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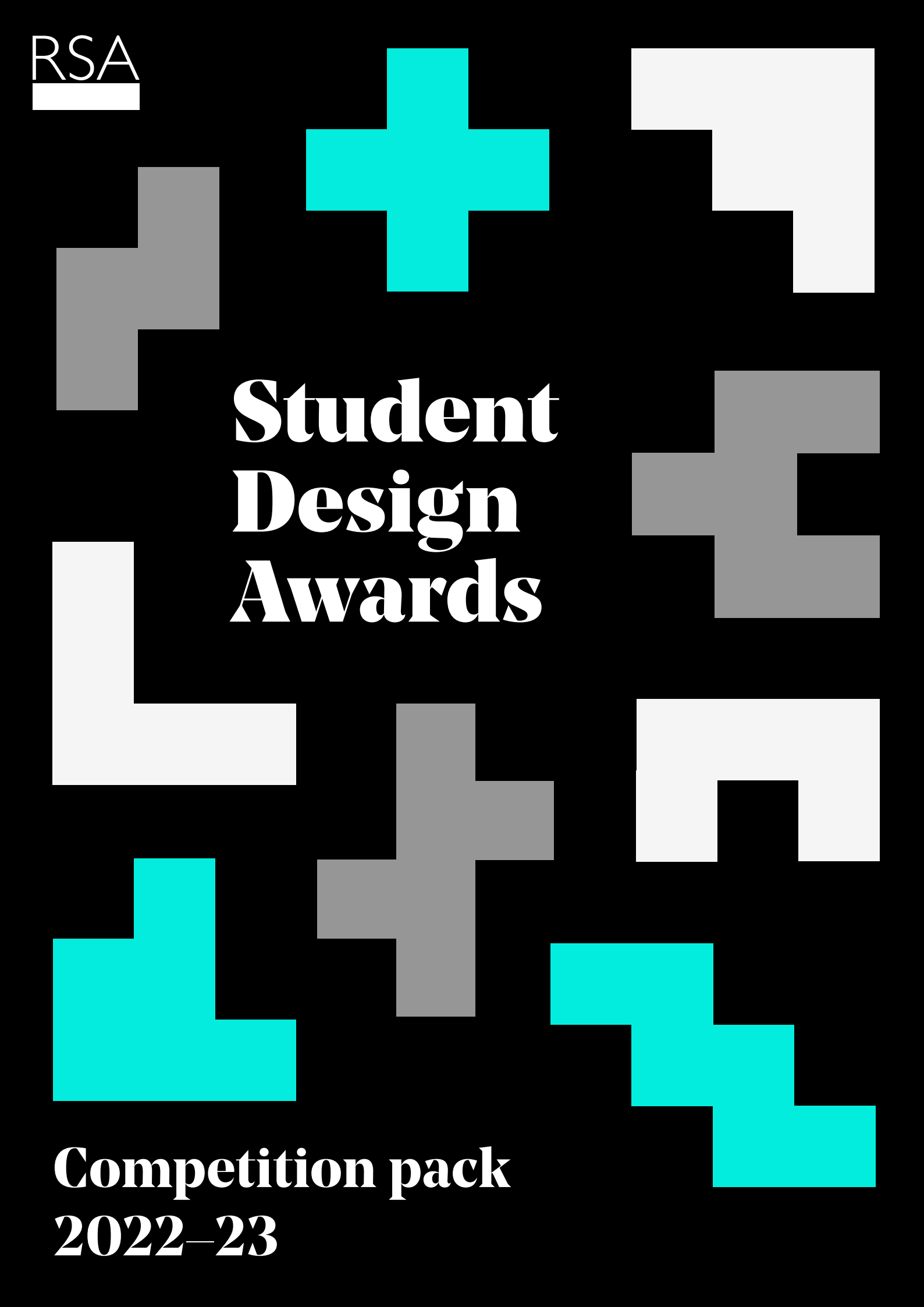
Student Design Awards

Competition pack
2022–23

"Working on an RSA brief helped me **shape who I want to be, not only as a designer but also as a person**, my work now has a strong alignment with **social good and responsible design**."

RSA SDA Winner 2021–22

Introduction

The RSA was established in 1754 at a central London cafe by a group of people who were determined to find practical and creative ways to address big, complex issues and put their own dissatisfaction into action. They joined forces and advocated for the new mindset and hopeful ideas that addressed the challenges of their time. Today, centuries later, we continue to build on their determination and do the same. The challenges we are facing as people and planet have urged us to create a new mission: Design for Life. With it, we aim to unlock the potential in human, social, and natural capital to achieve a more **resilient, rebalanced**, and **regenerative** future for all.

The RSA Student Design Awards (SDAs) and this year's briefs are a brilliant opportunity for students and educators around the world to join us in our mission. In our briefs we invite you to explore how your creativity and imagination might help respond to exciting possibilities such as: shifting power structures to make community-led energy transitions accessible to everyone, unlocking and mobilising resources to build more resilient homes, creating experiences that build relationships across generations to improve the health of our planet, and many more.

This year, we are aligning the RSA Student Design Awards and the Pupil Design Awards with the purpose of achieving greater impact. We will work to support a more diverse design community and better equip the next generation of changemakers. We highlight the urgency to address these challenges collectively, to collaborate amongst disciplines, engage with different perspectives, and to bring to life proposals that are positive for people and planet for the long term.

We trust and are excited by your incredible capacity, creativity, and determination to address the challenges highlighted on the briefs. We hope that through the RSA Design Awards you continue to build the confidence, skills, ideas, and connections to make positive impact and contribute to the flourishing of our living world.

Nat Ortiz
Senior designer, RSA

About the Student Design Awards:

The RSA Student Design Awards is a global competition that challenges students to apply their skills and creativity to tackle today's most pressing social and environmental issues.

The competition is open to undergraduate and postgraduate students enrolled at any higher education institution, college, or university anywhere in the world. New graduates can also enter within a year of graduating, and we accept entries from individuals and teams. Responses to our eight open briefs can come from any discipline or combination of disciplines, and can take any form - from product, communication, and service proposals to spatial and environmental solutions. There is also an animation brief. Submissions will be evaluated per brief by a curated panel of judges against the judging criteria in a two-stage process: shortlisting and interviews.

See the online toolkits for each brief and our recommended design resources, and sign up to our newsletter for details of free events and workshops.

The 2022-23 briefs are brought to you by a combination of programme donors, headline, and supporting partners:

Programme donors

Aviva, Marketing Trust, Kew, East Sussex Healthy Ageing through Inovation in Rural Europe (HAIRE) project funded through Interreg 2 Seas and the EU's European Regional Development Fund, and Legacy Funds to the RSA

Headline partners

Network Rail, frog, Sky, and Spotify

Supporting partners

Waitrose & Partners, Natracare, Design Council, and RSA Events.

Global bursary

The RSA SDA team continues to work to update the methods, criteria, and judging process of the competition to create a more equitable and inclusive process for applicants globally. Since 2020, the team has offered a global needs-based bursary fund which covers the entry fee for applicants outside of the United Kingdom who would otherwise be unable to participate. This bursary will be offered again in the 2023 cycle.

Applications open in January. Find out more on www.thersa.org/sda and apply by 4.00pm GMT 20 February 2023.

Competition timeline

01/09/22
Briefs soft launch
The 2022-23 RSA Student Design Awards competition briefs go live on sda.thersa.org.

Sept-Oct
Online launch events
Sign up to our newsletter to learn about our in-depth brief launch sessions held by our partners and the SDA Team.

31/01/23
Submissions open
Go to sda.thersa.org to submit your proposal.

08/02/23
Early bird deadline
Submit by 4.00pm GMT on 8 February 2023 for a reduced entry rate of £25.

08/03/23
Final deadline
Submit by 4.00pm GMT on 8 March 2023.

March-May
Judging
Entries will be evaluated in a two-stage process: shortlisting and interviews.

Early June
Winners announced
Stay tuned for the big announcement.

Late June
Awards ceremony
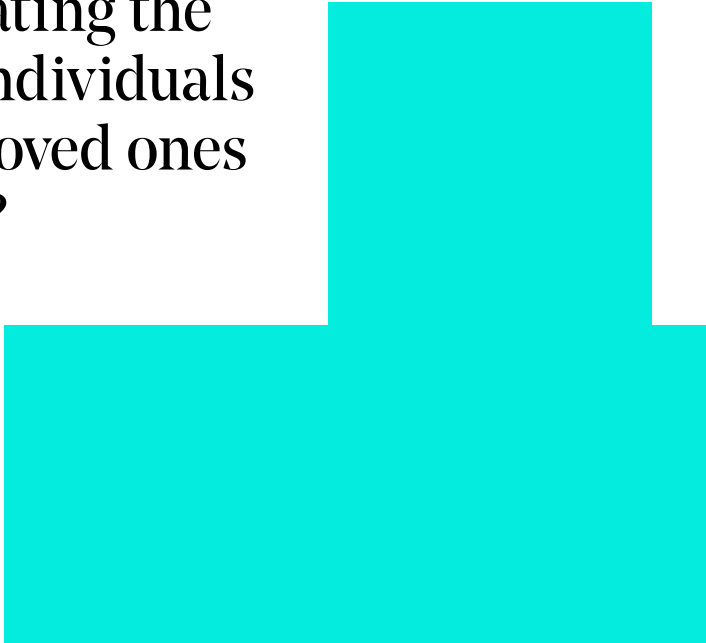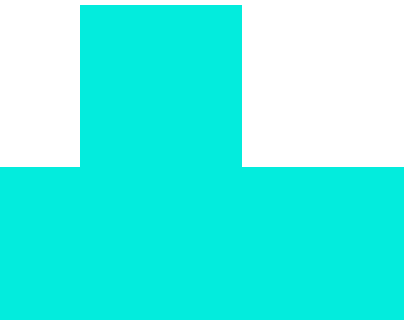Join us to celebrate the 2022-23 RSA SDA Winners.

Contents

All being well

How might we democratise health and wellbeing; creating the conditions and tools for individuals to help themselves, their loved ones and multiple generations?

Brief 1:
All being well

How might we democratise health and wellbeing; creating the conditions and tools for individuals to help themselves, their loved ones and multiple generations?

Background

- The WHO's definition of health is "a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity". "The UN prioritises health and wellbeing as one of its sustainable development goals because it recognises a society cannot thrive without a healthy population".

- A recent global global survey discovered that over 60 percent of the adult population are actively seeking to improve their wellbeing. However, barriers to access are high – in 2017 only one third to half of the global population was covered by essential health services.

- Outside of clinical care, social determinants like income level, environment, and housing all influence people's health and can positively or negatively affect their ability to make choices that support a healthy lifestyle.

- Recently, there has been huge investment in wellbeing with over $3bn VC deal value in 2020 alone and multiple billion dollar businesses scaled by promising easier, faster or more enjoyable access to health and wellbeing services.

- However, this investment is heavily skewed to products that serve the affluent individual, with disposable income and spare time to engage in new products, services and healthier lifestyles. While this allows early-stage start-ups to show strong short-term growth, the longer-term benefit for the individual and society is less clear.

- This race for returns fails to engage adequately with what society needs, instead offers products and services for just a few.

- Generational inequality
  - Childhood disadvantage and poverty can lead to the development of new health problems later in life.
  - Conversely, investment in children can have positive effects on their parents later in life.

How could your proposal incorporate long-term thinking and span generations rather than years?

- Globalisation
  - The world is becoming more transient and nomadic. Economic migration is commonplace, and we are often a long way from 'our home', where our social support networks and the benefits provided by our state. Could your proposal provide support from afar?
  - Refugees and migrant workers often have lower health outcomes in their new homes – how could you facilitate connections and meet specific needs?

- Wellbeing
  - Wellbeing can be impacted by a range of complex factors, including both objective circumstance and subjective sense of security and happiness, therefore a systemic approach is required.
  - How can we address the knowledge gap around how systems interact with our wellbeing so people can tackle wellbeing in a way that works for them from the outset?

- Deprioritisation of community care
  - Many in society have to deprioritise wellbeing to focus on essential tasks. This trend needs to be reversed with life expectancies stalling and activity levels decreasing.
  - Without strong community cohesion and networks, isolated individuals are more likely to feel overburdened with caring responsibilities. Women, in particular, can disproportionately end up being primary care-givers for older generations, how could you address this?

- Habits and routine
  - It can take up to two months before a routine becomes a habit. Whilst the attention economy battles for screen time, could our homes, workplaces, and public spaces do more to assist us with creating new behaviours?

– We would like your proposal to address at least two of the limitations above, enabling individuals to improve their personal, familial, and multi-generational wellbeing.

How to approach the brief

- We are looking for ideas that value each person's needs and supports them to thrive.

- You can use any audience for this brief but be specific! Use research to identify a particular group or health-related challenge and understand how people are impacted. This may take you outside of your own personal experiences.

- It's not possible to achieve better wellbeing in a one-off interaction. Consider longer term timescales in your response and how ongoing interactions with a product or service can support it. What if a service stayed with a family for 100 years?

- Consider the social determinants of health and the wider system. What barriers prevent people from adopting healthier behaviours? What are the enabling conditions for your idea to take root? Think about why other interventions may have failed in the past. What other actors, issues or initiatives does your proposal need to consider and connect with?

- Consider the power of collective action. Think about how an individual can collaborate with others, mobilise a community and amplify your idea to deliver change for good at a national or global level. A small action done by 10,000 people is much more powerful than a large effort by an individual.

- Avoid ideas that rely on 'going viral' or that need heavy marketing to be successful. Instead, could your proposal be a new venture from a government, global brand or business with existing reach and influence?

- Consider how your proposal will create momentum and give back more than is put in. To create a long-lasting solution, the proposal must be able to sustain itself for many years to come.

For the purposes of illustration only, viable responses could include:

- Goodgym - a fitness volunteer program where individuals support local community organisations and isolated older people by doing practical tasks;

- a local, peer-run social prescribing service for low income communities;

- a year-long supported housing programme linked with health services for unhoused communities;

… and many more are possible.

Partner information:

frog

frog is a leading global creative consultancy, part of Capgemini Invent. We challenge the status quo to craft and build transformative human experiences that win hearts and move markets.

Partnering with passionate leaders and visionary entrepreneurs, we apply creativity, strategy, design, and data to re-invent businesses, drive growth and orchestrate customer-centric transformation. Together we strive to shape a regenerative future that is both sustainable and inclusive for businesses, people and planet.

Judging criteria

Your entry should demonstrate a design thinking approach to the brief and clearly communicate the following principles:

Social and environmental impact:

Social: How is your approach benefiting people and generations to come? How have you considered diversity and inclusion in your proposal? How have you brought in different voices and perspectives?

Environmental: How does your proposal make a positive difference for the natural world in your chosen context? How have you considered effective use of resources including materials and processes that can do more good short and long term for people and planet?

Rigorous research and compelling insights:

How have you combined your own first-hand research with a review of existing research and wider trends? How are your insights and proposal grounded in people's needs and desires? How have you considered the potential of your chosen place and the local context? How did you get feedback and incorporate new ideas through prototyping and iterating?

Systems thinking:

What's the bigger picture? How have you considered the root causes of the challenge you're exploring? How does your idea connect to a wider set of issues? What might be some unintended consequences of your proposal?

Viability:

Have you considered potential models for how your proposal could work in the real world? How could it be funded and sustained financially with the resources and skills needed? What are potential barriers? How would you measure success? How could your proposal be adaptive to changes over time?

Creativity and innovation:

How is your idea different from existing interventions? Are there unexpected or surprising elements in your proposal? How is it an imaginative and hopeful alternative for the future?

Powering people

How might we make community-led renewable energy transitions accessible to everyone, including those most in need?

Brief 2:
Powering people

How might we make community-led renewable energy transitions accessible to everyone, including those most in need?

Background

- The UN has outlined a roadmap for universal access to sustainable energy by 2030, which requires significant investment from governments and a whole system overhaul. Instead of large global corporations controlling the supply, what if the energy system of the future could be resilient, affordable, regenerative, decentralised, and community managed?

- The current energy system is in crisis globally, causing a cost-of-living crisis, huge inflation, and economic disruption. This crisis is currently exacerbated by geopolitical conflict, but it demonstrates the fragility of our current system and the clear disconnect between our increased consumption, and the finite sources of energy that we draw on.

- 2012 was designated the year of sustainable energy for all, yet ten years later energy accounts for over two-thirds of global greenhouse gas emissions and only one-quarter of our electricity comes from renewable sources globally.

- At the same time, energy inequality and poverty remain a global challenge. Some people use low-grade energy sources, like firewood or charcoal, to fulfil their daily household energy needs, which actively damage their own health or limit their access to energy they need because of the high cost.

- When energy is produced locally, shared, owned or managed by small co-operatives or community groups, this is called community energy. This puts the power in the hands of local people and creates a new income stream for communities.

- Community energy projects often develop in areas with more wealth, but the potential benefits are even greater for those on lower incomes struggling with fuel or energy poverty, due to dramatic reductions in energy costs.

- Globally we need to transition to more accessible, renewable forms of energy. How can communities worldwide do this using their local resources? How can we create more collaborative ways of generating, sharing, and consuming energy that are better for us and our planet's health?

- While solar and wind-based community energy projects are more popular, heat-generating projects are less so despite being a large opportunity area. How could we reduce the complexity of retrofitting and heat spaces through more sustainable means so that more communities feel able to do it?

How to approach the brief

- We are looking for innovative proposals that reimagine the way that communities come together to consider how energy is created, accessed, and delivered to reduce our reliance on fossil fuels and non-renewable power supplies.

- We would like you to consider how a co-design approach to energy action can build and strengthen local relationships– how can this be a way of creating community pride and cohesion? Consider the ways in which it could bring together a community, local stakeholders, energy providers, energy innovators, and others.

- How could your proposal reach those who need it most, particularly those most affected by energy crises and hikes?

- Consider what specific energy intervention works best in your chosen place taking into account climate, geography, local architecture and infrastructure, relevant technologies, and how your design could be scaled and replicated in other similar locations.

- Consider the existing community spaces and public assets - what local resources are available in that place and how can they play a role?

Are there public buildings that could have rooftop solar panel installations? Is there a windy coastline perfect for hosting a wind turbine? Is there underground infrastructure suitable for distributing biogas? Could residential properties accommodate heat pumps?

- Think about how the business model or community governance could work. Is it possible for this solution to generate income for the community?

- We encourage you to bring together multiple disciplines and approaches to address the complex challenges within this brief. Explore ways of building a multidisciplinary team or inviting people to enrich your research.

For the purposes of illustration only, viable responses could include:

- a community hub that teaches groups to fund and build neighbourhood heat pumps;

- a low-cost mini-grid servicing a rural area with a pay as you go model;

- an inclusive campaign that encourages communities to self-organise around energy action;

…and many more are possible.

Partner information:

Emma Finch, SDA Alumni

Emma Finch is a ceramicist with a particular interest in creative ways to impact on communities and social institutions that promote positive change in societies. She's passionate about giving a voice to those without a platform and encouraging interaction and communication to bring about transformations and collective enterprises. Her work documents the changes in housing, and the distribution of wealth, using buildings as a vocabulary to explore people's living experiences.

The Centre for Sustainable Energy

The Centre for Sustainable Energy is an independent national charity that shares our knowledge and experience to help people change the way they think and act on energy.

Judging criteria

Your entry should demonstrate a design thinking approach to the brief and clearly communicate the following principles:

Social and environmental impact:

Social: How is your approach benefiting people and generations to come? How have you considered diversity and inclusion in your proposal? How have you brought in different voices and perspectives?

Environmental: How does your proposal make a positive difference for the natural world in your chosen context? How have you considered effective use of resources including materials and processes that can do more good short and long term for people and planet?

Rigorous research and compelling insights:

How have you combined your own first-hand research with a review of existing research and wider trends? How are your insights and proposal grounded in people's needs and desires? How have you considered the potential of your chosen place and the local context? How did you get feedback and incorporate new ideas through prototyping and iterating?

Systems thinking:

What's the bigger picture? How have you considered the root causes of the challenge you're exploring? How does your idea connect to a wider set of issues? What might be some unintended consequences of your proposal?

Viability:

Have you considered potential models for how your proposal could work in the real world? How could it be funded and sustained financially with the resources and skills needed? What are potential barriers? How would you measure success? How could your proposal be adaptive to changes over time?

Creativity and innovation:

How is your idea different from existing interventions? Are there unexpected or surprising elements in your proposal? How is it an imaginative and hopeful alternative for the future?

Signalling change

How might we tap into the potential of train stations so they become spaces that amplify and influence positive behaviours?

Brief 3:
Signalling change

In partnership:

NetworkRail

There is one award available for this brief:
Network Rail award of £2,000

How might we tap into the potential of train stations so they become spaces that amplify and influence positive behaviours?

Background

- The climate emergency is forcing a reconsideration of how we live, work, and move. We need to rethink and redesign our services and systems in order to align with the living world. As a result, not only will train travel change but the nature of what are stations and, by extension, the rail network will need to evolve.

- Access to transport is crucial for mobility and is directly linked to the health and wellbeing of the population; train stations, however, can be more than simply a means to move. Given that stations are visited by a large and diverse sector of the population, there is untapped potential in the role that stations can play to encourage positive behaviours urgently needed to address the climate crisis.

- Current conceptions of what stations offer are still predominantly based on functional and transactional models of what a building contains, (ie ticketing and boarding). However, some stations, especially in urban centres, often include a wide range of resources beyond transport services. These include community services that bring people together or amenities like easy parcel drop off and collection, charging points for cars or phones, and cycle storage.

- The installation of the beautiful Køge Nord Station in Copenhagen crosses over the highway and signals that motorists can exit, park, and access the rail station. Its development increased park-and-ride figures as it encouraged more people to make that modal shift. Public infrastructure shapes behaviour by making them possible or impossible.

- How can stations play a larger role in educating, supporting, and influencing individuals to adopt new behaviours that are regenerative? What if we reimagine the potential of stations to communicate and engage with the public and create momentum for positive change?

- In recent CABE research, 85% of people surveyed felt the quality of the built environment directly impacted their lives and how they felt. How can we help the public to visualise what a sustainable, resilient and regenerative future might look like through this one piece of infrastructure?

How to approach the brief

- We want to see innovative ideas that rethink the role of transport hubs beyond providing transit services and moving to a broader consideration of the resilient, regenerative role stations and the rail network may play.

- Think about how the role of stations can become more integrated with and responsive to each place. Are there identifiable and significant gaps between what stations do now and what they need to be doing to meet our future needs? How could a campaign highlight this and suggest new uses or functionalities?

- Think about value and the wider system. How could your proposal communicate the value that stations provide to the wider system in our transition to a new future? What changes must be part of that?

- Proposals could take a variety of analogue and/or digital formats and could focus on multi-media approaches revealing and stimulating new perspectives on the subject.

- Take a community and place-based approach for designing the proposal and show how the intervention is rooted in the chosen community. In all cases, ideas should correspond to local needs and local assets.

- Students are encouraged to co-design, co-produce, test, and iterate with members of the public. A successful submission will clearly demonstrate the process for how you interacted with particular groups to gain insights and guidance that led to your proposed outputs.

For the purposes of illustration only, viable responses could include:

- a piece of digital storytelling that highlights how a local community uses their station;
- a screen at the ticket stall that shows emissions saved for that trip when you insert your ticket;
- a dedicated coffee cup waste management installation encouraging keep cup use;

…and many more are possible.

Partner information:

Network Rail
Network Rail owns, operates, and develops Britain's railway infrastructure. That's 20,000 miles of track; 30,000 bridges, tunnels, and viaducts; and the thousands of signals, level crossings, and stations. We manage 20 of the UK's largest stations while all the others, over 2,500, are managed by the country's train operating companies.

We exist to get people and goods where they need to be and to support our country's economic prosperity. Our role is running a safe, reliable and efficient railway, serving customers and communities.

Our structure enables us to be more responsive to the needs of train operators, passengers, and freight users by bringing our people closer to those we serve.

We are building a better railway for a better Britain.

Design Council
The Design Council is the UK's national strategic advisor for design, championing design, and its ability to make life better for all. It is an independent and not-for-profit organisation incorporated by Royal Charter. The Design Council uniquely works across all design sectors and delivers programmes with business, government, public bodies, and the third sector. The work encompasses thought leadership, tools and resources, showcasing excellence, and research to evidence the value of design and influence policy. Their Design for Planet mission was introduced in 2021 to galvanise and support the 1.97 million people who work in the UK's design economy to help achieve net zero and beyond.

Judging criteria

Your entry should demonstrate a design thinking approach to the brief and clearly communicate the following principles:

Social and environmental impact:
Social: How is your approach benefiting people and generations to come? How have you considered diversity and inclusion in your proposal? How have you brought in different voices and perspectives?

Environmental: How does your proposal make a positive difference for the natural world in your chosen context? How have you considered effective use of resources including materials and processes that can do more good short and long term for people and planet?

Rigorous research and compelling insights:
How have you combined your own first-hand research with a review of existing research and wider trends? How are your insights and proposal grounded in people's needs and desires? How have you considered the potential of your chosen place and the local context? How did you get feedback and incorporate new ideas through prototyping and iterating?

Systems thinking:
What's the bigger picture? How have you considered the root causes of the challenge you're exploring? How does your idea connect to a wider set of issues? What might be some unintended consequences of your proposal?

Viability:
Have you considered potential models for how your proposal could work in the real world? How could it be funded and sustained financially with the resources and skills needed? What are potential barriers? How would you measure success? How could your proposal be adaptive to changes over time?

Creativity and innovation:
How is your idea different from existing interventions? Are there unexpected or surprising elements in your proposal? How is it an imaginative and hopeful alternative for the future?

Planet generation

How might we create joyful place-based opportunities for people across generations to improve planetary health?

Brief 4:
Planet generation

Programmatic support:

There is one award available for this brief: **Intergenerational Action for Planetary Health award of £2,000**

How might we create joyful place-based opportunities for people across generations to improve planetary health?

Background

- Planetary health is the health of human civilisation and the natural systems on which it depends. It includes a focus on health, wellbeing, and equity worldwide and the desire to build a future that supports the flourishing of all life on Earth. It is conceived as a powerful social movement based on collective action at every level of society.[1]

- Media often pits different generations against each other, blaming boomers for inaction, millennials for their lifestyles, and Gen Z for over-reacting. These narratives create barriers between people and diminish collaborative social action, even though most people across all generations believe changes must be made to address climate change and wider planetary health.[2]

- Recent research found that three-quarters in Great Britain were worried about the impact of climate change, and common themes included a sense of helplessness and concern for future generations.[3] Three in five people in rural areas think they are already feeling the impacts.[4] These worries are mirrored globally with regions like Latin America and Sub-Saharan Africa showing even higher levels of concern.[5]

- Planetary health requires swift and sustained action, but to do this effectively, we need to build an inclusive movement which creates cross-generational solidarity through meaningful connections. To create systemic change, it is crucial that we design playful opportunities for joy, wisdom, knowledge, experience, skills and energy to be shared across generations.

- Intergenerational connections have been proven to be beneficial for tackling ageism and improving health and wellbeing. However, in many cases, places are not set up to encourage quality connections between different age groups outside of existing family networks.

- Research suggests that one-off interventions are less valuable and potent, and that sustained connection over shared interests or challenges can create long-lasting, meaningful shifts in behaviour and thinking.

How to approach the brief

- We are looking for innovative proposals that reimagine ways of being and acting together that are fun, exciting and can develop or sustain deep relationships and a sense of solidarity across generations.

- Design approaches that empower people to connect and act in ways that are important to them, that fit their local context (eg rural, coastal, small town, or urban centre), and that contribute to planetary health, including the physical, mental, and social health of people.

- Be open-minded, creative, and inquisitive. Your intervention could be a piece of speculative design, a product, a system, a service or any combination of these. It could develop, accelerate or add to existing activity.

- Test your ideas from the offset, co-designing with your audiences and incorporating their feedback throughout. Be creative in the way you test ideas and include any learnings in your submission.

- Encourage multiple generations. This means designing inclusive experiences and initiatives that allow for those of varying ages, abilities, and mobilities to participate. A successful proposal should consider these diverse needs.

- We want to see evidence that you have thought about the longevity of these ideas and their role in enabling communities to thrive. How can their preferred visions of the future be captured and translated into action by communities, policymakers, funders, and other players?

- Think about the wider systemic barriers that may be preventing your audience from participating in intergenerational collective action. How can these

barriers be addressed? How can perceptions and mindsets around youth and ageing be shifted?

- Take a place-based approach for designing the solution and show how the intervention is rooted in the community. Ideas should correspond to local needs and assets.

- Consider circular economy principles and regenerative approaches that increase opportunities for skills sharing and learning across generations.

For the purposes of illustration only, viable responses could include:

- an intergenerational residential community where people can enjoy productive, healthy leisure activities such as growing their own food;

- CHAT-E-CYCLE: A rural community e-bike scheme that pairs young people and seniors to travel sustainably together and combat loneliness;

- a multigenerational making and mending skills share group;

… and many more are possible.

Partner information:

HAIRE

This award is supported by the East Sussex Healthy Ageing through Innovation in Rural Europe (HAIRE) Project, the East Sussex Public Health Team, and the Age Friendly Rother programme. The HAIRE Project is funded by Interreg 2 Seas and the EU's European Regional Development Fund, and is delivered locally by East Sussex County Council and Rother Voluntary Action. It aims to:

- Reduce isolation and loneliness and improve wellbeing in the 60+ age group;

- Increase active participation of older people and the voluntary sector in service design and delivery;

- Increase collaboration between local agencies and Voluntary and Community Sector Organisations (VCSOs);

- Create new models of service delivery; and

- Achieve widespread change to models of delivery across the 2Seas area and beyond.

East Sussex Public Health leads health protection and improvement in East Sussex. It is a formal Observer Partner of the HAIRE Project in East Sussex.

Age Friendly Rother was created when Rother District Council joined the World Health Organisation's Global Network for "Age-friendly Cities and Communities" in 2021. Age-Friendly Communities are places where people of all ages can live healthy and active lives.

Judging criteria

Your entry should demonstrate a design thinking approach to the brief and clearly communicate the following principles:

Social and environmental impact:
Social: How is your approach benefiting people and generations to come? How have you considered diversity and inclusion in your proposal? How have you brought in different voices and perspectives?

Environmental: How does your proposal make a positive difference for the natural world in your chosen context? How have you considered effective use of resources including materials and processes that can do more good short and long term for people and planet?

Rigorous research and compelling insights:
How have you combined your own first-hand research with a review of existing research and wider trends? How are your insights and proposal grounded in people's needs and desires? How have you considered the potential of your chosen place and the local context? How did you get feedback and incorporate new ideas through prototyping and iterating?

Systems thinking:
What's the bigger picture? How have you considered the root causes of the challenge you're exploring? How does your idea connect to a wider set of issues? What might be some unintended consequences of your proposal?

Viability:
Have you considered potential models for how your proposal could work in the real world? How could it be funded and sustained financially with the resources and skills needed? What are potential barriers? How would you measure success? How could your proposal be adaptive to changes over time?

Creativity and innovation:
How is your idea different from existing interventions? Are there unexpected or surprising elements in your proposal? How is it an imaginative and hopeful alternative for the future?

Amplify connections

How might we amplify the potential of entertainment technology to connect people to one another from the comfort and safety of home?

Brief 5:
Amplify connections

How might we amplify the potential of entertainment technology to connect people with one another from the comfort and safety of home?

Background

- In response to Covid-19 pandemic, social isolation was enforced as a public health measure. To counter the resulting increase in isolation and loneliness, many relied on creative uses of technology and digital media to keep connected with loved ones around the globe.

- By providing channels to communicate and for interactive entertainment, technology is an incredibly powerful way of building connections with others. What if technology could do even more to bring people together - to positively transform life at home through social connection beyond home?

- Although in-person interactions are more possible now, what lessons about our use of technology in our homes to tackle social isolation can be learned? What new opportunities are there to deepen connections and develop exciting interactions?

- Our homes are more important to us than ever before. Outside of being a space of relaxation and rest, they can also be a place for socialising, working, and learning. We are using the various screens in our homes to do more by creating and consuming content on a daily basis.

- While technology can be a source of joy and deeper connection, some behaviours can increase loneliness and decrease an individual's satisfaction with their own life. Are there new devices and services that can reduce these effects and open up more inclusive and connective experiences?

How to approach the brief

- We are looking for proposals with innovative products or objects that can be used in the home to support individuals to connect with each other beyond the confines of their homes.

- Consider your user and their needs. Consider those who would most value connecting with others from the comfort and safety of home. Who do you envision using your product and how could they use it to improve their experience at home? Incorporate inclusive design principles so that there are as few barriers as possible for everyone to use your product or service. There are often multiple generations living in the same home - how could all their different needs be met? Could your proposal be multi-purpose and provide value for a child, adult, and senior?

- Use circular design principles and be aware of the impact of creating entirely new products. Consider the lifecycle of the product or solution you create. Start from the materials and processes used in production and the energy consumed in use, to the ease of repair and disassembly at the end of its life.

- Show your work. We are interested in your design process and want to understand your approach. We appreciate experience-driven ideas that consider the context of software, UX, and content.

- We would like to see sketches and evidence of thinking and iterating. How has your concept changed over time and what have you learned from user testing and feedback? We are looking for a well-illustrated final idea and appreciate good communication design in your submission.

- We would like to see imaginative interpretations of the brief, think widely and explore freely!
- We encourage you to bring together multiple disciplines and approaches to address the complex challenges within this brief. Explore ways of building a multidisciplinary team or inviting people to enrich your research.

  For the purposes of illustration only, viable responses could include:

- a virtual reality console that allows you to be in the same room with family abroad;
- a cook-along video device that lets you cook simultaneously with others;
- a smart pen that allows you to doodle directly on your TV screen with another user;

  … and many more are possible.

Partner information:

Sky

Sky is one of Europe's leading media and entertainment companies. Our innovative products connect 23 million customers to the best apps and entertainment. Sky's Design Team is a community of people who have an ambition to embody simplicity and practise great design as we learn and build industry leading, innovative products.

Judging criteria

Your entry should demonstrate a design thinking approach to the brief and clearly communicate the following principles:

Social and environmental impact:

Social: How is your approach benefiting people and generations to come? How have you considered diversity and inclusion in your proposal? How have you brought in different voices and perspectives?

Environmental: How does your proposal make a positive difference for the natural world in your chosen context? How have you considered effective use of resources including materials and processes that can do more good short and long term for people and planet?

Rigorous research and compelling insights:

How have you combined your own first-hand research with a review of existing research and wider trends? How are your insights and proposal grounded in people's needs and desires? How have you considered the potential of your chosen place and the local context? How did you get feedback and incorporate new ideas through prototyping and iterating?

Systems thinking:

What's the bigger picture? How have you considered the root causes of the challenge you're exploring? How does your idea connect to a wider set of issues? What might be some unintended consequences of your proposal?

Viability:

Have you considered potential models for how your proposal could work in the real world? How could it be funded and sustained financially with the resources and skills needed? What are potential barriers? How would you measure success? How could your proposal be adaptive to changes over time?

Creativity and innovation:

How is your idea different from existing interventions? Are there unexpected or surprising elements in your proposal? How is it an imaginative and hopeful alternative for the future?

Building better

How might we apply circular and regenerative principles to build better homes for a resilient future?

Brief 6:
Building better

How might we apply circular and regenerative principles to build better homes for a resilient future?

Background

- The built environment is responsible for around 40% of global carbon emissions and even more buildings and infrastructure will be required to meet the needs of our growing, global population. As this population moves into cities, there is a shortage of housing in most of the world's major economies, particularly in and around urban areas. Therefore, a significant global challenge is to meet the needs of growth whilst decoupling it from carbon emissions. How can we change the way we design buildings, not just to meet net zero targets, but to be net positive?

- Current building practices are carbon intensive and often reliant on global supply chains. From extraction and transportation to the manufacturing and construction process, all stages of the journey add up to a significant 11% of all human-caused emissions on the planet.

- However, there are techniques, materials, and designs that have less impact on the environment. Truly regenerative building considers interconnected dynamics, including placemaking, equity, beauty, water conservation, efficient and green energy, health, as well as sourcing of materials and labour ethics.

- Part of the emissions of a building relates to its embodied carbon, the 'upfront' carbon that comes from the material manufacturing and construction process. An area of opportunity is to apply circular principles to re-use and re-purpose existing buildings or components – this will help to reduce the need for new materials.

- Outside of the materials, operational emissions are also a factor to consider. A large part of continued emissions after construction is linked to the energy required to heat or cool a space. How might your design reduce the need for energy intensive methods to heat and cool buildings and avoid the need for future retrofitting?

- Research has shown that urban ventilation corridors can reduce heat and air pollution in cities. How might your design play a role in cleaning the air or capturing and purifying water? Could entire areas be designed to reduce their collective energy demands?

How to approach the brief

- We are looking for innovative proposals that consider how home design can meet society's needs whilst helping to decarbonise the built environment sector.

- Your solution should relate to a specific location. What is the climate of that location and how does that affect building needs? Is the priority cooling, heating, and/or withstanding extreme weather conditions?

- Focus on uncovering the everyday lived experience and needs of people in your chosen context. Consider the size, type of occupants, and whether multigenerational accommodation is needed as we see increasing longevity of world populations.

- Home occupants need to be involved in the process. How can they be empowered to take care of their homes, with a role for whole families and communities to craft, repair, and maintain their living spaces with DIY?

- Think about materials. Specific building practices based around concrete and steel have been replicated around the world as the standard for modernized architecture. How can alternative materials be used to replace them? Could we be using existing natural materials or innovative low carbon renewable products? Can circular principles and material reuse play a role in reducing the carbon footprint?

- We encourage you to bring together multiple disciplines and approaches to address the complex challenges within this brief. Explore ways of building a multidisciplinary team or inviting people to enrich your research.

For the purposes of illustration only, viable responses could include:

- an apartment building with an integrated greywater recycling system;
- a community training programme for occupants to retrofit their homes;
- a clay soil brick that incorporates rice husks, re-using agricultural waste;

… and many more are possible.

Partner information:

Aviva

Aviva Investors is the global asset management business of Aviva plc. We are an active manager, with £267 billion of assets under management, as of 31st December 2021, of which £46 billion is invested in real assets, including real estate debt and equity, infrastructure debt and equity, private corporate debt and structured finance. Our platform invests directly in and finances buildings and infrastructure that play a crucial role in shaping our evolving society.

In 2021, Aviva plc and Aviva Investors announced the most demanding net zero target set by any insurance company in the world. This includes the carbon emissions from Aviva's own operations, as well as those contributed by suppliers and in its own investments. Investments made for customers and shareholders are the largest source of emissions in Aviva's carbon value chain. Hence, Aviva's interest in this project is in seeking investment solutions which can meet their stakeholders' built environment needs, whilst providing opportunities to decarbonise its investments.

Judging criteria

Your entry should demonstrate a design thinking approach to the brief and clearly communicate the following principles:

Social and environmental impact:
Social: How is your approach benefiting people and generations to come? How have you considered diversity and inclusion in your proposal? How have you brought in different voices and perspectives?

Environmental: How does your proposal make a positive difference for the natural world in your chosen context? How have you considered effective use of resources including materials and processes that can do more good short and long term for people and planet?

Rigorous research and compelling insights:
How have you combined your own first-hand research with a review of existing research and wider trends? How are your insights and proposal grounded in people's needs and desires? How have you considered the potential of your chosen place and the local context? How did you get feedback and incorporate new ideas through prototyping and iterating?

Systems thinking:
What's the bigger picture? How have you considered the root causes of the challenge you're exploring? How does your idea connect to a wider set of issues? What might be some unintended consequences of your proposal?

Viability:
Have you considered potential models for how your proposal could work in the real world? How could it be funded and sustained financially with the resources and skills needed? What are potential barriers? How would you measure success? How could your proposal be adaptive to changes over time?

Creativity and innovation:
How is your idea different from existing interventions? Are there unexpected or surprising elements in your proposal? How is it an imaginative and hopeful alternative for the future?

Nature of work

How might we reimagine the way we work in the future to reflect local context, experiences, and knowledge?

Brief 7: Nature of work

How might we reimagine the way we work in the future to reflect local context, experiences, and knowledge?

Background

- With the upheaval to the economy and the working world caused by Covid-19, researchers argue that we are ripe for the next great transformation of work. Many knowledge workers around the globe pivoted dramatically to remote or distributed working patterns over the pandemic creating new opportunities and challenges. What would new working practices look like for this group if we prioritised worker wellbeing and planetary health?

- In many ways, previous periods of work can be characterised by standardisation - we standardise to maximise profit from economic activity. This standardisation has meant that many people globally work with similar patterns and the majority of places we tend to visit or interact with, such as our offices, business districts, and supermarkets look the same, even in cities located on completely different continents.

- If we were to imagine a new era of work, what could it look like if we allowed for greater local connection and inspiration? Instead of being standardised, how could it be regenerative? How would it look if it were as diverse as the many places we work from and in?

- For most of our 200,000 year human history we have lived highly connected with the places around us. A detailed knowledge of and relationship to our homes were essential to our survival; including the terrain, climate, ecosystems, other species, waterways, and soils of the places we inhabit. With patterns of work tied to seasonal rhythms, human are a part of nature and not separate from it.

- Even though high levels of connection to nature can improve wellbeing, many people struggle to achieve it in their daily lives. How can your proposal help people and organisations learn about their place and reconnect with the natural world within their working lives?

- We spend approximately 90,000 hours of our lives working. What if we could reimagine our ways of working - our rhythms and patterns - to align and foster connections with the places we are located in? As distributed and remote working patterns grow, how can we remain connected to our local places?

- How would our perspectives shift if we considered the diversity of life that surrounds our workplaces - incorporating diverse cultures, perspectives, and experiences across human communities and other species?

How to approach the brief

- We are looking for innovative proposals that rethink elements of the way we work to improve worker wellbeing and planetary health.

- We want you to focus on knowledge workers in an industry or working environment that has adopted remote or distributed working patterns. Tie this to a specific place - ideas should be rooted in and work for specific places rather than generic, one-size-fits none solutions.

- Consider work in an expansive way, from the perspective of the physical space and built environment or our daily experiences that overlap with work. We don't want solutions focused on simply designing fresh office spaces and architecture, nor proposals that rely on entirely new materials and resources.

- The key to this brief is specificity. How does that industry work? What makes that place (or places) unique both culturally and biologically? Consider scale, the unique characteristics, culture, history, ecology etc. What is it that makes New Orleans a different place to work than New York City? How can your intervention take these differences into account?

- Consider the needs of people in your industry of choice and involve them in your research. What makes working in a specific place more attractive than another? Why do we want to work in a biophilic-designed building and not in a concrete monolith without daylight? Work directly with places and people to create shared approaches to the challenges they are facing. Use this as inspiration for envisioning a different future.

- What is the specific local context, what assets and needs exist within that community, and what impact could the place or space encourage? What seasonal weather patterns affect the ability of individuals to work? You will be able to tease out the distinctive elements that should be celebrated when you draw on what makes that place or industry unique.

- Remember that equity and diversity prioritises fairness over equality based on the idea that individuals will each have different abilities, situations, privileges, and disadvantages due to their position in society and may have different needs, access requirements, and support. A successful proposal would consider these needs and how to reduce barriers for all participants.

- Be playful but sincere with the proposal and always think as a creator. Don't be afraid to be creative and experimental! How can audio, storytelling, and new technologies play a role in demonstrating your idea?

 For the purposes of illustration only, viable responses could include:

- an in-house growing programme that connects directly with the office kitchen;

- a series of maps for commuters that reveal the hidden natural assets of a neighbourhood;

- a lunchtime urban foraging and tree identification group repurposed for different needs;

 …and many more are possible.

Partner information:

Spotify
Spotify is a digital music, podcast, and video service that gives you access to millions of songs and other content from creators all over the world. Spotify is a purpose-driven company, using our strong values and beliefs to guide us in our strategies as well as our everyday decisions. Our mission is simple: To unlock the potential of human creativity by giving a million creators the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by it. We have offices in 43 cities and as employees we can work from anywhere in the world, by choosing home mix or office mix.

Judging criteria

Your entry should demonstrate a design thinking approach to the brief and clearly communicate the following principles:

Social and environmental impact:
Social: How is your approach benefiting people and generations to come? How have you considered diversity and inclusion in your proposal? How have you brought in different voices and perspectives?

Environmental: How does your proposal make a positive difference for the natural world in your chosen context? How have you considered effective use of resources including materials and processes that can do more good short and long term for people and planet?

Rigorous research and compelling insights:
How have you combined your own first-hand research with a review of existing research and wider trends? How are your insights and proposal grounded in people's needs and desires? How have you considered the potential of your chosen place and the local context? How did you get feedback and incorporate new ideas through prototyping and iterating?

Systems thinking:
What's the bigger picture? How have you considered the root causes of the challenge you're exploring? How does your idea connect to a wider set of issues? What might be some unintended consequences of your proposal?

Viability:
Have you considered potential models for how your proposal could work in the real world? How could it be funded and sustained financially with the resources and skills needed? What are potential barriers? How would you measure success? How could your proposal be adaptive to changes over time?

Creativity and innovation:
How is your idea different from existing interventions? Are there unexpected or surprising elements in your proposal? How is it an imaginative and hopeful alternative for the future?

Tomorrow's menu

How might we promote new relationships to food that are more secure, regenerative and culturally appropriate?

Brief 8:
Tomorrow's menu

How might we promote new relationships to food that are more secure, regenerative and culturally appropriate?

Background

- Food is a complex topic that touches so many areas of our lives, impacting our wellbeing, livelihoods and biodiversity across the globe. In our rapidly changing world, the food we eat is changing - changing us and our planet too.

- Since the 1970s, food production has increased dramatically, at a heavy environmental cost. Of the 7,039 known edible plant species, 11 percent are threatened with extinction. Industrial farming practices are a threat for five out of six endangered species.

- As we grapple with the environmental crisis, it is becoming clearer that how we currently produce and consume food is having catastrophic impacts on the natural world, human livelihoods and our wellbeing. This prompts the question: are we eating ourselves into extinction?

- Research by the Food and Agriculture Organisation (FAO) in 2009 showed that several indigenous communities still connected to their local land were experiencing an influx of industrial and purchased food. Many were at risk of losing their knowledge of their local food systems and the diet diversity that came with it.

- As a global population, we rely on just 15 crops for 90 percent of our energy intake. Data published in Kew's State of the World's Plants and Fungi report indicates that of the more than 7,000 known edible plants, only 417 are considered food crops. Even more alarmingly, the FAO has warned that more than four billion people globally rely on just three crops for sustenance: rice, wheat, and maize.

- Feeding a growing population at a higher standard of living, while weathering the impacts of climate change, will test the capacity and resilience of our food systems. Facing tomorrow's challenges will require creativity, collaboration, and resilience.

- Work is being done to diversify our diets and strengthen food security by highlighting the abundance of underutilised crops, wild relatives, and ingredients that can tackle issues of hunger and malnutrition globally, while reducing our reliance on monoculture crops and homogenous diets. Researchers also explore how our current crops will respond to climate change, pests and disease, and how food production systems can be made more diverse, resilient, and sustainable.

- Scientists are looking at agrobiodiversity hotspots, such as Ethiopia, to map out and better understand the origin of many staple crops, including coffee and enset. They are working in partnership with local communities and farmers to identify important crop species and 'protected areas' for sustainable farming.

- How can we redesign our food system, from our production and growing processes to our behaviours and eating practices, to protect biodiversity? Can we embrace a wider variety of plants in our diets? Could we preserve and adapt local food knowledge?

How to approach the brief

- We are looking for proposals that address areas of weakness in our current food system and propose ideas focused on re-shaping the way that we eat and source our food.

- There are a lot of initiatives that focus on food, diet, and wellbeing. Take a systemic approach and consider the multiple cultural, social, and environmental factors that affect our relationship with and decisions around food.

- Food is often deeply intertwined with cultural traditions. Don't ignore how our diets and behaviours are determined by the way we have been raised and impacts what new food we are willing to explore.

- Think about how ingredients can soar in popularity and have knock-on effects, like the challenges with quinoa cultivation in Peru and the controversies of the avocado trade in Mexico. Your proposal should consider ethical supply chains and labour practices.

- You cannot separate the food system from the environment, with agriculture affecting habitats around the globe. With palm oil plantations replacing natural jungle habitat to meet demand for chocolate, how can sourcing specific ingredients apply or relieve pressure on a local region? How might your proposal go beyond reducing harm to the environment and instead rehabilitate the ecosystem?

- We encourage you to bring together multiple disciplines and approaches to address the complex challenges within this brief. Explore ways of building a multidisciplinary team or inviting people to enrich your research.

For the purposes of illustration only, viable responses could include:

- a programme to reintegrate learning about local food, soil and bioregions into school education;

- a campaign to popularize 'ancient grains' and celebrate diverse legume consumption;

- an engagement project connecting cultural heritage of eating 'ancient' foods to future diets;

...and many more are possible.

Partner information:

Kew

Royal Botanic Gardens, Kew collaborates with researchers and institutions worldwide to study biodiversity, support food security and promote sustainable agriculture. In the field, Kew scientists work with partners to study and identify crops for the future. We also work with farmers and community growers to understand how they use and protect food-providing ecosystems. In the lab, we study these species' properties to support their preservation and sustainable use. In the Millennium Seed Bank, we conserve and research the regeneration from seeds in species threatened by the climate crisis – including crop wild relatives and wild edible plants that might otherwise be lost to us forever.

In 2022 Kew Gardens hosted Food Forever: A summer of art exploring the future of food which was a large-scale cultural programme also tied to the work of Kew scientists in relation to food. In 2022 Kew also launched a new MSc in Global Heath: Food Security, Sustainability and Biodiversity which is run in partnership with Royal Holloway, University of London.

Waitrose & Partners

Part of the John Lewis Partnership, Waitrose is a premium food retailer with over 321 stores throughout England, Scotland and Wales. The business believes design is crucial to creating excellent customer experience across both its physical and digital estate.

Judging criteria

Your entry should demonstrate a design thinking approach to the brief and clearly communicate the following principles:

Social and environmental impact:

Social: How is your approach benefiting people and generations to come? How have you considered diversity and inclusion in your proposal? How have you brought in different voices and perspectives?

Environmental: How does your proposal make a positive difference for the natural world in your chosen context? How have you considered effective use of resources including materials and processes that can do more good short and long term for people and planet?

Rigorous research and compelling insights:

How have you combined your own first-hand research with a review of existing research and wider trends? How are your insights and proposal grounded in people's needs and desires? How have you considered the potential of your chosen place and the local context? How did you get feedback and incorporate new ideas through prototyping and iterating?

Systems thinking:

What's the bigger picture? How have you considered the root causes of the challenge you're exploring? How does your idea connect to a wider set of issues? What might be some unintended consequences of your proposal?

Viability:

Have you considered potential models for how your proposal could work in the real world? How could it be funded and sustained financially with the resources and skills needed? What are potential barriers? How would you measure success? How could your proposal be adaptive to changes over time?

Creativity and innovation:

How is your idea different from existing interventions? Are there unexpected or surprising elements in your proposal? How is it an imaginative and hopeful alternative for the future?

Moving pictures

Conceive and produce an animation to accompany one of the two selected audio files that will clarify, energise, and illuminate the content.

Brief 9:
Moving Pictures

Conceive and produce an animation to accompany one of the two selected audio files that will clarify, energise, and illuminate the content.

Background

- RSA Events has offered free public access to the brightest, sharpest, most courageous and most creative minds for more than 260 years. This brief asks you to create an animation that will reveal, illuminate, and increase accessibility to this unique content.

- We believe in the power of ideas. We believe that everyone has a right to the very best, new knowledge and analysis of our world, how it's changing, and why that matters. The RSA Animates, RSA Shorts, RSA Insights and RSA Minimates film series were developed to bring big ideas to new audiences.

- The audio clips for this brief are taken from the RSA's esteemed public events programme and we invite you to help us spread these powerful messages to a wider audience. They remind us that to make the radical, systemic changes we need, we must unite people and develop solutions rooted in place.

How to approach the brief

- You must select one of the two categories, either 'Change is necessary' or 'Interrogate the truth'. You may not re-order the content or further edit the transcript in order to suit your work; however, you may add up to five seconds to the overall length of the audio clip if you wish to have an introduction or conclusion.

- Research the topic, the speaker, and think about the different ways in which you could tell a story with your animation that will enrich its content and increase accessibility. Try to avoid any stereotypes or obvious visual references. Instead use your insights to create deeper links between the content and your animation.

- Consider your audience. Who you are trying to educate or introduce to this topic? This should inform your concept development and could shape the format chosen for your video. How do you expect the audience to interact with your video? Is there a call-to-action or next step you hope would come from them watching your work? If invited to an interview, you will be asked to share ideas for expanding your animation's reach.

- Before you begin animating, ensure that you have an engaging concept. You are advised to spend a long time coming up with your concept to ensure that you develop and produce it to the best of your ability.

- Your submission should combine clarity, wit and attention to detail, aiming to make the content come alive and introduce a new audience to the subject matter, and the work of the RSA and its partners.

Audios

Category 1: Change is necessary
by Sarah Ichioka (excerpt length: 1:09, originally recorded in January 2022)
Urbanist and systems thinker Sarah Ichioka describes the changes in mindset and practice that can help us shift from sustainable design to a truly radical regenerative approach - one where everything we do creates net-positive impacts for people, place, and planet.

Category 2 : Interrogate the truth
by Jeffrey Boakye (excerpt length: 1:13, originally recorded in June 2022)
Drawing on his experiences as a black teacher and student, author Jeffrey Boakye argues that if we are to create a socially just future for everyone, the school curriculum must be a place where historical narratives, assumptions, and distortions are explored, interrogated, and challenged.

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

*Each audio category has an associated award, while the RSA Events staff choice award can be won by an animation using either of the audio files.

Partner information:

The Marketing Trust
The Marketing Trust is an independent charitable trust which makes grants of financial assistance to charitable, volunteer, educational and other organisations for the purposes of training their staff, volunteers, young people and the general public in any or all aspects of marketing understanding and/or execution, and to appreciate the role of marketing in today's society. The trust also funds research into aspects of marketing which will benefit business and society.

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 healthcare that leaves 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.

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 the events live online. Find out about upcoming RSA Events by following @RSAEvents on Twitter or visiting thersa.org/events. The RSA has a significant platform to showcase new work. The RSA YouTube channel has a loyal following of over 600,000 subscribers and the RSA Animate series has achieved international acclaim. In addition, the RSA has now launched its RSA Shorts series and the recent RSA Minimate series.

Judging criteria

Your entry should demonstrate a design thinking approach to the brief and clearly communicate the following principles:

Rigorous research and communication
How did you investigate the audio subject matter? How did you go about the process of iteration, gathering, and incorporating new ideas and feedback? How did you apply your research insights to most effectively communicate the speaker's message and enhance the viewer's understanding of the issues explored?

Aesthetic quality and originality
How does your animation engage and delight the eye? What did you consider in order to make the visuals striking and memorable? How have you applied a distinctive style, concept, storytelling approach or choice of visual metaphors to make sure your film stands out in a crowded online landscape and reaches the widest possible audience?

Execution
How did you approach the planning and design of your animation? What have you considered and implemented to ensure the film is executed to a high technical standard? Have you considered the structure and pace of your animation? Does it flow and finish with a flourish?

Open briefs

The competition will open for entries via sda.thersa.org on 31 January 2023, and the final deadline for entries is 8 March 2023 at 4.00pm GMT.

Online entry

If you are unable to submit online, please contact us by email at 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

- Your entry must be formatted as an accessible PDF so that it can be understood by a screen reader. Make sure all text is selectable – test your final exported PDF, you should be able to highlight any text in the file. Consider if your entry is understandable without images – provide captions under any key images like models or charts. For more information on making your PDF accessible read here.

Submission requirements

For all briefs EXCEPT the Moving Pictures brief, the submission requirements are:

1 x A3 PDF hero image with a one sentence description – a single 'poster image' that conveys the essence of your project and includes your project title plus a one sentence description. For example: 'Bare technology: a product and service design proposal to convert old computers (e-waste) into simpler, more straightforward, accessible computers for older people'. Your hero image should aim to bring your concept to life – make sure it is vibrant and engaging. Your one sentence description is very important, make sure you take some time to craft an impactful message.

1 x A3 written summary – a single A3 PDF page that summarises your big idea using the following format:

- Problem (50 words max). What is the specific problem you identified within the brief topic? Who experiences this problem, and how does it impact them?

- Process (75 words max). How did you investigate this issue and what were your key insights? What journey did you go through to get to your final proposal?

- Proposal (50 words max). What is your proposed intervention? How will it address the problem?

4 x A3 PDF boards outlining your proposal – 4 pages describing your proposal and responding to the 5 sections of the judging criteria. Number each board in the top right-hand corner in the order they should be viewed by the judges. You may include relevant hyperlinks in your boards, however we cannot guarantee this will be viewed by the panel.

For details on the submission requirements for the Moving Pictures brief, please see the Moving Pictures entry requirements and guidelines. Please note that late submissions will not be accepted, and all entrants are encouraged to submit their work in good time before the deadline.

Entry requirements (Brief 9)

Moving Pictures

The competition will open for entries via sda.thersa.org on 31 January 2023, and the final deadline for entries is 8 March 2023 at 4.00pm GMT.

Online entry

If you are unable to submit online, please contact us by email at 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.
- Your entry must be formatted as an accessible PDF so that it can be understood by a screen reader. Make sure all text is selectable – test your final exported PDF, you should be able to highlight any text in the file. Consider if your entry is understandable without images – provide captions under any key images like models or charts. For more information on making your PDF accessible read here.

Submission requirements

For the Moving Pictures brief, the submission requirements are:

1 x 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. You may choose the ratio or dimensions for your video that best convey your message.

1 x A3 PDF hero image with a one sentence description – a single poster image that conveys the essence of your project and includes your project title plus a one 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.

4 x A3 PDF pages of supporting material illustrating your development process – the purpose of this material is to show to the judges the thinking behind your design choices and the work required to complete your style of animation. Share further relevant information about your concept and research process, scanned pages of your sketchbook, storyboarding etc (if applicable).

Moving Pictures

Entry guidelines

1. Entrants working on the Moving Pictures brief must create an animation 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 digital or 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. Each audio category has an associated award, while the RSA Events staff choice award can be won by an animation using either of the audio files.

4. All shortlisted entrants will be interviewed by the judging panel and the winners will be selected.

5. Entries must be submitted in either MP4 or MOV format.

6. The maximum file size is 60MB.

7. 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: 1:14min for 'Change is necessary' or 1:18min for 'Interrogate the truth'.

8. If you use music and/or sound samples you must own the rights to use the material.

9. The decisions of the judges are final, and no correspondence or discussion shall be entered into.

10. 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.

11. The RSA also reserves the right at any time during the competition to remove and/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 eligibility and entry guidelines, (iii) failed to obtain the necessary consents as set out in these terms and conditions.

12. Entries should be submitted via the RSA Student Design Awards competition platform by Wednesday 8 March 2023, 4.00pm GMT.

13. This is an international competition, open to undergraduate and postgraduate students from any higher education institution, college/university Please see the Entry Rules for more information on eligibility requirements.

14. 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.

15. In order to enter, an entrant must upload their animation file to the RSA Student Design Awards online entry platform, which opens for submissions on 31 January 2023.

16. 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.

17. 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.

18. By entering this competition, entrants agree that the RSA and our sponsoring partners may: (i) showcase their animations on their 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.

19. 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.

Competition entry rules

Entry rules

The RSA Student Design Awards is a competition run by the RSA, a registered charity in England and Wales (212424) and Scotland (SC037784). By entering the competition, entrants agree to comply with these rules. The competition is open to currently enrolled students and new graduates from anywhere in the world.

Our 2022-23 general requirements are:

Eligibility

1. Undergraduate and postgraduate students from any higher education institution, college/university are eligible to enter.

2. New graduates can enter within one year of graduating - anyone who has graduated in or after March 2022 is eligible.

3. Entries are accepted from both individuals and teams. Teams can comprise students from different courses and universities, and there is no set number of people that can be part of a team, but generally team entries comprise two or three people.

4. We accept entries that have been developed as college/university coursework, and we also accept projects that have been developed independently (outside of coursework) as long as the entrant meets eligibility criterion 1 or 2 above.

5. Entries must respond to one of the 2022-23 RSA briefs and must be the original work of the entrants.

6. Entrants may only enter one brief but may submit more than one response per brief. Each response is considered to be a separate entry and will require completion of a separate submission form and payment of the relevant fee.

Submitting your work

All entries must be submitted through our online entry system. The competition will open for entries via sda.thersa.org on 31 January 2023, and the final deadline for entries is 8 March 2023 at 4.00pm GMT.

If you are unable to submit online, please contact us by email at sdaenquiries@rsa.org.uk.

Please note that late submissions will not be accepted, and all entrants are encouraged to submit their work in good time before the deadline.

Entry fees

There is an entry fee for submitting work to the RSA Student Design Awards. This fee is charged per entry, so it does not cost more to enter as a team. Entry fees should be paid online through our submissions form.

Early bird rate – for entrants submitting their work before 4.00pm GMT 8 February 2023, the entry fee is charged at the reduced early bird rate of £25 per entry.

Standard rate – after 8 February 2023 and until the final submission deadline at 4.00pm GMT 8 March 2023, the entry fee is £35.

Voucher codes – universities have the option pay for students' entries. In order to do this, educators should visit the Educator page on our website and complete the web form to request a voucher code. It is the responsibility of the educator to distribute the voucher code to students, which they should then enter at the payment point when completing the online submission form. The RSA is under no obligation to refund payments except under the circumstance of technical error where refunds will be made at the RSA's discretion.

Global bursary - a limited needs-based global student bursary is open to applications from our competition launch. This bursary covers the cost of the submission fee to the 2022-23 Student Design Awards.

The bursary is available to candidates who reside internationally (outside of the United Kingdom) who have difficulty paying the entry fee but wish to participate. There are limited bursaries available and to be eligible for this bursary applicants must comply with the entry criteria. See our website www.thersa.org/sda for additional details.

Competition process

There are six stages to the RSA Student Design Awards competition.

1. Briefs released – August 2022. There are a range of RSA Student Design Awards briefs to choose from, each focusing on a different social, economic or environmental issue. You can view all the 2022-23 briefs in the [Design briefs](#) section of the RSA Student Design Awards website.

2. Register your interest – from August 2022. Once you sign up to our newsletter, you will receive key updates and information from us. We'll remind you about deadlines, keep you informed on the judging process and shortlisting, and let you know when the winners are announced. We'll also send you invitations to free events and materials we offer participants to help you with your projects and your longer-term career development.

3. Develop your project – from September 2022. When you've decided which brief to enter, as a starting point, we recommend you review the supporting materials in the [online toolkit](#) for your chosen brief. You can find the toolkit from the individual briefs' pages on our website.

4. Submit your work – January to March 2023. Once you have finished your project, submit your completed work to the competition through our online entry system. Make sure you submit it before the final deadline: Wednesday 8 March 2023 at 4.00pm GMT. You will receive a confirmation email when we receive your submission.

5. Judging – March to May 2023. Your work will be evaluated per brief by a curated panel of judges against the judging criteria in a two-stage process: shortlisting and interviews. The panel includes a diverse range of expertise related to the brief topic and the design industry. All judging sessions are facilitated by the RSA. During the first stage of shortlisting, the panel marks all the submissions anonymously and shortlists five to eight projects per brief. If your project is shortlisted, you are invited to the second stage, an interview with the panel, to present your work in more detail referring to the judging criteria. Once the panel has interviewed all shortlisted students, they deliberate and select the winner(s).

6. Winners announced and awards ceremony – June 2023. The winners of each brief will be announced publicly by the RSA in June 2023. Winners will also be invited to attend an awards ceremony in June 2023, and their work will be displayed in the Winners section of the RSA Student Design Awards website.

The RSA reserves the right to withhold or divide any of the awards offered, and the panel may also award commendations. In all cases the judges' decision is final and no correspondence will be entered into by the RSA.

Cash awards

Cash awards allow the winning students to use their prize towards funding further study, travel to research design in other countries, equipment, business start-up costs or any other purpose agreed with the sponsor and the RSA. All awards must be claimed within six months of award and winners are required to write a short report for the RSA detailing how they used their award.

RSA Fellowship

All candidates who win an award through the RSA Student Design Awards programme will be invited to join our Fellowship, with their first year sponsored by the RSA. As a Fellow, winners can connect to the RSA's global network of Fellows, engage with RSA events and projects in their local area, access the RSA's Catalyst fund, and make use of the restaurant, collaboration space and library at the RSA House in central London. More information about RSA Fellowship can be found at www.thersa.org/fellowship

Intellectual property

The intellectual property rights (patents, registered designs, unregistered design right, copyright, etc) of all designs submitted in the competition remain with the candidate. If any sponsor wishes to make use of the work submitted in the competition, a license or transfer must be negotiated with the candidate. Whilst the RSA claims no intellectual property rights, it does reserve the right to retain designs for exhibition and publicity purposes and to reproduce them in any report of its work, the online exhibition and other publicity material (including the RSA Student Design Awards website).

In the case of work carried out during a placement award, different conditions will apply. Candidates should note that certain intellectual property rights (eg patents) may be irrevocably lost if action to register them is not taken before any disclosure in exhibitions, press material etc.

Student Design Awards