



The Scholastic Asian Picture Book Award 2019

The Scholastic Asian Picture Book Award is the joint initiative of the National Book Development Council of Singapore (NBDACS) and Scholastic Asia.

The objectives of the Scholastic Asian Picture Book Award are as follows:

- a) To foster the creation of picture books with Asian content, by Asian writers and illustrators.
- b) To promote public awareness of and interest in picture books with Asian content
- c) To recognise and award a prize to an excellent picture book with Asian content.

1. The Organisers

The Scholastic Asian Picture Book Award is the joint initiative of the National Book Development Council of Singapore (NBDACS) and Scholastic Asia. The NBDACS founded in 1969 promotes reading and literature and champions literary works of Asians.

Scholastic, founded in 1920, is the largest children’s publisher and distributor in the world. Scholastic continues this successful history by remaining focused on encouraging children to learn to read and love to learn.

2. Eligibility

The Contestant:

- i) Entries will be accepted from writers and/or illustrators of Asian descent, living in Asia, who are 18 years of age and above. For the purpose of this award, Asia comprises the following countries:

1. Afghanistan	18. Jordan	35. Qatar
2. Armenia	19. Kazakhstan	36. Russia
3. Azerbaijan	20. Korea	37. Saudi Arabia
4. Bahrain	21. Kuwait	38. Singapore
5. Bangladesh	22. Kyrgyzstan	39. Sri Lanka
6. Brunei	23. Laos	40. Syria
7. Bhutan	24. Lebanon	41. Taiwan
8. Cambodia	25. Malaysia	42. Tajikistan
9. China	26. Maldives	43. Timor-Leste
10. Cyprus	27. Mongolia	44. Thailand
11. Georgia	28. Myanmar	45. Turkey
12. India	29. Nepal	46. Turkmenistan
13. Indonesia	30. Oman	47. UAE
14. Iran	31. Pakistan	48. Uzbekistan
15. Iraq	32. Palestine	49. Vietnam
16. Israel	33. Papua New Guinea	50. Yemen
17. Japan	34. Philippines	



- ii) The author must not be a salaried employee of, or a family member of a salaried employee of, either the organizer, the National Book Development Council of Singapore, or the sponsor, Scholastic Corporation, or any of their subsidiaries.

The Picture Book:

- i. Is targeted at children of ages 0 to 6 years.
- ii. Must be Asian in content.
- iii. Must be unpublished or uncontracted to a publisher until the prize is announced.
- iv. All submissions must be in English.
- v. Works in languages other than English may be considered, if an English translation is submitted with the original text and illustrations.
- vi. Previously published authors/illustrators can submit unpublished work.
- vii. The work must be original.
- viii. Maximum word count of 500 words (excluding title, and author and illustrator's names).

Submissions:

- i. All entries must be either:
 - a) A picture book submission comprising:
 - 1. the full manuscript
 - 2. the book's first six illustrations
 - 3. a storyboard depicting your complete story
 - b) A wordless picture book submission comprising:
 - 1. the book's first six illustrations
 - 2. a storyboard depicting your complete story
- ii. Manuscripts, illustrations and storyboards are to be submitted by email.
- iii. Manuscripts must be in Times Roman font, double-spaced.
- iv. Illustrations and the storyboard must be in pdf format.

Guidelines:

- i. Picture books usually comprise 16-48 pages. Each page or double-spread should be illustrated.
- ii. For manuscript-and-illustration entries, the text and pictures should work together to present a coherent and meaningful narrative.
- iii. Ensure your story has a strong plot with a beginning, middle, and an end, and that your illustrations move the story along and encourage readers to turn the pages.
- iv. Wordless entries must comprise illustrations that successfully tell a story and convey meaning without the help of text.
- v. Moralistic and preachy stories should be avoided.



Materials that are not eligible:

Titles such as children's non-fiction, including concept books (letters, numbers, shapes, colours), 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.

3. The Prize

- i. The best entry will be awarded the Scholastic Asian Picture Book Award, and win a prize of S\$10,000 and a plaque. The winning manuscript will be considered by Scholastic Asia for publication.
- ii. In the event of the text and illustrations being created by two or more individuals, the prize will be shared.
- iii. The first and second runners-up will be awarded a plaque and will be offered advice by Scholastic Asia on editing their manuscripts to submit for publication.
- iv. The judges reserve the right to not award the prize should the entries fail, in the judges' opinion, to meet the required standard. Judges could also decide not to award the prize to consecutive winners.
- v. Scholastic Asia reserves the first right of refusal for publication of the award-winning picture book and the first and second runners-up.
- vi. The closing date for the 2019 Scholastic Asian Picture Book Award is 14 December 2018, 5:00pm (Singapore time). The results will be declared in May 2019, at the Asian Festival of Children's Content.

4. Number of entries

Limited to ONE (1) submission per contestant.

5. Selection

The Book Council will check details concerning the eligibility of the contestant and the picture book submitted. Only manuscripts and illustrations from picture book creators who meet the criteria will be accepted and sent to the judges. An independent panel of three judges, who are experts in the field of children's books, will select the winner from the manuscripts submitted by the Council. The judges' decision is final, and no appeals or correspondence will be entertained at any point.

6. Shortlist

The Organising Committee will announce a short list of works considered for the Scholastic Asian Picture Book Award in April 2019. Shortlisted candidates are encouraged to be present at the Award Ceremony at the end of May 2019.

7. Award Presentation



The award will be presented at a prize-giving ceremony during the Asian Festival of Children's Content (AFCC), to be held in Singapore in May. Prize winners will be invited for the awards ceremony.

8. The Award

The inaugural Scholastic Asian Picture Book Award will be awarded in May 2019, at the AFCC, in Singapore.

9. Media Promotion

The award details will be separately and officially announced in newspapers and other media in all countries, particularly countries in Asia. The details of the award will also be disseminated to interested people and organisations.

10. Conditions of Entry

- i. Each entry must include the following:
 - a. An official entry form, duly filled in, for each creator working on the book (in PDF, DOC, or JPG format)
 - b. A recent photograph for each creator working on the book (in JPG format)
 - c. A short biography of each creator working on the book, not more than 100 words (in DOC format)
 - d. A copy of official state photo ID (like a passport, state identification card, driver's license, etc.) with name and nationality clearly visible for each creator working on the book (in JPG or PDF format)
 - e. The full text manuscript (in DOC format)
 - f. The book's first six pages of completed illustrations (in PDF or JPG format)
 - g. A storyboard depicting your complete story; this can be in sketch or thumbnail format, and not in final art (in PDF or JPG format)
 - h. A summary of the manuscript, not more than 100 words (in DOC format).
- ii. Entries can be submitted either by the author or translator. In case of a translation, the translator must indicate that the author (or his or her estate) is aware of the fact that a translation of the original work is being submitted for the award.

11. Submission

All entries must be submitted in soft copy and emailed to: info@bookcouncil.sg

If you do not hear from the National Book Development Council of Singapore within 1 week of submission, kindly contact info@bookcouncil.sg

Entries that fail to comply with any of the above rules and conditions of entry will be disqualified.