

Call for entries

2017/18

**Competition
pack**

**Think
Differently
About
Design**

The RSA Student Design Awards (SDA)
is a competition run by the RSA, a registered charity in England
and Wales (212424) and Scotland (SC037784)

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SDA 2017/18 Production

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‘The RSA Student Design Awards is a pioneering curriculum that nurtures the next generation of creative talent around the world. All participants gain practical skills and engage with industry briefs while winners prove year on year that they are designers shaping our future.’

Betty Jackson CBE RDI

Fashion designer and Master of the RSA Royal Designers
RSA Student Design Awards Winner 1971

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We are delighted to introduce the RSA Student Design Awards for 2017/18.

The RSA Student Design Awards programme (SDAs) is an annual curriculum and competition delivered as a set of project briefs focused on a range of current and emerging social, economic and environmental challenges. Participants are asked to use creativity, design thinking and the practical application of design skills to tackle these pressing issues and responses may come from any discipline and take any form. The briefs are developed in close collaboration with our industry partners and we are pleased to provide regular support for participants working on the briefs, as well as educators embedding the briefs in their curricula. Participants are encouraged to review the online toolkits for each brief and to attend the organised workshops where possible.

We now face serious, unprecedented, and complex global challenges that require creativity, collaboration and cooperation more than ever before; unleashing the creative potential and innovation of the next generation will be crucial to tackling these wicked problems. The RSA Student Design Awards programme therefore exists to support and encourage students to reveal the possibilities that design presents and to seize the opportunity to challenge themselves to develop inspiring solutions that will help move us all to a more sustainable, happier and healthier future.

The eight briefs that form the 2017/18 RSA Student Design Awards programme bring together a range of thematic research areas aligned with the UN Sustainable Development Goals (SDGs). We share the UN's commitment to a future that protects the planet and ensures prosperity for all and we believe that design and designers have an important role to play in realising this future. To this end, the broad themes addressed this year include:

- Empowering people to live longer, healthier lives and supporting overall wellbeing (UN SDG Goal 3: Ensure healthy lives and promote wellbeing for all at all ages)
- Supporting sustainability and the transition to a circular economy (UN SDG 12: Ensure sustainable consumption and production patterns, and UN SDG 13: Take urgent action to combat climate change and its impacts)
- Fostering a more tolerant and inclusive society and environment that works for everyone (UN SDG 16: Promote just, peaceful and inclusive societies)

We are always evolving the programme in line with feedback from stakeholders, including educators and participants and we are pleased that 2017/18 will build on the success of 2016/17 and we will continue the following updates made last year:

1 Equal Judging Criteria: The six judging criteria will remain the same in 2017/18 and these are described more fully on each brief. Importantly, the criteria are weighted equally and work will be judged against the criteria in totality. Please note that the one exception is the 'Moving Pictures' brief, which has five criteria as it does not include the criterion for commercial awareness.

2 Hero Image: As in the last few years, there is an entry requirement for a 'hero image'. The hero image should be a singular 'poster image' that conveys the essence of the submission with a short one-sentence description. Think of it as a billboard advertisement for the proposed solution.

3 Simple process for requesting university visits: As always, we are keen to increase engagement and participation at colleges and universities across the UK and around the world, and we want to make it as easy as possible for you to get in touch with us to request a visit to your educational institution. Please take a look at the Tutors tab of our website (www.thersa.org/sda) where you will be taken to the simple form to request a visit.

4 Workshop programme: All students working on the RSA Student Design Awards briefs are warmly invited to attend a series of workshops throughout Autumn and Winter 2017/18 to encourage the development of innovative design-thinking, collaboration and tangible skills. Workshop themes and dates will be announced in early Autumn 2017.

The RSA Student Design Awards programme welcomes entries from enrolled students and new graduates from anywhere in the world and we hope that 2017/18 will continue to see more global educational institutions participating and an even greater range of students sending their work into the competition.

Registration for the 2017/18 programme is now open and all prospective entrants are encouraged to register to receive information and reminders about key dates; educators, collaborators, sponsors and supporters are also invited to subscribe to our newsletter to receive regular updates. Submissions will be taken electronically through our online platform – please note the final date for registering and submitting work into the competition is 14 March 2018 at 4 pm GMT. Specific guidelines about how to enter and pay the entry fee can be found on our website or in the Guidelines for Entry document.

The RSA is an independent charity and the RSA Student Design Awards is only made possible by the support of our partners and sponsors. Our partners this year represent a wide range of sectors and industries, but most importantly, they share our belief that design and designers can have a wider, more impactful and positive role in society. We would like to thank this year's partners and sponsors who have made this programme possible: NatWest, Philips, the Marketing Trust, the Office for Disability Issues, NCR, The Chartered Institute of Marketing, Eureka, Symphony, AEG, Blanco, Kesseböhmer, Natracare, Kinneir Dufort, Waitrose and many more individual supporters and collaborators.

Thank you to the dedicated students, faculties and sponsors that continue to make the RSA Student Design Awards a success. Please contact us with any questions about the programme and we look forward to working with you this year.

Sevra Davis

Director of Design at the RSA
Director of the RSA Student Design Awards

Rebecca Ford

Programme Manager,
RSA Student Design Awards

Introduction

'You can literally draw a line through my career back to the point I picked up an RSA design brief and say right, well that was the start of something that would never have happened otherwise...'

Tom Tobia

Founding Director, Makerversity

RSA Student Design Award Winner 2004



Introduction

Page 1

Contents

Page 3

Working Well

01

Page 5

Sleep Matters

02

Page 7

Fair Play

03

Page 9

The Hygienic Home

04

Page 11

Fair Finance For All

05

Page 13

Eat, Share, Live

06

Page 15

Wearing Intelligence 2.0

07

Page 17

Moving Pictures

08

Page 19

Entry Rules and Guidelines

Page 22

Contents

Key dates

August 2017

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Tues 22 May 2018 – Winners announced

June 2018 – Awards Ceremony at the RSA

Key dates

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How this brief will be judged

- 1 Social and environmental benefit
- 2 Research and insights
- 3 Design thinking
- 4 Commercial awareness
- 5 Execution
- 6 Magic

Please see the next page for further details

Working Well

01

Awards

There are two awards available for this brief.

**NatWest Award of £2500
for the best design project/s**

**NatWest Award of £1000
for the best business case/s**

The judging panel may decide on more than one winner and will allocate the awards accordingly. In addition, the judging panel may award commendations.

In addition, all shortlisted entrants will receive mentoring on their project and may be invited to the annual NatWest Executive Team Lunch, Exhibition and Industry Networking Event in Summer 2018.

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NatWest

Brief

Design a vision and business case for a way to promote greater wellbeing when people are at work, wherever that work takes place, that will contribute to higher productivity and better overall mental health.

Background

- Mental health and wellbeing are important for everyone. In the UK, one in six working aged people will experience poor mental health at any given time.
- The physical setting, culture, norms and activities of work environments all impact on wellbeing. Impacts can be positive or negative, and wellbeing at work is an important factor for employers to attract and retain staff.
- This means thinking not only about treating and supporting people with mental health issues, but also about preventing poor mental health by embedding positive mental health behaviours and activities as part of our daily lives – both at home and at work.
- Research shows there is a strong correlation between wellbeing and productivity in the workplace – for example in the UK, healthy, highly engaged employees are on average up to 30 days more productive.¹
- Productivity losses at work occur from people taking time off for mental health reasons, but also from people being at work yet working at a sub-optimal level. These combined factors account for productivity losses estimated at 9 percent for the UK economy. Up to 40 percent of the UK workforce's sickness absence is due to mental ill health, and work-related mental health issues add pressure to stretched NHS resources.
- The impact of good design on wellbeing and productivity has been well-evidenced.² At the same time, social changes and technological advancements are reimagining work³ and changing the requirements of 'workplace' design. For many the workplace now goes beyond a single building, as activity-based working, field-based working, remote working, flexible and freelance working are on the rise.

How should you approach this brief?

- Your solution should demonstrate a strong understanding of mental health and wellbeing in working environments. What are the incentives for people to engage with or adopt your solution? How will it change behaviour? What are the benefits for different stakeholders?
- Consider the '5 Ways to Well-being'⁴ – certain activities which build resilience and promote good mental health, based on research evidence:
 - 1 **Connect.** Spending time with colleagues, neighbours, friends or family.
 - 2 **Being active.** Doing a physical activity you enjoy.
 - 3 **Keep learning.** Stretching yourself or trying something new.
 - 4 **Give.** Doing something for someone else.
 - 5 **Take notice.** Pay attention to the external world.
- How can working environments support the mental health needs of workers, and contribute to wellbeing? We are looking for meaningful solutions, which have potential to be applied in the real world. You are highly encouraged to collaborate with different stakeholder groups to develop, test and refine your solution.
- The majority of mental health issues are 'common mental disorders', such as depression and anxiety – for the purposes of this brief you should focus on these, as opposed to psychotic disorders such as schizophrenia.
- You can focus on any working environment or occupation anywhere in the world: from startups to big business, across different industries and sectors, from schools and hospitals to offices, agencies and factories. Whatever you choose to focus on, it is essential that your response is informed by strong human-centred research and insights.
- What initiatives already exist to try and improve mental health and wellbeing among your target audience? Do some market analysis, and highlight the unique points in your solution against other existing products/services in the competitive environment – clearly show us what makes your solution different and compelling.

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App-based solutions are discouraged where they haven't been considered alongside people's offline incentives and motivations. Whatever your solution, you should also consider:

- the wider social benefits and how it might scale
- material production and specification
- an indication of cost and business models

For the purposes of illustration only, viable responses could include:

- a product or service design solution that helps people address work-life balance or facilitates collaboration
- an architectural or interior design solution that supports a change in the way people work or a new way of using or allocating workspace
- an activity or event people can take part in within the workplace
- a behaviour change strategy that supports healthy ways of working

...and many more are possible.

Judging criteria

There are six criteria that your entry will be judged against – make sure that your submission materials demonstrate that your solution meets these criteria:

- 1 Social and environmental benefit** – how does your solution benefit society and/or the environment?
- 2 Research and insights** – how did you investigate this issue? What were your key insights?
- 3 Design thinking** – how did your research and insights inform your solution? How did you develop, test, iterate and refine your concept? Demonstrate the journey you've been through to the end result
- 4 Commercial awareness** – does your journey make sense from a financial point of view? What is the competitive environment your solution would sit within?
- 5 Execution** – we are looking for a design solution that feels pleasing and well resolved
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Submission Requirements

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If you are unable to submit online, please contact us by email at sdaenquiries@rsa.org.uk

As you prepare your submission, please ensure that:

- You do NOT include your name, university/ college or other identifying marks anywhere on your submission
- None of your submission files exceed 10Mb
– this is the maximum size for each individual file / board when you submit online

The submission requirements are:

- **1 x A3 PDF Hero image with 1 sentence description**
A singular 'poster image' that conveys the essence of your project, plus a 1 sentence strapline or description
- **1 x A3 PDF Big Idea Summary**
A single A3 PDF page describing your 'Big Idea' in less than 250 words. This should clearly explain what your solution is, the specific area of need it addresses, and how you arrived at the solution
- **4 x A3 PDF Boards Outlining Your Proposal**
4 pages describing your proposal and demonstrating that you have met the 6 judging criteria. Each board should include a heading. Number each board in the top right hand corner, in the order they should be viewed by the judges
- **10 x A3 PDF Pages of Supporting Material**
Up to 10 A3 PDFs of additional material illustrating your development process – this could include scanned pages of your sketchbook or computer modelling/sketches (if applicable)
- **1-2 page A3 PDF Business Case**
You must also submit a business case in addition to the above. The business case should not exceed two pages and may include diagrams and/or charts as appropriate. For more information on how to

write a business case, visit the 'Working Well Toolkit' page of the RSA Student Design Awards website

- Optional YouTube / Vimeo + website links
Please note that we cannot guarantee supporting films and websites will be viewed at the shortlisting stage. If you have created digital materials, we recommend referencing them (for example by including labelled film stills or website screen grabs) in your 4 main PDF boards

Mentoring

Shortlisted entrants on this brief will be invited to a mentoring session with a designated mentor. The mentors will be matched to entrants based on the theme of the project. The mentors will help shortlisted entrants develop their projects and prepare for interview, where possible.

NatWest Executive Team Lunch

Winning, commended and shortlisted students on this brief may be invited to attend a lunch and reception to celebrate their work at a major NatWest office in London. This event is an opportunity for entrants to talk about their project with an informed and interested audience, which will include members of the NatWest Executive Team. In addition, design industry representatives will be in attendance and students are encouraged to find out about professional opportunities in a range of businesses.

Partner Information

NatWest

NatWest is recognised as a pioneer in providing choice to its employees in the way they work. The Choice Programme has evolved over a number of years to explore, develop and deliver a flexible approach about how and where people work and their working environment. This brings benefits for both the individual in terms of work life balance and the business through effective use of property resources. The aim of our involvement in the RSA Student Design Awards is to encourage and support as many students as possible in their design studies to prepare them for their careers in the professional design environment. Over the past five years NatWest has offered an enhanced programme of support to participating students including site visits, workshops and mentoring. This year we will be able to further support some students with outstanding design projects and the desire to take them to market with our enterprise scheme.

Brief developed in collaboration with Russ Camplin, Design & Strategy Manager, RBS Choice & Design and Tim Yendell, Head of RBS Choice & Design.

1 www2.cipd.co.uk/community/blogs/b/research-blog/archive/2016/11/24/measuring-what-works-workplace-wellbeing

2 www.bbc.co.uk/news/education-31603122

3 www.youtube.com/watch?v=G1tt6XAlceo

4 neweconomics.org/2008/10/five-ways-to-wellbeing-the-evidence/

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Differently
About
Design

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Please see the next page for further details

Sleep Matters

02

Awards

There are two awards available for this brief.

Philips Award of £2500

RSA Fellows' Award of £1250

The judging panel may decide on more than one winner and will allocate the awards accordingly. In addition, the judging panel may award commendations.

Philips is also seeking to offer paid placements to the winning, commended and/or short-listed entrants; this will be decided at Philips' discretion.

Brief

Design a product, service or system to improve health and wellbeing by encouraging and/or enabling better sleep.

Background

- Almost half of adults in the UK suffer from poor sleep,¹ with stress, money worries and mobile devices often blamed... but the cost of all those sleepless nights is more than just bad moods and a lack of focus; it's now clear that good sleep is essential for a long and healthy life.
- The short-term effects of a lack of sleep, such as feeling grumpy and not working at your optimum, are well known, but sleep deprivation can also have profound consequences on our longer-term mental and physical health.
- Regular bouts of poor sleep put people at risk of serious medical conditions, including obesity, heart disease and diabetes – and it shortens your life expectancy; in addition, a number of conditions contribute to and can exacerbate poor sleep, including arthritis, asthma, depression, and back pain.
- Although we spend approximately a third of our lives asleep, sleep is more complex than most of us realise. Our bodies go through a variety of processes and stages during sleep that many people are unaware of – how can better understanding the sleep process help all of us improve our sleep?
- We can all benefit from improving the quality of our sleep, but there is no universal answer to the question of how much sleep is needed – how can people work out how much sleep they need and learn how to achieve this, even it means altering their sleep pattern and their lifestyle?

How should you approach this brief?

- There are a large number of sleep support products on-line (from pillows to pills, from lists to coaches), often targeting symptoms. This brief asks you to think beyond those solutions and examine how sleep impacts our overall wellbeing and how good sleep can be improved; you are asked to interrogate arguments around quality and quantity and to design a solution that will aid improved sleep.
- Rather than simply designing something that responds to existing accepted guidelines around sleep (eg eight hours per sleep is 'right'), you are asked to think holistically about what factors actively contribute to or undermine the possibility of good sleep. You may want to think about the role of nutrition, exercise, mental states, physical environments and more. You are invited to consider an ecosystem of (connected) products and services that contribute to improved sleep and energy.
- You can design for any target group, whether young kids who have trouble sleeping, stressed adults, or people with medical conditions that make it hard for them to sleep; you should explore your target audience through primary research, and ensure your solution understands their concerns and motivations and responds to real needs.

For the purposes of illustration only, viable responses could include:

- a product-service-system that facilitates good sleep
- an environmental or spatial design solution that improves the conditions for good sleep
- an activity that increases mental wellbeing or boosts positive behaviours that impact positively on sleep
- a response that addresses one of the clinical reasons for bad sleep
- a behaviour change campaign around better sleep
- a design that improves the experience of and around sleep
- an resource or initiative to educate people about the importance of sleep

...and many more are possible.

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Judging criteria

There are six criteria that your entry will be judged against – make sure that your submission materials demonstrate that your solution meets these criteria:

- 1 Social and environmental benefit** – how does your solution benefit society and/or the environment?
- 2 Research and insights** – how did you investigate this issue? What were your key insights?
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The submission requirements are:

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A singular 'poster image' that conveys the essence of your project, plus a 1 sentence strapline or description
- **1 x A3 PDF Big Idea Summary**
A single A3 PDF page describing your 'Big Idea' in less than 250 words. This should clearly explain what your solution is, the specific area of need it addresses, and how you arrived at the solution
- **4 x A3 PDF Boards Outlining Your Proposal**
4 pages describing your proposal and demonstrating that you have met the 6 judging criteria. Each board should include a heading. Number each board in the top right hand corner, in the order they should be viewed by the judges
- **10 x A3 PDF Pages of Supporting Material**
Up to 10 A3 PDFs of additional material illustrating your development process – this could include scanned pages of your sketchbook or computer modelling/sketches (if applicable)
- **Optional YouTube / Vimeo + website links**
Please note that we cannot guarantee supporting films and websites will be viewed at the shortlisting stage. If you have created digital materials, we recommend referencing them (for example by including labelled film stills or website screen grabs) in your 4 main PDF boards

Partner Information

Royal Philips of the Netherlands is a diversified technology company, focused on improving people's lives through meaningful innovation in the areas of Healthcare, Consumer Lifestyle and Lighting. Headquartered in the Netherlands, Philips posted 2013 sales of EUR 23.3bn and employs approximately 115,000 employees with sales and services in more than 100 countries.

The company is a leader in cardiac care, acute care and home healthcare, energy-efficient lighting solutions and new lighting applications, as well as male shaving and grooming and oral healthcare.

Philips Design is a multi-disciplinary and diverse design team, able to deliver truly relevant solutions that anticipate people's needs, exceed their expectations and enhance our customers' business success. Philips Design is one of the largest design organisations in the world with eight studios in Europe, Asia and North America and is recognised with 60+ design awards each year. We are a creative force of some 400 professionals, representing over 35 different nationalities.

Brief devised in collaboration with Paul Gardien, Vice President of Philips Design.

¹ The Great British Bedtime Report www.sleepcouncil.org.uk/wp-content/.../The-Great-British-Bedtime-Report.pdf

Think
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Design

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Fair Play

03

Awards

There are three awards available for this brief.

Marketing Trust Award of £2000

Waitrose Award of £2000

Placement Award at The Chartered Institute of Marketing

Grant to support living expenses: £2,500

Placement duration: 8 weeks

Placement location: Maidenhead, Berkshire

The judging panel may decide on more than one winner and will allocate the awards accordingly. In addition, the judging panel may award commendations.

Brief

Design or re-design a consumer toy and its product packaging to eliminate waste, using circular design principles.

Background

- Toys are an important part of children's physical, mental, social and emotional development across different cultures and age groups. They stimulate imagination and creativity, support learning and education, and provide opportunities for play and fun.
- Toy packaging fulfils some useful and important functions: protection of goods; brand identity and promotion; storage; display and advertising at the point of sale; provision of product information; meeting safety requirements, and even social ritual (eg giving packaged gifts).
- But despite the many positive aspects of toys and their packaging, many become obsolete and are discarded very quickly. Toys and their packaging are one of the worst offenders when it comes to landfill – enormous volumes of waste are generated in their production and consumption, despite the resources and energy expended in their creation.
- Given the finite resources of the planet and increasing rates of consumption by a growing population, current levels of waste are simply unsustainable. Just 'using less' and recycling is not enough. We need to completely rethink the manufacture and life cycle of products and their components, and design them in a way that eliminates waste.
- The circular economy and approach to design makes more effective use of materials, driving changes to products and packaging by closing the loop of material flows. As opposed to designing for consumption and disposal, circular design means designing things for reuse, repair, and disassembly and material recovery.

How should you approach this brief?

- This brief asks you to apply circular design thinking – 'designing out waste' – to a consumer toy and its packaging. The Ellen McArthur Foundation, the Circular Design Guide and the RSA's Great Recovery Project provide further information and practical circular design resources that should inform your approach to this brief. (You could even consider designing a circular toy that teaches children early on about the circular economy, waste and sustainability principles...)
- Rather than simply modifying what exists already, you should think holistically and innovatively to create a new play experience that will support children's development. You may want to think about the role of toy packaging in child development – how could packaging complement and enrich the experience of the toy?
- You can design a toy targeted at any age group or culture, anywhere in the developed or developing world. Make sure you explore the real user need/s of your target audience through primary research, and ensure your toy and its packaging are attractive to them as well as safe to use and handle.

In addition to the toy itself, make sure your submission details the packaging design, including:

- positioning of the company/brand logo
- material production and specification
- photographs or renderings of models and prototypes
- an indication of cost

For the purposes of illustration only, the following would all be viable responses:

- a toy and associated packaging made from a repurposed waste stream
- a toy that promotes reuse, repair and retention
- a way of repurposing packaging to become part of the toy itself
- a toy and packaging that can be easily returned to the product manufacturer for remanufacture
- a toy and packaging that grows with a child's changing needs and desires

... and many others are possible.

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- **1 x A3 PDF Big Idea Summary**
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Partner Information

Marketing Trust

The Marketing Trust is an independent charitable trust which makes grants of financial assistance to charitable, volunteer, educational and other organisations for the purposes of training their staff, volunteers, young people and the general public in any or all aspects of marketing understanding and/or execution, and to appreciate the role of marketing in today's society.

The Chartered Institute of Marketing

For over 100 years, CIM (The Chartered Institute of Marketing) has been supporting, developing and representing marketers, teams, leaders and the marketing profession as a whole. As the largest professional marketing body in the world, CIM offers membership and career development, professional marketing qualifications, training courses and helps businesses grow with tailored support to enhance marketing capability.

Waitrose

Waitrose is the food retailing arm of the John Lewis Partnership, and has over 170 branches throughout England, Scotland, and Wales. Waitrose values the role of good design when communicating with its customers.

Brief developed in collaboration with the Marketing Trust.

Think
Differently
About
Design

How this brief will be judged

- 1 Social and environmental benefit
- 2 Research and insights
- 3 Design thinking
- 4 Commercial awareness
- 5 Execution
- 6 Magic

Please see the next page for further details

The Hygienic Home

04

Awards

There is one award available for this brief.

The Eureka Award of £3,000

The judging panel may decide on more than one winner and will allocate the award accordingly. In addition, the judging panel may award commendations.

Brief

Design or redesign a floor cleaning product that will make cleaning easier and more effective, enabling older people to maintain their independence for longer.

Background

- In this day and age more people are living longer, and their ability to undertake even simple tasks can become impaired by the aging process and the physical degeneration and medical conditions that it can entail.
- Understandably, people want the option to remain independent in older age, remaining in their own homes rather than having to move in with a family member, going into sheltered accommodation or entering older people's homes. There is also a practical economic benefit in enabling older people to retain their independence, as the cost of providing social care is set to rise in line with the increase in the senior population.
- One of the key ways that people can be enabled to remain independent for longer is through having the right tools to effectively take care of themselves and their homes.
- Keeping homes clean and hygienic can be challenging in older age – traditional floor cleaning appliances are often heavy and cumbersome, whilst newer, automated products are still very expensive and are only capable of removing surface litter.
- A need exists for floor cleaning products that are easy for people with a variety of impairments to use, yet that are capable of really cleaning all of the floor surfaces commonly found in people's homes.
- Understanding people and their needs and what they really want from home products is central to delivering design that works.

How should you approach this brief?

- Using the principals of inclusive design, you should develop a product that is designed to aid those with impairments whilst having a mainstream feel and appealing to a broad spectrum of users.
- The institutional nature of many specialised products for the elderly should be avoided, both to widen their appeal and remove any stigma attached. What enables the elderly to use the product should lead to a better experience for all users.
- This brief requires you to undertake primary research to really understand the needs of the people you are designing for. Observe, engage with and listen to them – what are their physical and emotional needs? What are the problems that exist with existing products? And what difference would your proposal make to their lives?
- It also requires you to gain an understanding of how you clean different common floor surfaces found in the home, from carpets and tiles to vinyl and wood. What products already exist, and how is yours different? Do some market analysis, and highlight the unique points in your solution against other existing products/services in the competitive environment.

For the purposes of illustration only, viable responses could include:

- a floor cleaning device that is easy to use by those with age-related impairments
- a floor cleaning device that encourages regular and easy use and allows older people to keep their environments clean and hygienic
- a floor cleaning product that caters to the needs of an ageing population, but appeals to everyone in the spirit of true universal design

... and many more are possible.

Sponsored by

eureka[®]

August 2017
Briefs launch
+ registration
opens

15 Jan 2018
Competition
opens

14 Feb 2018
'Early Bird'
submission
deadline (£25)

14 Mar 2018
Final submission
deadline
(£35)

21 Mar 2018
Judging begins:
shortlisting and
interviews

22 May 2018
Winners
announced

Judging criteria

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- 1 Social and environmental benefit** – how does your solution benefit society and/or the environment?
- 2 Research and insights** – how did you investigate this issue? What were your key insights?
- 3 Design thinking** – how did your research and insights inform your solution? How did you develop, test, iterate and refine your concept? Demonstrate the journey you've been through to the end result
- 4 Commercial awareness** – does your journey make sense from a financial point of view? What is the competitive environment your solution would sit within?
- 5 Execution** – we are looking for a design solution that feels pleasing and well resolved
- 6 Magic** – we are looking for a bit of 'magic' – a surprising or lateral design solution that delights

Key dates

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Tues 22 May 2018 – Winners announced

June 2018 – Awards Ceremony

Submission Requirements

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If you are unable to submit online, please contact us by email at sdaenquiries@rsa.org.uk

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A singular 'poster image' that conveys the essence of your project, and includes a 1 sentence strapline or description. Your hero image should aim to bring your concept to life – make sure it is vibrant and engaging
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A single A3 PDF page describing your 'Big Idea' in less than 250 words. This should clearly explain what your solution is, the specific area of need it addresses, and how you arrived at the solution
- **4 x A3 PDF Boards Outlining Your Proposal**
4 pages describing your proposal and demonstrating that you have met the 6 judging criteria. Each board should include a heading. Number each board in the top right hand corner, in the order they should be viewed by the judges
- **10 x A3 PDF Pages of Supporting Material**
Up to 10 A3 PDFs of additional material illustrating your development process – this could include scanned pages of your sketchbook or computer modelling/sketches (if applicable)
- **Optional YouTube / Vimeo + website links**
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Partner Information

Eureka

Eureka are one of the leading brands in floor cleaning appliances in the US. With headquarters in Boston, Massachusetts and a history spanning over 108 years, they are also one of the oldest brands in the product area and were founded in a spirit of innovation.

Eureka is now part of the Midea group. Midea is the world's largest producer of major appliances. Established in 1968, Midea is publicly listed and, since July 2016, a Fortune 500 company that offers one of the most comprehensive ranges in the home appliance industry. Midea specialises in air treatment, refrigeration, laundry, large cooking appliances, large and small kitchen appliances, water appliances, floor care and lighting.

Midea is headquartered in Southern China, but is a truly global company with over 100,000 employees and operations in more than 200 countries. The company has 21 production facilities and 260 logistics centres worldwide. After nearly 50 years of continued growth, Midea now generates annual global revenue of more than US\$24bn.

Brief developed by Chris Gidwell, Industrial Design Director, Floorcare at Eureka.

Think
Differently
About
Design

How this brief will be judged

- 1 Social and environmental benefit
- 2 Research and insights
- 3 Design thinking
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- 5 Execution
- 6 Magic

Please see the next page for further details

Fair Finance For All

05

Awards

There are two awards available for this brief.

NatWest Award of £1500

NCR Placement Award

Grant to support living expenses: £4600

Placement duration: 12 weeks

Placement location: Dundee, Scotland

The judging panel may decide on more than one winner and will allocate the awards accordingly. The judging panel may also award commendations.

In addition, all shortlisted entrants will receive mentoring on their project and may be invited to the annual NatWest Executive Team Lunch, Exhibition and Industry Networking Event in Summer 2018.

Sponsored by



NatWest

With additional support from



Brief

Design or redesign a way for people who are financially excluded to be better served by banks and other money management services.

Background

- The term 'financial inclusion' means that everyone has access to fair and affordable financial services that they need, including disadvantaged and low-income groups.
- Having access to a bank (and associated things like a savings account, debit card, insurance and lines of credit), and having the knowledge and skills to use them effectively, is important for anyone wanting to participate fairly and fully in everyday life. It enables people to send and receive money, save for the future, manage financial 'shocks' such as reduced income or an unexpected expense, and plan for recurring expenses.
- Despite this, an estimated 2 billion working age adults – more than half the world's adult population – do not have an account at a formal financial institution.¹ This remains a problem in developed countries too; in the UK, 1.7 million people remained unbanked in 2014.
- Financial exclusion particularly affects certain groups, such as people with very low or unstable incomes, and those who have experienced a significant life shock, for example homeless people, migrants, disabled people, those suffering from long-term illness, and the long-term unemployed.
- Financially excluded people often pay more for goods and services and have less choice. For example, they may be excluded from online deals and direct debit payment reductions. Researchers have calculated the 'poverty premium', the extra costs of financial exclusion, at £490 a year.²
- Financial exclusion can adversely affect people's education, employment, health, housing, and overall wellbeing.³

How should you approach this brief?

- You can focus on a disadvantaged group or segment of low-income people anywhere in the developed or developing world, but whoever you focus on, you should explore the real user need/s of your target audience through primary research. Observe, engage with and listen to them – what are their physical and emotional needs? What is

meaningful to them? What are the barriers to financial engagement?

- Make sure your solution is truly inclusive and accessible for your target audience – who may, for example, be digitally excluded or disadvantaged in multiple ways. What difference would your proposal make to their lives?
- While digital banking is exploding, some financially excluded people may have digital access needs and/or may not have a smartphone. Your solution does not have to have a digital element – it can be service or experience-based, environmental, or based on a physical product – but if it does, then you should consider digital access. If you suggest an app or other digital element in your proposal, it is essential that you consider the offline system and user experience surrounding it.
- What initiatives already exist to try and improve financial access and inclusion among your target audience? Do some market analysis, and highlight the unique points in your solution against other existing products/services in the competitive environment.
- Consider the role that cash plays in society – is access to cash a human right? There have been major backlashes to India's move towards demonetisation⁴ and Sweden's attempt to move to a cash-free society.⁵ The introduction of ATMs revolutionised the access to cash for everyone 50 years ago – what product or service could provide the same universality of access to 21st century banking?

For the purposes of illustration only, viable responses could include:

- an intervention that improves engagement with financial institutions (banks) by improving trust or making it easier to engage
- a service design proposal for a support service for disadvantaged groups
- an inclusive product or environment that makes it easier for people with specific accessibility needs to keep track of money, make ends meet, bounce back from nasty financial surprises, or save for the future
- a way to improve the financial skills of people who are currently financially excluded

...and many others are possible.

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- **Optional YouTube / Vimeo + website links**
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Mentoring

All shortlisted entrants on this brief will be invited to a mentoring session with a designated mentor. The mentors will be matched to entrants based on the theme of the project. The mentors will help shortlisted entrants develop their projects and prepare for interview, where possible.

NatWest Executive Team Lunch

All shortlisted students on this brief may be invited to attend a lunch and reception to celebrate their work at a major NatWest office in London. This event is an opportunity for entrants to talk about their project with an informed and interested audience, which will include members of the NatWest

Executive Team. In addition, design industry representatives will be in attendance and students are encouraged to find out about professional opportunities in a range of businesses.

Partner information

NatWest

NatWest is recognised as a pioneer in providing choice to its employees in the way they work. The Choice Programme has evolved over a number of years to explore, develop and deliver a flexible approach about how and where people work and their working environment. This brings benefits for both the individual in terms of work life balance and the business through effective use of property resources.

The aim of our involvement in the RSA Student Design Awards is to encourage and support as many students as possible in their design studies to prepare them for their careers in the professional design environment. Over the past five years NatWest has offered an enhanced programme of support to participating students including site visits, workshops and mentoring. This year we will be able to further support some students with outstanding design projects and the desire to take them to market with our enterprise scheme.

NCR

NCR Corporation is a leader in omni-channel solutions, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables nearly 700m transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier. NCR is headquartered in Duluth, Georgia, USA, with over 30,000 employees and does business in 180 countries.

For over 10 years NCR has provided support to the RSA Student Design Awards, we are again pleased to provide a paid placement with the User Centred Design team responsible for industrial design, interaction design, usability and accessibility, within our R&D Facility in Dundee. The winning student will be working alongside the award-winning design team on a future oriented and commercially relevant project brief.

Brief developed in collaboration with Russ Camplin, Design & Strategy Manager, RBS Choice & Design, and Charlie Rohan, Senior Director, User Centred Design at NCR Corporation.

1 <http://www.worldbank.org/en/topic/financialinclusion>

2 <https://www.jrf.org.uk/blog/acting-unfair-poverty-premiums-must-be-2017-priority>

3 <http://www.financialinclusioncommission.org.uk/report>

4 'India's Grand (De) Monetization Experiment' (2016)

5 'Good News for Cash – and for the Swedish Public' (2017)

Think Differently About Design

How this brief will be judged

- 1 Social and environmental benefit
- 2 Research and insights
- 3 Design thinking
- 4 Commercial awareness
- 5 Execution
- 6 Magic

Please see the next page for further details

Eat, Share, Live

06

Awards

There are three awards available for this brief.

ODI Award of £1000

2 x Industry Awards of £1000 each

The judging panel may decide on more than one winner and will allocate the awards accordingly. In addition, the judging panel may award commendations.

Supported by



Office for Disability Issues

AEG

Symphony®



BLANCO GERMANY



Brief

Design an inclusive, accessible and multi-generational kitchen space or kitchen component that works for all ages, as well as for disabled and non-disabled family members, so they can prepare, cook and serve food, entertain, engage in hobbies or work and enjoy life together.

Background

- Demographic trends and property prices are encouraging more generations to live together in the same house.
- There are 11.6 million disabled people of all ages in the UK who want to live independently in their own homes. Disabled people and their families also have a combined spending power of almost £250bn so there are commercial opportunities for inclusive design.
- There are mutual advantages for extended families in sharing living spaces. Parents working outside the home have grandparents helping with childcare; children may develop empathy, patience and an understanding of the life course, the process of ageing, and how disabled and non-disabled people can live together; in addition, older people have companionship and support with domestic tasks.
- With advances in technology revolutionising the way we work and entertain ourselves, including in our kitchens, there is scope for new ideas in the design of furniture and equipment to enhance the experience of users of all ages and of users with a range of impairments.
- A kitchen is a place of refuge and sociability. Rooms are spaces for shared emotional experiences. The fact that design affects behaviour is acknowledged by recent work of neuroscientists: our hard-wired needs should therefore be considered by students.
- Inclusive design is about understanding people – their needs, their concerns, and what they really want from a space – and engaging the more social aspects of design that others overlook. It's about socially sustainable and affordable design that puts people at the heart of the design process, provides choice and flexibility, acknowledges diversity and difference and does not preclude anyone throughout the cycle of life.

How should you approach this brief?

- Examine your own preconceptions about what a kitchen is, what it looks like, how different generations and age groups use it. Look at implicit age, disability and gender stereotyping related to kitchen activities and see how to dismantle them.
- You are asked to think boldly. Create an affordance – an action affecting an object or environment – that offers people new, shared activities and individuals different ways to live in their kitchen. Designs for kitchens of all sizes and their components are welcome on the basis that they address the challenges of people at different life stages and with a range of impairments all working in the kitchen. In 'smart' kitchens different software configurations can address many challenges. We can maximise potential when we do not stratify designs into age, impairment or life stage groups.
- As the kitchen is often a family room and a gathering and display place for objects, submissions should aim to reflect the story and identity of the occupiers.
- Entrants are urged to think creatively and innovatively about how applying the principles of inclusive design and the concept of inclusive living at the outset of a project can result in spaces, products or systems that are more usable and accessible for everyone.

For the purposes of illustration only, viable responses could include:

- a product or piece of furniture that takes advantage of smart technologies or the internet of things in relation to cooking or food preparation
- a spatial design that enables people of all ages and a range of impairments to use the kitchen at the same time and for multiple uses
- a component or item of furniture that facilitates easy, safe cooking for a type of disability (eg visual impairment, limited reach and grip, use of a wheelchair, Parkinson's, early stage dementia)
- a proposal for a compact kitchen or aspect of it that improves flexibility and sociability for the end user

...and many more are possible.

With additional support from

National Innovation Centre for Ageing (NICA)

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Workshops

All entrants working on this brief will be invited to attend a workshop to help develop their understanding of the issues and how to create a successful response. These workshops, supported by NICA, The Kitchen Education Trust and Gowling WLG, will provide an opportunity for participating students to learn important skills that will be relevant for their responses to this brief and for their larger skill set. The workshops will be held in Autumn 2017 and will be organised regionally in the UK to allow as many students as possible to attend. Further information can be found on the RSA Student Design Awards website in coming weeks.

Partner information

Office for Disability Issues (ODI)

The ODI supports the development of policies to remove inequality between disabled and non-disabled people. The people and organisations we work with include disabled people and their organisations as well as other government departments.

Symphony

We pride ourselves on our product innovation and service capability to continue to supply our customers and their customers with the best possible service to create harmony in the home. Symphony is the UK's largest privately owned manufacturer of fitted kitchens, bedrooms and bathrooms and our furniture

has been made in the UK for over 45 years. Our diverse product range includes a portfolio of accessible kitchen designs, ultra modern handle-less kitchen styles and the classic Laura Ashley Kitchen Collection.

AEG

Innovation is at the heart of everything we do at AEG. It is the driving force behind our best-known inventions for the home, from creating the first electric refrigerator to the first heat pump technology for tumble dryers. It is the inspiration behind our sustainable materials. It's our history and our future. AEG is relentless in its pursuit of always being an idea ahead. In 2017 we are celebrating 130 years of bringing innovation into your home. We will continue innovating and are committed to carrying our legacy into the future.

Blanco

Blanco's vision includes the further development of the company, and provides a framework for everything we do. We want to delight our customers with innovative system solutions on every aspect of the sink centre in professional designs, the best quality and with maximum benefit to the customer. We want to be the most appealing and preferred provider whose excellence and reliability, especially in customer service, enables us to develop an internationally important market position.

Kesseböhmer

Kesseböhmer is a family-run business originally founded in 1954. The name Kesseböhmer stands for innovative solutions and a powerful blend of design, function and quality. Today the Kesseböhmer group is still owned and managed by the current generation of the founding family. Strong customer orientation has helped us to achieve and maintain our position as the leading supplier of functional fittings for kitchen units.

The Kitchen Education Trust (TKET)

TKET is a registered charity that provides a link between the kitchen industry and higher education. TKET acts as an intermediary for the kitchen sector in the award of scholarships to successful applicants to attend the Foundation Degree in Kitchen Design at Buckinghamshire New University.

National Innovation Centre for Ageing (NICA)

NICA's mission is to facilitate the development of innovative new products and services for the ageing population working across all relevant sectors from adaptive living through finance to health, consumer products, mobility and beyond. NICA's work is focused on enhancing and extending the healthy life years of the UK population, working with businesses, users and the innovation community to establish new products and service opportunities within age-relevant markets.

Brief developed and devised in collaboration with Johnny Grey and Adam Thomas, kitchen designers, together with input and expertise from the National Innovation Centre for Ageing.

Think
Differently
About
Design

How this brief will be judged

- 1 Social and environmental benefit
- 2 Research and insights
- 3 Design thinking
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Please see the next page for further details

Wearing Intelligence 2.0

07

Awards

There are two awards available for this brief.

Eddie Squires Award of £2000

Placement at Kinneir Dufort

Grant to support living expenses: £1133/month
Placement duration: 3 months, with potential to extend or transition to full-time position
Placement location: Bristol, UK

Working in KD's dynamic and integrated design team, you'll be surrounded by a wealth of knowledge that spans insight, innovation, design and development to production, across consumer, medical and industrial sectors – all within our Bristol studio. It is anticipated that the winning student will get the opportunity to develop their RSA winning entry, supported by the power of KD's creative and engineering teams. The developed design may be showcased on KD's stand at the Wearable Technology Show, or other high profile events.

The judging panel may decide on more than one winner and will allocate the awards accordingly. In addition, the judging panel may award commendations.

Supported by

Eddie Squires Legacy to the RSA

Brief

Develop a design solution that utilises 'advanced textiles' (fabric that has been enhanced by new technologies) to improve wellbeing or the quality of people's lives.

Background

- Providing us with comfort, safety and shelter for thousands of years, textiles are the material that we have our most intimate relationships with, literally cloth-ing our bodies from head to toe.
- But while most of us associate textiles with soft furnishings, clothing and upholstery, the future of textiles is changing in a big way – textiles stand at the forefront of material technology, offering a staggering range of characteristics for designers to exploit.
- 'Advanced textiles' refers to fabrics that have been developed with new technologies that provide added value to the wearer. They are being used to make progress in clothing, healthcare, transportation, human habitats and architecture; they can keep emergency personnel safe with flame and chemical retardant fabrics, guard against extreme environmental hazards like radiation, and support our health by monitoring breathing patterns and skin temperature.
- Advanced textiles includes the world of 'smart textiles', which refers to fabrics that can sense and react to environmental conditions or stimuli from mechanical, thermal, chemical, electrical or magnetic sources.
- Coatings and fibre technology have improved, allowing textiles to be imbued with added functionalities – anti-bacterial, conductive, light-transmitting, temperature-controlling, self-cleaning, medicine-releasing, heat-carrying, colour-changing – the list goes on and on...

How should you approach this brief?

- This brief asks you to explore the world of advanced and smart textiles, and to find an application where their use can offer a significant benefit to the user, or even society as a whole. How can textiles be used to keep us safer? Support our health and well-being? Help us communicate? Transport us faster? Reduce our environmental impact?
- Responses should explore the technical properties of advanced textiles, but also consider the emotional benefits and qualities.
- Think how physical products could interact seamlessly with connected and digital worlds. Make sure you clearly define the specific problem or issue you have chosen to address, articulating how you identified it and making it clear how advanced textiles are integral to your solution (be wary of 'bolting on' the technology).
- The full life-cycle of designs should be considered – where the raw material is sourced from, and what processes it must undergo to its eventual end of life scenario.

For the purposes of inspiration only, valid responses could include:

- medical applications which improve day-to-day living with chronic conditions or life changing events, aid medical treatment, or improve the quality of life for an ageing population
- industrial applications which increase efficiencies in the work place, reducing risk of injury, or protecting and enabling safe working
- consumer applications which deliver real time feedback to users, address everyday human needs in new and intelligent ways, or enhance and humanise technology when used as part of a greater eco-system

... and many others are possible; creative and imaginative solutions which reach beyond these illustrations are encouraged.

With additional support from



Materials
Council

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deadline (£25)

14 Mar 2018
Final submission
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(£35)

21 Mar 2018
Judging begins:
shortlisting and
interviews

22 May 2018
Winners
announced

Judging criteria

There are six criteria that your entry will be judged against – make sure that your submission materials demonstrate that your solution meets these criteria:

- 1 **Social and environmental benefit** – how does your solution benefit society and/or the environment?
- 2 **Research and insights** – how did you investigate this issue? What were your key insights?
- 3 **Design thinking** – how did your research and insights inform your solution? How did you develop, test, iterate and refine your concept? Demonstrate the journey you've been through to the end result
- 4 **Commercial awareness** – does your journey make sense from a financial point of view? What is the competitive environment your solution would sit within?
- 5 **Execution** – we are looking for a design solution that feels pleasing and well resolved
- 6 **Magic** – we are looking for a bit of 'magic' – a surprising or lateral design solution that delights

Key dates

August 2017 – Briefs launch online + registration opens

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Wed 14 March 2018, 4 pm GMT – Final deadline for online registration + submission (£35 entry fee)

Wed 21 March 2018 – Judging begins (2 stages: shortlisting + interviews with finalists)

Tues 22 May 2018 – Winners announced

June 2018 – Awards Ceremony

Submission Requirements

All entries must be submitted through our online entry system, accessed via www.thersa.org/sda

If you are unable to submit online, please contact us by email at sdaenquiries@rsa.org.uk

As you prepare your submission, please ensure that:

- You do NOT include your name, university/college or other identifying marks anywhere on your submission
- None of your submission files exceed 10Mb – this is the maximum size for each individual file / board when you submit online

The submission requirements are:

- **1 x A3 PDF Hero image with 1 sentence description**
A singular 'poster image' that conveys the essence of your project, and includes a 1 sentence strapline or description. Your hero image should aim to bring your concept to life – make sure it is vibrant and engaging
- **1 x A3 PDF Big Idea Summary**
A single A3 PDF page describing your 'Big Idea' in less than 250 words. This should clearly explain what your solution is, the specific area of need it addresses, and how you arrived at the solution
- **4 x A3 PDF Boards Outlining Your Proposal**
4 pages describing your proposal and demonstrating that you have met the 6 judging criteria. Each board should include a heading. Number each board in the top right hand corner, in the order they should be viewed by the judges
- **10 x A3 PDF Pages of Supporting Material**
Up to 10 A3 PDFs of additional material illustrating your development process – this could include scanned pages of your sketchbook or computer modelling/sketches (if applicable)
- **Optional YouTube / Vimeo + website links**
Please note that we cannot guarantee supporting films and websites will be viewed at the shortlisting stage. If you have created digital materials, we recommend referencing them (for example by including labelled film stills or website screen grabs) in your 4 main PDF boards

Partner Information

The Eddie Squires Legacy to the RSA

The Eddie Squires Legacy to the RSA is dedicated to promoting innovation in design education, particularly around textiles and soft furnishings.

Kinneir Dufort

Kinneir Dufort are one of the longest established innovation and design consultancies in Britain, enjoying an enviable track record of international client success and awards recognition. Kinneir Dufort integrate Research, Innovation, Design and Development, balancing creative and technical expertise, helping companies deliver successful new products and brand experiences. With a 75-strong team based in Bristol and Cambridge, Kinneir Dufort's expertise covers research, product and packaging design, engineering and electronics and software based technology. Areas of focus include design management and strategy, healthcare and medical devices, consumer products, packaging and fast-moving consumer goods, business-to-business and industrial products.

Materials Council

Materials Council are specialists in the research, comparison and selection of materials for architectural and interior applications. We cater to both creatives and manufacturers by supporting the design process and facilitating the communication, implementation and development of materials and new technologies. We aim to provide a greater physical appreciation of applied materials. Materials Council was established by Ian Hunter and Brad Turner, former materials researchers at Foster + Partners architects.

Brief developed and devised in collaboration with Ian Hunter of the Materials Council, with additional input from Kinneir Dufort.

Think
Differently
About
Design

How this brief will be judged

- 1 Social and environmental benefit
- 2 Research and insights
- 3 Design thinking
- 4 Commercial awareness
- 5 Execution
- 6 Magic

Please see the next page for further details

Moving Pictures

08

Awards

There are four awards available for this brief, with one RSA Award for the best animation submitted in response to each of the audio files provided. The Natracare Award and the RSA Staff Choice Award will be awarded for either audio.

- 2 x RSA Awards of £1000
- 1 x Natracare Award of £1000
- 1 x RSA Staff Choice Award of £500

Please note that the judging panel may decide on more than one winner and will allocate the award/s accordingly. The RSA Staff Choice Award will be awarded to the shortlisted entry with the most votes from RSA staff following a screening at an RSA staff meeting in Spring 2018. In addition to the cash awards, the winning (and possibly the shortlisted) animations will be featured on the RSA's YouTube channel. The winning and commended entrants will be added to the pool of the RSA's animators and may be commissioned for further work. Please note that the above opportunities are at the RSA's discretion.

Supported by

Legacy funds to the RSA

With additional support from

RSA
Events

natracare

Brief

Conceive and produce an animation to accompany one of the two selected audio files that will clarify, energise and illuminate the content.

Background

- This brief asks you to create an animation in response to one of two selected audio files that will reveal, illuminate and increase accessibility to the RSA's unique content.
- Through RSA ideas, research and 27,000-strong Fellowship, we seek to realise a society where creative power is distributed, where concentrations of power are confronted, and where creative values are nurtured. As part of this mission, RSA Animate, RSA Shorts and RSA Insights film series were developed to bring big ideas to new audiences.
- Your work has the potential to be viewed by thousands of intelligent, engaged and passionate RSA followers worldwide alongside the RSA Animates, RSA Shorts and RSA Insights.
- Online audiences are savvy, easily-bored and constantly bombarded with fascinating digital material – they'll turn off very quickly if they are not engaging with the audio and visual imagery.
- We're looking to you to create an inspiring animation that will elaborate on and evolve the words of the speaker. In order to develop the speaker's ideas further, we would advise that you carry out broad research around the topic the speaker has highlighted.
- Entries will be judged according to the innovative way in which the audio content is interpreted. Technical skill will be taken into consideration, but what we really value is the originality and creativity with which you communicate world-changing ideas and concepts.

How should you approach this brief?

- The two audio files are taken from the RSA's esteemed public events programme. The first clip is from leader and author Tiffany Dufu speaking about the everyday pressures that women face in trying to achieve it all. The second audio clip is from journalist Matthew D'Ancona speaking about our collective challenge to communicate facts and question the 'post-truths'.

- You are encouraged to approach this brief by becoming very familiar with the content and thinking about the different ways that you could tell a story with your animation that will enrich the content and increase accessibility.
- Your submission should combine clarity with attention to detail and wit, aiming to make the content 'come alive' and introduce a new audience to the RSA and its renowned lecture and public events programme.
- You must use one of the two selected audio clips and you may not re-order the content or further edit the transcript in order to suit your work; however, you may add up to 5 seconds to the overall length of the audio clip if you wish to have an introduction or conclusion.
- Before you begin animating, ensure that you have a big idea and you are advised to spend longer coming up with your big idea to ensure that you develop and produce it to the best of your ability.

Audio files

File A 'Not Enough Time' by Tiffany Dufu
(Excerpt length: 1:00 minutes, originally recorded on 6 April 2017)

Chief Leadership Officer of Levo and one of Fast Company's League of Extraordinary Women, Tiffany Dufu urges women to embrace imperfection, to expect less of themselves and more from others. Only then can they focus on what they truly care about, devote the necessary energy to achieving their real goals, and create the type of rich, rewarding life we all desire.

File B 'Post-Truth' by Matthew d'Ancona
(Excerpt length: 1:01, originally recorded on 15 June 2017)

'Post-truth' was the Oxford Dictionary word of the year 2016 – but what does it mean, and how can we champion truth in a world of lies and 'alternative facts'? Renowned journalist Matthew d'Ancona distinguishes post-truth from a long tradition of political lies, exaggeration and spin.

The audio files and transcripts can be downloaded from the Moving Pictures brief page of the RSA Student Design Awards website.

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Judging criteria

There are five criteria that your entry will be judged against – make sure that your submission materials demonstrate that your solution meets these criteria:

- 1 Social and environmental benefit**
– how does your solution benefit society and/or the environment?
- 2 Research and insights** – how did you investigate this issue? What were your key insights?
- 3 Design thinking** – how did your research and insights inform your solution? How did you develop, test, iterate and refine your concept? Demonstrate the journey you've been through to the end result
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June 2018 – Awards Ceremony

Submission Requirements

All entries must be submitted through our online entry system, accessed via www.thersa.org/sda

If you are unable to submit online, please contact us by email at sdaenquiries@rsa.org.uk

As you prepare your submission, please ensure that:

- You do NOT include your name, university/college or other identifying marks anywhere on your submission
- None of your submission files exceed 10Mb – this is the maximum size for each individual file / board when you submit online

The submission requirements are:

- **1 Animation file submitted in either .MP4 or .MOV format**
The maximum file size is 60MB, and your animation must not exceed the original audio file length plus 5 seconds
- **1 x A3 PDF Big Idea Summary**
A single A3 PDF page describing your 'Big Idea' in less than 250 words. This should clearly explain what your solution is, the specific area of need it addresses, and how you arrived at the solution
- **10 x A3 PDF Pages of Supporting Material**
Up to 10 A3 PDFs of additional material illustrating your development process – this could include scanned pages of your sketchbook or computer modelling/sketches (if applicable)

For further details on the submission requirements for the 'Moving Pictures' brief, please see the Additional Eligibility and Entry Guidelines.

Partner Information

RSA Events

The RSA Events programme is host to a range of world-changing talks, debates, and film screenings, all made available for free, for everyone. You can book to attend RSA Events for free, and you can also listen or watch our events live online. Find out about RSA Events coming up by following @RSAEvents on Twitter or visiting: www.thersa.org/events

The RSA has a significant platform to showcase new work. Our YouTube channel has a loyal following of over 350,000 subscribers, the largest subscription of any not-for-profit channel and our RSA Animate series has achieved international acclaim with over 50m online views since its inception. In addition, the RSA has now launched its RSA Shorts series, which though still in its infancy, we hope will achieve the same viral online success as RSA Animate.

Brief devised in collaboration with Abi Stephenson, Senior Events & Animations Producer, RSA.

Moving Pictures

08

Additional Eligibility and Entry Guidelines for Moving Pictures Entrants

- 1 Entrants must create an animation of any type that visually communicates the audio excerpt. Animation is defined as a simulation of movement created by displaying a series of pictures or frames. The submission may be any type of animation, including traditional animation like cartoons or stop-motion of paper cut-outs, puppets, clay figures and more.
- 2 Entries must use the full audio track in its current format (you may not change the order of the wording).
- 3 Two shortlists (one for each audio file) will be selected by a judging panel comprising a member of the RSA Events Team and several other well-known animators and filmmakers. Shortlisted entrants will then be interviewed by the judging panel and the winners will be selected.
- 4 Entries must be submitted in either .MP4 or .MOV format.
- 5 The maximum file size is 60MB.
- 6 You are permitted to add up to 5 seconds of pauses before, during and/or after the original audio if desired. Your final animation must not exceed the following length: 1:05 minutes for 'Not Enough Time' / 1:06 minutes for 'Post-Truth'.
- 7 If you use music and/or sound samples you must own the rights to use the material.
- 8 The decisions of the judges are final and no correspondence or discussion shall be entered into.
- 9 The RSA reserves the right to refuse any entry in its sole discretion. No entry may contain unlawful or potentially libellous, defamatory or disparaging material.
- 10 The RSA also reserves the right at any time during the competition to remove or disqualify any film when it believes in its sole discretion that the entrant has: (i) infringed any third party's copyright; (ii) does not comply with these Terms & Conditions; (iii) failed to obtain the necessary consents as set out in these terms and conditions.
- 11 Entries should be submitted via the RSA Student Design Awards competition platform by Wed 14 March 2018, 4pm GMT.
- 12 This is an international competition, open to current college/university students and new graduates within one year of graduation. Please see the Guidelines for Entry for more information on eligibility requirements.
- 13 We welcome submissions from anywhere in the world, but all entries must be in English. A transcript of each audio file is available, and we encourage entrants to use free translation software to assist with their interpretation.
- 14 In order to enter a film, an entrant must upload their animation file to the RSA Student Design Awards online entry platform, which opens for submissions on 15 January 2018.
- 15 The entrant must be the original creator of the animation and must have obtained the necessary permissions for the inclusion of copyrighted music and/or images within the film. The film must not infringe the rights of privacy and publicity, copyright, trademarks or intellectual property rights of any person or organisation.
- 16 If the entrant uses any material or elements in the film which are subject to the rights of a third party, the entrant must obtain prior to submission of the film, the necessary consents from such party to enable the RSA to use and showcase the animation. Such consent(s) shall be at the expense of the entrant. A non-exhaustive list of such material or elements include: name, voice and likeness of any person appearing in the film, location shot eg specific building, any props and set dressings and any audio and/or audio-visual material which the entrant does not own.
- 17 By entering this competition, entrants agree that the RSA may: (i) showcase their animations on the RSA website and the RSA YouTube channel, as well as any other media in connection with the RSA Student Design Awards; (ii) use their names, likenesses, photographs, voices, sounds and/or biographical information and films for advertising, publicity and promotional purposes without additional compensation. Intellectual property rights of all entries submitted in the competition remain with the entrant.
- 18 The entrant agrees that the RSA shall not be liable for any claims, costs, liabilities, damages, expenses and losses arising out of (i) the RSA's use of the film; (ii) the entrant's participation in the competition; (iii) technical failures of any kind including but not limited to problems or delays arising from software or equipment malfunctions or computer viruses; (iv) any events outside the RSA's reasonable control.

Entry Rules and Guidelines: RSA Student Design Awards 2017/18

The RSA Student Design Awards is a competition run by the RSA, a registered charity in England and Wales (212424) and Scotland (SC037784). By entering the competition, entrants agree to comply with these rules.

Key dates
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Wed 14 Feb 2018, 4pm GMT – Deadline for 'early bird' submission at reduced entry fee of £25
Wed 14 March 2018, 4 pm GMT – Final deadline for online registration + submission (£35 entry fee)
Wed 21 March 2018 – Judging begins (2 stages: shortlisting + interviews with finalists)
Tues 22 May 2018 – Winners announced
June 2018 – Awards Ceremony

Eligibility

The competition is open to currently enrolled students and new graduates from anywhere in the world.

- 1 Undergraduate and postgraduate students from any higher education institution, college or university are eligible to enter.
- 2 New graduates can enter within a year of graduating – anyone who has graduated in or after March 2017 is eligible.
- 3 Entries are accepted from both individuals and teams. Teams can comprise students from different courses and universities, and there is no set number of people that can be part of a team – but generally team entries comprise two or three people.
- 4 We accept entries that have been developed as college/university coursework, and we also accept projects that have been developed independently (outside of coursework) as long as the entrant meets eligibility criterion 1 or 2 above.
- 5 Entries must respond to one of the 2017/18 RSA briefs and must be the original work of the entrants.
- 6 Entrants may only enter one brief, but may submit more than one response per brief. Each response is considered to be a separate entry and will require completion of a separate submission form and payment of the relevant fee.
- 7 Candidates who are contracted to work for a company after graduation may not be eligible for some Industry Placement Awards.

Submission Requirements

All entries must be submitted through our online entry system, accessed via www.thersa.org/sda

If you are unable to submit online, please contact us by email at sdaenquiries@rsa.org.uk

As you prepare your submission, please ensure that:

- You do NOT include your name, university/college or other identifying marks anywhere on your submission
- None of your submission files exceed 10Mb – this is the maximum size for each individual file / board when you submit online

The submission requirements are:

- **1 x A3 PDF Hero image with 1 sentence description**
A singular 'poster image' that conveys the essence of your project, plus a 1 sentence strapline or description
- **1 x A3 PDF Big Idea Summary**
A single A3 PDF page describing your 'Big Idea' in less than 250 words. This should clearly explain what your solution is, the specific area of need it addresses, and how you arrived at the solution
- **4 x A3 PDF Boards Outlining Your Proposal**
4 pages describing your proposal and demonstrating that you have met the 6 judging criteria. Each board should include a heading. Number each board in the top right hand corner, in the order they should be viewed by the judges.
- **10 x A3 PDF Pages of Supporting Material**
Up to 10 A3 PDFs of additional material illustrating your development process – this could include scanned pages of your sketchbook or computer modelling/sketches (if applicable).
- **Optional YouTube / Vimeo + website links**
Please note that we cannot guarantee supporting films and websites will be viewed at the shortlisting stage. If you have created digital materials, we recommend referencing them (for example by including labelled film stills or website screen grabs) in your 4 main PDF boards.
- **For the 2017/18 'Working Well' brief ONLY: 1-2 page A3 PDF Business Case**
You must also submit a business case in addition to the above. The business case should not exceed two pages and may include diagrams and/or charts as appropriate.

For details on the submission requirements for the 'Moving Pictures' brief, please see the Additional Eligibility and Entry Guidelines for Moving Pictures. Please note that late submissions will not be accepted and all entrants are encouraged to submit their work in good time before the deadline.

Entry fees

There is an entry fee for submitting work to the RSA Student Design Awards. This fee is charged per entry, so it does not cost more to enter as a team. Entry fees should be paid online through our submissions form, via PayPal, credit or debit card.

- **Early Bird Rate** – for entrants submitting their work before or on 14 February 2018, the entry fee is charged at the reduced early bird rate of £25 per entry.
- **Standard Rate** – after 14 February 2018 and until the final submission deadline on 14 March 2018, the entry fee is £35.
- **Voucher Codes** – universities have the option pay for students' entries. In order to do this, tutors should visit the 'Tutor' page on our website and complete the web form to request a voucher code. It is the responsibility of the tutor to distribute the voucher code to students, which they should then enter at the payment point when completing the online submission form.

The RSA is under no obligation to refund payments except under the circumstance of technical error where refunds will be made at the RSA's discretion.

Competition process

There are six stages to the RSA Student Design Awards competition.

1 Briefs released – August 2017

There is a range of RSA Student Design Awards briefs to choose from, each focusing on a different social, economic or environmental issue. You can view all the 2017/18 briefs in the 'Design briefs' section of the RSA Student Design Awards website.

2 Register your interest – from August 2017

Once you've registered your interest, you will receive key updates and information from us. We'll remind you about deadlines, keep you informed on the judging process and shortlisting, and let you know when the winners are announced. We'll also send you invitations to free events and materials we offer participants to help you with your projects and your longer-term career development.

3 Develop your project – from September 2017

When you've decided which brief to enter, as a starting point we recommend you review the supporting materials in the online toolkit for your chosen brief. You can find the toolkit from the individual briefs pages on our website.

4 Submit your work – January to March 2018

Once you have finished your project, submit your completed work to the competition through our online entry system. Make sure you submit it before the final deadline: Wednesday 14 March 2018 at 4pm GMT. You will receive a confirmation email when we receive your submission.

5 Judging – March to May 2018

Your work will be judged in a two-stage process by a panel of practising designers, Royal Designers for Industry, and industry

experts including sponsors. Submissions are judged according to the brief that they entered. During the first stage, 6 to 10 projects will be shortlisted for each brief. If your project is shortlisted, you are invited to an interview with the panel to further discuss your work, your design process and your ambitions. Once the panel has interviewed all shortlisted students, they deliberate and select the winner/s.

6 Winners announced and Awards Ceremony – May to June 2018

The winners of each brief will be announced publicly by the RSA on 22 May 2018. Winners will also be invited to attend an Awards Ceremony at the RSA House in central London in mid-to-late June, and their work will be displayed in the 'Showcase' section of the RSA Student Design Awards website. If a placement at a company is awarded as the prize, this will take place over the following months, but it is up to you to arrange a time that works for you and the company.

Judging and awards

Each RSA brief is judged by a different panel of relevant experts comprising practising designers and representatives from industry, including representatives from the sponsoring organisation/s.

Judging sessions

The judging of each project takes place over two non-consecutive sessions: shortlisting and interviews.

At the shortlisting session, the judging panels view all the submissions anonymously and draw up a shortlist. Shortlisted candidates are invited for interview (in person if possible, or via video conference) at which they will discuss their competition entry and some of their other work with the judging panel.

We welcome entries from candidates outside the UK but additional funding is not available to pay for travel and accommodation costs where overseas candidates are shortlisted for interview. We will pay up to the amount of £80 if travelling within the UK, or £120 if travelling from other countries (inclusive of VAT) for shortlisted entrants to come to the RSA in London for interview. Where travel to London is not possible for shortlisted students, we will arrange interviews by video conference. Judging panels are asked to make an award only when they are entirely satisfied with the design ability of the candidate. The RSA reserves the right to withhold or divide any of the awards offered, and the panel may also award commendations. In all cases the judges' decision is final and no correspondence will be entered into by the RSA.

Placement Awards

Some awards enable winning candidates to spend time working in a consultancy or in industry on design related projects. Placement Awards offer work experience accompanied by a grant to support living expenses and can be a valuable introduction into different

fields, sectors and industries. Details of these awards are available on each brief and on the website. For students applying internationally, Placement Awards are subject to the entrant's right to work in the UK.

Cash Awards

Cash Awards allow the winning student to use their prize towards funding further study, travel to research design in other countries, equipment, business start-up costs or any other purpose agreed with the sponsor and the RSA. All awards must be claimed within six months of award and winners are required to write a short report for the RSA detailing how they used their award.

Awards Ceremony

All winners will be invited to attend an Awards Ceremony at the RSA – this is a large, celebratory event that includes a keynote talk by a high profile figure, a presentation of the awards, and a drinks reception with networking.

Fellowship of the RSA

All candidates who win an award through the RSA Student Design Awards programme will be offered complementary Fellowship of the RSA valid for one year from the time it is activated. RSA Fellowship enables winners to connect to the RSA's global network of Fellows, engage with RSA events and projects in their local area, access the RSA's Catalyst Fund and crowdfunding platform on Kickstarter, and to make use of the restaurant, bar and library at the RSA House in central London. More information about RSA Fellowship can be found at <https://www.thersa.org/fellowship>

Intellectual Property

The intellectual property rights (patents, registered designs, unregistered design right, copyright, etc) of all designs submitted in the competition remain with the candidate. If any sponsor wishes to make use of the work submitted in the competition, a licence or transfer must be negotiated with the candidate. Whilst the RSA claims no intellectual property rights, it does reserve the right to retain designs for exhibition and publicity purposes and to reproduce them in any report of its work, the online exhibition and other publicity material (including the RSA Student Design Awards website).

In the case of work carried out during a Placement Award, different conditions will apply. Candidates should note that certain intellectual property rights (eg patents) may be irrevocably lost if action to register them is not taken before any disclosure in exhibitions, press material etc.

‘The RSA’s work has always sought answers to the question of how we respond to the way in which the world is constantly changing. To this end, the RSA Student Design Awards asks students to think about how to use design to move us toward a better world and it is wonderful to hear that it is precisely this that attracts so many students to the programme.’

Matthew Taylor

Chief Executive of the RSA

**Think
Differently
About
Design**



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