

Think  
Differently  
About  
Design

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

## Moving Pictures

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## Awards

There are three awards available for this brief.

- 1 x RSA Award of £1,000
- 1 x Natracare Award of £1,000
- 1 x RSA Staff Choice Award of £500

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

The RSA Staff Choice Award will be awarded to the short-listed entry with the most votes from RSA staff following a screening at an RSA staff meeting in Spring 2019.

In addition to the cash awards, the winning and commended animations will be featured on the RSA's YouTube channel. 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.

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### 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 communicate, illuminate and increase accessibility to the RSA's unique content.
- The RSA's mission, supported by its research and 29,000-strong Fellowship, is to enrich society through ideas and action. As part of this mission, the RSA Animate, RSA Shorts and RSA Minimate 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, Minimates and Shorts.
- 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.
- We're looking to you to create an inspiring animation that will elaborate on and evolve the words of the speaker. In order to amplify the speaker's ideas, we would advise that you carry out broad research around the topic the speaker has highlighted. You can find the extended versions of the talks that these audio excerpts were taken from on the brief toolkit.
- Entries will be judged according to the innovative way in which the audio content is interpreted. Technical skill will be taken into consideration, but what we really value is the originality and creativity with which you communicate world-changing ideas and concepts.

### How should you approach this brief?

- The two audio files are taken from the RSA's world-renowned public events programme. The first clip is from feminist author Laura Bates, speaking about the various manifestations of unchallenged sexism in society. The second audio clip is from social entrepreneur and author, Sam Conniff Allende, speaking about how the new generation of young people is creating radical change in an outdated system.
- You are encouraged to approach this brief by becoming very familiar with the content and

thinking about the different ways in which you could tell a story with your animation that will enrich the content and increase accessibility. Try to avoid any stereotypes or obvious visual references, and instead, use your research to create deeper links between the content and your animation.

- Your submission should combine clarity with attention to detail and wit, aiming to make the content 'come alive' and introduce a new audience to the RSA and its public events programme.
- You must use one of the two selected audio clips 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 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 files

#### File A 'Everyday Sexism'

by Laura Bates  
(Excerpt length: 1:00 min, originally recorded on 15 Feb 2018)  
Bestselling author and founder of the award-winning 'Everyday Sexism' project, Laura Bates challenges the idea that sexism has been eradicated in the UK and instead highlights evidence of where it has been ingrained into our society, in a call to action to reject the status quo and strive for positive change.

#### File B 'How to be More Pirate'

by Sam Conniff Allende  
(Excerpt length: 0:59 sec, originally recorded on 24 May 2018)  
Sam Conniff Allende, Founder and former CEO of award-winning marketing agency Livity, shares his perception of a new generation of 'pirates' and their refusal to conform to an outdated societal system. An optimistic reflection on these young people, it argues that this generation has a better understanding of the changes required to break the mould than any other before.

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

**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.
- 5 **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 Mar 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

### 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](http://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 award-winning RSA Short series and the brand-new 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 health care that leave 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.

Brief developed and devised in collaboration with Abi Stephenson, Senior Events & Animations Producer, RSA.