

Brief 6:

Centenary celebrations

How might we celebrate
and bring to life 100
years of the RSA Student
Design Awards?

RSA +


MARKETINGTRUST

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In partnership:



MARKETINGTRUST

Eddie Squires Bursary
for Outstanding
Contemporary Printed
Furnishing Design

There are two awards
available for this brief:

- Marketing Trust
award of £2,000
- RSA Fellows
award of £2000

How might we celebrate and bring to life 100 years of the RSA Student Design Awards?

Background

- This year marks a significant milestone, as the RSA celebrates 100 years since the inception of the Student Design Awards (SDAs) in 1924, and runs the final round of this iconic programme in its current form.
- In 2024 we are launching the Design for Life Awards, bringing together the Student Design Awards, Pupil Design Awards and Catalyst Awards to nurture the skills and ideas the next generation needs to regenerate people, places and planet. But before we look to the future, we wanted to reflect on the incredible achievements of the past century.
- This brief presents an opportunity to apply your skills as a visual storyteller. We challenge you to reflect on the past 100 years as we move towards the next 100 years of designing for, and from, the future. We want you to do this by responding to archival content through the format of moving image.
- Moving Image reflects the digital landscape of the present and future. Consider the many forms of animated storytelling, from traditional, crafted stop-motion, bold typographic, motion graphics and more. Elevate the elements surrounding moving image, such as spatial audio and the storytelling journey that captivates viewers into the story and impact of 100 years of Student Design Awards.

How to approach the brief

- You must use content provided in this brief's toolkit from RSA archives and the awards team, to produce a response selecting one of the two output formats; either a moving image response or a textile response, meeting the specifications outlined below.
- You may complement the content provided in the toolkit by undertaking further independent research on past winners and their stories, as well as the unique design challenges and brief partners.
- Consider the different ways in which you could tell the story of the SDAs that will enrich its content and increase accessibility. Try to avoid any stereotypes or obvious visual references. Instead use your insights to create deeper links between the content and your output.
- Consider your audience. Who are you trying to engage? This should inform your concept development and shape how you approach the format for your chosen outcome. How do you expect the audience to interact with your concept? Is there a call-to-action or next step you hope would come from them interacting with your work? If invited to an interview, you will be asked to share ideas for expanding your proposal's reach.
- We are looking for proposals that take a long-term view. As you bring to life the last 100 years of RSA Student Design Awards, ensure you consider how your idea will live on, and stay relevant, for the next 100 years into the future.
- Your submission should combine clarity, wit and attention to detail, aiming to make the content come alive and introduce a wider audience to our rich awards history and the work of the RSA.

Output

You must select one of the two output formats as you respond to this brief challenge:

Moving Image

Content:

- Collated content in the brief toolkit and from RSA archive is available for you to use, be inspired by and respond to creatively.
- An audio file is available to use and respond to creatively by using any form of animation. This audio file is narrated by RSA historian Anton Howes, and the transcript of this audio is accessible from the RSA website and toolkit. The audio file has been split into the following clips:
 - Introduction
 - Case study – 1
 - Case study – 2
 - Case study – 3
 - Case study – 4
 - Case study – 5
 - Case study – 6
 - Case study – 7
 - Conclusion
- Your animation must use the introduction and conclusion clips. You have creative license to choose which case study clips to use in between and personally build the story you choose to tell. We suggest using two to three case studies. Your animation should draw direct inspiration from the provided audio content.
- Feel free to incorporate supplementary audio elements into your animation or re-record your own audio incorporating some of the voice over content in this audio file.
- The animation file you submit must not be longer than 2:00 minutes overall.

Brief challenge output:

- One brief winner will be awarded the £2,000 Marketing Trust Award.
- A public film festival will showcase all moving image brief submissions in summer 2024 at RSA House, London.

Partner information:

The Marketing Trust

The Marketing Trust is an independent charitable trust which makes grants of financial assistance to charitable, volunteer, educational and other organisations for the purposes of training their staff, volunteers, young people and the general public in any or all aspects of marketing understanding and/or execution, and to appreciate the role of marketing in today's society. The trust also funds research into aspects of marketing which will benefit business and society.

Judging criteria

Your entry should demonstrate a design thinking approach to the brief and clearly communicate the following principles:

Rigorous research and communication

How did you investigate the subject matter? How did you go about the process of iteration, gathering, and incorporating new ideas and feedback? How did you apply your research insights to most effectively communicate the SDA's history and enhance the viewer's understanding of the narrative explored?

Aesthetic quality and originality

How does your output engage and delight the eye? What did you consider in order to make the visuals striking and memorable? How have you applied a distinctive style, concept, storytelling approach or choice of visual metaphors to make sure your idea stands out in a crowded landscape and reaches the widest possible audience?

Execution

How did you approach the planning and design? What have you considered and implemented to ensure the output is executed to a high technical standard? How have you considered the structure and the flow of the narrative? What key decisions did you incorporate to ensure your final output lives on for the next 100 years? If producing an animation, have you considered the structure and pace? Does it flow and finish with a flourish?

Entry requirements

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The competition will open for entries via sda.thersa.org on 31 January 2024, and the final deadline for entries is 16 March 2024 at 4.00pm GMT.

Submission requirements

You may include relevant hyperlinks in your boards, however we cannot guarantee this will be viewed by the panel. Please note that late submissions will not be accepted, and all entrants are encouraged to submit their work in good time before the deadline.

Moving image response submission requirements:

1 x animation file submitted in either MP4 or MOV format – the maximum file size is 60MB, and your animation must not exceed 2:00 minutes. You may choose the ratio or dimensions for your video that best convey your message.

1 x A3 PDF hero image with a one sentence description – a single poster image that conveys the essence of your project and includes your project title plus a one 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 illustrating your development process – the purpose of this material is to show to the judges the thinking behind your design choices and the work required to complete your style of animation. One of your pages must show your final animation storyboard. One of your pages must show your storytelling decision-making process and clearly show your audio clips choices. You could share further relevant information about your concept and research process, scanned pages of your sketchbook, storyboarding development etc (if applicable).

Online entry

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.

We are open to submissions in alternative formats - such as audio or video. Please contact us for more information if this would help you participate.

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Entry guidelines

1. Entrants working on the Centenary celebrations, brief and chosen Moving image response brief must create an animation 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 be submitted in either MP4 or MOV format.
3. The maximum file size is 60MB.
4. Your final animation must not exceed the following length: 2:00 minutes overall
5. If you use music and/or sound samples you must own the rights to use the material.
6. The decisions of the judges are final, and no correspondence or discussion shall be entered into.
7. 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.
8. 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.
9. Entries should be submitted via the RSA Student Design Awards competition platform by 16 March 2024, 4.00pm GMT.
10. This is an international competition. Please see the Entry Rules for more information on eligibility requirements.
12. We welcome submissions from anywhere in the world, but all entries must be in English. A transcript is available, and we encourage entrants to use free translation software to assist with their interpretation.
12. In order to enter, an entrant must upload their animation file to the RSA Student Design Awards online entry platform, which opens for submissions on 31 January 2024.
13. The entrant must be the original creator of the Moving image 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.
14. If the entrant uses any material or elements in the Moving image animation 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.
15. By entering this competition, entrants agree that the RSA and our sponsoring partners may: (i) showcase their Moving image animation 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. All Moving image animation submissions will be showcased at RSA House as part of a film festival.
16. 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.

Competition timeline

07/09/23

Briefs soft launch

The 2023–24 RSA Student Design Awards competition briefs go live on sda.thersa.org.

Nov–Dec

Workshops and events

Free learning workshops and events based on all brief themes.

14/02/24

Early bird deadline

Submit by 4.00pm GMT on 14 February 2024 for a reduced entry rate of £25.

16/03/24

Final deadline

Submit by 4.00pm GMT on 16 March 2024.

Early June

Winners announced

Stay tuned for the big announcement.

Sept–Oct

Online launch events

Sign up to [our newsletter](#) to learn about our in-depth brief launch sessions held by our partners and the SDA Team.

31/01/24

Submissions open

Go to sda.thersa.org to submit your proposal.

28/02/24

Needs-based bursary deadline

Submit your application for a needs-based bursary to cover the cost of your submission by 11.59pm GMT on 28 February 2024.

March–May

Judging

Entries will be evaluated in a two-stage process: shortlisting and interviews.

Late June

Awards ceremony

Join us to celebrate the 2023–24 RSA SDA Winners.