

Are we neglecting the D in D&AD?

Has design become the poor relation at D&AD?
Sometimes it might look that way. Especially on awards night.

The advertising industry tends to take more tables, splash more cash and make more noise.

The annual, however, tells a different story.

Take this year. As you'd expect, a hefty chunk of the book is devoted to advertising. 34% to be precise.

And how much of it is design?

34%.

Exactly the same.

Not only that, the Graphic Design categories alone account for 16% of all the work in the book.

It's the biggest section by some distance.

117 individual entries. 14 nominations. 5 Yellow Pencils.

Even a Black. (D&AD juries are tough, but they'll recognise good work when they see it.)

All in all, it hardly adds up to a case of neglect.

Ah, some people will say, but the best work doesn't always win because not everyone enters.

Well, there's only one way to fix that.

By entering.

D&AD is not perfect. But for five decades now it's provided a permanent and, many would say, definitive record of the very best in creativity.

And who wouldn't want to be part of that?

For the second year running, the price of entries has been pegged at £95. The closing date is Wednesday 27th January 2010.

So if you've done work you're proud of, let's have it.

D&AD does not neglect design.

We hope designers will not neglect D&AD.

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Awards 2010

Which awards are the most attractive?

The creative world is not exactly short of awards.

Dynamic sculptures cast in solid metal, hefty enough to break a bone should you drop one on your foot.

Translucent blocks that dapple the office walls with pretty coloured light when the sun hits them at the right angle.

Heroic, winged figures that resemble a collaboration between Albert Speer and Leni Riefenstahl.

And then there's another one. It's not much to look at.

Just a short, stubby piece of wood painted yellow.

The D&AD pencil.

You don't see as many of these. And therein lies the appeal.

Most awards schemes cheerfully hand out prizes in every category, every year.

Not D&AD.

Pencils only go to work that reaches the very highest standards.

But if D&AD juries weren't so mean, D&AD awards wouldn't mean as much.

A nomination alone is something to cherish. Just getting work into the book is an achievement in itself. Many would say it's better than winning at other awards shows.

After all, once your work is in the D&AD Annual, it will be gazed at, admired, pored over (and quite possibly ripped-off) by creative people from Milan to Minsk.

Entries are now being accepted for next year's awards.

The closing date is Wednesday 27th January 2010.

So whether you work in advertising or design or digital, it's time to start studying those categories.

Other awards may look more exciting.

But no other award is quite as attractive.

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Awards 2010

It's typical of the British. We invent something, then everyone else starts beating us at it.

It's happened with football.

It's happened with cricket.

It's happened with rugby.

And now it's happening with D&AD.

Who won the most pencils at last year's glittering awards ceremony, here in the UK?

Not the UK.

The United States came out on top.

Japan, Australia and Germany all did well too.

Once again, Britain is being beaten at its own game.

But you know what? We're fine with that.

D&AD is about recognising the best work, not playing favourites.

For the UK, it means we'll just have to try harder next year.

And for the rest of the world, it's reassuring to know that D&AD is a level playing field.

The best stuff wins, no matter where it comes from.

Entries for next year's awards are open now.

The closing date is Wednesday 27th January 2010.

So, wherever you are in the world, if you have work you're proud of, enter it.

Give us Brits something else to beat ourselves up about.

That's one thing we still lead the world at.

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Awards 2010

D&AD. Spreading misery since 1962.

Awards schemes.

They're there to make people happy, aren't they?

To hand out lots of prizes and put a spring in everyone's step.

So you'd think.

But D&AD isn't like that.

Its founding principle was 'stimulation not congratulation'.

And boy, have D&AD juries taken that to heart over the years.

(Just look back through the old annuals and count the number of times you see the phrase: No award was given in this category.)

Individually, D&AD jurors are lovely people: warm, generous, talented and kind.

But put them together in a room and something happens.

Tough doesn't begin to describe it.

Your work swept the board at another awards do?

It means nothing to them.

The media have hailed it as a masterpiece?

They're not impressed.

But if D&AD juries weren't so mean, D&AD awards wouldn't mean so much.

Even a nomination is a huge accolade.

Just getting a piece in the book is something to treasure.

Entries for next year's awards are open now.

The closing date is Wednesday 27th January 2010.

So if you have work you're proud of, let's have it.

If it gets in, you can be assured you've reached the very highest standards.

And if it doesn't, well, at least you know you're not alone.

dandad.org/awards



Awards 2010

How to become immortal.

There's nothing quite like winning an award.

The nominations are read out, a hush falls upon the audience, and then, thrillingly, they announce your name.

'Me?' you ask, in disbelief.

You walk towards the stage to deafening applause from your peers, high-fiving colleagues as you go.

Then you graciously accept your award from a glamorous celebrity, perhaps celebrating with a discreet fist-pump or two.

And for one brief, shining moment, everyone knows your name.

But then the evening ends, everyone goes home and all you're left with is an award for the shelf, a mention on a website somewhere (if you're lucky) and an empty feeling inside.

D&AD is different.

Yes, we hand out prizes. (Many would say a pencil is the most coveted award in the business.) But we don't just give out the gongs and leave it at that. Our juries carefully select the best work in each discipline. From advertising to digital to design.

Then we publish everything in a handsome annual.

And since D&AD first began accepting international work in 1988, it's provided a permanent and, many would say, definitive record of the world's best creativity.

Your work is enshrined there, forever, for everyone to see: clients, creative directors, headhunters, despised rivals, impressionable dates. Everyone.

Entries for next year are open now. The closing date is Wednesday 27th January 2010, but it'll come around sooner than you think, so get cracking.

Woody Allen said he didn't want to achieve immortality through his work, he wanted to achieve it by not dying. Science hasn't made the latter an option yet. But D&AD is the next best thing.

dandad.org/awards



Awards 2010

**The ultimate reward for a cutting-edge piece of digital.
A six inch chunk of wood.**

As awards go, the D&AD pencil is pretty lo-fi.

But if you're lucky enough to win one, you're in pretty exclusive company.

Over the last few years, D&AD has rewarded work as diverse as the iPod, Cadbury's drumming gorilla, new coins from the Royal Mint and RGA's Nike+.

And who wouldn't want to be a part of that?

Thankfully, joining this elite band may just have become a little more achievable.

There are now dedicated juries for Websites, Digital Advertising and Mobile Marketing.

And crafts like Writing, Direction and Interface & Navigation are recognised too.

Entries for next year's awards are open now.

The closing date is Wednesday 27th January 2010, but it'll come around sooner than you think, so get cracking.

It's only a six inch chunk of wood.

But it's the most important six inch chunk of wood there is.

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Awards 2010