



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 The Initiative is targeted at assisting the publication of new works by unpublished writers and / or illustrators.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 For team submission, 50% of the team's manpower must be an unpublished writer or illustrator in order to qualify.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 2009; 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 - 4**: Generally simple concept books, rhythm and rhyme, simple stories
2. For **ages 5 - 7**: Slightly more complex stories (wider range of styles and structures)

Note:

1. Ensure your story has a plot with a beginning, middle, and an end.
2. Picture books are usually based on one very strong idea/theme which often reflects the child's world.
3. Avoid preaching by adult characters in the story.
4. Avoid too many characters. Create a distinctive character of your own.
5. Be sure there are enough scene changes to allow for varied illustrations.
6. The most common format for picture books is 28 or 32 pages of text/pictures.

Important

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 NBDCS 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 category, 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 paper, single sided, unbound and with a cover.
 - manuscripts submitted must be in full. i.e. with illustration (without colour is acceptable)
 - minimum three pages of fully-coloured illustration/artwork
- **Synopsis**
- **Curriculum Vitae**

The deadline for submission is **27 February 2009**. Selected applicants are expected to complete their project by **July 2009**.

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 2009"

c/o National Book Development Council of Singapore

Geylang East Community Library

50 Geylang East Avenue 1

Singapore 389777

Other Conditions

1. All applicants must attend a **Picture Book Forum** on **12 & 13 December 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 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:

Regina Kuan
National Book Development Council of Singapore
50 Geylang East Avenue 1, Singapore 389777.
T: 6848 8293
F : 6742 9466
E : regina@bookcouncil.sg



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 -4 <input type="checkbox"/> For ages 5 - 7
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>_____ Signature of Applicant</p> <p>_____ Name</p> <p>_____ Date of Application</p>	

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

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

SUPPORTING DOCUMENTS:

- Fully completed official application form
- Curriculum Vitae
- Synopsis
- Two copies of the manuscript
- Sample illustration
- Minimum three pages of fully-coloured illustration