

# RSA Royal Designer for Industry (RDI) nomination

Please make sure you read the attached guidelines on page 3 **before** you start.

## Confidential.

The RSA awards the distinction of RDI to a practicing designer in any discipline whose work demonstrates **the highest quality of design and measurable impact.**

### About the nominee.

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Email: \_\_\_\_\_

Telephone numbers: \_\_\_\_\_

Year: \_\_\_\_\_

Is the nomination for RDI (UK citizen)  or for Hon RDI (non-UK citizen)

Nationality: \_\_\_\_\_

### About the nominator.

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

### Candidate summary.

Please summarise in 50-100 words in the space below why you think this person should be considered for either RDI or Hon RDI.

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### Highest quality design.

Please read the attached guidelines on page 3 before writing your text.

Max 250 words

### Measurable impact.

Please read the attached guidelines on page 3 before writing your text.

Max 250 words

### Additional information to be included separately. For example:

- A Curriculum Vitae (including awards/recognition etc).
- 4 images if appropriate or provide website links to visual material.

Please return the completed nomination to: RDI Master at [master@royaldesignersforindustry.org](mailto:master@royaldesignersforindustry.org)

**Thank you.**

## RSA Royal Designer for Industry (RDI) nomination guidelines.

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These are to help you to respond to the criteria for RDI and provide a thorough and rounded picture of the nominee.

Since 1936 the RSA has awarded the RDI to UK designers of all disciplines who have shown sustained design excellence, work of aesthetic value and significant benefit to society. Only 200 designers may hold the title. Additionally, an honorary title (Hon RDI) may be given to a limited number of designers who are non-UK citizens. These designers have an international standing and are recognised as 'head and shoulders' above their contemporaries. The number of Hon RDIs is limited to no more than 50% of the total number of RDIs.

**Please explain how your nominee fulfils the criteria for RDI or Hon RDI**

### A. Highest quality design is demonstrated by sustained excellence

e.g. consistently producing work of outstanding quality and impact over a substantial period of time.

Select at least 2 of the following criteria and give examples of their work by way of response

(250 words maximum)

- i. Design quality e.g. which may be judged from the experiential and sensorial (web-based, service, system, sound etc) to the aesthetic, through an exemplary or progressive approach or use of materials, beauty of form and function that evokes delight.
- ii. Ingenuity and creativity in solutions e.g. an exemplar, pioneer, sustained boundary-pushing, innovative, creative, influential, leader in their field, whose work or influence distinguishes them from their contemporaries.
- iii. Sensitivity and empathy to user and the context of use e.g. user-centred approach to designing resulting in solutions that improve quality of life.
- iv. Positive social change e.g. work that has enabled others to improve their quality of life, education or learning.

### B. Measurable impact is demonstrated by and not limited to:

Select at least 2 of the following criteria and give examples of their work by way of response (250 words maximum)

- i. **Public awareness and acclaim** e.g. work that positively affects the public through urban regeneration, transformational improvement of public spaces, improved use of products, exhibitions, experiences, improving the quality of life for everyone. Please include specific examples of projects and communities who have benefited, and some sense of the nature and scale of the impact achieved.
- ii. **Significant impact on public culture and heritage** e.g. attracting positive international attention, cultural impact, employing local people. Please include specific examples and evidence of impact, and particularly what would be missing from design without their contribution.
- iii. **Advancement in understanding** e.g. enablers, influencers, role models, and sources of inspiration, supporting new talent, sharing knowledge for the greater good, encouraging creativity in others, and contributing to and influencing design education. Please include names of beneficiaries (institutions or individuals who have achieved outstanding success through the influence of the candidate), evidence of impact and / or significant publications by or about the nominee.
- iv. **Innovation** e.g. applying design practice in new ways, progressive techniques and use of materials.
- v. **Commercial intelligence** e.g. creating new business models, achieving recognition from manufacturing, boosting the UK economy, growth and export.

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### **Nominators**

Suggestions for future RDI or Hon RDI candidates may come from anywhere as approved by the RSA Design Advisory Board. Nominators may propose candidates from any design discipline, but they should only do so if they have personal knowledge of the work and eligibility of the nominee. They must also provide supporting nomination information as detailed above.

It is essential that a nominator ask their candidates if they would be willing to be considered for RDI, to ensure that the best submission of their work can be made and that, if they are elected RDI, they are willing to pay an annual contribution. However, nominators are advised to warn candidates that election is by no means guaranteed.

### **Rejected candidates**

Two years must elapse before a rejected candidate can be reconsidered for the distinction of RDI or Hon RDI unless it is agreed at a nomination meeting that a particular candidate may be reconsidered the following year.

### **Partnerships**

If the nominator can make a case for the integral and equal contribution each partner or team makes to a body of work they may be awarded the distinction individually (albeit for the same work).