



D&AD New Blood Brief

Bring the 10th Anniversary of Secret 7” to life



What's the challenge?

Tell the story of the past 10 years of Secret 7” through a series of **30-60 second animations** or up to **8 illustrations**, that are suitable for use on social media as part of an anniversary celebration.

You need to capture the heart of what Secret 7” is all about, spotlight the incredible artists who have been part of the project, and encourage new audiences to get involved for the 10th anniversary.



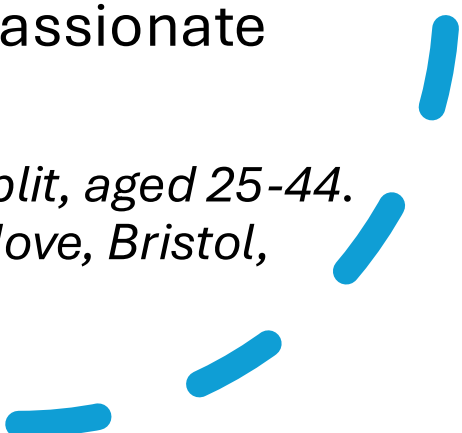
Who are we talking to?

The broad range of artists and musicians who take part in Secret 7” each year and the important cause behind War Child mean that there are a host of audiences to whom the project is of relevance.

You need to appeal to both the current Secret 7” community* who are keen to be part of this 10 year anniversary, and new audiences who:

- Are music fans from the UK who want to own a piece of history, are avid collectors
- Are interested in art and design
- Are supporters of War Child and/or passionate about the causes War Child supports

**Secret 7” audience is an even male female split, aged 25-44. Primarily in London, New York, Brighton and Hove, Bristol, Manchester.*





So what are the D&AD New Blood Awards?



The D&AD New Blood Awards are a global creative competition for students and emerging talent.

You are given real briefs - challenges set by real organisations -and you respond with creative solutions.

If your work is great, it can earn you a New Blood Pencil, which is a recognised industry accolade that can help kick-start a creative career.



Who are War Child and Secret 7”



War Child is a charity that helps children affected by war and conflict, providing things like protection, education, psychological support, and safe spaces so they can heal and rebuild their lives.

Secret 7” is a longstanding creative fundraiser that brings together music and art to raise money for charity. Seven musicians each give a track, and 700 unique record sleeves are created by artists around the world — one design per copy of the limited-edition vinyl. All 700 are exhibited and auctioned, with proceeds going to support War Child’s work. The identities of the artist and what track is inside are kept secret until after the auction to make it more exciting.



War Child

War Child is a charity that supports children living through conflict. They provide:

- protection and safety
- education
- mental health and emotional support

They often work with the creative industries because creativity helps raise awareness and funds.

Secret 7”

Secret 7” is a yearly fundraiser where:

- 7 well-known musicians each donate a song
- 700 vinyl records are pressed (100 per track)
- Each record gets a one-of-a-kind sleeve designed by an artist or creative
- All sleeves are exhibited and auctioned
- No one knows which song or artist they’re buying until after the auction



What specifically are you being asked to do?

This D&AD New Blood brief asks you to use creativity to celebrate and amplify the 10th anniversary of Secret 7”, a famous music-and-art fundraiser that raises money for War Child, a charity supporting children affected by war.

Your job is to make people care, notice, and get excited about Secret 7” turning 10 - especially a younger, creative, culturally aware audience.

Consider how you can creatively tell the story of Secret 7” at 10 years old, and why it still matters today?”



What are you being asked to do?

Create 30-60 second animations, or up to 8 illustrations that brings the 10th anniversary of Secret 7” to life.

This does not mean just designing a record sleeve.

Instead, you’re thinking bigger, like a creative professional would:

- How do you celebrate 10 years?
- How do you make it feel special, relevant, and exciting?
- How do you tell the story of Secret 7” in a way people want to engage with?

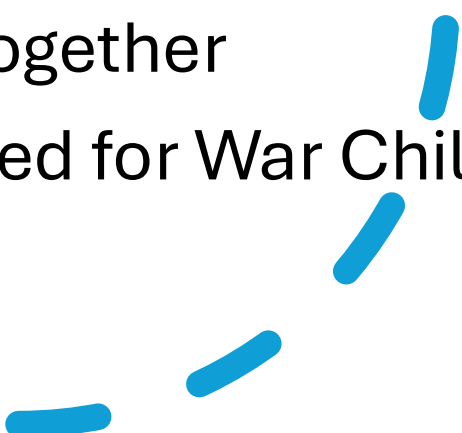


A 10th
anniversary
should feel:

It needs to be:

- significant
- celebratory
- reflective (looking back) and forward-looking

So you might highlight:

- how many artists have contributed
 - how music and art have come together
 - how much money has been raised for War Child
- 

Connecting to War Child's mission

This is about attention and engagement, not just aesthetics.

Even though Secret 7” is fun and creative, it exists for a serious reason.

Your work should respectfully remind people that:

- the money raised supports children affected by war
- creativity can be a force for real-world good

You don't need to be overly literal or sad, but the purpose should be clear.

A large orange circle on the left side of the slide, partially cut off by the edge.

How this fits D&AD New Blood

This brief is designed to test whether you can:

- think conceptually
- respond to a real client and real cause
- create work that is culturally relevant
- communicate an idea clearly

If your work is strong, it could:

- win a D&AD New Blood Pencil
- be seen by industry professionals
- become a standout portfolio project



Getting started

[illegible]



Conceptual thinking workshop

or ... How we get lots of visual ideas very quickly



What are scamps?



A scamp in advertising is a rough, rapid, and often hand-drawn sketch used by creatives to quickly visualize and communicate advertising concepts during the early stages of development. Also known as '*Sketched Creative Accurate Marker Pictures*,' they focus on the core idea rather than the final, polished design details.

Key Aspects of a Scamp:



They allow for quick brainstorming, testing if a concept works, and presenting ideas to clients without investing in expensive, final photography or design.



Often created with markers, they are not meant to be masterpieces but to be "rough and ready" to get ideas out of the head and onto paper.



They are faster to produce, cheaper to alter, and prevent clients from getting distracted by font or color choices, keeping the focus on the concept's strength.



They are frequently used to map out storyboards for ads, layout options for print, or to define the composition of a visual.



Task 1: Kill the fear – draw this!

Sketches are not precious. They are disposable thinking tools. They help you get to an idea.

You need to escape perfectionism, loosen your hands and brains, we need speed over skill.

Warm-up drawing task

You have 60 seconds to draw each of the presented objects.

You can draw each badly, it doesn't matter. This is not a *drawing* class, this is a *thinking* class.

Task 2: Conceptual thinking

In 10 minutes suggest 20 uses for ...

A paperclip



What are your ideas?

Task 2: Conceptual thinking

In 10 minutes suggest 20 uses for ...

A close-up photograph of a weathered brick wall. The bricks are mostly reddish-brown and show signs of age, with some crumbling and missing mortar. A single brick in the middle row is painted a bright yellow, standing out from the rest of the wall. The text "A brick" is overlaid on the left side of the image.

A brick

What are your ideas?

Task 3: Thinking on your feet



You have 10 minutes to create 5 visual ideas that represent each of the following concepts.



So in less than an hour you will have 25 conceptual ideas.



Do not worry if they are good or bad. This part of the process is not about editing, it's about making.



Hope



Music



Freedom



Silence



Conflict

Task 3: The visual

Select one concept
and spend more time
and make it into a
more finished visual.



Congratulations ...
you are now an
Advertising Art Director!

Now let's share
the results