



APPLICATION GUIDELINES

Objective

The "First-Time Writers & Illustrators Publishing Initiative" is an initiative from the National Book Development Council of Singapore (NBDCS) and the Media Development Authority of Singapore (MDA) to nurture talents in the publishing industry. The Initiative is targeted at assisting the publication of new works by unpublished writers and / or illustrators.

Eligibility Criteria

Application is open to individuals or teams. For individual submission, applicant can assume the role of both writer and illustrator or find a collaborator. For team submission, 50% of the team's manpower must be unpublished writer or illustrator in order to qualify.

Main applicant must also:

- Be a Singapore citizen or Permanent Resident (PR);
- Be at least 18 years old as at 1 January 2008; and

Eligible submissions will meet the following requirements:

- The primary language of all submissions must be in English.
- The applicant and the collaborators, if any, must sign the declaration to confirm the submission is his/her own original work and that he/she holds all rights to the submission, and that the submission has not been previously reproduced, published or won a previous prize or award.

Eligible Titles

Titles eligible for submission are of children's genre in the following categories:

- **Picture Book**

Two sub-categories:

1. For ages 2 - 5: Generally simple (approximately 300 to 900 words).
2. For ages 4 - 8: Slightly more complex stories (approximately 1,000 to 1,200 words).

Note:

1. Ensure your story has a plot with a beginning, middle, and an end.
2. There must be some action to keep the child's attention.
3. Be sure the child is the one to solve the problem, and avoid preaching by adult characters in the story.
4. Avoid too many characters.
5. Be sure there are enough scene changes to allow for varied illustrations. The most common format for picture books is 28 pages of text/pictures.

- **Fiction for Younger Readers (6 – 8 years old)**

These books usually have large type, short chapters and may include simple illustrations. (approximately 5,000 to 15,000 words).

Note:

1. The main character and a minimal number of secondary characters must be well developed.
2. Writing and sentence structure should be simple, but not simple-minded.
3. Stick to a single story line and get right into the action.
4. As with picture books, stories need to be strong, with a beginning, middle, and end, the child (main character) must be the one to solve the problem, and avoid preachy tone.

- **Fiction for Older Readers (8 – 12 years old)**

Typical length for this category is about 25,000 to 40,000 words.

Note:

1. Characters must be well developed.
2. The plot and characters can be more complex than in fiction for younger readers.

Titles such as children's non-fiction, books targeted at the educational market, colouring books, activity-based books such as trivia and quiz books as well as instructional, self-help and personal development books for children are NOT eligible.

Assessment Process

Applications are reviewed by a committee of professionals from the book publishing industry. The committee may include publishers, writers, and illustrators.

Assessment Criteria

Applicants will be assessed and selected based on the following:

- Originality and creativity of the work;
- Treatment of literary elements as they apply to the form of the work that is submitted;
- Language as well as illustration chosen appropriate to the theme and style of the work;
- Potential for exploitation of intellectual properties and rights;
- Opportunities for the applicant's professional development; and
- Applicant's ability and commitment to successfully manage and deliver the project.

The NBDSC and the MDA would be the official body presiding over the judging and selection of successful applications and reserve the right not to disclose reasons for approving or rejecting an application, or to impose conditions or grant exceptions on a case-by-case basis.

Application Procedure

A complete application must include all the material listed below:

- **Application Form:** Fully completed and should include the title of the work, the genre, the name, address, phone number and e-mail of the applicant and collaborators, if any.
- **Manuscript:** Two copies of manuscript, typed using Times, 12 pt font, single-spaced, printed on white A4 paper, single sided, unbound and with a cover page (to indicate the title, genre, author's name, address, phone number and e-mail);
 - For Picture books, manuscripts submitted must be in full. i.e. with illustration
 - For other categories (fiction for Younger Readers and Older Readers), manuscripts submitted should comprise the Table of Contents and at least three sample chapters.

- **Synopsis**
- **Illustration/ artwork:** Minimum three pages of fully-coloured illustration/artwork (only send in duplicate copies)
- **Curriculum Vitae**

The deadline for submission is **3 Mar 2008**. Selected applicants are expected to complete their project by **July 2008**.

Please note that multiple submissions are not allowed. Submission must be received in printed form and via regular mail. Submissions sent via fax, email, on a disk or CD-ROM will not be considered.

Please submit all applications to:

“First-Time Writers & Illustrators Publishing Initiative”
 c/o National Book Development Council of Singapore (NBDCS)
 Geylang East Community Library
 National Library Board
 50 Geylang East Avenue 1
 Singapore 389777

Other Conditions

1. All applicants must attend an **Introductory Workshop** on **5th January 2008**. More details on registration can be found at the NBDCS’s website.
2. Successful applicants must attend a compulsory Masterclass cum Workshop session to refine their works. More details of the session will be given to the applicants upon successful selection.
3. All copyrights to the completed projects will be vested with the recipients. However, the NBDCS and the MDA reserve the right to use the projects including the content therein for purely non-commercial and publicity purposes. The NBDCS and the MDA will also require due credits in the completed projects and on all its promotional & publicity programmes/materials as acknowledgement for the support and assistance rendered.
4. All selected works will be published by the official publisher, SNP International Publishing in accordance to the terms and conditions set out in their Letter of Offer.
5. After their works are published, recipients are to submit a final project feedback form to NBDCS within the following 3 months.

THE NBDCS & THE MDA RESERVES THE RIGHT TO ADD, REMOVE OR MODIFY ANY PART OF THIS DOCUMENT AND LETTER OF OFFER IN ANY MANNER AS IT DEEMS FIT AND, WITHOUT ANY COMPENSATION TO THE APPLICANT.

For enquiries, please contact:

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APPLICATION FORM – CHILDREN’S BOOK

Particulars of Applicant	
Name of Applicant(s) (indicate whether applicant is a writer, illustrator or both)	
Identification Card (NRIC) No.	
Occupation	
Address for Correspondence	
Contact Telephone No	Home: _____ Office: _____ Fax: _____ Mobile: _____
Email Address	
Details of Project *	
Title (indicate if it is a working title)	
Category of submission: (please tick one)	Picture Book <input type="checkbox"/> For ages 2 -5 <input type="checkbox"/> For ages 4 - 8 <input type="checkbox"/> Fiction for Younger Readers (6 – 8 years old) <input type="checkbox"/> Fiction for Older Readers (8 – 12 years old)
Synopsis of Project (30-50 words)	

Particulars of Application	
Date Submitted	
Other Relevant Information	
Declaration	
<p>I DECLARE THAT:</p> <p>i. I am free from any litigation, pending litigation, claims, demands or actions pertaining to the proposed project;</p> <p>ii. The facts stated in this application and the accompanying information are true and correct to the best of my knowledge and that I have not withheld/distorted any material facts. I understand that if I obtain the funding by false or misleading statements, I may be prosecuted and, in addition, the Media Development Authority may, at its discretion, withdraw the funding and recover immediately from me any amount of the funding that may have been disbursed; and</p> <p>iii. I also agree to abide by the conditions of this First-Time Writers & Illustrators Publishing Initiative Application.</p>	
<p>_____</p> <p>Signature of Applicant</p>	
_____	_____
Name	Date of Application

****Please provide supporting documents.***

*****Please ensure that all relevant categories of information have been filled in. If inapplicable, please insert 'NA'.***

SUPPORTING DOCUMENTS:

Applicants applying as writers:

- Fully completed official application form
- Curriculum Vitae
- Synopsis
- Two copies of the manuscript
- Sample illustration

Applicants applying as illustrators:

- Fully completed official application form
- Curriculum Vitae
- Synopsis
- Minimum three pages of fully-coloured illustration (only send in duplicate copies)