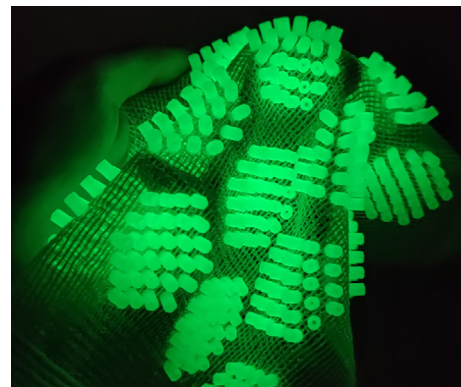




society of dyers
and colourists

Creativity in adversity

International Design Competition
Briefing pack 2025



Our planet faces many challenges; climate change, natural disasters, political instability, conflict and war, overpopulation, water and food scarcity, and low incomes. Can design take inspiration from this or be a source to lessen the effect of these challenges. How will your design be informed by what the world is facing?

The SDC International Design Competition is renowned for bringing together students, researchers, industry professionals, and designers from around the world to give students a platform to showcase their creativity, technical knowledge and vision on an international scale.

Considerations

- Is adversity global or personal?
- What role does adversity have in creativity and design?
- How can it inform your decisions and help you create your designs?
- Should design in adverse conditions reflect the mood or try to change the mood?
- With eight billion people on earth how can we live well without compromising the life support systems of our planet?



All entries should show evidence of the following:

- ▶ Colour as an integral component of the design process.
- ▶ Development of the designs, from concept to final product within the theme.
- ▶ Analysis of alternative ideas and justification of choices made about the materials used in the design.
- ▶ Investigation of the application and commercialisation of the design.
- ▶ Analysis how the design fulfils the needs of current global requirements for textiles.
- ▶ Excellent presentation and clarity of ideas.

Important considerations:

- ▶ What is your final product?
- ▶ Think about colour, textures, patterns, and weight and handle.
- ▶ Consider the context in which it will appear and why it is ultimately a good piece of design in terms of industry's commercial value and sustainability.
- ▶ Where will it be sold?
- ▶ What effect will it have on the planet?



Deliverables required for competition entry

Up to four A2 Boards to evidence your design from concept through to development and finished design, inclusive of colour palette. Can include mood board, drawings, CAD's and imagery.

Supporting Written Commentary

A4 Sheet - Up to 500 Words to include:

- Design purpose and inspiration
- Colour inspiration
- Relevance to the brief — how did you interpret the brief? What did it mean to you?

Presentation to the Judges

Upon meeting our judges you will have the opportunity to share more about your design and bring your passion and motivations to life.



Marks will be awarded to those who can demonstrate a design aligned to the brief

The judges are looking for a creative use of colour paired with a clear commentary on how the challenges our planet faces affected your inspiration and design.

Judging will be broken down into the following categories:

Creativity

Innovative design with creative use of colour that clearly shows how your design is informed by the adversity our planet is facing.

Concept

Coherent development of ideas that are practical and commercial with life cycle taken into consideration.

Quality of deliverables

Clear, informative and coherent delivery of the entry with wide ranged, high-quality research used to develop the design. Highly creative and professional presentation of deliverables.



Eligibility and timeline

The competition is open to SDC College members only within the following countries: Australia, Bangladesh, Hong Kong, India, Ireland, New Zealand, Pakistan, Singapore, South Africa, Sri Lanka, Thailand, Vietnam and the United Kingdom.

- ▶ Entrants must be pursuing a fashion or textiles Undergraduate or Post Graduate degree at a University or College at the time of entry and must be aged 18 or over.
- ▶ Entry is through the college tutor and photographs of students' boards and supporting written commentary to be uploaded to the SDC website.
- ▶ No extra portfolio or body of work should be submitted outside of the required deliverables
- ▶ Only one product should be designed per entry (this can be presented in various colourways).
- ▶ Imagery of physical prototypes are welcome. However, a physical prototype is not required for submission as this is a concept design. Despite this the product must still hold commercial viability.

October 2024

Competition is launched

January – August 2025

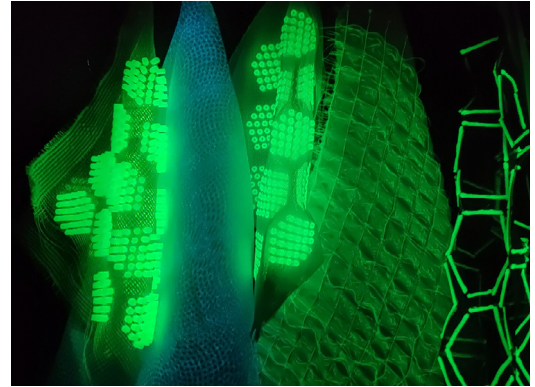
Regional, national and international 'Heats' are held

May – June 2025

UK final takes place

November 2025

International grand final takes place – winner announced





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Wondering where to begin?

You'll be given access to a variety of online bitesize tools that have been curated and developed by industry experts covering a range of topics to support, inform, and inspire your competition entries.

Notable winners from previous years:



Laduma Ngxokolo
South Africa



Rosie Moorman
United Kingdom



Aoife Mullane
Ireland



Lucy Polson
Australia and New Zealand

