

## D&AD announcements due soon

LONDON, UK: Next week, D&AD is issuing a series of announcements to mark the 50th Anniversary of one of the world's most coveted prizes for creative excellence.



Judging of the 50th D&AD Awards takes place 16-19 April at Olympia, with the Yellow Pencil Results Night happening at the BFI London IMAX at 7pm on Thursday 19 April. Black Pencils will be awarded at D&AD's Birthday Dinner in September.

This year, judging is open to press to explore the exhibition, observe the jury's deliberations and interview the judges.

Attached here is a [spreadsheet of judge's names](#). If you would like an interview and are yet to book accreditation, please let [Liam Fay-Fright\\*](#) know as capacity is limited. The organisers have dedicated AV teams producing video on site, so if you are unable to make judging but would like them to conduct an interview on your behalf, send your questions to Fay-Fright and if possible, your questions will be included in the interview. Videos will be delivered within a day.

The schedule of announcements for the 2012 Yellow Pencils. Look out for the winners and images on:  
<http://www.dandad.org/dandad/latest/press-office>

### Announcement schedule

*Monday 16 April*

We will announce a major new partnership and initiative to mark D&AD's 50th Anniversary.

*Tuesday 17 April - Thursday 19th April*

In Book and Nomination announcements will be made daily at the following times:

#### **10am, Tuesday 17 April**

Mobile Marketing  
Music Videos  
Writing For Design  
Photography

## 10am, Wednesday 18 April

Spatial Design  
Radio  
Product Design  
Packaging Design  
Typography

## 10am, Thursday 19 April

Digital Design  
TV & Cinema Advertising  
Press Advertising  
Outdoor Advertising  
Direct  
Graphic Design  
Branding  
Writing For Advertising  
Book Design  
Illustration  
Art Direction  
Magazine & Newspaper Design

## 4pm Thursday 19 April

Yellow Pencil Winners will be announced under embargo until 12.01am Friday 20 April.

*(NB. The announcement of Jury results is subject to change.)*

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