPEG or MOV per item (Where possible HD is preferred)
TV Title Sequences		
Cinema Title Sequences		
TV Promotions, Stings & Programme Junctions		
Translation		
Apply subtitles or dubbing to the work.		
Supporting Information (supply online)		
<p>You will be required to supply the Brief, Solution and Cultural Context, except if entering the TV & Cinema Crafts Categories, where you will only be asked to supply Cultural Context details.</p> <p>Brief: Outline the aims and objectives of the project. Specify the target audience and explain any relevant background information. (Max. 400 Characters)</p> <p>Solution: Explain the reasoning behind the project solution. (Max. 400 Characters)</p> <p>Cultural Context: If relevant, describe any cultural references that may not be understood without explanation. (Max. 400 Characters)</p>		

RADIO ADVERTISING

Type of Work	Single (1 item)	Campaign (2 - 10 items)
Radio Commercials	Upload 1 MP3 or WAV	Upload 1 MP3 or WAV per item
Non-Traditional Uses of Radio Advertising	Upload 1 MP3 or WAV Or Upload 1 MPEG or MOV	Upload 1 MP3 or WAV per item Or Upload 1 MPEG or MOV per item
Translation		
Provide a translation of the script online.		
Supporting Information (supply online)		
Brief: Outline the aims and objectives of the project. Specify the target audience and explain any relevant background information. (Max. 400 Characters)		
Solution: Explain the reasoning behind the project solution and describe any cultural references that may not be understood without explanation. (Max. 400 Characters)		

MUSIC VIDEOS

Type of Work	Single (1 item)
Music Videos	Upload 1 MPEG or MOV (Where possible HD is preferred)
Supporting Information (supply online)	
Brief with Budget: Outline the aims and objectives of the project. Specify the target audience, explain any relevant background information and give an indication of the budget. (Max. 400 Characters)	
Solution: Explain the reasoning behind the project solution and describe any cultural references that may not be understood without explanation. (Max. 400 Characters)	

DIRECT

Type of Work	Single (1 item)	Campaign (2 - 10 items)	Translation
Direct Digital	Input 1 URL Or Post original work on 1 Portable Storage Device (i.e. USB memory stick, CD-ROM or DVD-ROM up to 4Gb)*	Input 1 URL per item Or Post original work on 1 Portable Storage Device (i.e. USB memory stick, CD-ROM or DVD-ROM up to 4Gb) per item*	Provide a translation online. Translate as much of the work as is necessary to ensure the judges understand it. You should also provide instructions that will help the judges navigate the work.
Direct TV & Cinema Advertising	Upload 1 MPEG or MOV (Where possible HD is preferred)	Upload 1 MPEG or MOV per item (Where possible HD is preferred)	Apply subtitles or dubbing to the work.
Direct Radio	Upload 1 MP3 or WAV	Upload 1 MP3 or WAV per item	Provide a translation of the script online.
Direct Enhanced, Interactive & Digital Posters	Post 1 - 2 A2 Presentation Boards Or Upload a Presentation Film (Max. 2 mins) as an MPEG or a MOV, or post it on a Data Disk****	Post 1 - 6 A2 Presentation Boards	N/A
Direct Press & Poster Advertising	Post work mounted on 1 A2 Board	Post work mounted on 1 A2 Board per item	Provide a translation online. Translate as much of the work as is necessary to ensure the judges understand it.
Direct Inserts & Wraps	Post Original Work Unmounted		

Direct Ambient	Post 1 - 4 A2 Presentation Boards Or Upload a Presentation Film (Max. 2 mins) as an MPEG or a MOV, or post it on a Data Disk****	N/A	N/A
Addressed Direct Mail**	Post Original Work Unmounted		Provide a translation online. Translate as much of the work as is necessary to ensure the judges understand it.
Direct Mail Door Drop			
Type of Work	Campaign (1 item)		
Integrated Direct***	Upload a Presentation Film (Max. 3 mins) as an MPEG or a MOV, or post it on a Data Disk****		
Supporting Information (supply online)			
Brief: Outline the aims and objectives of the project. Specify the target audience and explain any relevant background information. (Max. 400 Characters)			
Solution: Explain the reasoning behind the project solution and describe any cultural references that may not be understood without explanation. (Max. 400 Characters)			
Response Rate: Indicate the response rate and results. (Max. 400 Characters)			
Notes			
* Portable Storage Device: Only send work on a Portable Storage Device if it was presented to the audience in this format.			
**For large scale 3D work (over 1 m3), supply photographs mounted on 1 – 2 A2 boards.			
*** Integrated Direct: Clearly show all elements of the work and how consumers engaged with the campaign.			
**** Presentation Film: Judges often find that presentation films don't successfully communicate the entry. To give your work the best possible chance at judging, follow the recommendations in the back of this guide.			

OUTDOOR ADVERTISING

Type of Work	Single (1 item)	Campaign (2 - 10 items)	Translation
Poster Advertising*	Post work mounted on 1 A2 Board	Post work mounted on 1 A2 Board per item	Provide a translation online. Translate as much of the work as is necessary to ensure the judges understand it.
Enhanced, Interactive & Digital Posters*	Post 1-2 A2 Presentation Boards	Post 1-6 A2 Presentation Boards	N/A
	Or Upload a Presentation Film (Max. 2 mins) as an MPEG or a MOV, or post it on a Data Disk**		N/A
Ambient	Post 1-4 A2 Presentation Boards Or Upload a Presentation Film (Max. 2 mins) as an MPEG or a MOV, or post it on a Data Disk**	N/A	N/A
Supporting Information (supply online)			
Brief: Outline the aims and objectives of the project. Specify the target audience and explain any relevant background information. (Max. 400 characters)			
Solution: Explain the reasoning behind the project solution and describe any cultural references that may not be understood without explanation. (Max. 400 characters)			
* Location/Scale: For Poster Advertising and Enhanced, Interactive & Digital Poster categories also explain where the project ran, the positioning, location and scale. (Max. 400 characters)			
Notes			
** Presentation Film: Judges often find that presentation films don't successfully communicate the entry. To give your work the best possible chance at judging, follow the recommendations in the back of this guide.			

PRESS ADVERTISING

Type of Work	Single (1 item)	Campaign (2 - 10 items)
Magazine and/or Newspaper Press Advertising*	Post work mounted on 1 A2 Board	Post work mounted on 1 A2 Board per item
Inserts & Wraps	Post original work unmounted	
Translation		
Provide a translation online. Translate as much of the work as is necessary to ensure the judges understand it.		
Supporting Information (supply online)		
<p>Brief: Outline the aims and objectives of the project. Specify the target audience and explain any relevant background information. (Max. 400 characters)</p> <p>Solution: Explain the reasoning behind the project solution and describe any cultural references that may not be understood without explanation. (Max. 400 characters)</p> <p>*Location/Scale: For Magazine and/or Newspaper Press Advertising categories also explain where the project ran, the positioning, location and scale. (Max. 400 characters)</p>		

GRAPHIC DESIGN

Type of Work	Single (1 item)	Series (2 - 10 items)	Translation
Moving Image	Upload 1 MPEG or MOV, or post on a Data Disk	Upload 1 MPEG or MOV per item, or post on a Data Disk	Apply subtitles or dubbing to the work.
Type of Work	Range (1 item)		Translation
Integrated Graphics*	Post original work unmounted and if relevant post moving image parts as an MPEG or a MOV on a Data Disk and/or input a URL		Provide a translation online. Translate as much of the work as is necessary to ensure the judges understand it.
Type of Work	Single (1 item)	Range (2 - 10 items)	Translation
Catalogues & Brochures	Post original work unmounted	N/A	Provide a translation online. Translate as much of the work as is necessary to ensure the judges understand it.
Technical Literature			
Annual Reports			
Leaflets			
Calendars*			
Direct Mail*			
Greeting Cards & Invitations*			
Stamps (individual/set)	Post original work unmounted	N/A	Provide a translation online. Translate as much of the work as is necessary to ensure the judges understand it.
Stationery (item/range)			
CD, DVD & Record Sleeves			
Applied Print Graphics*	Post original work unmounted		
Posters	Post work mounted on 1 Board (any size)	Post work mounted on 1 Board (any size) per item	
Logos	Post 1-2 A2 Presentation Boards Or Upload 1 MPEG or MOV, or post on a Data Disk	N/A	N/A
Point of Sale	Post 1-2 A2 Presentation Boards	Post 1-6 A2 Presentation Boards	N/A
Signage & Information Graphics			
Environmental Graphics		N/A	N/A
Typefaces			

Supporting Information (supply online)
Brief: Outline the aims and objectives of the project. Specify the target audience and explain any relevant background information. (Max. 400 characters)
Solution: Explain the reasoning behind the project solution and describe any cultural references that may not be understood without explanation. (Max. 400 characters)
Notes
*For large scale 3D work (over 1 m3), supply photographs mounted on 1 – 2 A2 boards.

PACKAGING DESIGN

Type of Work	Single (1 item)	Range (2 - 10 items)
Packaging	Post original work unmounted	
Translation		
Provide a translation online. Translate as much of the work as is necessary to ensure the judges understand it.		
Supporting Information (supply online)		
Brief with Production Run: Outline the aims and objectives of the project. Specify the target audience, explain any relevant background information and give an indication of the production run. (Max. 400 characters)		
Solution: Explain the reasoning behind the project solution and describe any cultural references that may not be understood without explanation. (Max. 400 characters)		

MAGAZINE & NEWSPAPER DESIGN

Type of Work	Single (1 item)	Series (2 - 12 items)
Magazines	Post original work unmounted	
Newspapers		
Print with Online	Post 1 print issue unmounted and input 1 URL for the online counterpart	N/A
Translation		
Provide a translation online. Translate as much of the work as is necessary to ensure the judges understand it.		
Supporting Information (supply online)		
Brief: Outline the aims and objectives of the project. Specify the target audience and explain any relevant background information. (Max. 400 characters)		
Solution: Explain the reasoning behind the project solution and describe any cultural references that may not be understood without explanation. (Max 400 characters)		

BOOK DESIGN

Type of Work	Single (1 Item)	Series (2 or more items)
Books	Post original work unmounted	
Translation		
Summarise the content of the book online.		
Supporting Information (supply online)		
Brief: Outline the aims and objectives of the project. Specify the target audience and explain any relevant background information. (Max. 400 characters)		
Solution: Explain the reasoning behind the project solution and describe any cultural references that may not be understood without explanation. (Max. 400 characters)		

BRANDING

Type of Work	Single (1 item, can have multiple parts)	Campaign (1 Item)	Translation
New Branding Schemes	N/A	Post 1-6 A2 Presentation Boards, you may also send printed and/or digital supporting material if you wish*	N/A
Rebranding Schemes			
Brand Communications in Moving Image	Upload 1 MPEG or MOV, or post on a Data Disk	N/A	Apply subtitles or dubbing to the work.
Online Brand Communications	Input a URL of the original work or a holding page containing links to the work	N/A	Provide a translation online. Translate as much of the work as is necessary to ensure the judges understand it. You should also provide instructions that will help the judges navigate the work.
Brand Communications in Print	Post original work unmounted**	N/A	Provide a translation online. Translate as much of the work as is necessary to ensure the judges understand it.
Brand Communications in 3D & Environments	Post 1 - 2 A2 Presentation Boards	N/A	N/A
Supporting Information (supply online)			
<p>Brief with Brand History: Give background information about the brand, outline the objectives of the project and specify the target audience. (Max. 400 characters)</p> <p>Solution: Explain the reasoning behind the project solution and describe any cultural references that may not be understood without explanation. (Max. 400 characters)</p>			
Notes			
<p>*Supporting Material: You can supply a URL online and/or send supporting material on a separate Data Disk as MOVs, MPEG2s, MPEG4s, MP3s, WAVs & TIFFs. Printed work should be sent unmounted. Do not send both digital and physical versions of the same work.</p> <p>**For large scale 3D work (over 1 m3), supply photographs mounted on 1 – 2 A2 boards.</p>			

PRODUCT DESIGN

Type of Work	Single (1 item. Can have multiple parts)
Product Design for the Home	Upload a Presentation Film (Max. 2 mins) as an MPEG or a MOV* Or Upload 1 - 5 images as TIFFs
Product Design for Work & Industry	
Product Design for Leisure	
Supporting Information (supply online)	
<p>Brief: Outline the aims and objectives of the project. Specify the target audience and explain any relevant background information. (Max. 400 characters)</p> <p>Solution: Explain the reasoning behind the project solution and describe any cultural references that may not be understood without explanation. (Max. 400 characters)</p>	
Notes	
<p>If work is successful in the first selection stage we will email you in March 2010 to request the actual product to be sent for further judging rounds.</p> <p>*Presentation Film: Judges often find that presentation films don't successfully communicate the entry. To give your work the best possible chance at judging, follow the recommendations in the back of this guide.</p>	

ENVIRONMENTAL DESIGN

Type of Work	Single (1 item)
Environmental Design for Retail & Services	Upload a Presentation Film (Max. 3 mins) as an MPEG or a MOV. This is the most recommended format* Or Upload 1 - 5 images as TIFFs
Environmental Design for Leisure & Tourism	
Environmental Design for Public Space & Community	
Environmental Design for the Workplace	
Permanent Exhibitions	
Temporary Exhibitions	
Installations**	
Supporting Information (supply online)	
Brief: Outline the aims and objectives of the project. Specify the target audience and explain any relevant background information. (Max. 400 characters) Solution: Explain the reasoning behind the project solution and describe any cultural references that may not be understood without explanation. (Max. 400 characters) Budget/Location: Give an indication of the budget and details of the location. (Max. 400 characters)	
Notes	
*Presentation Film: Present a journey through the space showing the audience interacting with the design. (Excluding Installations, please see note below.) Judges often find that presentation films don't successfully communicate the entry. To give your work the best possible chance at judging, follow the recommendations in the back of this guide. **Installations: In the presentation film show the context in which the installation was experienced and the audience interacting with the design. Include any sound that forms part of the installation.	

DIGITAL ADVERTISING

Type of Work	Single (1 item)	Campaign (2 - 10 items)
Webads	Input 1 URL	Input 1 URL per item
Banners & Pop Ups*		
Tools & Applications*		
Online Games*		
Emails		
Type of Work	Campaign (1 Item)	
Digital Advertising Campaigns*	Input a URL of a holding page. The holding page should consist of links to each part of the campaign	
Translation		
Provide a translation online. Translate as much of the work as is necessary to ensure the judges understand it. *You should also provide instructions that will help the judges navigate the work.		
Supporting Information (supply online)		
Brief: Outline the aims and objectives of the project. Specify the target audience and explain any relevant background information. (Max. 400 characters) Solution: Explain the reasoning behind the project solution and describe any cultural references that may not be understood without explanation. (Max. 400 characters)		

MOBILE MARKETING

Type of Work	Single (1 item)
Mobile Marketing	Upload a Presentation Film (Max. 3 mins) as an MPEG or a MOV*
Mobile Applications	
Supporting Information (supply online)	
<p>Brief: Outline the aims and objectives of the project. Specify the target audience and explain any relevant background information. (Max. 400 characters)</p> <p>Solution: Explain the reasoning behind the project solution and describe any cultural references that may not be understood without explanation. (Max. 400 characters)</p>	
Notes	
<p>*Presentation Film: Judges often find that presentation films don't successfully communicate the entry. To give your work the best possible chance at judging, follow the recommendations in the back of this guide.</p>	

WEBSITES

Type of Work	Single (1 item)
Websites	Input 1 URL
Microsites	
Translation	
Provide a translation online. Translate as much of the work as is necessary to ensure the judges understand it.	
Supporting Information (supply online)	
<p>Brief: Outline the aims and objectives of the project. Specify the target audience and explain any relevant background information. (Max. 400 characters)</p> <p>Solution: Explain the reasoning behind the project solution and describe any cultural references that may not be understood without explanation. (Max. 400 characters)</p> <p>Navigation: If relevant, explain how the judges should navigate the work and highlight any features or specific sections that should be seen. (Max. 400 characters)</p>	

File Specifications and Preparation Instructions

Physical Formats

A2 BOARD
<ul style="list-style-type: none"> • Mount work on A2 durable boards: 42 x 59 cm or 16.5 x 23.4 inches • Any board larger than A2 will not be accepted. If the original work is larger than A2 supply a reproduction • We strongly recommend that you do not use foam board as this cannot be recycled • Do not supply rolled prints • Do not tape boards together • Do not use your company's logo or branding anywhere on the board • Show work as it was originally launched, including all text, even for craft categories e.g. Photography • For a campaign, you can mount more than one item on the same board

A2 PRESENTATION BOARD
<ul style="list-style-type: none"> • Show the key elements of the work. If you use explanatory text keep it short and clear • Mount work on A2 durable boards: 42 x 59 cm or 16.5 x 23.4 inches • Any board larger than A2 will not be accepted • We strongly recommend that you do not use foam board as this cannot be recycled • Do not supply rolled prints • Do not tape boards together • Do not use your company's logo or branding anywhere on the board

UNMOUNTED WORK
<ul style="list-style-type: none"> • Please contact us prior to sending any highly perishable goods

Digital Formats

If you are uploading work you will need the latest Flash player and the latest version of Java enabled on your computer. These can be downloaded from get.adobe.com/flashplayer/ and www.java.com respectively. Please allow additional upload time if your file is HD.

MPEG2/MPEG4 or MOV						
Format	Aspect Ratio	Resolution	Frame Rate	Bitrate	MPEG2 Codec	MPEG4 or MOV Codec
HD 1080p	16:9	1920 x 1080	25-30 fps	15-25 Mbps	Mpeg2	H.264
PAL	4:3	720 x 576	25 fps	8-15 Mbps		
PAL	16:9	720 x 576	25 fps	8-15 Mbps		
NTSC	4:3	720 x 480	30 fps	8-15 Mbps		
NTSC	16:9	720 x 480	30 fps	8-15 Mbps		
General Instructions						
<ul style="list-style-type: none"> • Use item titles as the file names • Ensure that the media comes from an uncompressed format e.g. Beta, MiniDV or DVCam • Do not add a clock or slate before your commercial • File must be multiplexed with audio and video in 1 single file • Use the approximate file size guide that 1 second of video = 1Mb. If HD, this should be 1 second of video = 4Mb • To ensure you get a good quality file make sure the video bitrate is a minimum of 8500 kbps or 15000 kbps if HD • Always do a preliminary quality check before submitting your work 						
MPEG2 Instructions				MPEG4 / MOV Instructions		
<ul style="list-style-type: none"> • Do not confuse MPEG2s with MPEG1s, as MPEG1s are lower quality files • Ensure that the file extension reads .mpg 				<ul style="list-style-type: none"> • Make sure your codec is H.264 • File extension can be .mp4 or .mov 		

TIFF

- Image resolution must be at 350 dpi
- Colour mode must be RGB
- Ensure that the image length is 27cm along the longest axis. Make sure the image is in centimetres, not pixels or millimetres
- Always do a preliminary quality check before submitting your work

DATA DISK

- A Data Disk is a writable CD/DVD containing MPEG2, MPEG4 or MOV files. This is not an authored DVD or CD-ROM
- You may supply more than one entry on the same Data Disk

MP3/WAV

Sample Size	Sample Rate
16-bit	44100kHz

Instructions

- Ensure that the MP3 file extension reads .mp3
- Use item titles as file names
- Submit 1 file for each advert
- Do not include an audio introduction
- Always do a preliminary quality check before submitting your work

PRESENTATION FILM

To give your work the best possible chance at judging, follow the recommendations below:

Judges Tips:

- Use the first 30 seconds to clearly and concisely summarise the entire entry, show the brief (outlining the aims and objectives of the project), the solution and the context in which it was experienced by the user/consumer. Elaborate, if necessary, within the remaining time.
- Emphasise the creative idea, and its relevance to the audience, rather than its effectiveness. After all, D&AD is a creative award scheme.

D&AD Advice and Criteria:

- Do not use your company logo or branding anywhere on the film
- Do not wait until the end of the film to reveal the project solution
- Show the elements of the project as they were originally presented, e.g. include any audio that formed part of the work
- It is not necessary to show 'the making of' unless it is integral to the entry
- Keep the film to the specified length or shorter. You do not have to fill the time allocated
- You do not need to create an elaborate, costly film. As long as the idea is presented well, simple films can be just as effective
- To see examples of successful narrative films you can view past winners at dandad.org/awards/pastwinners/

URL

- The page must be accessible without a username or password
- All web pages must be viewable on a MAC using Firefox
- Do not use your company logo or branding on the web page
- If the URL is no longer live supply a holding page
- On holding pages for Digital Advertising Campaigns, clearly title each item of the campaign
- The URL must be live from submission date until March 2011 for use at D&AD exhibitions
- Always make sure a URL is in perfect working order before submitting your work

PORTABLE STORAGE DEVICE (USB memory stick, CD-ROM or DVD-ROM)

- Only send work on a Portable Storage Device if it was presented to the audience in this format
- The device must not be larger than 4Gb
- We only accept professionally mastered dual format CD-ROMs or DVD-ROMs