



**英國設計與藝術指導協會新血獎**

**D&AD New Blood Awards**

# 競賽介紹 (2026 比賽資訊)



英國設計與藝術指導協會新血獎  
D&AD New Blood Awards

## 競賽說明

1962年，英國設計與藝術指導協會是由一群設計師及廣告業界的藝術指導所成立，為一教育公益組織，致力於創意、設計、廣告等領域發展推廣，英國D&AD所舉辦的競賽可說是當代最具代表性的創意設計競賽指標。每年各個領域競賽主題都與贊助單位結合，由學生自行依照主題及贊助單位所設計的條件進行創意發想。

# 競賽介紹 (2026 比賽資訊)



英國設計與藝術指導協會新血獎  
D&AD New Blood Awards

## 參賽資格

1.任何年齡之學生 ( 在 2026 年01月01日當天，正在全球任何地區就讀於受認可的全日制或兼讀制進修教育或高等教育課程。 )

2.凡年滿18歲目前未在創意職位任職者，或於有薪創意職位累積工作時間不超過半年者。

\* 符合以上任一資格即可報名參賽。

\* 可個人報名參賽，也可團隊報名 ( 最多5人一組 )

## 參賽類別

根據每年品牌、題目不同而有所變化 ( 請參閱官網<https://www.dandad.org/en/d-ad-new-blood-awards/> ) 。

## 競賽介紹 (2026 比賽資訊)



英國設計與藝術指導協會新血獎  
D&AD New Blood Awards

### 參賽時間

報名時間：2026年01月26日至03月17日5pm GMT (格林威治標準時間)

評審階段：2026年04月至05月

得獎者揭曉：2026年05月

頒獎典禮：2026年07月

### 參賽費用

每件作品15英鎊。

\* 於報名時完成一份5-10分鐘參賽者調查問卷，即可得到一組憑證，此憑證可全額抵免 (100%) 報名費，本次調查收集的資訊將制作成一份洞察報告，以協助改善創意產業環境，為新銳創意人才打造更好的發展空間。請於結帳時輸入你的憑證代碼。

### 官方網站

<https://www.dandad.org/en/d-ad-new-blood-awards/>

# 2025 得獎作品



英國設計與藝術指導協會新血獎  
D&AD New Blood Awards

## 黑鉛筆獎 ( Black Pencil )

Monotype

Primary Research

Research shows that Parkinson's Disease is the fastest-growing neurological disorder, yet it remains one of the most overlooked. The government and the NHS under-prioritise Parkinson's Disease, leading to a lack of education, insufficient funding, and ultimately delays in diagnosis. **Despite Freedom and Law & Order stating the Government need to provide well-being to all citizens.**

**The harsh reality? Those with Parkinson's lose their freedom, and they lose it fast. Urgent action isn't a choice; it's a necessity for them.**

In October 2024, the government launched the largest public health conversation in NHS history to help shape a plan for improving healthcare in England (Department of Health and Social Care, 2024). A key focus of this plan was preventing illness from worsening and reducing late diagnoses.

Parkinson's Disease is most commonly associated with a tremor, but in the early stages, shaky handwriting isn't always as obvious. Instead, other **subtle changes in handwriting can be crucial in detecting the disease.**

**But there's another issue.**

We rely on technology so much, we don't write by hand as often. So, how are we supposed to see someone else's handwriting?

**Birthdays Cards.** The one place where we see our loved ones' handwriting the most. So we took to Facebook, and joined Parkinson's Disease help groups, asking people how their lives have been impacted by Parkinson's. And if they think the government could have done anything to help them get diagnosed earlier.

Interviews

1. Mary Powell - "My GP seems to know so little about PD, considering it's the world's fastest growing neurological disorder."
2. Krys Rodgers - "My mom got so frustrated. She said words and texts used to 'jump' over and off the page"
3. Helen Underwood - "Unfortunately, many people with Parkinson's feel uncomfortable being open about their condition, resulting in a largely hidden community that struggles to receive the awareness, support, and funding it deserves."

References

1. ParkinsonsUK (2023). Our research projects. [online] Parkinsons UK. Available at: <https://www.parkinsons.org.uk/research/our-research-projects>.
2. NHS England (2023). NHS Long Term Plan. [online] England.nhs.uk. Available at: <https://www.england.nhs.uk/long-term-plan/>.
3. Bhardwaj, R. and Deshmukh, R. (2018). Parkinson's Disease: An Insight Into Mechanisms and Model Systems. [online]
4. Department of health and social care (2024). Government Issues Rallying Cry to the Nation to Help Fix NHS. [online] GOV.UK

"The reason I saved my Grandmas letters. I watched her handwriting decline until her death. But I cherish her written words."

Silent Shake

Silent Shake is a typeface designed to reflect the subtle handwriting changes often seen in the early stages of Parkinson's disease. **It serves as an educational tool by highlighting common handwriting irregularities, such as gaps in letters, elongated lines and reduced letter size (micrographia), which can be early indicators of the condition.**

**The type is more than just a messenger, it creates a voice for the disease before its too late.** The type serves as a crucial tool in preventative healthcare potentially saving lives. By identifying subtle symptoms that might otherwise go unnoticed.

**The change in society will shift drastically, as awareness grows and early detection becomes the norm rather than the exception. With the type acting as a catalyst, individuals will take proactive steps toward their health, reducing the burden on healthcare systems and improving overall quality of life.**

**The Keep-Safe Card**

The keep-safe card isn't just something to keep safe in a kitchen drawer—it's a practical tool to **help your loved ones keep safe.** By keeping it accessible, you ensure that early warning signs aren't overlooked, making it easier to take action when it matters most. **It's a simple way to stay prepared and look out for those around you.**

## Silent Shake

創作團隊：Hollie Spooner, Lizzie Day, Katie May Charlesworth  
指導老師：Nicholas Young, Fabio Fragiaco  
學校：Leeds Arts University  
國家：United Kingdom

# 2025 得獎作品



英國設計與藝術指導協會新血獎  
D&AD New Blood Awards

## 白鉛筆 ( White Pencil )

21GRAMS



## Consent Soap

創作團隊：Elva Gracia, Maverick Lee, Kane Lestat, Allya Malaikha

指導老師：Angela Oscario

學校：Binus University

國家：Indonesia

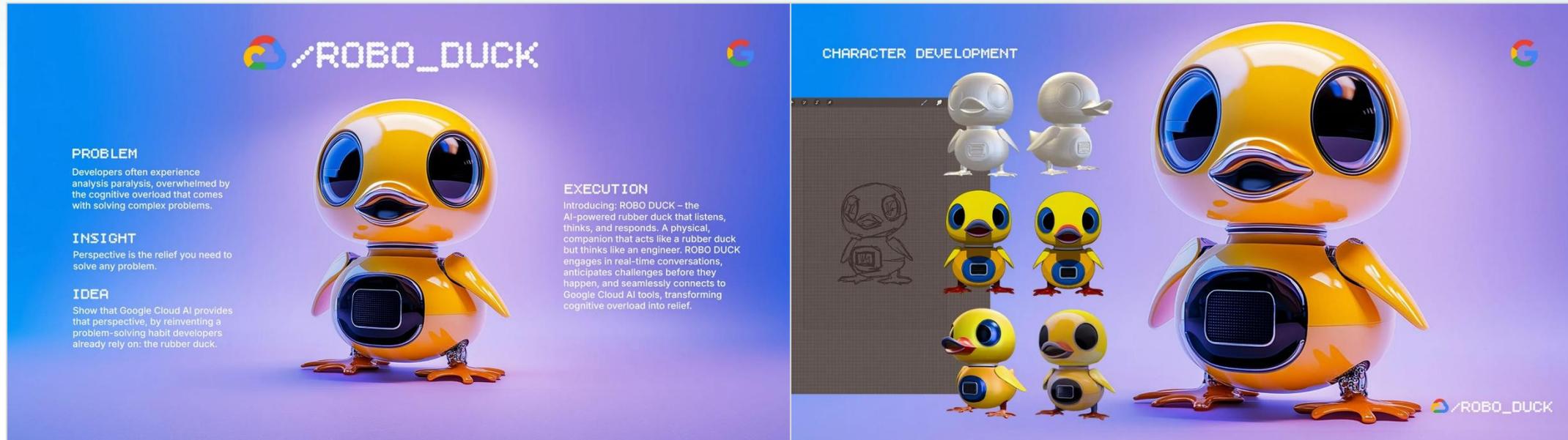
# 2025 得獎作品



英國設計與藝術指導協會新血獎  
D&AD New Blood Awards

黃鉛筆 ( Yellow Pencil )

Google Cloud



## Robo Duck

創作團隊：Loreen Abedi, Shouvik Mukherjee

指導老師：Kam Phullar

學校：Miami Ad School Berlin

國家：Germany

# 2025 得獎作品



英國設計與藝術指導協會新血獎  
D&AD New Blood Awards

## 石墨鉛筆 ( Graphite Pencil )

On



### Gen.E

創作團隊：Giorgia La Vecchia, Matilda Glancy  
指導老師：Caroline Hampstead, Ian Hands, Rob MacGillivray  
學校：School of Communication Arts 2.0  
國家：United Kingdom

# 2025 得獎作品



英國設計與藝術指導協會新血獎  
D&AD New Blood Awards

木鉛筆 ( Wood Pencil )

Monotype



## A Woman's Alphabet V1

創作團隊：Lily Smokler, Helena Wang  
指導老師：Pegeen Ryan, Hide credits, Claim credit  
學校：Boston University  
國家：United States of America

# IDC補助作品

## 插畫類 inbook獎

2007 D&AD Awards

補助年度：96年度 (收錄於2008專輯)



Watch and Learn. Rainforest /  
Carnival / Time Square

陳重宏

| 國立臺灣師範大學 美術研所



英國設計與藝術指導協會新血獎  
D&AD New Blood Awards

## Commendation 優選

2009 D&AD Student Awards

補助年度：98年度 (收錄於2010專輯)



亨利玩具店-互動裝置類  
Environmental Design/Interactive  
Installations by Hamleys

王博生、江柏勳、陳容寬

| 國立臺灣藝術大學 多媒體動畫藝術研究所

# IDC補助作品

## Second Prize 銀獎

2010 D&AD Student Awards

補助年度：99年度 (收錄於2011專輯)



## 請投入多力多滋 Please Insert Doritos

王博生、江柏勳、陳容寬

| 國立臺灣藝術大學 多媒體動畫藝術研究所



英國設計與藝術指導協會新血獎  
D&AD New Blood Awards

## Selected 入選

2010 D&AD Student Awards

補助年度：99年度 (收錄於2011專輯)



## 城市有鬼 The Ghosts of the city

陳秋苓 | 臺南藝術大學動畫所

# IDC補助作品



英國設計與藝術指導協會新血獎  
D&AD New Blood Awards

## 木鉛筆獎 Wood Pencil

2018 英國設計與藝術指導協會學生獎 (D&AD)  
2018 D&AD New Blood Awards  
補助年度：107年度 (收錄於2019專輯)



giftgaff

彭郁樺、廖安珽、陳瑄竺、鄧佳螢

| 銘傳大學設計學院商業設計學系