



FREQUENTLY ASKED QUESTIONS

How do I enter?

Before you do anything else and whether you are a tutor or a student, you need to register on this site to gain access to all the briefs. Read your chosen brief and the rules carefully, then submit your response. Make sure you look carefully at the submission specifications and format your work accordingly otherwise we may not be able to judge it. The site will accept entries from early January 2010. The deadline is Friday 19 March at 4.00pm.

How much does it cost?

D&AD student Members and University Network Members: £12 per entry
Non-members: £17 per entry

You can pay through our Worldpay shop. If your college is paying your tutor will register and pay on your behalf.

Can I get my work back after the judging?

Yes, but only if you request this on entry and remember to include the postage fee to cover this or include a stamped addressed envelope. We strongly recommend that you don't submit your only copy of the work.

How is my work judged?

Each category has its own expert jury. We invite top creatives and designers, many of whom have judged at the professional awards or won their own D&AD Professional Pencil. We also invite a representative from the sponsor. All the judging takes place anonymously with the same rigorous processes that are applied to the professional awards judging. Every jury is managed by a member of D&AD staff to ensure the rules are adhered to and the results recorded correctly.

What are the judging criteria?

D&AD is all about ideas so the first thing that the jury will look for is a great idea. Secondly they will look for great execution, and although the idea always comes first you need to make sure that your execution does justice to the idea and presents it appropriately. Thirdly they will be checking to see that your work is on brief, that you have chosen an appropriate solution to the problem and for the brand and taken into account the market, the target audience and the competition.

Remember that the judges have to look at a lot of work so you need to be clear and concise in your presentation.

What are the awards?

First the judges compile a shortlist of work that will appear in the online annual this is titled the In Book selection and is the best work of the year.

All work that exceeds the In-Book standard is considered as a nomination and can win one of three further awards announced at the D&AD Student Awards Ceremony in June 2010:

- Commendation – Awarded to work that has taken a particular aspect of the criteria and developed it to a point of excellence making it worthy of a special mention.
- Second – Work awarded a Second must demonstrate originality of ideas and either excellent craft or execution or an excellent interpretation of the brief and brand.
- First - This is awarded to the work that ticks all three of the judging criteria and does all of them extremely well. This work is on brief and is the best demonstration of craft or technical skill in its category. The idea will be so good that the judges themselves will wish they'd come up with it.

- Student of the Year: All work awarded a First is put forward for consideration for the Student of the Year title.

What could I win?

- All Prize levels: A Certificate, work featured on studentawards.dandad.org/2010,
- In Book: a name credit featured in the Book of Nominations for each credited person. The right to use the D&AD Student Award In Book Prize badge
- Commendation: work featured in the Book of Nominations, work exhibited at key D&AD events including the Student Awards Ceremony, a ticket to the Student Awards Ceremony for each credited person, the option to register and showcase their portfolio on the D&AD Talentpool website. The right to use the D&AD Student Award Commendation Prize badge
- Second: A Student Yellow Pencil, work featured in the Book of Nominations, work exhibited at key D&AD events including the Student Awards Ceremony, a ticket to the Student Awards Ceremony for each credited person, the option to register and showcase their portfolio on the D&AD Talentpool website. The right to use the D&AD Student Award Second Prize badge
- First: A Student Yellow Pencil, work featured in the Book of Nominations, work exhibited at key D&AD events including the Student Awards Ceremony, a ticket to the Student Awards Ceremony for each credited person, the option to register and showcase their portfolio on the D&AD Talentpool website. The right to use the D&AD Student Award First Prize badge

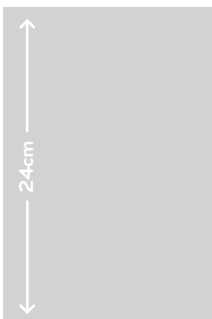
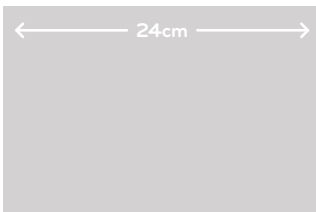


TECHNICAL SPECIFICATION FOR ALL D&AD STUDENT AWARD ENTRIES

All entrants must abide by the following guidelines for submitting their work and should not submit any formats other than stated below.

Briefs that require boards

- Boards should be either A2 (420mm x 594mm) or A3 (297mm x 420mm) in size.
- A maximum of four A2 boards or four A3 boards is allowed per entry.
- Board sizes specified include borders or surrounds.
- A completed ENTRY LABEL should be attached to the back of each board.
- You are also required to upload a digital copy of the files
- Digital copies of boards should be 350dpi jpeg and measure 24cm along the longest axis.
- ENSURE you use the cataloging structure detailed on this page for all boards and their digital versions



Briefs that require digital work to be submitted

HTML/Interactive (Websites/Virals/Widgets)

Submit 1 CD OR DVD with your entry containing all necessary files as a backup.

- A completed ENTRY LABEL should be attached to the CD or DVD.

- Send all websites in their entirety as a Firefox/Safari compatible HTML project
- Send all Flash and Shockwave projects embedded in HTML and ensuring Firefox/Safari compatibility
- ALWAYS upload a digital copy at the time of entering
- ENSURE you use the cataloging structure detailed on this page for the root folder, index file, flash or shockwave files.

Video files

HD 16:9
1280x720 .mp4 container
video: H.264 codec @ 2000 kbits/second
2-pass VBR
audio: AAC codec, 320kbits, stereo 44.1kHz

SD 16:9
640x352 .mp4 container
Video: H.264 codec @ 750-800 kbits/
second 2-pass VBR
Audio: AAC codec, 320kbits, stereo
44.1kHz

SD 4:3
640x480 .mp4 container
video: H.264 codec @ 1200 kbits/second
2-pass VBR
audio: AAC codec, 320kbits, stereo 44.1kHz

- Submit 1 CD OR DVD with your entry containing all video files as a backup.
- A completed ENTRY LABEL should be attached to the CD or DVD.
- ALWAYS Upload a digital copy at the time of entering.
- ENSURE you use the cataloging structure detailed on this page for all files

Audio files

Format: MP3
Data rate: 320 kbs
Channels: Stereo
Sample rate: 44.100khz
Encoding: Best quality

- Submit 1 CD or DVD with your entry containing all audio files as a backup.
- A completed ENTRY LABEL should be attached to the CD or DVD.
- ALWAYS upload a digital copy at the time of entering
- ENSURE you use the cataloging structure detailed on this page for audio files.

Briefs that allow 3D objects

- A completed ENTRY LABEL should be attached to the base of each object.
- You are also required to upload a digital photograph of the object/s
- ENSURE you use the cataloging structure detailed on this page

Cataloging files & folders

Cataloging files: Please use the following structure

- ENTRY NUMBER_PART NUMBER (eg: 01_0001_01)
- IMPORTANT: The entry number will be provided when you have completed the entry form on the microsite.
- EG: If your entry is a single board you would name your file as follows and write the same details on the ENTRY LABEL to attach to the reverse of your board.
- 0001_01
- If you are entry consists of 3 boards as a response you would name each file as follows and write the same details on the ENTRY LABEL to attach to the reverse of your board:
- 0001_01 (for the first board you want displayed)
- 0001_02 (for the second board you want displayed)
- 0001_03 (for the third board you want displayed)

Cataloging folders: Please use the following structure

- ENTRY NUMBER (eg: 0001)
- Please note: Digital copies of your entry will be used on studentawards.dandad.org and for any other promotional uses by D&AD. You will not be able to change or amend these after they have been submitted so please ensure they are of optimum quality.
- If you have a query regarding submitting work please email: studentawards@dandad.co.uk



THE D&AD STUDENT AWARDS 2010 RULES

The contest is organised by D&AD, registered offices 9 Graphite Square, Vauxhall Walk, London, SE11 5EE. By entering the contest entrants agree to comply with these rules.

All full or part time students enrolled on recognised undergraduate, postgraduate and Higher Education courses anywhere in the world are eligible to enter (HND, BTEC, BA, BSc, MA, MSc, MD or equivalent are all recognised)

1 Entering the Contest

1.1 Entry is open to individuals working alone or groups of up to five persons working as a team.

1.2 To enter students should register at the Student Awards Micro-site (<http://studentawards.dandad.org/2010>) download a brief, generate a response to that brief ("the Response") and submit their work in accordance with the deliverables as laid out in their chosen brief.

1.3 Students can download and respond to as many briefs as they wish; they may also submit more than one Response per brief. Each Response is considered a separate entry and will need to be accompanied by the relevant fee.

1.4 All Responses must be the original work of the entrants. Entrants who incorporate any images, writing, music or other creative material belonging to someone else must obtain the other party's permission. Entrants may be asked to evidence their ownership of the Response and should keep dated records of all working materials.

1.5 Moving image Responses which are accompanied by sound recordings whose copyright is not owned by the entrants will not be promoted in the event of a prize being awarded. Entrants will be asked to re-submit a version which can be publicly distributed.

1.6 The fee for entry is £17 inc VAT per Response for non-members of D&AD or a discounted rate of £12 for members of D&AD or students enrolled on a course which is registered as a University Network Member of D&AD. In order to qualify for the discount no membership fees should be outstanding at the time of entry.

1.7 Individuals wanting to respond to the category entitled What Else Do You Do must not have previously entered the featured work into any other contest.

1.8 For teams who want to respond to the category entitled What Else Do You Do each member of that team must not have entered the featured work into any other contest.

1.9 In order to assist D&AD in promoting the winning work all entrants are asked to provide credits for each entry. These must include:

- Full names of entrant/s
- Full names of tutor/s
- The name of their college or university

1.10 Entrants who wish their Response to be returned to them after the contest must indicate so clearly at the time of entry and, if applicable, pay the necessary return postage charges.

1.11 The closing deadline for entries to be received by D&AD is Friday 19 March 2010 at 5.00pm. D&AD accepts no responsibility for lost or undelivered entries. Proof of postage does not guarantee that an entry has been received by D&AD

1.12 D&AD is under no obligation to refund payments made for either individual Entries or groups of Entries. Under the circumstance of technical error it is at the discretion of D&AD to refund payments.

2 Sponsors Logos & Names

2.1 Sponsors may submit their own branding or that of the sponsors' clients for the purpose of inviting Responses. All rules relating to sponsors' branding apply equally to sponsors' clients' branding.

2.2 All sponsors operate strict controls on the use of their names, trade marks and logos. ANY MISUSE OF SPONSOR BRANDS BY AN ENTRANT WILL LEAD TO THE DISQUALIFICATION OF ALL THAT ENTRANT'S RESPONSES AND MAY EXPOSE THE ENTRANT AND D&AD TO LEGAL CLAIMS.

2.3 By submitting a Response entrants agree to use the sponsor branding only in accordance with these terms and conditions.

2.4 The sponsors permit entrants to use the submitted branding for the sole purpose of responding to the brief sponsored by that sponsor.

2.5 Entrants may:

2.4.1 only use sponsor branding on Responses submitted to the D&AD Student Awards 2010;

2.4.2 include a submitted Response in their personal portfolio in exactly the same format as that submitted to the D&AD Student Awards 2010.

2.6 Entrants must not:

2.5.1 use sponsor branding on any other material or for any other purpose;

2.5.2 upload their submitted Response to any online location whether as part of an open or access-restricted site;

2.5.3 denigrate sponsors or sponsor branding, subject sponsor branding to derogatory treatment or otherwise bring the sponsor and/or its brands into disrepute;

2.5.4 do anything to suggest that the entrant is endorsed, associated or otherwise affiliated with the sponsor;

2.5.5 provide or make available sponsor branding to any third party for any purpose.

2.7 For the avoidance of doubt the sponsors for the 2010 Student Awards are as listed on the sponsors page of studentawards.dandad.org/2010

2.8 For the avoidance of doubt the sponsor clients for the 2010 Student Awards are as detailed on the individual briefs

2.8 Entrants who submit a Response which contains any trade mark or logo or other branding other than those specifically submitted by the sponsors may be asked to re-submit their work without such branding.

3 Ownership of your Work

3.1 Entrants retain ownership of their Responses submitted into the contest but where such work incorporates sponsor branding entrants may only use the work in accordance with the above sponsor guidelines. Entrants may remove sponsor branding from their Responses and after that may use such Responses at their own discretion.

3.2 By submitting a Response entrants grant to D&AD and the relevant sponsor a non-exclusive licence for the duration of copyright protection to reproduce or distribute a reproduction of their entry in all media in order to promote, or act as a historical record of, the D&AD Student Awards or D&AD as an organization or a sponsor's involvement with the D&AD Student Awards or as part of any D&AD publication (whether on or offline).

3.3 Entrants agree that, should a sponsor wish to develop or exploit a Response for commercial purposes, the entrant will enter into negotiations with that sponsor to agree terms for such development or exploitation before negotiating with any other party in relation to the Response. We refer to this as the First Negotiation Agreement. The First Negotiation Agreement will remain in operation from the date of submission of a Response until one week after the award ceremony. Initial contact between entrants and sponsors will be facilitated by D&AD only. Entering into a First Negotiation Agreement does not constitute a guarantee that either party will reach a final agreement.

3.4 D&AD advises all entrants to obtain independent legal advice in respect of any agreements being discussed between sponsor and entrant.



THE D&AD STUDENT AWARDS 2010 RULES

4 Judging the Contest

4.1 D&AD will appoint a jury which shall be composed of judges who in D&AD's sole discretion have the appropriate qualifications to judge the work. Responses will be considered in accordance with D&AD's selection criteria. These are:

- (a) An excellent creative idea; and
- (b) Excellent craft or execution; and
- (c) On Brief

4.2 The jury will be asked to create a shortlist of Responses to act as a record of the best of the year. This shortlist will be termed In Book and appear on the studentawards.dandad.org website. From this shortlist prizes will be awarded to the Responses whom the jury considers, in its sole discretion, to be the best Responses.

4.3 The jury is not limited in the number of prizes it can award and similarly there is no guarantee that a jury will award a prize in a category if they do not feel that work is of the standard required.

4.4 The jury has the right to edit pieces submitted as part of a Response and to ask for only certain parts of the Response to be displayed or promoted.

4.5 General feedback will be gathered from the jury. This will be available to view on the Student Awards website when the winners are announced. Individual feedback will not be available.

4.6 If D&AD is made aware of any concerns that a Response does not constitute the original work of the entrant then in the first instance D&AD will contact the entrant and will ask for copies of any notes or drawings which evidence the entrant's assertion to be the creator of the work. D&AD will also contact credited tutors for further information. Where possible D&AD will consider the evidence gathered and decide whether to allow the Response to remain within the contest or to remove it. D&AD's decision is in its sole discretion and is final.

5 Prizes

5.1 The prizes to be awarded are as follows:

First: A Student Yellow Pencil, a Certificate, work featured on studentawards.dandad.org/2010, work featured in the Book of Nominations, work exhibited at key D&AD events including the Student Awards Ceremony, a ticket to the Student Awards Ceremony for each credited person, the option to register and showcase their portfolio on the D&AD Talentpool website. The right to use the D&AD Student Award First Prize badge as found on the winners area of studentawards.dandad.org/2010

Second: A Student Yellow Pencil, a Certificate, work featured on studentawards.dandad.org/2010, work featured in the Book of

Nominations, work exhibited at key D&AD events including the Student Awards Ceremony, a ticket to the Student Awards Ceremony for each credited person, the option to register and showcase their portfolio on the D&AD Talentpool website. The right to use the D&AD Student Award Second Prize badge as found on the winners area of studentawards.dandad.org/2010

Commendation: A Certificate, work featured on studentawards.dandad.org/2010, work featured in the Book of Nominations, work exhibited at key D&AD events including the Student Awards Ceremony, a ticket to the Student Awards Ceremony for each credited person, the option to register and showcase their portfolio on the D&AD Talentpool website. The right to use the D&AD Student Award Commendation Prize badge as found on the winners area of studentawards.dandad.org/2010

In Book: A Certificate, work featured on studentawards.dandad.org/2010, a name credit featured in the Book of Nominations for each credited person. The right to use the D&AD Student Award In Book Prize badge as found on the winners area of studentawards.dandad.org/2010

5.2 All winners of a First Prize will be considered for the final prize:

Student of the Year: A Student Yellow Pencil

5.3 First, Second and Commendation winners will share a prize fund of £35,000 for the provision of each aspect of their prize offering. The first £2,000 will be awarded to the winners of the Student of the Year in the form of cash and the remaining £33,000 will be divided amongst the remaining First, Second and Commendation prize winners and may take the form of training, placements or cash depending upon the recipients requirements.

5.4 Where more than one person has created the Response the team's share must be divided equally amongst team members. The entrant uploading the Response to the contest will be responsible for sharing the team prize monies with his/her team members.

5.5 Winning tutors will also be recognized within the awards and will receive a certificate.

5.6 Winning Responses will be promoted to the creative industry via the Student Awards website, through press releases and any other means deemed appropriate by D&AD. In addition all winners will be eligible to display their work on D&AD's Talentpool website and join D&AD's Graduate Placement Scheme.

5.7 Each credited entrant/s and their tutor/s whose work is nominated for a prize will be invited to attend a prize giving ceremony which will take place on the evening of the last Thursday in June 2010 at a location of D&AD's choosing. D&AD is unable to offer expenses or a contribution towards travel costs. A limit of 1 ticket per person is allocated for the ceremony.

5.8 Placements and other prizes unique to each brief will be awarded at the discretion of the sponsor with guidance from D&AD. To be considered for one of these prizes the student must have attained a Commendation, Second or First prize. In the event of a team being chosen it is at the sponsors discretion to amend the offering to cover all or a single team member.

6 Return of materials

6.1 Materials will only be returned if a return request was made at the time of entry and the appropriate postage fee was paid in advance. For those wanting to collect their work from our offices this must have been requested at the time of entry and collection must take place no later than 5 pm on 30 July 2010.

6.2 In the event that the return of materials is not requested at the time of entry D&AD will take the following actions:

- (a) All prize winning work entered will be stored to be displayed at exhibitions until 30 July 2010
- (b) Models, 3d objects and other items which are of high quality will be stored until 30 July 2010
- (c) All other remaining items which are unsuccessful at the time of judging will be destroyed or recycled where appropriate
- (d) All materials which remain after 30 July 2010 will be destroyed or recycled

6.3 D&AD is unable to guarantee the safety of work entered and is unable to accept responsibility for the loss or damage of entries received. D&AD advises all entrants to retain a copy of their work for their portfolio

7 General points

7.1 D&AD reserves the right to make changes these rules, if necessary, from time to time.

7.2 The Rules are subject to English law and any dispute that is not resolved by consultation between the parties shall be referred to the courts of England and Wales.

For any enquiries relating to the D&AD Student Awards please contact studentawards@dandad.co.uk or telephone: 020 7840 1111