

Design Museum Student Awards - Brief



Community and togetherness - we have one multidisciplinary brief that can be approached from all directions, open to students on any level 3 design related course.

Create a solution (a campaign/space/product) for a current cause in your community that you care about.

For example it could be a **campaign** for raising money, it could be a **product** to solve a recycling issue, it could be creating a **space** to encourage people to get healthy. Or is it something **physical** that can make people feel more welcome and included?

You write the brief; in up to 200 words outline what the cause is and what the aims are for your design before you start.

As the designer your idea must consider the **user and the maker**, think about who your **target audience** is, what's the **call to action** and how will people get **involved**? What will it be **made of** and **why** have you chosen that material, and **how** will it be made?

In line with the theme of community and togetherness, we want you to consider the environmental sustainability of your idea, this should be explained in submission in the concept summary.

What we're looking for:

- A well considered individual brief with a clear challenge to meet and aims outlined
- Evidence of sustained and in depth relevant research with insightful analysis
- A developed idea demonstrating sophisticated problem solving
- The final idea that answers the brief, demonstrates imaginative and unique interpretation
- A succinct summary that critically evaluates the final idea and process
- A well presented project that brings together all the required criteria in a clear and organised 3 page pdf.