

Competition Theme: 'CHANGING LIVES'

The *14-19 Student Design Competition* is run annually by the Design Museum. 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. In particular, the Designers in Residence programme provides highly innovative and provocative opportunities to students to look at and question design, its place in today's complex world, and the ways in which it is exhibited in a museum.

Each competition brief aims to encourage young designers to broaden their awareness of current issues in design and take inspiration from the exciting range of materials, technologies, processes and solutions being developed by designers internationally. This year, the Design Museum has two compelling exhibitions which have informed the 2015 competition theme: a 'Cycle Revolution' exhibition (18 November 2015 - 30 June 2016) and the Designers in Residence exhibition theme of 'Migration' (09 September 2015 – 31 March 2016).

Find out more about the 2015 exhibitions here:
designmuseum.org/exhibitions/2015/

To encourage students to draw on these as a valuable research resource or catalyst for their ideas, this year's competition has a particular focus on **'CHANGING LIVES' (Travel, Migration and Mobility)**

This year's brief asks students to explore the following questions through their design development:

- **How can design have a positive impact for people experiencing a change or journey?**
- **How might your design celebrate movement, transition, or relocation to promote a sense of togetherness and inclusion?**

Participation is FREE for all young designers aged 14-19 at the time of entry, who are studying toward a design-related qualification or apprenticeship.

For 2015-16, the Design Museum is pleased to be running the competition with support from the following partners:



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 2015 is essential (though a visit is not compulsory). See the 'Judging' section below for judging criteria.

All submissions must be comprised of **three A3 design sheets** submitted electronically. 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)

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.

“Several teachers have commented on what a great achievement it was for (my son) and how thrilled they were for him to be recognised by the Design Museum.”

Parent feedback, 2014-15



A winning entry from the 2014-15 Competition (17-19 category).

SUBMITTING WORK

The submission deadline is 09:00 on **Friday 15 January 2016**.

Please read the instructions carefully before submitting students' work.

Information for Students/ Tutors:

- Students must include the following information on EVERY page of their submission:
SCHOOL; NAME; AGE; BRIEF;
- Student entries to be saved as PDF, Power Point or JPEG files. The file should be saved in the following format: FIRST NAME, LAST NAME, 1-4 (if saved as a JPEG file).

- This year, the museum has provided a downloadable Competition Self-Assessment sheet, available from September 2015 which doubles as a handy check-list for students to make their submission as strong as it can be. All entrants are advised (not required) to complete this and send it with their work.
- ALL submissions must be entered via a tutor or teacher;

Information for Tutors:

- Electronic copies ONLY will be accepted. You are therefore advised to scan or photograph students' work, ensuring clear images are provided. Please kindly note that the museum cannot accept hard copy submissions, so we ask that you do not send work by post;
- Please save all submitted work as one zip folder in the following format: COLLEGE/SCHOOL; NAME OF TUTOR;
- Please send the Zip folder, along with registration form to learning@designmuseum.org.

For any queries about submitting work please call 020 7940 8782.

CCSKILLS FOUNDER COLLEGE PARTICIPATION

The museum is pleased to be working in partnership with Creative & Cultural Skills (CCSkills) to explore ways that design industry and education providers can support each other at local level. Founder Colleges taking part in the 2015-16 Competition should contact EJ Trivett, CCSkills Programme Manager, for further details.

JUDGING

The competition will be judged by a specialist panel including leading design industry and design education experts, including a 2015 Designer in Residence and senior staff from CCSkills and the Design Museum itself. 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 sustainable and accessible/ inclusive designing
- Evidence of consideration and research of the theme: 'how can design have a positive impact for people experiencing a change or journey?

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 Designer of the Year 2015***. An overall winner from each category will be announced at an awards ceremony at the Design Museum held on a Saturday in **March 2016 (date tbc)**.

Winners will receive a range of exciting design prizes and will see their work exhibited on the prestigious Design Museum website, as well as at the CCSkills' conference.

Overall winners in each age category will also benefit from a bespoke one-to-one mentoring session on an area such as next steps or portfolio guidance, provided by a career expert CCSkills' Creative Industries Employer.

This year's competition deadline is 9AM on Friday 15 January 2016. Notifications will be sent to successful entrants by February 2016.

"I'm really surprised as I didn't expect to win.

But I really enjoyed the whole experience and today's (celebration event has) been great."

Student feedback, 2014-15