

D&AD releases Black Pencil Judging Film

LONDON, UK: D&AD has released a Black Pencil Judging Film from the 2013 Awards, showing behind-the-scenes footage of the rigorous judging process employed by the awards. (Video)



Ian Tait of Google in a scene from the D&AD Black Pencil Judging Film

D&AD is reputed to be the only awards show that reveals the in-depth workings of its judging process. D&AD CEO Tim Lindsay explains: "Judging D&AD is unlike any other show. The rigour and scrutiny applied by the juries is legendary. Our jurors realise they are participating in the history of creative industry: their name will appear in the Annual alongside those of the greatest creatives of the last 52 years. As such, no one ever wants to put their name next to piece of work they don't 100% believe in. This makes D&AD the hardest award to win in the world, by far. We don't set quotas - we rely on the judges to ensure D&AD remains the ultimate benchmark.'

D&AD only awards work of the highest standard, meaning that the quantity of top Awards given fluctuates year on year. The scrutiny and rigour imposed by the internationally acclaimed judges is renowned, and aims to ensure that only the very best work receives the Yellow, White and Black Pencils.

The jury

The 2013 Black Pencil jury consisted of some of the top international names in the creative industry, including:

Iain Tait, ECD, Google Creative Labs

Fred Raillard, Founder, Fred & Farid

Freddy Mandy, ECD, Mother London

Mike Reed, Founder, Reed Words

Laura Jordan-Bambach, President, D&AD

Chris Boville, Joint Head, 4Creative

David Turner, Founder, Turner Duckworth

Jason Bruges, Jason Bruges Studios

Paul Weiland, The Weiland Company

Judges award work at four levels: In Book places the work in the D&AD Annual; Nomination shortlists work to be considered for Pencils; Yellow Pencils are awarded for outstanding work; and White Pencils are awarded to outstanding work that demonstrates the power to effect real and positive social change.

From the Yellow and White Pencil-winning work, the foremen of each jury identify any truly groundbreaking pieces to be awarded a Black Pencil.

Most Awarded Pencils then give special recognition to the businesses or projects that have outperformed all others. These are awarded by:

- Advertising Agency
- Design Agency
- Digital Agency
- Production Company (New)
- Client

All awarded work appears in the D&AD Annual, and In Book and Nomination winners can claim Pencil Slices to mark their achievement.

The pinnacle of creative achievement across the design, advertising, and digital industries, the D&AD Awards have been running since 1962.

For information on how to enter this year's Awards, visit: www.dandad.org/awards14
Follow D&AD [#DandAD14](https://twitter.com/DandAD14).

For more, visit: <https://www.bizcommunity.com>