What's this all about?

New Blood: The Portfolios is competition that recognises excellent portfolio websites across a number of disciplines including Advertising, Animation, Illustration, Graphic Design, Digital Design & Commercial Photography.

Entrants will have their portfolios judged by leading industry figures, and the winners' portfolios will be profiled on the D&AD website.

Eligibility

To enter New Blood: The Portfolios, you must meet the following eligibility criteria:

An emerging creative with less than 6 months paid experience in a creative role (excluding a year in industry as part of a university degree)

Not eligible: Even if they meet the above criteria, the following persons are not eligible to enter the contest: (i) any individual employed or engaged by D&AD or any of its associated companies; (ii) members of the immediate family and/or household (whether related or not) of any of those individuals; (iii) anyone else professionally involved or associated with the operation, promotion or administration of New Blood: The Portfolios 2024; and/or (iv) entrants of Russian nationality who are based in Russia at the time of submitting their application. Please see our website for more information on Russian participation in D&AD Awards and competitions: dandad.org/dandad-creative-community-ukraine

Please note, if you are found to be ineligible after entering, D&AD reserves the right to remove your work from the competition.

Not sure if you're eligible? Please email newblood@dandad.org

What can I enter?

To enter the competition, you must submit a link to a live portfolio website. Your website should be open to the public to view, and not require a password to enter.

Your portfolio must be for one of the following categories:

Advertising, Marketing & PR
Animation
Illustration
Graphic Design
Digital Design (UX/UI/Interaction Design)
Commercial Photography.

We are not able to accept portfolios which are not hosted online.

The website **must only contain work created by you/your creative team**. For any work created by a larger group, please make this clear on the website, and explain your contribution.

Links to **anything other than an online portfolio** will be removed from the competition.

How to enter

All entries to the competition must be submitted by **5 June, 5pm BST.**

All entries must be submitted using the online typeform, which you can access here:

d-and-ad.typeform.com/theportfolios

It is completely free to enter New Blood: The Portfolios.

Judging Criteria

All entries will be judged using the following criteria:

Great creative ideas that are well executed and presented. *Which is more important? It depends on the work. For an ideas-led pieces, great ideas are crucial. For craft-based work, look for skilful execution underpinned by a strong idea.*

The presentation of the portfolio itself will also be taken into account.

A sense of openness and interest, work that agitates, explores, and innovates.

Work that makes the judges think "I wish I'd done that."

Potential, not perfection.

Questions?

For any queries about the competition, please email newblood@dandad.org.