



**How this brief will be judged**

- 1 Social and environmental benefit
- 2 Research and insights
- 3 Design thinking
- 4 Execution
- 5 Magic

Please see the next page for further details

# Living and Dying Well



## Awards

There is one award available for this brief.

### NHS England Award of £2,000

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

#### Brief

Conceive and produce an animation to clarify and illuminate the audio content provided, which explores why talking about illness and planning for death is important for people affected by serious health conditions.

#### Background

- Over half a million adults die in the UK each year. For at least three quarters of these there is a lead-up period during which there are opportunities to have honest conversations and to plan for the future.
- With an ageing population, this is relevant to a growing number of people, but it is also important to remember people of all ages are affected by life-limiting illnesses, including almost half a million children. Many of these have shortened life expectancy, and also need honest conversations and opportunities for future planning.
- There is a lot of discussion in the media and among politicians about what growing demand for services means for the future of the NHS and the social care provision run by local councils, but we hear much less about what the impact of serious illness is for the people affected, their loved ones and communities.
- People sometimes find it hard to recognise when their death is foreseeable in the not-too-distant future, and when they do, they may find it difficult to raise the subject themselves.
- As friends and relatives, illness, death and dying can be scary and difficult to talk about too, while doctors, nurses and other health and social care professionals can also be reticent to broach the subject.
- But there is strong evidence that having these honest conversations enables people to participate more fully in the decisions which affect them, and it is important for all of us to communicate and plan for what we want out of life as our health declines, what kind of medical treatment and care we want to receive, and the support we would like from the people around us.
- The principle of 'planning for the worst and hoping for the best' applies to our health as it does with other things in life, such as making wills or paying for insurance. Discussing what happens when somebody gets more ill - or if they die - won't make it happen any

quicker, or more likely to happen, but it can bring comfort and reassurance to everyone involved.

- How can we help people living with serious illness, their families and the professionals supporting them, to open up about their thoughts, fears and needs, in order to improve how serious illness and the time towards the end of life is experienced?

#### How should you approach this brief?

- You are encouraged to become familiar with the content of the audio file and to think about how your animation can tell a story to illuminate the key ideas and issues in a way that makes it accessible to a broad audience.
- Your submission should combine clarity with attention to detail, insight and originality, aiming to make the content 'come alive'.
- You may not re-order the content or edit the transcript to suit your work; however, you may add up to 5 seconds to the overall length of the audio clip if you wish to have an introduction or conclusion.
- Before you begin animating, ensure that you have a big idea. You are advised to spend longer coming up with your big idea to ensure that you develop and produce it to the best of your ability.

#### Audio file

'Living and Dying Well' narrated by Michael Buerk (Excerpt length: 1:09 min, recorded on 18 July 2018)

Growing numbers of people are affected by serious illnesses. Broadcaster Michael Buerk talks about why it is important for us – as individuals, families and a society – to get better at talking about illness, death and dying so that those affected are more in control and better supported when it comes to their health, treatment and care, and can live fully towards the end of life.

The audio file and transcript can be downloaded from the Living and Dying Well page of the RSA Student Design Awards website.

Sponsored by



**Aug 2018**  
Briefs launch + register your interest online

**14 Jan 2019**  
Competition opens

**13 Feb 2019**  
'Early bird' submission deadline (£25)

**13 Mar 2019**  
Final submission deadline (£35)

**20 Mar 2019**  
Judging begins: shortlisting and interviews

**May 2019**  
Winners announced

### Judging criteria

There are 5 criteria that your entry will be judged against – make sure that your submission materials demonstrate that your solution meets these criteria:

- 1 **Social and environmental benefit** – how does your solution benefit society and/or the environment?
- 2 **Research and insights** – how did you investigate this issue? What were your key insights?
- 3 **Design thinking** – how did your research and insights inform your solution? How did you develop, test, iterate and refine your concept? Demonstrate the journey you've been through to the end result.
- 4 **Execution** – we are looking for a design solution that feels pleasing and well resolved.
- 6 **Magic** – we want to see a bit of 'magic' – a surprising or lateral design solution that delights.

### Key dates

**Aug 2018** – Briefs launch  
+ register your interest online

**Mon 14 Jan 2019** – Competition opens for submissions via [www.thersa.org/sda](http://www.thersa.org/sda)

**Wed 13 Feb 2019, 4 pm GMT**  
– Deadline for 'Early bird' submission at reduced entry fee of £25

**Wed 13 Mar 2019, 4 pm GMT**  
– Final deadline for online registration + submission (£35 entry fee)

**Wed 20 March 2019**  
– Judging begins (2 stages: shortlisting + interviews with finalists)

**May 2019** – Winners announced

**Jun 2019** – Awards Ceremony

### Submission requirements

All entries must be submitted through our online entry system, accessed via [www.thersa.org/sda](http://www.thersa.org/sda)

If you are unable to submit online, please contact us by email at [sdaenquiries@rsa.org.uk](mailto: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.
- **5 x A3 PDF Pages of Supporting Material**  
Up to 5 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 and Living and Dying Well briefs, please see the Additional Eligibility and Entry Guidelines for Animation Briefs.

### Partner information

#### NHS England

NHS England has sponsored this Student Design Awards brief in order to raise awareness about the importance of talking about death and dying, planning for the future, and thinking and talking about a time when you are going to be less well, including when you are dying. This means that your hopes and views can continue to guide decisions about your treatment, care and support even when you become less well. This will help to achieve personalised care for you and provides reassurance to your family and those who care for you that they are acting in line with your wishes and priorities.

Brief developed and devised in collaboration with Professor Bee Wee, National Clinical Director for End of Life Care at NHS England, and Eileen Mitchell, Personalised Care Senior Manager for End of Life Care at NHS England.