

## 14-19 STUDENT DESIGN COMPETITION 2011/12



The Design Museum *14-19 Student Design 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 focus is 'What Makes Great Design?'

The competition aims to encourage young designers to broaden their awareness of 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 collection consists of over 2000 pieces of contemporary and 20th century design. It tells the history of design in mass production and includes furniture, lighting, domestic appliances and communications technology. The Collection is an important record of the key designs which have shaped the modern world. This collection has been in review and as a result has not been on display for over five years

To celebrate the return of the Design Museum Collection in August 2011 the Design Museum is planning to take to the road with a touring exhibition bus. The bus will travel around the UK with a mini exhibition and designers will deliver talks and workshops where it stops. The theme of the bus is 'What Makes Great Design?'

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

#### **• Architecture / Built environment**

A proposal for a temporary structure that provides event space for 60 people, events may include talks or practical workshops. Your concept should be resistant to adverse weather conditions and easily collapsible for transportation.

#### **• 3D Product / Furniture**

A proposal for a portable display system to show objects from the collection. The display system should be made of materials that are fit for purpose – i.e. hardwearing due to the wear and tear inflicted by a touring exhibition.

#### **• Graphics / Interactive**

A proposal for a graphic layout to be printed on the bus. The external graphics should advertise the touring exhibition and reflecting its theme. Your concept should include a single, identifiable graphic mark which will be used as the visual identity on the bus and on related marketing and merchandise.

#### **• Fashion / Textiles**

A proposal for a branded garment for staff working on the exhibition bus to wear. The garment must be unisex, eye-catching and reflect the theme of the exhibition. Your design should not be the standard t-shirt—this garment should be innovative and exciting!

### **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 2011 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
- Consideration and research of the theme 'What Makes Great Design?'

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 2011/12***. An overall winner from each category will be announced at an awards ceremony at the Design Museum in **February 2012**. Winners will receive a range of exciting design prizes and will see their work exhibited on the prestigious Design Museum website.

Your name, age, school/college, address, contact number and email must be written on the reverse of each sheet you submit. Hard copies **ONLY** will be accepted, please do not mount work on foam board. Entries are non-returnable—you are therefore advised to scan a personal copy before entering your original sheets.

### **Please send all entries by post to:**

Student Design Competition 2011/12, Design Museum, Shad Thames, London, SE1 2YD

**Closing date for entries is Monday 5 December 2011.** Celebration event will be in **February 2012**.

