

Project Introduction

This year's Design Factory Student Brief has been co-written with **Designs of the Year 2015** nominees, Alexandra Daisy Ginsberg Studio, and is entitled: "Make It Different."

Open to undergraduate students across ALL design disciplines, the brief and supporting material are available online at:

<https://designmuseum.org/learning/for-higher-education/design-factory-competition-for-ba-students>

Project Registration

The deadline for registration was Monday 16 November 2015. **However, registrations through the museum's Regional Outreach Programme are accepted until 15 January 2015.** To see if your institution is eligible email designfactory@designmuseum.org.

An online form is available [here](#) for a fast, simple registration. Alternatively, you may request a printable version from

designfactory@designmuseum.org to post your course registration (with any accompanying cheque for payment) to: Learning Department, Design Museum, 28 Shad Thames, London SE1 2DY.

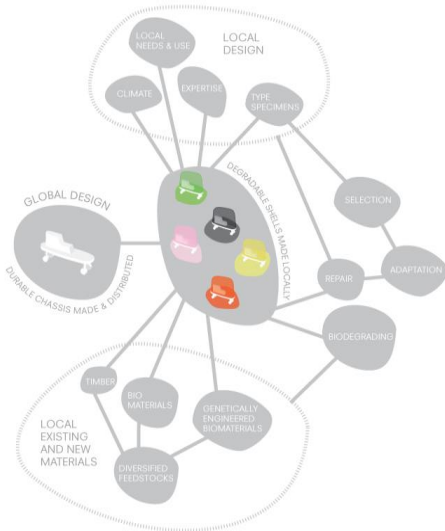
Shortly after the registration deadline tutors will receive an information pack which will include their allocation of tickets. The £10 student fee includes:

- Registration/administration for the project
- 2 entry tickets for the museum (normally £7.50-£9.75 each) for every entrant.
- Professional feedback for long-listed students.
- Participation in a designer-led symposium for the final 40 shortlisted students.

Working to the Brief: Nov 2015 – Feb 2016

Students have the opportunity to visit the museum twice throughout the period of the project. Please note, part 1 of the brief has a compulsory research focus **Designs of The Year 2015**, (March 2015 – March 2016). It is essential for your students to visit this temporary exhibition, for which the wide spectrum of disciplines, practices and ideas could offer a compelling choice of starting points for your students. You might find it helpful to narrow their selection of exhibits, based on the scope and requirements of your course.

In addition, Part 2 invites students to also draw from the museum's **Designers in Residence 2015** exhibition (to March 2016), in which four young designers and architects have responded to the theme of 'Migration' through a variety of different methods and visions, as well as an innovative new exhibition, **Cycle Revolution** (to June 2016). Please note, research in a second exhibition is optional. The double ticket is intended to allow



Images: 'Design Taxonomy' and 'Designing for the Sixth Extinction' (Designs of the Year 2015 nominated project) © Studio Alexandra Daisy Ginsberg.

students to visit a further time to expand their independent research skills and enrich their studies.

In response to the brief, students will be required to develop 4 A3 design boards outlining their proposed idea: 1 board exhibition response, 2 boards R&D, 1 board design proposal.

Tutor Longlisting: November 2015-March 2016

Design Factory asks tutors to long-list an allocated number of their students' work in order to provide submissions for judging. Tutors will be advised of their allocated long-listed places after registration. The number varies from year to year, depending on the overall registration of students nationally. Each course/ institution receives an allocation of places that is proportionate to the number of students they have registered (for example, if Tutor A registers 12 students and receives 4 long-list allocations, Tutor B who registered 4 students would receive 1 long-list allocation).

All registered students receive the full ticket package offered as part of Design Factory. Longlisted students, selected by tutors before the March submission deadline, also receive professional written feedback from the judging panel.

Online Submission of Design Boards: March 2016

For longlisted students, all 4 design boards should be submitted as PDFs to designfactory@designmuseum.org by 12 o'clock midday, Friday 4 March.

For late registrations through the regional outreach programme, work can be accepted until Tuesday 15 March 2015. Please ensure that the student name, email address and institution are on each board.

If appropriate for their work, some students may elect to include a short video (up to 3 minutes max) in place of their final solution board. To ensure reliable playback, this should be sent as a direct link to their website, YouTube or Vimeo, or as a personal link via WeTransfer, Google Drive or Dropbox.

Judging: March/ April 2016

The judges will review the 100 long listed entrants and make a short-list of the strongest 40 submissions, who will receive written feedback. These students will be invited to attend the Design Factory Symposium at the Design Museum.

A selection of the Design Factory submissions will be showcased on the Design Museum website. (The Design Museum reserves the right to withhold on-line publication of student work if the content is deemed to be libelous, defamatory or inappropriate.)

Design Factory Symposium: May 2016 (date tbc)

Selected students attend the Design Factory Student Symposium. This includes a cross-institution team creative brief for students and talks/contributions from Design Museum's 2016 exhibitors.

For further information contact designfactory@designmuseum.org

