

Think  
Differently  
About  
Design

How this brief will be judged

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

Please see the next page for further details

## Moving Pictures



## Awards

There are four awards available for this brief, with one RSA Award for the best animation submitted in response to each of the audio files provided. The Natracare Award and the RSA Staff Choice Award will be awarded for either audio.

- 2 x RSA Awards of £1000
- 1 x Natracare Award of £1000
- 1 x RSA Staff Choice Award of £500

Please note that the judging panel may decide on more than one winner and will allocate the award/s accordingly. The RSA Staff Choice Award will be awarded to the shortlisted entry with the most votes from RSA staff following a screening at an RSA staff meeting in Spring 2018. In addition to the cash awards, the winning (and possibly the shortlisted) 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 reveal, illuminate and increase accessibility to the RSA's unique content.
- Through RSA ideas, research and 27,000-strong Fellowship, we seek to realise a society where creative power is distributed, where concentrations of power are confronted, and where creative values are nurtured. As part of this mission, the RSA Animates, RSA Shorts and RSA Insight 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 and RSA Insights.
- 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 develop the speaker's ideas further, we would advise that you carry out broad research around the topic the speaker has highlighted.
- 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 esteemed public events programme. The first clip is from leader and author Tiffany Dufu speaking about the everyday pressures that women face in trying to achieve it all. The second audio clip is from journalist Matthew d'Ancona speaking about our collective challenge to communicate facts and question the 'post-truths'.

- You are encouraged to approach this brief by becoming very familiar with the content and thinking about the different ways that you could tell a story with your animation that will enrich the content and increase accessibility.
- 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 renowned lecture and 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 'Not Enough Time' by Tiffany Dufu**  
(Excerpt length: 1:00 minutes, originally recorded on 6 April 2017)

Chief Leadership Officer of Levo and one of Fast Company's League of Extraordinary Women, Tiffany Dufu urges women to embrace imperfection, to expect less of themselves and more from others. Only then can they focus on what they truly care about, devote the necessary energy to achieving their real goals, and create the type of rich, rewarding life we all desire.

**File B 'Post-Truth' by Matthew d'Ancona**  
(Excerpt length: 1:01, originally recorded on 15 June 2017)

'Post-truth' was the Oxford Dictionary word of the year 2016 – but what does it mean, and how can we champion truth in a world of lies and 'alternative facts'? Renowned journalist Matthew d'Ancona distinguishes post-truth from a long tradition of political lies, exaggeration and spin.

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

**August 2017**  
Briefs launch + registration opens

**15 Jan 2018**  
Competition opens

**14 Feb 2018**  
'Early Bird' submission deadline (£25)

**14 Mar 2018**  
Final submission deadline (£35)

**21 Mar 2018**  
Judging begins: shortlisting and interviews

**22 May 2018**  
Winners announced

## Judging Criteria

There are five 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 are looking for a bit of 'magic' – a surprising or lateral design solution that delights

## Key dates

**August 2017** – Briefs launch online + registration opens

**Mon 15 Jan 2018** – Competition opens for submissions via [sda.thersa.org](http://sda.thersa.org)

**Wed 14 Feb 2018, 4pm GMT**  
– Deadline for 'early bird' submission at reduced entry fee of £25

**Wed 14 March 2018, 4 pm GMT**  
– Final deadline for online registration + submission (£35 entry fee)

**Wed 21 March 2018**  
– Judging begins (2 stages: shortlisting + interviews with finalists)

**Tues 22 May 2018** – Winners announced

**June 2018** – 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 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 Big Idea Summary**  
A single A3 PDF page describing your 'Big Idea' in less than 250 words. This should clearly explain what your solution is, the specific area of need it addresses, and how you arrived at the solution
- **10 x A3 PDF Pages of Supporting Material**  
Up to 10 A3 PDFs of additional material illustrating your development process – this could include scanned pages of your sketchbook or computer modelling/sketches (if applicable)

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

## 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 upcoming RSA Events by following [@RSAEvents](https://twitter.com/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 350,000 subscribers, the largest subscription of any not-for-profit channel, and our RSA Animate series has achieved international acclaim with over 50 million online views since its inception. In addition, the RSA has now launched its RSA Shorts series, which though still in its infancy, we hope will achieve the same viral online success as RSA Animate.

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

# Moving Pictures

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## Additional Eligibility and Entry Guidelines for Moving Pictures Entrants

- 1 Entrants 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 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 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 and filmmakers. Shortlisted entrants will then be interviewed by the judging panel and the winners will be selected.
- 4 Entries must be submitted in either .MP4 or .MOV format.
- 5 The maximum file size is 60MB.
- 6 You are permitted to add up to 5 seconds of pauses before, during and/or after the original audio if desired. Your final animation must not exceed the following length: 1:05 minutes for 'Not Enough Time' / 1:06 minutes for 'Post-Truth'.
- 7 If you use music and/or sound samples you must own the rights to use the material.
- 8 The decisions of the judges are final and no correspondence or discussion shall be entered into.
- 9 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.
- 10 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 these Eligibility and Entry Guidelines; (iii) failed to obtain the necessary consents as set out in these terms and conditions.
- 11 Entries should be submitted via the RSA Student Design Awards competition platform by Wed 14 March 2018, 4pm GMT.
- 12 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.
- 13 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.
- 14 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 15 January 2018.
- 15 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.
- 16 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.
- 17 By entering this competition, entrants agree that the RSA may: (i) showcase their animations on the RSA 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.
- 18 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.