

D&AD Awards 2022 introduces new categories

D&AD have announced key changes in categories for its 2022 Awards. The revised programme addresses fundamental themes currently permeating the creative industries and ensures that the awards remain the most relevant benchmark for creative excellence in design and advertising.



“To reflect and represent the evolving landscape in the creative sector, D&AD have introduced a new focus on categories that recognise the work of those who have risen up and found solutions to some of the most pressing issues of our time,” Donal Keenan, Awards Director at D&AD, explains.

The **Upstream Innovation** subcategories will award those who are rethinking products and services at the design stage so that they fit within a circular system. Whether it be developing new concepts and materials, applying reuse models or finding other ways to circulate components, entries in these subcategories are intentionally designing out waste and plastic pollution.

A new range of **Responsible** subcategories across **Experiential**, **Product** and **Spatial Design** will continue to champion work that's mindful of people and the planet and demonstrates how the constraints of responsibility can be a catalyst for great creative ideas.



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2021 has seen a massive increase in the use of augmented, virtual and mixed realities to convey a brand's message. As a response, D&AD have included dedicated subcategories for AR, VR and MR work in Experiential, Gaming and Entertainment. In addition, Use of XR subcategories will recognise this work in six other areas of the Awards, alongside emerging technologies that create an immersive experience; reimagining how brands interact with consumers.

The subject of health and wellbeing has never been more prominent. To give space to all those who are effectively communicating and innovating in the field of health, wellness, fitness and nutrition, from awareness campaigns to portable healthcare products, D&AD have included eight subcategories under **Health & Wellbeing**.

Creative Transformation replaces Design Transformation to encompass a broader and more inclusive range of creative outputs that have transformed businesses to provide value and enhance the customer experience.

Following the success of past virtual editions, D&AD will continue their digital-first approach into the 2022 Awards to guarantee the safety of its jury and participants. D&AD's distinguished jurors will once again assemble virtually to review the work, holding each piece to the same high standards that the Awards are renowned for. The only exceptions are the Graphic, Product, Packaging, Book, and Magazine & Newspaper Design categories, where in-person judging is essential.

The D&AD Awards Ceremony will be held over two nights on 25 and 26 May 2022 and broadcast live, as many international travel restrictions may still be in place. Watch parties localised in global cities, such as New York, São Paulo, London and Sydney, will aim to bring back some of the in-person element to the Awards.

For more, got to <https://www.dandad.org/>.

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