

# DESIGN MUSEUM

## 14-19 Student Design Competition 2010

The *14-19 Student Design Competition* is run jointly by the Design Museum and the Specialist Schools and Academies Trust. The competition is open to all young people aged 14-19 years who are currently studying on UK design courses, or who take a keen interest in design.

The competition links to the Design Museum's current programme of exhibitions which celebrate innovative, forward-looking design and architecture. This year's competition has a particular focus on **sustainability**. We want to know how **design can make a difference**.

The competition aims to encourage young designers to broaden their awareness of current issues in design and be inspired by the exciting range of materials, technologies, processes and solutions being developed by designers internationally.

### Competition Design Briefs

The Design Museum is planning a sustainable design festival. The festival will tour various public spaces in the UK (such as town squares). The festival will feature a range of special events to celebrate sustainable design including talks, debates and exhibitions.

All four competition design briefs below relate to this exciting festival. You should submit your design proposals in relation to ONE of the following design categories:

- **Architecture / Built environment**

A proposal for a temporary festival building that provides event space for 60 people. Your concept should be free-standing, resistant to adverse weather conditions.

- **3D Product / Furniture**

A proposal for a seating system that can be used in the café area of the festival building. The seating system must be suitable for informal eating and drinking.

- **Graphics / Interactive**

A proposal for a poster to promote the design festival. Your concept should include a single, identifiable graphic mark which will be used as the visual identity on the poster and on related festival marketing and merchandise.

- **Fashion / Textiles**

A proposal for a branded garment that is suitable for men or women. Your design concept will be sold as merchandise to promote the festival. It should reflect the sustainable theme of the festival.

## How to enter

Entrants are not expected to design and make final pieces, but to push their creative boundaries and explore processes through design development and the refinement of their ideas towards final concept proposals. The best entries will demonstrate innovation and challenge expectations. Evidence of inspiration taken from exhibitions on show at the Design Museum during 2010 is essential.

All submissions must comprise of **three A3 design sheets**. Each sheet must communicate predominantly through **visual language**, and can be supported by a maximum of 100 words per sheet.

### 1. Visual Research

This sheet must clearly show a considered research strategy. Your research may include two or three key works that inspire you from current exhibitions or the Design Museum website ([designmuseum.org](http://designmuseum.org))

### 2. Initial Ideas & Design Development

This sheet should clearly show the progression of your design ideas. You may use a combination of annotated sketches, detailed drawings, material sampling and photographic evidence of 3D modelling to show your ideas.

### 3. Final Concept Proposal

This sheet must identify ONE final design concept which has clearly developed from Sheets 1 & 2. Illustrate your concept through a 2D illustration, graphic image or scanned photograph of a 3D model. Annotate your work with details highlighting design issues such as sustainability and ethical processes, a considered choice of materials as well as a daring proposal for your design solution or concept.

## Judging

The competition will be judged by a specialist panel including leading designers and design education experts. Within each of the four competition categories judging criteria will be based on:

- Evidence of inspiration and innovation
- Evidence of creativity and design thinking
- Evidence of awareness of sustainability and ethical design issues

A shortlist of five entries will be selected within each of the two age brackets: 14-16 and 17-19 years (a total of 10 shortlisted entries all together). Each shortlisted entry will be awarded the accolade *Student Design of the Year 2010*. An overall winner from each category will be announced at an awards ceremony at the Design Museum in **February 2011**. Winners will receive a range of exciting design prizes and will see their work exhibited on the prestigious Design Museum and SSAT websites.

Please include your name, age, address, contact number and email on the reverse of each sheet you submit. Hard copies ONLY will be accepted. Please note that entries are non-returnable. You are advised to scan a personal copy before entering your original sheets.

### Please send all entries by post to:

Student Design Competition 2010, Design Museum, Shad Thames, London, SE1 2YD

**Closing date for entries is Monday 6 December 2010.** Celebration event will be **7 February 2011**.