



STUDENT
RSA **DESIGN**
AWARDS

INTRODUCTION

We are delighted to launch the RSA Student Design Awards programme for 2013/14.

The RSA Student Design Awards is a curriculum and competition that challenges emerging designers to tackle real-world social, economic and environmental issues through design thinking. Each year the RSA Student Design Awards team works with industry partners to develop briefs that challenge design students to apply their skills to these pressing issues. We also work closely with colleges and universities in the UK and internationally to embed the briefs in their curricula.

In a continuing effort to ensure the RSA Student Design Awards reflect how design thinking and design skills can stimulate innovation, the briefs aim to be not only rigorous and challenging, but also accessible and engaging. To this end, the 2013/14 programme reflects five major changes:

- 1** Registration, entry fees and submissions will be taken electronically through our online competition platform. This allows entrants to register and submit right up until the deadline; pay the entry fee by PayPal, credit or debit card; and, it also means that entrants no longer have to take on the cost of printing their work themselves
- 2** The language and format of the briefs has been simplified, putting the most relevant information at the top
- 3** Each brief has an online 'toolkit' of relevant resources and information that aims to help students better understand the issue and which can be accessed at leisure
- 4** All students working on the RSA Student Design Awards briefs will be invited to attend a series of workshops throughout the Autumn and Winter 2013/14 to encourage the development of innovative design-thinking, collaboration and tangible skills (such as how to write a business plan) to increase employment prospects
- 5** We've developed new partnerships with the British Library, Bright Field Consulting and other organisations to foster career and personal development skills for students working on the briefs

The eight briefs this year each address important social, environmental and economic issues. In addition to the major issues explored in each of the briefs, the common theme running through this year's programme is the power of design to transition to a circular economy. The need and potential of a circular economy is explored in the RSA Action and Research Centre project, The Great Recovery, supported by the Technology Strategy Board. The Great Recovery, like the RSA Student Design Awards, aims to build a cross-disciplinary design community to drive forward a new resource-efficient economy. We hope these projects will excite and inspire thoughtful, powerful and provocative design thinking and responses.

2014 marks the 90th anniversary of the RSA Student Design Awards. Since their birth as an industrial bursaries scheme in 1924, these awards have closely mirrored the evolution of professional design from single-discipline craftsmanship and narrowly-defined design for industry to more diffuse forms of service innovation and socially-inclusive professional practice. We would therefore like to take this opportunity to thank everyone who has been involved with the RSA Student Design Awards over the years, most notably our sponsors, for their long-standing support and commitment to the evolving programme.

We look forward to celebrating our 90th year and to inspirational and innovative responses to the 2013/14 briefs from talented young designers across the UK and abroad.

RSA Student Design Awards

Sevra Davis and Rebecca Ford

September 2013

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TOMORROW'S WORKPLACE

Brief

Develop a vision and business case for the future workplace that addresses the challenges of changing work patterns.

Challenge and scope

This brief asks you to think about the future of work and the future of the workplace – whether an office, a retail environment, a bank, a school, a factory or any other environment.

We are interested in envisioning and conceptualising the future of the workplace, where social changes are as important as technological developments in shaping the future of work. Think about how people develop and react to their environment and their condition when they are 'at work'. We are open to radically new design concepts and ask you to envisage a future workforce and how and where they will work without focusing on the technological limitations and details of today.

Your response should be built on strong human-centred research and insights rather than assumptions – and across a range of users. Develop, design and communicate a vision that will inspire and delight, whilst also paying attention to the commercial realities of implementation.

For the purposes of illustration only, the following would all be viable responses:

- a service design solution that helps people address work-life balance or facilitates collaboration
- a behaviour change strategy that supports and fosters acceptance of alternative ways of working
- an architectural or interior design solution that supports a change in the way people work or a new way of using or allocating workspace

- a future-proofed product or furniture design solution that anticipates and responds to people's needs
- a communications campaign or social media solution

... and many others are possible.

You may choose to respond to this brief in any number of ways and the jury will view and judge work by the following categories, aiming to award one winner per category. The categories are as follow:

Spatial solutions

This category will encompass all solutions that are primarily spatial in nature, including architectural, interior design, landscape or environmental design and furniture proposals.

Strategic proposals (including service design, behaviour change campaigns and technology proposals)

This category will encompass submissions that are strategic in nature and may include a number of design ideas within the overarching proposal, aimed at developing a framework for social innovation. Large-scale technology proposals and communication campaigns (eg graphic design) are included in this category.

Product and industrial design solutions

Product and industrial design proposals will be viewed and judged together; these include new electrical appliances.

Please specify on the front of each presentation board (PDF) which category your submission falls under.

If you are unsure how to best categorise your submission, please contact us.

AWARDS

Royal Bank of Scotland Award of £3500 cash for the best design project/s

Royal Bank of Scotland Award of £1000 cash for the best Business Case

The judging panel may decide on more than one winner in each section and will allocate the award/s accordingly. Royal Bank of Scotland will also consider a possible placement for the winning student/s and may support the winning student/s to have their project developed. This will be decided at Royal Bank of Scotland's discretion.

In addition, the judging panel may award commendations.



How this brief will be judged

- 1 Environmental and social benefit 15%
- 2 Execution 10%
- 3 Research 15%
- 4 Design thinking 20%
- 5 Commercial awareness 20%
- 6 Magic 20%

RSA STUDENT DESIGN AWARDS

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TOMORROW'S WORKPLACE

Brief devised in collaboration with Russ Camplin, Design Manager, Property Portfolio Strategy and Tim Yendell, Head of The Choice Programme, Design and Moves at The Royal Bank of Scotland Group plc.

SPONSOR



Business case workshops

All entrants working on this brief will be invited to attend a workshop about how to develop and write a business case at a Royal Bank of Scotland office. These workshops will provide an opportunity for participating students to learn important skills relevant for responses to this brief and for a larger skill set. The workshops will be held during October and November and will be organised regionally to allow as many students as possible to attend. The locations are likely to be London, Manchester and Edinburgh. Further information and confirmation of the dates for each region can be found on the RSA Student Design Awards website in coming weeks.

Mentoring

All short-listed entrants on this brief will be invited to a mentoring session with a designated mentor. The mentors will be matched to entrants based on the theme of the project. The mentors will help short-listed entrants develop their projects and prepare for interview, where possible.

Judging criteria

There are six judging criteria that your entry will be measured against.

1 Environmental and social benefit

– How does your design benefit the environment and society?

2 Research

– Where did you go to research this issue? Who did you speak with or interview? What questions did you ask? What did you learn?

3 Design thinking

– We want to know about your thought processes and insights. Your insights might be research-based or intuitive, or a combination of both, but the judges want to see you relate the final concept clearly to these insights. What journey did you go through to get to the final result?

4 Commercial awareness

– Does your design make sense from a financial point of view?

5 Execution

– We are looking for a design that is pleasing and looks and feels well-resolved

6 Magic

– We are looking for a bit of 'magic' – a surprising or lateral design solution that delights

The Royal Bank of Scotland will be looking, in particular, for highly innovative and forward-thinking responses that could be adopted by employers or employees in both the short and long-term. Responses should demonstrate how the design might be implemented and applied in the real-world, in the future, with specific consideration to thorough research. The ingenuity of the solution will be a key factor when reviewing the entries.

Please note: your submissions must not have your name, university/college or other identifying marks on them to ensure that work is judged fairly. If any entries do contain entrant, university/college or tutor names, we will contact you and ask you to re-submit your work without these, or remove them ourselves.

Submission requirements

All entries must be submitted through our online entry system. If you are unable to submit online, please contact us.

Entries should comprise the following:

- 4 x A3 PDFs (portrait or landscape), describing your proposal, your insights and research, the benefits you believe it will create, and possibilities of implementation and scalability
- 1 x A4 PDF or Word document of no more than 250 words describing your 'Big Idea'
- 5 x scanned pages of your sketchbook or computer modelling/sketches (if applicable) illustrating your development process

Business case

- you must also submit a business case in addition to the above. The business case should not exceed two sides of A4 and may include diagrams and/or charts as appropriate. This can be submitted as a PDF or a Word document. For more information on how to write a business case, visit the online toolkit for this brief at www.thersa.org/sda

Optional

- films or animations or other moving image media to further support your proposal

Key dates

2 September 2013

Briefs launch and pre-registration opens

6 January 2014

Registration and submission opens

10 March 2014

Deadline for online registration and submission

17th March 2014

Judging begins

15 May 2014

Winners announced

Sponsor information

The Royal Bank of Scotland is recognised as a pioneer in providing choice to its employees in the way they work. Their Choice Programme has evolved over a number of years to explore, develop and deliver a flexible approach to how and where people work and their working environment. This brings benefits for both the individual in terms of work life balance and the business through effective use of property resources.

This is the third year we have been involved in the RSA Student Design Awards and our aim is to encourage and support as many students as possible in their design studies to prepare them for their careers in the professional design environment.

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TOMORROW'S WORKPLACE

Brief devised in collaboration with Russ Camplin, Design Manager, Property Portfolio Strategy and Tim Yendell, Head of The Choice Programme, Design and Moves at The Royal Bank of Scotland Group plc.



EVERYDAY WELL-BEING

Brief

Design a way for people to increase everyday behaviours that build mental well-being.

Challenge and scope

Mental health is a major issue affecting the UK population. 25% of people in Britain will experience mental health problems every year. It costs the NHS a great deal and causes billions in lost earnings from sick days every year. Approximately half of mental health issues are 'common mental disorders', such as depression and anxiety, and it is these this brief is focused on (as opposed to psychotic disorders such as schizophrenia).

Recent trends in psychology have focused not only on treating these illnesses but also on preventing them. Just as we should live healthy lifestyles even when we are physically well (eating well, exercising, not smoking etc), so as to build up resilience and lower our chances of becoming physically unwell, similarly, psychologists say we should practice certain activities in order to lessen the chances of us developing mental illnesses.

Activities that build resilience and promote good mental health include:

- spending time with the people you love: friends, family, colleagues, and neighbours
- being active: doing a physical activity you enjoy
- learning something: stretching yourself, rediscovering an old interest or trying something new
- doing something for someone else: being part of a team, helping someone out, thinking of others
- looking around you: thinking beyond your internal thoughts, appreciating what you're doing and noticing beauty

This brief asks you to design a product, or service that facilitates positive behaviours, helping people to embed positive mental health activities as part of their daily lives. Typically solutions to this problem take a direct approach, which can put off many people who don't want to be involved in activities that are associated with mental health, but we want a solution that embeds these positive behaviours into a product or service that isn't overtly associated with improving mental health. Your solution should have mainstream appeal and be something that could become part of popular culture. When designing your solution, please bear in mind the incentives for people to use it or buy it aside from wanting to improve their mental health.

For the purposes of illustration only, the following would all be viable responses:

- a game that establishes well-being habits incidentally
- a consumer service that provides something useful to customers and additionally helps them improve their mental well-being
- a consumer product that changes the way people behave
- an everyday activity or event people can take part in

... and many others are possible.

We Are What We Do Workshop

All entrants working on this brief will be invited to attend a workshop, facilitated by We Are What We Do, to help stimulate research, design thinking and proposal development. The workshop is scheduled for Thursday, 21st November at the RSA in central London. Further information can be found on the RSA Student Design Awards website in coming weeks.

AWARDS

Fay Cuthbertson
Memorial Award
of £1500 cash

RSA Fellows Award
of £1500 cash

The Fay Cuthbertson Memorial Award rewards exceptional and playful design thinking and ideas that bring people together across social, cultural and generational boundaries. The winner of this award will demonstrate unique style and clarity. This award is in memory of Fay Cuthbertson, an exceptional designer, an exceptional person and a great supporter of the RSA Student Design Awards.

Please note that the judging panel may decide on more than one winner and will allocate the awards accordingly. We Are What We Do will also consider a placement for the winning student/s, this will be decided at We Are What We Do's discretion. In addition, the judging panel may award commendations.



How this brief will be judged

- 1 Environmental and social benefit 15%
- 2 Execution 20%
- 3 Research 15%
- 4 Design thinking 20%
- 5 Commercial awareness 20%
- 6 Magic 10%

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EVERYDAY WELL-BEING

Brief devised in collaboration with We Are What We Do.

PARTNER



Judging criteria

There are six judging criteria that your entry will be measured against.

1 Environmental and social benefit

– How does your design benefit society?

2 Research

– Where did you go to research this issue? Who did you speak with or interview? What questions did you ask? What did you learn?

3 Design thinking

– We want to know about your thought processes and insights. Your insights might be research-based or intuitive, or a combination of both, but the judges want to see you relate the final concept clearly to these insights. What journey did you go through to get to the final result?

4 Commercial awareness

– Does your design make sense from a financial point of view?

5 Execution

– We are looking for a design that is pleasing and looks and feels well-resolved

6 Magic

– We are looking for a bit of 'magic' – a surprising or lateral design solution that delights

Submission requirements

All entries must be submitted through our online entry system. If you are unable to submit online, please contact us.

Entries should comprise the following:

- 4 x A3 PDFs (portrait or landscape), describing your proposal, your insights and research, the benefits you believe it will create, and possibilities of implementation and scalability
- 1 x A4 PDF or Word document of no more than 250 words describing your 'Big Idea'
- 5 x scanned pages of your sketchbook or computer modelling/sketches (if applicable) illustrating your development process

Optional

- films or animations or other moving image media to further support your proposal

Please note: your submissions must not have your name, university/college or other identifying marks on them to ensure that work is judged fairly. If any entries do contain entrant, university/college or tutor names, we will contact you and ask you to re-submit your work without these, or remove them ourselves.

Key dates

2 September 2013

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6 January 2014

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10 March 2014

Deadline for online registration and submission

17 March 2014

Judging begins

15 May 2014

Winners announced

Partner information

This brief was devised in collaboration with We Are What We Do, a not-for-profit behaviour change company with over eight years experience in shifting the everyday behaviours of individuals and tackling a series of major social and environmental issues.

They create mainstream products and services, which are useful or desirable in their own right and facilitate positive behaviours, allowing them to have a major, sustainable impact on the issues they address.

We Are What We Do are currently working on the research and development stages of a project focused on mental health prevention.

They are based in London, with an office in San Francisco, and work on projects locally and all over the world.

For more information see wearewhatwedo.org



IMPROVE HYGIENE, IMPROVE LIVES

Brief

Improve hygiene for people in low income areas using frugal design.

Challenge and scope

This brief asks you to propose a new household cleaning product or service that increases household hygiene in low income areas using the principles of frugal design. Frugal design is a term that describes simple, highly ingenious, environmentally sensitive designs that really make a difference to people who have low incomes and few resources.

Your response might be a new brand, product, service or even an entirely new business model.

For illustration purposes only, any of the following are viable responses:

- a new pack design – such as re-usable packaging which serves other functions beyond its life in transit from factory to the point of purchase. What would be of value to users once they get it home?
- a new brand interpretation - taking an existing Unilever brand and re-imagining it
- a systems approach – such as a refill station that enables people to re-fill cleaning products on demand. How could it be made attractive and easy to use for users?
- a new business model – such as a network of local entrepreneurs who distribute, promote and sell Unilever products direct to consumers, enabling income-generating opportunities for the people of the community. Where are the incentives? How would it change the design of the product?
- a service solution – such as a community cleaning service for low income households. How durable does the design need to be for professional cleaning purposes? Could the service help 'close the loop'?

... and many more are possible.

Understanding the issue

Poor hygiene, lack of safe drinking water and poor sanitation are the cause of millions of preventable deaths each year. By 2020, Unilever aims to help more than a billion people to improve their hygiene habits. Simply increasing household cleaning, hygiene and sanitation can make a big difference to people's quality of life. This brief asks you to focus on these issues, but to be adventurous in your thinking. Think entrepreneurial and don't be afraid to re-think the whole processes of household cleaning, hygiene and sanitation.

You must consider the wider environmental impact of your proposed idea. We are looking for proposals that really understand and describe the wider system. For example consider how your proposed solution fits within 'circular economy' thinking, eg leasing the resource, making the product, recovering the resource and then remaking it.

You should also aim to understand local people's needs as best you can in order to propose a solution that will work in your chosen locality. You could choose a country and start there, or identify a specific low income market. Given the context which we are asking you to focus upon will be somewhat unfamiliar to most, we are particularly interested in understanding how you have approached your project in order to judge how well your design meets the needs you have identified.

Circular Economy Workshop

All entrants working on this brief will be invited to attend a workshop addressing the circular economy at the Design Museum in October 2013. More information can be found on the RSA Student Design Awards website in coming weeks.

AWARD

Unilever Award of £1500 cash to support travel to a low-income area to test and pilot proposal

The cash award is intended to support the winning entrant/s travel to a low income area and work with experts on the ground to test the proposal and gain advice and support.

Please note that the judging panel may decide on more than one winner and will allocate the award accordingly. Unilever will also consider a placement for the winning entrant/s and may help the winning entrant/s to have their project prototyped. This will be decided at Unilever's discretion.

In addition, the judging panel may award commendations.



How this brief will be judged

- 1 **Environmental and social benefit** 20%
- 2 **Research** 10%
- 3 **Design thinking** 25%
- 4 **Commercial awareness** 20%
- 5 **Execution** 10%
- 6 **Magic** 15%

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IMPROVE HYGIENE, IMPROVE LIVES

Brief devised in collaboration with Neil Smith, Design Partner, Unilever Home Care and Andrea Siodmok, RSA Fellow.

SPONSOR



Judging criteria

There are six judging criteria that your entry will be measured against.

1 Environmental and social benefit

– How does your design benefit the environment and society?

2 Research

– Where did you go to research this issue? Who did you speak with or interview? What questions did you ask? What did you learn?

3 Design thinking

– We want to know about your thought processes and insights. Your insights might be research-based or intuitive, or a combination of both, but the judges want to see you relate the final concept clearly to these insights. What journey did you go through to get to the final result?

4 Commercial awareness

– Does your design make sense from a financial point of view?

5 Execution

– We are looking for a design that is pleasing and looks and feels well-resolved

6 Magic

– We are looking for a bit of 'magic' – a surprising or lateral design solution that delights

Submission requirements

All entries must be submitted through our online entry system. If you are unable to submit online, please contact us.

Entries should comprise the following:

- 4 x A3 PDFs (portrait or landscape), describing your proposal, your insights and research, the benefits you believe it will create, and possibilities of implementation and scalability
- 1 x A4 PDF or Word document of no more than 250 words describing your 'Big Idea'
- 5 x scanned pages of your sketchbook or computer modelling/sketches (if applicable) illustrating your development process

Optional

- films or animations or other moving image media to further support your proposal

Please note: your submissions must not have your name, university/college or other identifying marks on them to ensure that work is judged fairly. If any entries do contain entrant, university/college or tutor names, we will contact you and ask you to re-submit your work without these, or remove them ourselves.

Key dates

2 September 2013

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6 January 2014

Registration and submission opens

10 March 2014

Deadline for online registration and submission

17 March 2014

Judging begins

15 May 2014

Winners announced

Sponsor information

Every day, people reach for Unilever products. In fact, 150 million times a day, someone somewhere chooses a Unilever product. However, with scale comes responsibility. So we're developing new ways of doing business through which we can minimise our environmental impact and improve hygiene, nutrition, opportunities and health for communities. This is a huge challenge, but that's why Unilever is pursuing the concept of a circular economy. A circular economy presents the biggest opportunity we have to make a real difference; however, to do this we need designers who can re-think products or services that make this a reality. To this end, building on the strength of the Unilever brand and thinking about our Five Levers for Change¹, we're asking you to re-think how Unilever might improve levels of hygiene of lower income consumers by providing relevant and desirable products or services.



WATER WATER EVERYWHERE

Brief

Design an attractive and engaging product, service or system that addresses water management in the urban environment.

Challenge and scope

Water is one of the most important resources for sustainable urban development. However, the combined impact of population growth, climate change and urbanisation are increasing pressure on water use and management in our cities. Ensuring that we do not have too much (flooding) or too little (drought) will require us to fundamentally change how we:

- capture and use rainwater
- use and recycle water in our homes and workplaces
- reduce pressure on drains and help to prevent flooding
- engage as individuals and communities with green spaces and water bodies

This brief asks you to think about exciting and engaging ways to design and handle water management in our cities in light of increased pressures on infrastructure. Your response should help communicate the value of water, encourage responsible water usage, and foster more pleasant communities to live and work in.

For the purposes of illustration only, the following would all be viable responses:

- a behaviour change strategy and/or learning resource or toolkit
- a public art installation that draws people's attention to water and water usage in urban areas
- a new or improved water recycling mechanism or product
- an app or other digital technology solution that addresses water responsibility
- an urban land use solution that increases water efficiency or reduces contamination
- a new approach to city, community, or business practice
- a public feature/exhibit or landmark that is both functional and aesthetically pleasing

... and many others are possible.

Site visit

All entrants working on this brief will be invited to attend a day-long site visit exploring urban water environments. The site visit is tentatively scheduled for Thursday, 31 October 2013. Further information, including how to book a place, can be found on the RSA Student Design Awards website in coming weeks.

The day will start at Severn Trent Centre in Coventry and will include a tour of the new Severn Trent Water head office, highlighting the environmentally friendly features. In addition, the day may include a visit to an urban development site in Coventry, Frankley Water Treatment Works in Birmingham, and to the Birmingham South Side Development. Lunch and refreshments will be provided to all participants and all travel is included; however, students must make their own way to and from Coventry.

AWARD

Paid internship at Severn Trent Water

Remuneration: £2,500

Duration: 8 weeks (with potential for contract opportunities to follow)

Location: Coventry

The winning student will work in the Water Strategy Management Team to develop designed solutions to a range of water management issues and will also get the opportunity to work with the Environment Agency Midlands Urban River Community Initiative (MURSI) projects as well as an opportunity to spend time with city planners and designers. In addition, the winning student taking up the internship will get exposure to Severn Trent Water's Graduate Programmes, which help young people to learn new skills, develop leadership qualities and accelerate their careers.

Please note that the judging panel may decide on more than one winner and will allocate the award accordingly. In addition, the judging panel may award commendations.



How this brief will be judged

1 Environmental and social benefit 15%

2 Execution 15%

3 Research 20%

4 Design thinking 20%

5 Commercial awareness 10%

6 Magic 20%

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WATER WATER EVERYWHERE

Brief developed and devised in collaboration with David Essex, Water Strategy Manager, Severn Trent Water; Paula Nickson, the Environment Agency; David Bliss, the Environment Agency.

SPONSOR



Judging criteria

There are six judging criteria that your entry will be measured against.

1 Environmental and social benefit

– How does your design benefit society?

2 Research

– Where did you go to research this issue?

Who did you speak with or interview? What questions did you ask? What did you learn?

3 Design thinking

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4 Commercial awareness

– Does your design make sense from a financial point of view?

5 Execution

– We are looking for a design that is pleasing and looks and feels well-resolved

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Optional

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Key dates

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6 January 2014

Registration and submission opens

10 March 2014

Deadline for online registration and submission

17 March 2014

First-stage judging begins

15 May 2014

Winners announced

Sponsor information

Severn Trent is a UK water company based in Birmingham and responsible for water management and supply, and waste water treatment and disposal, in the catchment areas of two of Britain's largest rivers – the Severn and the Trent. We provide clean, safe and reliable drinking water to around 8 million people throughout the Midlands and mid-Wales. We then take away and clean their waste water before returning it to our region's rivers. We are one of the largest water companies in England and Wales. As part of the Severn Trent Plc group, we are listed on the London Stock Exchange in the FTSE 100.

Severn Trent Water have an industry leading efficient programme and an active innovation culture.

This is the first year that Severn Trent Water has supported the RSA Student Design Awards and our aim is to encourage and support as many students as possible to use design in a way that encourages people to use water more efficiently whilst also helping students prepare for their careers in design and innovation.

In 2012/13, a student short-listed in the RSA Student Design Awards went on to receive a paid contract with Severn Trent Water to design and develop an educational programme in schools, which resulted in delivered work that is used as practical tool with thousands of school children and which will be available on the Severn Trent Water website.

RSA STUDENT DESIGN AWARDS

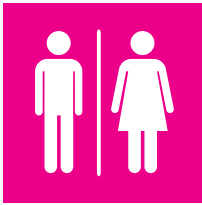
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WATER WATER EVERYWHERE

Brief developed and devised in collaboration with David Essex, Water Strategy Manager, Severn Trent Water; Paula Nickson, the Environment Agency; David Bliss, the Environment Agency.



RE-INVENT THE TOILET

Brief

Re-design the toilet using a people-centred design philosophy that considers long-term sanitation issues and what will improve people's lives.

Challenge and scope

There are 2.6 million people worldwide who don't have access to safe sanitation. Lack of adequate sanitation facilities affects around 40% of the world's population, with 1.1 billion people defecating outside. Poor sanitation is a major cause of diarrheal disease, which is the second biggest killer of children under 5 and claims around 1.5 million lives each year.

With funding from The Bill and Melinda Gates Foundation, Loughborough University has developed a hydrothermal carbonisation process that converts human waste into a material for energy generation and/or soil conditioning, and as a bi-product produces water for flushing.

The challenge is now to focus on design and take this opportunity to also change and re-invent the toilet experience for the user and make it more accessible, human-centred and environmentally-friendly. Design solutions are needed to facilitate a positive user experience for all users. The focus is on a cost effective solution for small community environments in peri-urban districts of developing countries.

Responses are welcome from all disciplines.

For the purposes of illustration only, the following would all be viable responses:

- an improved design of the toilet (eg sit type, squat type, hybrid) that creates a positive everyday experience for someone with a disability or impairment
- an intuitive flush operation mechanism requiring minimal instructions
- ideas to minimise misuse and abuse of the toilet eg theft and vandalism
- designs which improve personal safety particularly for vulnerable users eg females, older people
- intuitive design that encourages minimal hand contact and good hygiene
- designs which focus on privacy eg aural, visual and odour
- an improved design in terms of cleaning and maintenance

... and many others are possible.

AWARD

Loughborough University Award of £2000 cash

The winning student will receive a £2000 cash award from Loughborough Design School and the Water Engineering Development Centre at Loughborough University. There will also be an opportunity to discuss implementation of the winning proposal with the team.

Please note that the judging panel may decide on more than one winner and will allocate the cash award accordingly.

In addition, the judging panel may award commendations.



How this brief will be judged

- 1 **Environmental and social benefit** 20%
- 2 **Execution** 10%
- 3 **Research** 15%
- 4 **Design thinking** 25%
- 5 **Commercial awareness** 15%
- 6 **Magic** 15%

RSA STUDENT DESIGN AWARDS

CALL FOR ENTRIES 2013/14
www.thersa.org/sda
sdaenquiries@rsa.org.uk

RE-INVENT THE TOILET

Brief developed by: Loughborough Design School and WEDC, School of Civil and Building Engineering, Loughborough University.

SPONSOR

Judging criteria

There are six judging criteria that your entry will be measured against.

1 Environmental and social benefit

– How does your design benefit society?

2 Research

– Where did you go to research this issue?

Who did you speak with or interview? What questions did you ask? What did you learn?

3 Design thinking

– We want to know about your thought processes and insights. Your insights might be research-based or intuitive, or a combination of both, but the judges want to see you relate the final concept clearly to these insights. What journey did you go through to get to the final result?

4 Commercial awareness

– Does your design make sense from a financial point of view?

5 Execution

– We are looking for a design that is pleasing and looks and feels well-resolved

6 Magic

– We are looking for a bit of 'magic' – a surprising or lateral design solution that delights

Submission requirements

All entries must be submitted through our online entry system. If you are unable to submit online, please contact us.

Entries should comprise the following:

- 4 x A3 PDFs (portrait or landscape), describing your proposal, your insights and research, the benefits you believe it will create, and possibilities of implementation and scalability
- 1 x A4 PDF or Word document of no more than 250 words describing your 'Big Idea'
- 5 x scanned pages of your sketchbook or computer modelling/sketches (if applicable) illustrating your development process

Optional

- films or animations or other moving image media to further support your proposal

Please note: your submission must not have your name, university/college or other identifying marks to ensure that work is judged fairly. If any entries do contain entrant, university/college or tutor names, we will contact you and ask you to re-submit your work without these, or remove them ourselves.

Key dates

2 September 2013

Briefs launch and pre-registration opens

6 January 2014

Registration and submission opens

10 March 2014

Deadline for online registration and submission

17 March 2014

First-stage judging begins

15 May 2014

Winners announced

Sponsor information

Loughborough University has an outstanding reputation for applying research to tackle global issues. The University has received funding from the Bill & Melinda Gates Foundation as part of the 're-invent the toilet' challenge. This has brought together experts in sanitation, design and engineering.



THE WHOLE PACKAGE

Brief

Re-design consumer product packaging to minimise waste and environmental impact.

Challenge and scope

Consumer packaging fulfils some very useful functions, most notably the physical protection of goods; brand identity and promotion; storage; display and advertising at the point of sale; provision of product information; and even social ritual (eg giving wrapped or packaged gifts). Despite all of these attributes, however, consumer packaging is, for the most part, designed to be thrown away once the product it contains is removed.

This brief therefore asks you to consider the packaging of any retail consumer product of your choice (possibly selecting a particular product or product group that you consider to be particularly over-packaged) and re-design it with the specific intention of minimising its environmental impact and meeting the requirements of The Packaging (Essential Requirements) Regulations 2003 (PERR). You may also want to consider the possibility of encouraging packaging re-use as a means of reducing waste.

You should undertake significant research in order to develop design-led solutions that represent both innovative and valid responses to the demands of PERR. As part of your work, you should ensure that you:

- explore your chosen product packaging within the wider context of patterns of use, production, distribution, sale, consumption, lifecycle and lifestyle
- think about the lifecycle of packaging and its contents

- develop proposals based on real environmental improvements that also increase awareness among the customer base rather than being superficial 'green' marketing, and
- are aware of the central role local authorities play in this whole area – not least the role of their Trading Standards Officers in enforcing the packaging regulations

Please keep in mind that your submission should detail the packaging design, including:

- overall branding and positioning of the company
- material production and specification
- photographs or renderings of models and prototypes
- an indication of cost

For the purposes of illustration only, you may want to re-design packaging that:

- promotes re-use so that it is retained and not thrown away
- uses less material and/or reduces energy consumption in the production process
- is bio-degradable
- can be easily returned to the product manufacturer for recycling or re-use
- does not need to be purchased again and again, but allows the consumer to purchase only 'top-ups' or fillers

... and many others are possible.

AWARDS

The Natracare Award of £1000 cash

Paid internship at Waitrose in the Graphic Design Team

Remuneration: £2500

Duration: 12 weeks

Location: Waitrose Headquarters, Bracknell, Berkshire

The winning student will have the opportunity to work in the small but highly productive graphic design studio at the business headquarters in Bracknell, Berkshire. The placement will provide real working experience and the student can expect to complete more than one piece of published work. This will involve taking the brief, presenting their own creative work and managing production, which will include commissioning and art directing photography, illustration and artwork. Please note that the judging panel may decide on more than one winner. In addition, the judging panel may award commendations.



How this brief will be judged

1 Environmental and social benefit 20%

2 Execution 25%

3 Research 5%

4 Design thinking 20%

5 Commercial awareness 20%

6 Magic 10%

RSA STUDENT DESIGN AWARDS

CALL FOR ENTRIES 2013/14

www.thersa.org/sda

sdaenquiries@rsa.org.uk

THE WHOLE PACKAGE

Brief devised in collaboration with Nat Hunter and Sophie Thomas, Co-Directors of Design at the RSA and Project Directors for The Great Recovery.

SPONSOR

Waitrose

Judging criteria

There are six judging criteria that your entry will be measured against.

1 Environmental and social benefit

– How does your design benefit society?

2 Research

– Where did you go to research this issue?

Who did you speak with or interview? What questions did you ask? What did you learn?

3 Design thinking

– We want to know about your thought processes and insights. Your insights might be research-based or intuitive, or a combination of both, but the judges want to see you relate the final concept clearly to these insights. What journey did you go through to get to the final result?

4 Commercial awareness

– Does your design make sense from a financial point of view?

5 Execution

– We are looking for a design that is pleasing and looks and feels well-resolved

6 Magic

– We are looking for a bit of 'magic' – a surprising or lateral design solution that delights

Waitrose will be looking, in particular, for well-executed design responses that demonstrate careful understanding of brand positioning and communication. The graphic design of the solution will be a key factor when reviewing the entries.

Submission requirements

All entries must be submitted through our online entry system. If you are unable to submit online, please contact us.

Entries should comprise the following:

- 4 x A3 PDFs (portrait or landscape), describing your proposal, your insights and research, the benefits you believe it will create, and possibilities of implementation and scalability
- 1 x A4 PDF or Word document of no more than 250 words describing your 'Big Idea'
- 5 x scanned pages of your sketchbook or computer modelling/sketches (if applicable) illustrating your development process

Optional

- films or animations or other moving image media to further support your proposal

Please note: your submissions must not have your name, university/college or other identifying marks on them to ensure that work is judged fairly. If any entries do contain entrant, university/college or tutor names, we will contact you and ask you to re-submit your work without these, or remove them ourselves.

Key dates

2 September 2013

Briefs launch and pre-registration opens

6 January 2014

Registration and submission window opens

10 March 2014 - Deadline for online registration and submission

17 March 2014

Judging begins

15 May 2014

Winners announced

RSA STUDENT DESIGN AWARDS

CALL FOR ENTRIES 2013/14

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sdaenquiries@rsa.org.uk

THE WHOLE PACKAGE

Brief devised in collaboration with Nat Hunter and Sophie Thomas, Co-Directors of Design at the RSA and Project Directors for The Great Recovery.



INNOVATION IN GIVING

Brief

Design a product, service or tool that will encourage or enable people to donate either their money or their time to good causes.

Challenge and scope

Many charities and not-for-profit enterprises rely on donations and support from volunteers to deliver their core services.

The UK has a long and relatively generous history of people and organisations 'giving' – both time and money – to good causes, but in recent years the nature of giving has been changing. Traditional fundraising methods aren't working as well and patterns of volunteering are shifting. At the same time increased hardship as a result of the recession and widespread cuts to state-funded services means that services provided by charities and not-for-profits are needed more than ever.

Rapid advances in technology and an increase in 'social entrepreneurship' (the process of pursuing innovative solutions to social problems) have resulted in some exciting responses to these challenges – ranging from crowdfunding platforms such as CrowdRise to micro volunteering initiatives such as the Good Gym – and there's a big appetite for new innovations.

In the increasingly complex and time-pressured world we live in, how can people be encouraged to give more of their time and money to good causes?

For the purposes of illustration only, the following would all be viable responses:

- a tool or system that enables more people to volunteer
- a micro-volunteering service design
- a well-communicated and ingenious way of collecting money
- a persuasive new way of using words and/or images to invoke need
- a service or campaigning system that deploys time, talent and connections in new ways

...and many others are possible.

Please keep in mind that this brief is essentially about developing clever ways for people to give their time or money whilst maintaining the essential principles of honesty, transparency and fairness.

AWARD

RSA Fellows Award of
£2500

Paid internship at
Springetts Brand
Consultants

Remuneration: £2500

Duration: 12 weeks

Location: Central London

Springetts Brand Consultants are an independent UK-based, international design consultancy working on brands across many categories, from the large and global to the small and local. The winning student will have the opportunity to work on a range of live projects in the office, from brand creation and the development of brand strategies to maintaining the saliency of familiar household names. In addition, the judging panel may award commendations.

Please note that the judging panel may decide on more than one winner and will allocate the awards accordingly.'



How this brief will be judged

- 1 Environmental and social benefit** 20%
- 2 Execution** 25%
- 3 Research** 5%
- 4 Design thinking** 20%
- 5 Commercial awareness** 20%
- 6 Magic** 10%

RSA STUDENT DESIGN AWARDS

CALL FOR ENTRIES 2013/14

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sdaenquiries@rsa.org.uk

INNOVATION IN GIVING

Brief devised in collaboration with Nat Hunter and Sophie Thomas, Co-Directors of Design at the RSA and Project Directors for The Great Recovery.

SPONSOR



Judging criteria

There are six judging criteria that your entry will be measured against.

1 Environmental and social Benefit

– How does your design benefit society?

2 Research

– Where did you go to research this issue?

Who did you speak with or interview? What questions did you ask? What did you learn?

3 Design thinking

– We want to know about your thought processes and insights. Your insights might be research-based or intuitive, or a combination of both, but the judges want to see you relate the final concept clearly to these insights. What journey did you go through to get to the final result?

4 Commercial awareness

– Does your design make sense from a financial point of view?

5 Execution

– We are looking for a design that is pleasing and looks and feels well-resolved

6 Magic

– We are looking for a bit of 'magic' – a surprising or lateral design solution that delights

Submission requirements

All entries must be submitted through our online entry system. If you are unable to submit online, please contact us.

Entries should comprise the following:

- 4 x A3 PDFs (portrait or landscape), describing your proposal, your insights and research, the benefits you believe it will create, and possibilities of implementation and scalability
- 1 x A4 PDF or Word document of no more than 250 words describing your 'Big Idea'
- 5 x scanned pages of your sketchbook or computer modelling/sketches (if applicable) illustrating your development process

Optional

- films or animations or other moving image media to further support your proposal

Please note: your submissions must not have your name, university/college or other identifying marks on them to ensure that work is judged fairly. If any entries do contain entrant, university/college or tutor names, we will contact you and ask you to re-submit your work without these, or remove them ourselves.

Key dates

2 September 2013

Briefs launch and pre-registration opens

6 January 2014

Registration and submission opens

10 March 2014

Deadline for online registration and submission

17 March 2014

First-round judging begins

15 May 2014

Winners announced

Sponsor information

Springetts is one of Britain's foremost design and brand development consultancies. For over 25 years, Springetts has helped countless clients develop their brands, from corporate to product, global to local, from long established to new. From its earliest days, Springetts has had an idiosyncratic approach to recruitment and the consultancy only employs new graduates.

Through involvement in branding, packaging, corporate identity and print Springetts aims to give the latest recruits a taste of these different disciplines. The result is a company of 43 switched on people (who also know how to switch off!) who are grounded with design and creative qualifications - then trained and developed through the marketing and business management guidance we provide.



COLLABORATIVE CONSUMPTION

Brief

Design a product or service that gets better or more useful the more people use it so that sharing becomes more attractive and viable.

Challenge and scope

With the still looming 'age of austerity' and discussions about 'doing more with less' pervading our daily consciousness and conversations, sharing presents new opportunities for everyone. Technological advances and changing consumer behaviours mean that sharing and leasing products as an alternative to owning or buying is easier than ever. Airbnb, Netflix, ZipCar, and many others have made sharing more common than ever before.

We can now share and collaborate not only with our neighbours, but also with people on the other side of the world in new and resourceful ways.

'Collaborative consumption' is a relatively recent term that describes the rapid explosion in traditional sharing, bartering, lending, trading, renting, gifting, and swapping reinvented through online technology and social networks on a scale we never knew possible before.'

However, collaborative consumption also raises new questions for designers, for example, if many people are sharing a product, how do you design it differently?² It might be designing products that have a longer lifespan so that they can better withstand chronic use or the design of a service that meets the needs of many people. Sharing by many people of the same product means a long-term effect of less production and therefore less waste. In addition, sharing is more cost effective than buying something for one use or occasion. Many people in urban areas find sharing increasingly attractive where neighbours are plentiful and storage space is scarce.

This brief asks you to think about what is best when it is shared by many and improved through use.

In your research, you might consider the following questions:

- what can easily be shared by many people and what are the benefits?
- what role can design play in making sharing more attractive for everyone?
- why don't people share as much as they could?
- are there physical and mental barriers to sharing?
- how could the experience of sharing be enhanced?
- what forms of security, acknowledgement and reward could be designed to further promote sharing?

For the purposes of illustration only, the following would all be viable responses:

- a product that can be used for many purposes, and therefore, can be used by many people in different ways
- a product that actually improves through multiple users or increased overall use and doesn't easily fall into disrepair
- a communications campaign that effectively highlights the benefits of sharing the particular service or product that you have identified
- a communications campaign that encourages sharing at a general level
- a new or redesigned mode of public transport
- a product that improves a particular mode of commuting: walking, cycling, driving, etc
- a better designed carpooling system

... and many others are possible.

AWARDS

The Patricia Tindale Legacy Award of £1500 cash

Please note that the judging panel may decide on more than one winner and will allocate the award accordingly. In addition, the judging panel may award commendations.

Paid internship at Priestmangoode

Remuneration: £1750

Duration: 8 weeks

Location: Central London

Priestmangoode is the leading global travel and transport design consultancy. The winning student will be paid directly by Priestmangoode at the start of the internship. The winning student will work on a range of projects, from aviation to transport design.



How this brief will be judged

- 1 Environmental and social benefit** 20%
- 2 Research** 10%
- 3 Design thinking** 25%
- 4 Commercial Awareness** 20%
- 5 Execution** 10%
- 6 Magic** 15%

RSA STUDENT DESIGN AWARDS

CALL FOR ENTRIES 2013/14

www.thersa.org/sda

sdaenquiries@rsa.org.uk

COLLABORATIVE CONSUMPTION

Brief devised in collaboration with Nat Hunter and Sophie Thomas, Co-Directors of Design at the RSA and Project Directors for The Great Recovery.

SPONSORS

The Patricia Tindale Legacy to the RSA

priestmangoode

Judging criteria

There are six judging criteria that your entry will be measured against.

1 Environmental and social benefit

– How does your design benefit society?

2 Research

– Where did you go to research this issue?

Who did you speak with or interview? What questions did you ask? What did you learn?

3 Design thinking

– We want to know about your thought processes and insights. Your insights might be research-based or intuitive, or a combination of both, but the judges want to see you relate the final concept clearly to these insights. What journey did you go through to get to the final result?

4 Commercial awareness

– Does your design make sense from a financial point of view?

5 Execution

– We are looking for a design that is pleasing and looks and feels well-resolved

6 Magic

– We are looking for a bit of 'magic' – a surprising or lateral design solution that delights

Submission requirements

All entries must be submitted through our online entry system. If you are unable to submit online, please contact us.

Entries should comprise the following:

- 4 x A3 PDFs (portrait or landscape), describing your proposal, your insights and research, the benefits you believe it will create, and possibilities of implementation and scalability
- 1 x A4 PDF or Word document of no more than 250 words describing your 'Big Idea'
- 5 x scanned pages of your sketchbook or computer modelling/sketches (if applicable) illustrating your development process

Optional

- films or animations or other moving image media to further support your proposal

Please note: your submissions must not have your name, university/college or other identifying marks on them to ensure that work is judged fairly. If any entries do contain entrant, university/college or tutor names, we will contact you and ask you to re-submit your work without these, or remove them ourselves.

Key dates

2 September 2013

Briefs launch and pre-registration opens

6 January 2014

Registration and submission window opens

10 March 2014

Deadline for online registration and submission

17 March 2014

Judging begins

15 May 2014

Winners announced

Sponsor information

Supported by the Patricia Tindale Legacy to the RSA. To find out more, visit: www.thersa.org/fellowship/journal/archive/spring-2013/news/legacy-patricia-randall-tindale-19262011

Priestmangoode is the leading global travel and transport design consultancy. We believe in using intelligent design solutions to transform businesses. Over the last 25 years, our award-winning designs have cemented our reputation as a visionary and innovative leader in user- and passenger-focused design. We believe in the value of design to make things better and more efficient, both to use as well as to manufacture, run and maintain. For more information, please see www.priestmangoode.com

RSA STUDENT DESIGN AWARDS

CALL FOR ENTRIES 2013/14

www.thersa.org/sda

sdaenquiries@rsa.org.uk

COLLABORATIVE CONSUMPTION

Brief devised in collaboration with Nat Hunter and Sophie Thomas, Co-Directors of Design at the RSA and Project Directors for The Great Recovery.

1] www.collaborativeconsumption.com/the-movement/2

2] Investigating the role of design in the circular economy, Report 01: June 2013, The Great Recovery

GUIDELINES & CONDITIONS FOR ENTRY

Eligibility

The competition is open to current students and new graduates.

- 1 Candidates may be undergraduate or postgraduate engaged on courses at a college or university, or those who graduated no earlier than March 2013
- 2 Work expressly carried out in response to RSA Student Design Awards 2013/14 only may be submitted; existing project work is not acceptable
- 3 Candidates who are contracted to work for a company after graduation may not be eligible for some internships

Individual and team entries

Submissions are accepted from both individuals and teams. Some projects may be more suited to teamwork than others. There is no set number of people that can be part of a team, but generally team entries comprise 2 or 3 people.

Entries from countries other than the UK

We welcome entries from candidates outside the UK but additional funding is not available to pay for travel and accommodation costs where they are short-listed for interview. We will pay up to the amount of £60.00 (inclusive of VAT) for short-listed entrants to come to the RSA in London for interview. Where a team wins a cash award, it will be divided equally amongst all the team members. Where a team wins an internship, the judging panel will discuss with the winners the best allocation so that it suits all parties.

Key dates

2 September 2013

Briefs launch and pre-registration opens

6 January 2014

Registration and submission window opens

10 March 2014

Deadline for online registration and submission

17 March 2014

Judging begins

15 May 2014

Winners announced

RSA STUDENT DESIGN AWARDS

CALL FOR ENTRIES 2013/14

www.thersa.org/sda

sdaenquiries@rsa.org.uk

Submissions

All entries must be submitted through our online entry system (see www.thersa.org.uk/sda). If you are unable to submit online, please contact us via e-mail to discuss other options.

You need to submit:

- 4 x A3 PDFs (portrait or landscape), describing your proposal, your insights and research, the benefits you believe it will create, and possibilities of implementation and scalability
- 1 x A4 PDF or Word document of no more 250 words describing your 'Big Idea'
- 5 x scanned pages of your sketchbook or computer modelling/sketches (if applicable) illustrating your development process
- For the 2013/14 'Tomorrow's Workplace' brief ONLY: you must also submit a business case in addition to the above. The business case should not exceed two sides of an A4 and may include diagrams and/or charts as appropriate. This can be submitted as a PDF or a Word document

Optional

- films or animations or other moving image media to further support your proposal

Please note: your submission must not have your name, university/college or other identifying marks to ensure that work is judged fairly. If any entries do contain entrant, university/college or tutor names, we will contact you and ask you to re-submit your work without these.

Entry fees

There is an entry fee of £35.00 (inclusive of VAT) to enter the RSA Student Design Awards. This fee is charged per entry, so it does not cost more to enter as a team. Entry fees should be paid online through our submissions form, via PayPal, credit or debit card. Please note that the competition is open for submissions and payment from 6th January 2014 through 10th March 2014.

Competition process

There are six stages to the RSA Student Design Awards scheme. As you develop your project, make sure you respond to the six judging criteria, as detailed on each of the briefs. These are weighted differently for each brief:

1 Briefs released – 2nd September

There are eight RSA Student Design Awards briefs this year for you to choose from. This year's briefs tackle a range of important social, economic and environmental issues. You can view all the 2013/14 briefs in the 'Competition' section of the RSA Student Design Awards website (www.thersa.org.uk/sda)

2 Register your interest – September onwards

When you register your interest, we'll add you to our mailing list and let you know when the submission deadline is coming up, when the judging and short-listing process starts, and when the winners are announced. We'll also send you invitations to exclusive, free events we offer participants to help you with your projects and your longer term career development

3 Develop your project – September onwards

When you've decided which brief to enter, as a starting point we recommend you review the supporting materials in the online toolkit for your chosen brief. You can find the toolkit from the individual briefs pages

4 Submit your work – January to March

Once you have finished your project, submit your completed work to the competition through our online entry system. Make sure you submit it before the deadline: 10th March 2014. We will send you confirmation when we receive your application

5 Judging – March to April

Your work will be judged in a two-stage process by a panel of practising designers, Royal Designers for Industry, and industry experts. During the first stage, 6-10 projects will be short-listed for each brief. If your project is short-listed, we'll invite you to an interview with the panel.

Once the panel has interviewed all short-listed students, they deliberate and select winners

6 Winners awarded – May

The winners of each brief will be announced and publicised via the RSA. Winners will also be invited to attend an Awards Ceremony at the RSA House in central London in early summer, and their work will be displayed in the 'Showcase' section of the RSA Student Design Awards website. If an internship at a company is awarded as the prize, this will take place over the following months, but it is up to you to arrange a time that works for you and the company

Judging

RSA Student Design Awards project judging panels consist of practising designers and representatives from industry, education, the RSA Fellowship and other sponsoring organisations. The judging of each project takes place over two meetings. At the first meeting, the juries view all the submissions and draw up a short-list which demonstrates potential creative ability within the constraints set out in the project brief. Short-listed candidates are invited for interview at which they will discuss their competition entry. Full portfolio work and plans for the use of an award may also be discussed.

Judging panels are also able to make constructive criticisms of each candidate's portfolio and offer advice. Juries are asked to make an award only when they are entirely satisfied with the design ability of the candidate. RSA Design reserves the right to withhold or divide any of the awards offered, particularly where the entries are not considered to have reached a suitable standard. In all cases the judges' decision is final and no correspondence will be entered into by the RSA.

Intellectual property

The intellectual property rights (patents, registered designs, unregistered design right, copyright, etc.) of all designs submitted in the competition remain with the candidate. If any sponsor wishes to make use of the work submitted in the competition, a licence or transfer must be negotiated with the candidate. Whilst the RSA claims no intellectual property rights, it does reserve the right to retain designs for exhibition and publicity purposes and to reproduce them in any report of its work, the online exhibition and other publicity material (including the RSA Student Design Awards website). In the case of work carried out during an Internship, different conditions will apply. Candidates should note that certain intellectual property rights (e.g. patents) may be irrevocably lost if action to register them is not taken before any disclosure in exhibitions, press material etc.

Important note for tutors/candidates

There is no longer a need to submit a Tutor Declaration Form as in past years. If you are a currently enrolled student, then when you complete the online submission form you will need to enter your tutor's name and email address. If your entry is short-listed, we will contact your tutor and ask them to comment on your project.

If you are a new graduate then this does not apply.

If you have any queries, please call:
+44 (0)20 7451 6845
or email: sdaenquiries@rsa.org.uk
or visit: www.thersa.org/sda

Internships

Some awards enable winning candidates to spend time working in commercial or industrial organisations on design related projects. Internships offer paid work experience and can be a valuable introduction to a winner's chosen field of design. Details of these awards are available on each brief and on the website.

Cash awards

Cash Awards allow the winning student to use their prize towards funding further study, travel to research design in other countries, equipment, business start-up costs or any other purpose agreed with the sponsor and the RSA. All awards must be claimed and used within six months of being given.

Fellowship of the RSA

All candidates who win an award via the RSA Student Design Awards programme will be offered complementary Fellowship of the RSA valid for one year, from the time it is activated. Fellows receive the Journal containing reports of RSA lectures, projects and other activities. In addition, they are entitled to attend any of the RSA's lectures, can use the facilities of the Society's London house and may also register on the Fellows only part of the RSA website www.theRSA.org where they can partake in discussion forums etc.