



The Brundle Award

The Work

My name is Hannah Sharp and I am a final year student studying BDes (Hons) Interaction Design at Belfast School of Art. I am extremely passionate and committed to my study and I would very much appreciate the support that this award offers.

My final year project is called "Make Your Mark". As a woman working in design, one issue that I feel needs to be addressed is the lack of diversity in the industry. On the Interaction Design course, there are a great number of women studying, but I don't see this reflected in the amount of working female designers.

According to The Design Council, 78% of the UK's design workforce is male. This is significant as women make up 63% of all students studying creative arts and design subjects at university. For many reasons, women are not currently making the transition from university to the world of work as easily as their male counterparts.

My project aims to change that!

"Make Your Mark" is a book about women currently working in the design industry telling their stories, in their own words.

As part of this project, I will be interviewing women working throughout the design industry, asking them about their careers and their lives so I can create an inspirational resource solely dedicated to talking about our industry from a female designer's perspective.

I am providing beacons that young women designers who are aspirational can identify with. This will give them the self-belief I think they need to succeed.

I believe that this thoughtfully designed and illustrated book will inspire women who are about to make the leap from studying design and allow them to feel supported. This book will be an important resource for individuals who feel like they are isolated from or can't find other female designers or mentors where they live. It will also be an incredible resource for anyone else who just wants to read interviews with genuinely great designers.

In order to fund the production of this book for the final year show, I am designing a Kickstarter campaign that will run next semester. However, this is the only funding option open to me, and if the campaign is unsuccessful, I will be unable to make my final project a physical reality.

I passionately believe in this ambitious project, and being awarded the Brundle Award would enable me to create what I think is an incredibly useful resource that is desperately needed.

The Impact

If I were to receive this award, it would enable me to realize a project that I really believe in to its full potential.

Receiving this award will mean that I can pay other creatives that I will be working with up front, rather than relying on the success of the campaign to provide money to pay them.

The most significant part of this award would be used to pay a local filmmaker to record professional quality footage for my Kickstarter video.

The video is an essential part of any successful Kickstarter campaign. It is the best way to introduce people to my campaign and communicate why this project is so necessary. Ensuring that I have a high-quality video will be integral to the success of the crowdfunding campaign as it will be the first impression that potential backers will have of my book.

I would also personally benefit from being involved in the filmmaking process as it will allow me to develop multidisciplinary skills related to film-making, storyboarding and editing which are not covered on the Interaction Design course.

I am also going to put a portion of the funds towards paying a local illustrator to create a bespoke print to accompany the book on some of the higher reward tiers. This will elevate the quality of the Kickstarter campaign and incentivize more people to back the project while also funding the work of local creatives.

By helping to fund this project, you won't just be supporting me, you will also be supporting other designers- particularly women- and the idea of a more diverse industry.

Financial Breakdown

Total Award: £1000

Money put towards filming Kickstarter video footage: £600

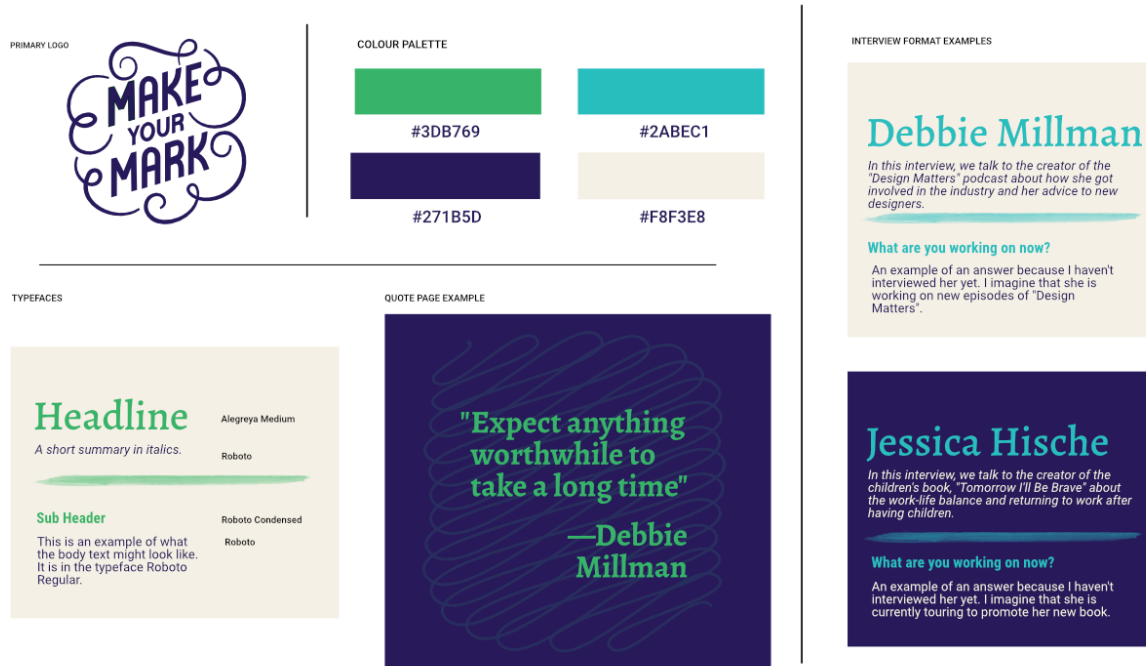
Money put towards hiring a local female illustrator: £400

Five Images of My Work

This image shows the current branding options for my book, featuring bespoke lettering and illustration created by me.



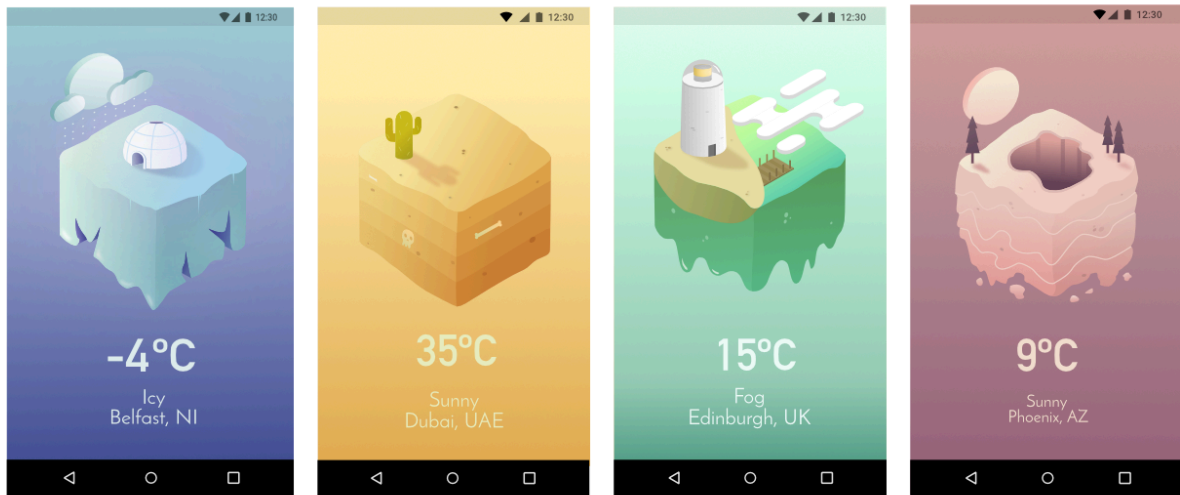
This next image shows a style guide, which communicates the visual style that will be consistent throughout the book.



This is an example of my personal illustrative work, to give you an idea of the quality and attention to detail that I strive for in my work, and will bring to my final year project.



This image shows the mock-ups I created in second year for a weather app concept, so you can see the standard of the work I have created for previous university projects.



This last image shows some more of my second year work. For this project I created an app to allow newly diagnosed, insulin dependent diabetics to manage their daily injections. I think this is a good example of the used-focused, problem-solving work I have previously created, and will continue to create throughout my final year project.

