STUDENT RSA DESIGN AWARDS

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RSA
Events

Moving Pictures

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Awards

There are two categories within this brief, and 4 awards available.

For each award category, the judging panel may decide on more than one winner and will allocate the awards accordingly. In addition, the judging panel may award commendations.

Category 1

For the 'Fashioning a Circular Future' audio by Make Fashion Circular

People's Postcode Lottery Dream Fund Award of £1,000

RSA Staff Choice Award in memory of Carol Jackson of £500

Category 2

For the 'What Can I Do to Make a Difference?' audio by Mike Berners Lee

Natracare Award of £1,000

RSA Staff Choice Award in memory of Carol Jackson of £500

With additional support from

natracare

Brief

Conceive and produce an animation to accompany one of the two selected audio files that will clarify, energise and illuminate the content

Background

This brief asks you to create an animation in response to one of two selected audio files that will reveal, illuminate and increase accessibility to the RSA's unique content.

- Online audiences are savvy, easily-bored and constantly bombarded with fascinating digital material. They'll turn off very quickly if they are not engaging with the audio and visual imagery.
- Through RSA ideas, research and our 30,000-strong Fellowship, we seek to build a world where everyone is able to participate in creating a better future. As part of this vision, the RSA Animates, RSA Shorts, RSA Insights and RSA Minimates film series were developed to bring big ideas to new audiences.
- Your work has the potential to be viewed by thousands of intelligent, engaged and passionate RSA followers worldwide alongside the RSA Animates, RSA Shorts, RSA Insights and RSA Minimates.
- The audio for 'Fashioning a Circular Future' was recorded especially for this animation brief, and forms part of Make Fashion Circular, a partnership between the Ellen MacArthur Foundation and the RSA, which is inspiring young designers to apply circular design thinking to the fashion system.
- The audio for 'What Can I Do to Make a Difference?' is taken from the RSA's esteemed public events programme.

How should you approach this brief?

- You must select one of the two categories, either 'Fashioning a Circular Future' or 'What Can I Do to Make a Difference?' and you may not re-order the content or further edit the transcript in order to suit your work; however, you may add up to five seconds to the overall length of the audio clip if you wish to have an introduction or conclusion.
- Research the topic and think about the different ways in which you could tell a story with your animation that will enrich its content and increase accessibility. Try to avoid any stereotypes or obvious visual references and

instead use your insights to create deeper links between the content and your animation.
- Before you begin animating, ensure that you have a big idea. You are advised to spend a long time coming up with your big idea to ensure that you develop and produce it to the best of your ability.
- Your submission should combine clarity, wit and attention to detail, aiming to make the content 'come alive' and introduce a new audience to the subject matter and the work of the RSA and its partners.

Audio files

Category 1
Fashioning a Circular Future audio by Make Fashion Circular
(Excerpt length: 1:00, originally recorded in September 2019)
Our love of fashion fuels a global industry, employing millions around the world. But this current system also drives pollution and waste. Circular economy principles offer a way to change this: Instead of our 'take, make, waste' model we should be finding ways to make clothes last longer and stay in use; ensuring that materials don't damage the environment; and ensuring that materials can be recovered and used again. To achieve this, we need to mobilise thousands of designers around the world to help change the system.

Category 2
What Can I Do to Make a Difference? by Mike Berners Lee
(Excerpt length: 1:00, originally recorded in May 2019)
In an age of global climate emergency, it's sometimes hard to see what any single individual could do to make a difference. But sustainability expert Mike Berners-Lee argues that each of us has the power to contribute to positive change: by living as sustainably as possible, by influencing others around us to do the same, and by demanding more of our political representatives.

The audio files and transcripts can be downloaded from the Moving Pictures brief page on the RSA Student Design Awards website.

Aug 2019	20 Jan 2020	12 Feb 2020	11 Mar 2020	Mar–May 2020	Jun 2020
Briefs launch + registration opens	Competition opens	Early bird submission deadline (£25)	Final submission deadline (£35)	Judging begins: shortlisting and interviews	Awards Ceremony

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Submission criteria

– Research and communication: How did you investigate the audio subject matter? How did you apply your research insights to more effectively communicate the speaker's message? What have you done to help the viewer better understand and retain the information conveyed by the audio, and to motivate them to share the message?

– Aesthetic quality: How does your animation engage and delight the eye? How are the visuals pleasing, striking and memorable? Have you considered the structure and pace of your animation? Does it flow and finish with a flourish?

– Execution: Is your film planned, designed and technically executed to a high standard?

– Originality: How does your animation display creativity and freshness of vision? How have you applied a distinctive style, concept, storytelling approach or choice of visual metaphors to make sure your film stands out in a crowded online landscape?

Your work will be assessed based on this criteria, which forms the basis of the evaluation tool used by the judging panel.

Key dates

Aug 2019 – Briefs launch online + registration opens

Mon 20 Jan 2020 – Competition opens for submissions via sda.thersa.org

4 pm GMT, Wed 12 Feb 2020 – Deadline for Early Bird submission at reduced entry fee of £25

4 pm GMT, Wed 11 Mar 2020 – Final deadline for online registration + submission (£35 entry fee)

Mar-May 2020 – Judging (2 stages: shortlisting + interviews with finalists)

Jun 2020 – Awards Ceremony

Submission requirements

All entries must be submitted through our online entry system, accessed via www.thersa.org/sda

If you are unable to submit online, please contact us by email at sdaenquiries@rsa.org.uk

As you prepare your submission, please ensure that:
– You do NOT include your name, university/ college or other identifying marks anywhere on your submission.
– None of your PDF submission files exceed 10MB – this is the maximum size for each individual file/ board when you submit online.

The submission requirements are:
– 1 Animation file submitted in either .MP4 or .MOV format
  The maximum file size is 60MB, and your animation must not exceed the original audio file length plus 5 seconds.
– 1 x A3 PDF Hero Image, with project title and 1 sentence description
  A singular 'poster image' that conveys the essence of your animation and includes your project title plus a 1 sentence description. For example: 'Age Pride, an animation that highlights the negative stereotypes our western culture has of older people and argues that these views are wrong and outdated, emphasising the message that age really is just a number and is not what defines us.' Your hero image should aim to bring your concept to life – make sure it is vibrant and engaging.
– 4 x A3 PDF Pages of Supporting Material
  Up to 4 A3 pages of additional material illustrating your development process – this could include scanned pages of your sketchbook or computer modelling (if applicable).

For details on the submission requirements for the 'Moving Pictures' brief, please see the Additional Eligibility and Entry Guidelines for Moving Pictures.

Partner information

People's Postcode Lottery Dream Fund

People's Postcode Lottery's Dream Fund gives organisations the chance to deliver the project they have always dreamed of, but never had the opportunity to bring to life. Postcode Dream Trust is a grant-giving body funded entirely by players of People's Postcode Lottery. A minimum of 32 percent from each People's Postcode Lottery subscription goes directly to good causes and players have raised £450m so far.

Make Fashion Circular received £1m from Postcode Dream Trust in 2019 to ensure clothing is made from safe, renewable materials and that old clothes are turned into new garments. Make Fashion Circular is an initiative from the Ellen MacArthur Foundation, in partnership with the RSA.

Ellen MacArthur Foundation

The Ellen MacArthur Foundation works across business, government and academia to accelerate the transition to a circular economy - an economy that is restorative and regenerative by design. Its Make Fashion Circular initiative is driving collaboration between industry leaders and other key stakeholders to create a textiles economy fit for the 21st century.

Transitioning to a circular economy is one of the biggest creative challenges of our time, and this systemic shift cannot be achieved with traditional design methods alone. The Foundation therefore seeks to inspire and support young designers on their journey of creating products, services and systems for the circular economy.

RSA Events

The RSA Events programme is host to a range of world-changing talks, debates, and film screenings, all made available for free, for everyone. You can book to attend RSA Events for free, and you can also listen or watch our events live online. Find out about our upcoming RSA Events by following @RSAEvents on Twitter or visiting: www.thersa.org/events The RSA has a significant platform to showcase new work. Our YouTube channel has a loyal following of over 600,000 subscribers and our RSA Animate series has achieved international acclaim. In addition, the RSA has now launched its RSA Short series and the recent RSA Minimate series.

Natracare

Natracare stands for more than just organic and natural products. It is an award winning, ethical company committed to offering organic and natural solutions for personal healthcare that leaves a soft footprint on the earth out of respect for our future generations. Natracare's vision is to develop as a worldwide symbol for quality, innovation and ethics; available to all women as the natural choice for maintaining a healthy lifestyle and preserving our environment.

The RSA Staff Choice Award is made possible by an anonymous donation in memory of Carol Jackson, former Chief Operating Officer at the RSA. It will be awarded to the short-listed entry with the most votes from RSA staff following a screening at a staff meeting in Spring 2020.

In addition to the cash awards, the winning (and possibly the short-listed) animations will be featured on the RSA's YouTube channel. The winning 'Fashioning a Circular Future' animation will also be featured as part of Make Fashion Circular, an initiative from the Ellen MacArthur Foundation in partnership with the RSA. The winning and commended entrants will be added to the pool of the RSA's animators and may be commissioned for further work. Please note that the above opportunities are at the RSA's discretion.

See Entry Rules and Guidelines on page 25-27.

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Moving Pictures

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Additional Entry Guidelines for Moving Pictures Brief

1   Entrants working on the Moving Pictures brief must create an animation of any type that visually communicates the audio excerpt. Animation is defined as a simulation of movement created by displaying a series of pictures or frames. The submission may be any type of animation, including digital or traditional animation like cartoons or stop-motion of paper cut-outs, puppets, clay figures and more.

2   Entries must use the full audio track in its current format (you may not change the order of the wording).

3   For the Moving Pictures brief, two shortlists (one for each audio file) will be selected by a judging panel comprising a member of the RSA Events Team and several other well-known animators, filmmakers and content experts.

4   All shortlisted entrants will be interviewed by the judging panel and the winners will be selected.

5   Entries must be submitted in either .MP4 or .MOV format.

6   The maximum file size is 60MB.

7   You are permitted to add up to five seconds of pauses before, during and/or after the original audio if desired. Your final animation must not exceed the following length: 1:05 min for 'Fashioning a Circular Future'/ 1:05 min for 'What Can I Do to Make a Difference?'.

8   If you use music and/or sound samples you must own the rights to use the material.

9   The decisions of the judges are final and no correspondence or discussion shall be entered into.

10 The RSA reserves the right to refuse any entry in its sole discretion. No entry may contain unlawful or potentially libellous, defamatory or disparaging material.

11 The RSA also reserves the right at any time during the competition to remove or disqualify any film when it believes in its sole discretion that the entrant has: (i) infringed any third party's copyright; (ii) does not comply with these Eligibility and Entry Guidelines; (iii) failed to obtain the necessary consents as set out in these terms and conditions.

12 Entries should be submitted via the RSA Student Design Awards competition platform by Wed 11 Mar 2020, 4pm GMT.

13 This is an international competition, open to current college/university students and new graduates within one year of graduation. Please see the Guidelines for Entry for more information on eligibility requirements.

14 We welcome submissions from anywhere in the world, but all entries must be in English. A transcript of each audio file is available, and we encourage entrants to use free translation software to assist with their interpretation.

15 In order to enter a film, an entrant must upload their animation file to the RSA Student Design Awards online entry platform, which opens for submissions on 20 Jan 2020.

16 The entrant must be the original creator of the animation and must have obtained the necessary permissions for the inclusion of copyrighted music and/or images within the film. The film must not infringe the rights of privacy and publicity, copyright, trademarks or intellectual property rights of any person or organisation.

17 If the entrant uses any material or elements in the film which are subject to the rights of a third party, the entrant must obtain prior to submission of the film, the necessary consents from such party to enable the RSA to use and showcase the animation. Such consent(s) shall be at the expense of the entrant. A non-exhaustive list of such material or elements include: name, voice and likeness of any person appearing in the film, location shot, eg specific building, any props and set dressings and any audio and/or audio-visual material which the entrant does not own.

18 By entering this competition, entrants agree that the RSA and our sponsoring partners may: (i) showcase their animations on their website and the RSA YouTube channel, as well as any other media in connection with the RSA Student Design Awards; (ii) use their names, likenesses, photographs, voices, sounds and/or biographical information and films for advertising, publicity and promotional purposes without additional compensation. Intellectual property rights of all entries submitted in the competition remain with the entrant.

19 The entrant agrees that the RSA shall not be liable for any claims, costs, liabilities, damages, expenses and losses arising out of (i) the RSA's use of the film; (ii) the entrant's participation in the competition; (iii) technical failures of any kind including but not limited to problems or delays arising from software or equipment malfunctions or computer viruses; (iv) any events outside the RSA's reasonable control.

Aug 2019	**20 Jan 2020**	**12 Feb 2020**	**11 Mar 2020**	**Mar-May 2020**	**Jun 2020**
Briefs launch + registration opens	Competition opens	Early bird submission deadline (£25)	Final submission deadline (£35)	Judging begins: shortlisting and interviews	Awards Ceremony

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STUDENT RSA DESIGN AWARDS

Entry Rules and Guidelines:
RSA Student Design Awards 2019/20

The RSA Student Design Awards is a competition run by the RSA, a registered charity in England and Wales (212424) and Scotland (SC037784). By entering the competition, entrants agree to comply with these rules.

Key dates

Aug 2019 – Briefs launch online + registration opens

Mon 20 Jan 2020 – Competition opens for submissions via sda.thersa.org

4 pm GMT, Wed 12 Feb 2020 – Deadline for Early Bird submission at reduced entry fee of £25

4 pm GMT, Wed 11 Mar 2020 – Final deadline for online registration + submission (£35 entry fee)

Mar-May 2020 – Judging (2 stages: shortlisting + interviews with finalists)

Jun 2020 – Awards Ceremony

Eligibility

The competition is open to currently enrolled students and new graduates from anywhere in the world.

1 Undergraduate and postgraduate students from any higher education institution, college or university are eligible to enter.

2 New graduates can enter within a year of graduating – anyone who has graduated in or after March 2019 is eligible.

3 Entries are accepted from both individuals and teams. Teams can comprise students from different courses and universities, and there is no set number of people that can be part of a team – but generally team entries comprise two or three people.

4 We accept entries that have been developed as college/university coursework, and we also accept projects that have been developed independently (outside of coursework) as long as the entrant meets eligibility criterion 1 or 2 above.

5 Entries must respond to one of the 2019/20 RSA briefs and must be the original work of the entrants

6 Entrants may only enter one brief, but may submit more than one response per brief. Each response is considered to be a separate entry and will require completion of a separate submission form and payment of the relevant fee.

7 Candidates who are contracted to work for a company after graduation may not be eligible for some Industry Placement Awards.

Submission requirements

All entries must be submitted through our online entry system. The competition will open for entries via sda.thersa.org on 20 January 2020, and the final deadline for entries is 11 March 2020 at 4pm GMT.

If you are unable to submit online, please contact us by email at sdaenquiries@rsa.org.uk As you prepare your submission, please ensure that:

– you do NOT include your name, university/ college or other identifying marks anywhere on your submission

– none of your submission files exceed 10MB – this is the maximum size for each individual file / board when you submit online

For all briefs EXCEPT the Moving Pictures brief, the submission requirements are:

– **1 x A3 PDF Hero Image with 1 Sentence Description** – A singular 'poster image' that conveys the essence of your project, and includes your project title plus a 1 sentence description. For example: 'Bare Technology: a product and service design proposal to convert old computers (e-waste) into simpler, more straightforward, accessible computers for older people'. Your hero image should aim to bring your concept to life – make sure it is vibrant and engaging.

– **1 x A3 Written Summary** – A single A3 PDF page that summarises your big idea using the following format:
  – **Problem (50 words max)** What is the specific problem you identified within the brief topic? Who experiences this problem, and how does it impact them?
  – **Process (75 words max)** How did you investigate this issue – what were your key insights? What journey did you go through to get to your final proposal?
  – **Proposal (50 words max)** What is your proposed intervention? How will it address the problem?

– **4 x A3 PDF Boards Outlining Your Proposal** – 4 pages describing your proposal and demonstrating that you have considered the 5 principles described in the submission criteria. Each board should include a heading. Number each board in the top right hand corner, in the order they should be viewed by the judges.

– **4 x A3 PDF Pages of Supporting Material** – Up to 4 A3 pages of additional material illustrating your development process – this could include scanned pages of your sketchbook or computer modelling/sketches (if applicable).

For details on the submission requirements for the Moving Pictures brief, please see the Additional Eligibility and Entry Guidelines for Moving Pictures. Please note that late submissions will not be accepted and all entrants are encouraged to submit their work in good time before the deadline.

Entry fees

There is an entry fee for submitting work to 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.

– **Early Bird Rate** – for entrants submitting their work before or on 12 February 2020, the entry fee is charged at the reduced early bird rate of £25 per entry.

– **Standard Rate** – after 12 February 2020 and until the final submission deadline on 11 March 2020, the entry fee is £35.

– **Voucher Codes** – universities have the option pay for students' entries. In order to do this, tutors should visit the Tutor page on our website and complete the web form to request a voucher code. It is the responsibility of the tutor to distribute the voucher code to students, which they should then enter at the payment point when completing the online submission form.

The RSA is under no obligation to refund payments except under the circumstance of technical error where refunds will be made at the RSA's discretion.

Competition process

There are six stages to the RSA Student Design Awards competition.

1 Briefs released – August 2019
There are a range of RSA Student Design Awards briefs to choose from, each focusing on a different social, economic or environmental issue. You can view all the 2019/20 briefs in the 'Design briefs' section of the RSA Student Design Awards website.

2 Register your interest – from August 2019
Once you've registered your interest, you will receive key updates and information from us. We'll remind you about deadlines, keep you informed on the judging process and shortlisting, and let you know when the winners are announced. We'll also send you invitations to free events and materials we offer participants to help you with your projects and your longer-term career development.

3 Develop your project – from September 2019
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 on our website.

4 Submit your work – January to March 2020
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 final deadline: Wednesday 11 March 2020 at 4pm GMT. You will receive a confirmation email when we receive your submission.

5 Judging – March to May 2020
Your work will be judged in a two-stage process by a curated panel of judges which may include practising designers, Royal Designers for Industry, and industry experts including sponsors. Submissions are judged according to the brief that they entered. During the first stage, 5 to 10 projects will be short-listed for each brief. If your project is short-listed, you are invited to an interview with the panel to further discuss your work, your design process and your ambitions. Once the panel has interviewed all short-listed students, they deliberate and select the winner/s.

6 Winners announced and Awards Ceremony – May to June 2020
The winners of each brief will be announced publicly by the RSA in May 2020. Winners will also be invited to attend an Awards Ceremony at the RSA House in central London in mid-to-late June, and their work will be displayed in the 'Showcase' section of the RSA Student Design Awards website. If a paid placement 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 and awards

Each RSA brief is judged by a different panel of relevant experts comprising practicing designers and representatives from industry, including representatives from the sponsoring organisation/s.

Judging sessions

The judging of each project takes place over two non-consecutive sessions: shortlisting and interviews.

At the shortlisting session, the judging panels view all the submissions anonymously and draw up a short-list. Short-listed candidates are invited for interview (in person if possible, or via video conference) at which they will discuss their competition entry and some of their other work with the judging panel.

We welcome entries from candidates outside the UK but additional funding is not available to pay for travel and accommodation costs where overseas candidates are short-listed for interview. We will pay up to the amount of £80.00 if travelling within the UK, or £120 if travelling from other countries (inclusive of VAT) for short-listed entrants to come to the RSA in London for interview. Where travel to London is not possible for short-listed students, we will arrange interviews by video conference.

The RSA reserves the right to withhold or divide any of the awards offered, and the panel may also award commendations. In all cases the judges' decision is final and no correspondence will be entered into by the RSA.

Placement Awards

Some awards enable winning candidates to spend time working in a consultancy or in industry on design related projects. Placement Awards offer paid work experience and can be a valuable introduction into different fields, sectors and industries. Details of these awards are available on each brief and on the website. For students applying internationally, Placement Awards are subject to the entrant's right to work in the UK.

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 within six months of award and winners are required to write a short report for the RSA detailing how they used their award.

Awards Ceremony

All winners will be invited to attend an Awards Ceremony at the RSA – this is a large, celebratory event that includes a keynote talk by a high profile figure, a presentation of the awards, and a drinks reception.

Fellowship of the RSA

All candidates who win an award through the RSA Student Design Awards programme will be offered complementary Fellowship of the RSA valid for one year from the time it is activated. RSA Fellowship enables winners to connect to the RSA's global network of Fellows, engage with RSA events and projects in their local area, access the RSA's Catalyst Fund and crowdfunding platform on Kickstarter, and to make use of the restaurant, bar and library at the RSA House in central London. More information about RSA Fellowship can be found at www.thersa.org/fellowship

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 license 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 a Placement Award, different conditions will apply. Candidates should note that certain intellectual property rights (eg patents) may be irrevocably lost if action to register them is not taken before any disclosure in exhibitions, press material etc.

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