



Northern  
Design  
Competition  
2011

# Resource Sheet

## Introduction

Welcome to the Northern Design Competition 2011. Thanks for downloading the resource sheet. It serves as a useful guide for preparing work ready to enter into the competition. Students are encouraged to enter their own work in order to help develop their skills in preparing work for submission to a professional bodies and organisations; however this document is also useful for tutors that wish to enter work on behalf of their students.

## Categories, Entry Criteria and Supporting Documentation

This year's competition boasts eight main categories and a number of additional prizes.

Main categories:

- Architecture & Interior Design
- Animation & Moving Image
- Graphic Design
- Illustration
- Photography
- Product Design

Additional prizes:

- Young Northern Designer
- Maurice Miller Design Champion
- Thompson Real World Prize
- North Inspired Prize

Other than the North Inspired Prize, all of the additional prizes are entered automatically as part of a submission in to one of the main categories. Only entries submitted by students aged 16-18 on the closing date of the competition will be entered into the Young Northern Designer and only the winning entries from each of the main categories will have a chance to become the Maurice Miller Design Champion. Only entries that have application in the real world will be entered into the Thompson Real World Prize.

The North Inspired Prize can be opted into where the theme of the entry was inspired by life in the North.

All submitted entries must fit into one of the main competition categories. This document summarises the requirements in each category and offers advice on formatting entries to meet the file requirements for final submission into the competition.

In previous years the competition has been very flexible with the formats excepted for entry. This year, after consultation with our judging panel, it has been decided that we will focus the entry criteria specifically for each of the main categories.

The matrix below show's which formats are accepted in each entry category.

	Accepted Entry Formats			
	PDF submission (no more than four A2 pages)	JPEG (RGB colour format only)	Online video (YouTube, Facebook, Video Jug, Google Video etc...)	Website URL
Architecture & Interior Design	X	X		
Animation & Moving Image			X	X
Graphic Design	X	X		X
Illustration	X	X		
Photography	X	X		
Product Design	X	X		X

Please bear these points in mind when planning your competition entry:

- The total size of each entry is limited to 50MB.
- Entries can be one single file or multiple files.
- Where entries include presentation-based submissions, these can be JPEG's or PDF's but are restricted to four sheets and each page must be no bigger than A2 in size. This can be entered as four separate files or in the case of a PDF, one single file with four pages.
- Any **JPEG** images submitted as part of an entry must be in the RGB colour format (not CMYK).
- Students can enter a combination JPEG images and PDF pages where relevant.
- For **video** entries, please submit a URL to the exact location of the video on the host's website. We prefer YouTube video but will accept an entry using any other service provider of a similar nature. If using a service such as Vimeo, please remember to ensure that your privacy settings allow public users to view the video or we will be unable to mark your entry.
- Students wishing to submit a **website, mobile application or animated online game** can either submit a PDF with screen shots or a web address to where the work is accessible online when entering the relevant category.
- Students can enter work in as many categories as they like.
- Students are able to enter the same piece of work in to multiple categories as long as the work they are submitting meets the category brief.
- Students can only enter a category up to three times.

**Remember:** When submitting an entry for the competition, students (or tutors entering work on behalf of their students) will be asked to include a rationale (description) of their work. This should include details of the original brief, information on the tools and techniques used and a reflection of the learning outcomes. Entries will be accepted where students do not include this, but by providing this information our judges are better able to understand the purpose of the piece and will therefore be able to mark it more effectively. Students are advised that providing a suitable rationale will enhance their chances of doing well in the competition.

## Prize Information

**Category Winners:** Five finalists will be selected from all of the entries in each category. The finalists will be invited to an awards evening where the winner for each category will be announced.

Each category winner will receive a £1000 cash prize and a chance to become the Maurice Miller Design Champion. The second prize winner will receive £100 and third prize will receive £50.

**Young Northern Designer:** If you are aged 16-18 your entry will automatically be entered into the Young Northern Designer award. Five finalists from across all of the competition categories will be invited to the awards dinner where the winner will be announced. The Young Northern Designer will receive a £500 cash prize and £250 for their school, college or university. The two runners up will receive a prize of £250 each and £100 for their school, college or university.

**Maurice Miller Design Champion:** The Maurice Miller Design Champion is selected from all of the competition category winners. This person's entry will be judged to be the best out of the thousands of designers that enter the competition each year. The winner will receive a £2000 cash prize.

**The Thompson Real World Prize:** If you are selected as a category finalist in any of the competitions main categories then you will automatically be entered in to the Thompson Real World Prize.

The Thompson Real World Prize was developed by our exhibition sponsors Thompson Brand Partners. The prize is judged by Ian Thompson, founder of the company and it seeks to find the exhibited entry that would most likely change the world if made a reality. The winner will receive a £100 cash prize.

**North Inspired Prize:** When making an entry students and tutors will be asked whether the work was inspired by the North, if it was the work is eligible to be entered into the North Inspired Prize. Please tick the associated box on the entry form for a chance to win £500.

## Architecture & Interior Design Category

**Brief:** This category invites submissions from all aspects of architectural design including:

- architecture
- interior design
- landscape architecture
- urban design.

Innovative solutions sensitive to their particular context will be favoured by judges and entrants that clearly describe their use of skills and resources with reference to their particular project will do well.

**Prize:** Five finalists will be selected from all of the entries in this category. The finalists will be invited to an awards evening where the winner will be announced.

The winner will receive a £1000 cash prize and a chance to become the Maurice Miller Design Champion. Second prize will be awarded £100 and third prize will receive £50.

If you are aged 16-18 your entry will automatically be entered into the Young Northern Designer award. Five finalists from across all of the competition categories will be invited to the awards evening where the winner will be announced. The Young Northern Designer will receive a £500 cash prize and £250 for their school, college or university. The two runners up will receive a prize of £250 each and £100 for their school, college or university.

**Criteria:** Entrants should provide a PDF presentation of their work on a maximum of four sheets at a size no bigger than A2. This can be entered as four separate PDF files or one single file with four pages. Students that prefer to submit JPEG image files instead of PDF's are welcome to do so as long as the images are saved in the RGB colour format (not CMYK). The JPEG files must not exceed A2 size and there can be no more than four files.

Only files that have a .jpeg or .pdf extension will be accepted for submission in this category. Students are advised that the entry system will not allow any other file types to be uploaded so work should be formatted in advance to make sure the entry criteria has been met.

Photographs of scaled models of designs are welcomed as part of the presentation file(s). Entrants are reminded that any images and text should be legible once the PDF conversion process is complete or once the JPEG file has been saved so that the entry can be marked properly.

**Important:** As part of the entry process, entrants will be asked to submit a rationale (description) for their project. This should be prepared in advance and pasted in to the appropriate box during the submission process. The rationale should include details of the original brief, the process undertaken and the tools and techniques used.

By submitting a well constructed and thorough description of their work, students are likely to do better in the competition because the judges will be able to better understand the purpose of the piece and the student's interpretation of the original brief. Because of the professional nature of the competition, the judges are likely to favour entries with good use of language and grammar for the project and the rationale.

**File requirements:** Entrants should ensure that files are submitted in PDF or JPEG format (RGB colour only). Entries can either be one single file or multiple files, but the total entry size must not exceed 50MB.

## Animation & Moving Image Category

**Brief:** This category invites submissions of:

- films and documentaries
- animations
- motion picture productions
- animated games design

Innovative media which demonstrates a high level of technical competency will be favoured by the judges. Creative camera work or progressive approaches to animation will be held in particularly high regard. Entrants that clearly describe how their entry is suitable for its intended audience will do particularly well.

**Prize:** Five finalists will be selected from all of the entries in this category. The finalists will be invited to an awards evening where the winner will be announced.

The winner will receive a £1000 cash prize and a chance to become the Maurice Miller Design Champion. Second prize will be awarded £100 and third prize will receive £50.

If you are aged 16-18 your entry will automatically be entered into the Young Northern Designer award. Five finalists from across all of the competition categories will be invited to the awards evening where the winner will be announced. The Young Northern Designer will receive a £500 cash prize and £250 for their school, college or university. The two runners up will receive a prize of £250 each and £100 for their school, college or university.

**Criteria:** Students wishing to enter films or animations should upload their video to YouTube or another recognised online video sharing service and provide us with a link to their work. If the film, animation or game is hosted on their own website, entrants are welcome to submit this URL instead. For animated games, students are advised to submit a link to it hosted online or send a link to a video of the game in action.

**Important:** As part of the entry process, entrants will be asked to submit a rationale (description) for their project. This should be prepared in advance and pasted in to the appropriate box during the submission process. The rationale should include details of the original brief, the process undertaken and the tools and techniques used.

By submitting a well constructed and thorough description of their work, students are likely to do better in the competition because the judges will be able to better understand the purpose of the piece and the student's interpretation of the original brief. Because of the professional nature of the competition, the judges are likely to favour entries with good use of language and grammar for the rationale.

**File requirements:** Entrants should ensure that all URL's submitted include the full address including the http:// at the start. There are no quotas for entries where the content is hosted externally. As long as the video meets with the terms and conditions of the hosting site then it is eligible for entry into the Northern Design Competition.

## Graphic Design Category

**Brief:** This category invites original submissions ranging from outstanding single image designs to full corporate branding projects, marketing campaigns and websites.

The judges are looking for submissions with high visual impact and accomplished detailing. Entries that demonstrate an understanding of a broad range of software tools will score highly but entries that are accompanied by a good explanation of the concept and strategic thinking behind the piece will do even better. An excellent rationale that explains the intended use of the work and how and where it would be located will provide the judges with a better understanding of the projects purpose. It will also allow them to assess how appropriate the piece is for its intended audience.

**Criteria:** Entrants planning to submit print production work should enter their work in PDF or JPEG format. If the entry is a website then a place to enter a URL will be available as well.

For print production work, entrants are invited to supply a single page or series of presentation pages detailing aspects of the piece or project. Students that prefer to submit JPEG image files instead of PDF's are welcome to do so as long as the images are saved in the RGB colour format (not CMYK). The files submitted during the entry process must not exceed A2 size.

If the entrant wishes to upload entry files, only those that have a .jpeg or .pdf extension will be accepted. Students are advised that the entry system will not allow any other file types to be uploaded so work should be formatted in advance to make sure the entry criteria has been met. Photographs or imagery that depict completed work in its intended location are welcomed as part of the entry submission and entrants are reminded that images and all text will need to be legible so that the entry can be marked properly.

**Important:** As part of the entry process, entrants will be asked to submit a rationale (description) for their project. This should be prepared in advance and pasted in to the appropriate box during the submission process. The rationale should include details of the original brief, the process undertaken and the tools and techniques used.

By submitting a well constructed and thorough description of their work, students are likely to do better in the competition because the judges will be able to better understand the purpose of the piece and the student's interpretation of the original brief. Because of the professional nature of the competition, the judges are likely to favour entries with good use of language and grammar for the project and the rationale.

**File requirements:** Entrants should ensure that files are submitted in PDF or JPEG format (RGB colour only). Entries can either be one single file or multiple files, but the total entry size must not exceed 50MB. Entrants should ensure that all URL's submitted include the full address including the **http://** at the start.

## Illustration Category

**Brief:** This category invites submissions of illustration applied in all its contexts.

We welcome entries that cover a broad range of disciplines and adopt a wide range of skills, tools and techniques. Whether you're submitting editorial illustration, a graphic novel, illustration for advertising, a record sleeve, a book cover or a children's book for example, innovative solutions which are sympathetic and relevant to the subject matter will be favoured by the judges.

Providing a strong rationale (description/brief) in support of your entry that clearly explains the purpose and target audience of the piece will assist the judges to better assess your entry.

**Criteria:** Entrants should submit their work in PDF or JPEG format. Entrants are invited to supply a single page or series of presentation pages detailing aspects of the piece or project. Students that prefer to submit JPEG image files instead of PDF's are welcome to do so as long as the images are saved in the RGB colour format (not CMYK). The files submitted during the entry process must not exceed A2 size.

Only files that have a .jpeg or .pdf extension will be accepted for submission in this category. Students are advised that the entry system will not allow any other file types to be uploaded so work should be formatted in advance to make sure the entry criteria has been met.

Photographs or imagery that depict completed work in its intended location are welcomed as part of the entry submission and entrants are reminded that images and all text will need to be legible so that the entry can be marked properly.

**Important:** As part of the entry process, entrants will be asked to submit a rationale (description) for their project. This should be prepared in advance and pasted in to the appropriate box during the submission process. The rationale should include details of the original brief, the process undertaken and the tools and techniques used.

By submitting a well constructed and thorough description of their work, students are likely to do better in the competition because the judges will be able to better understand the purpose of the piece and the student's interpretation of the original brief. Because of the professional nature of the competition, the judges are likely to favour entries with good use of language and grammar for the project and the rationale.

**File requirements:** Entrants should ensure that files are submitted in PDF or JPEG formats do not exceed 50MB.

## Photography Category

**Brief:** This category invites submissions in digital or print photography. Entrants are welcome to submit a photographic sequence or a single image and entries will be graded based on the student's use of technique and skill as well as the purpose and meaning of the picture(s).

Polaroid's, high resolution prints or slides are welcome as well as digital images but all submissions must be made online so hard copies will need to be scanned and submitted over the web.

Judges will be looking in equal measure at image content as well as craft.

**Criteria:** Entrants can submit a series of images or one single image in this category. Images must be submitted in RGB format and be at a high enough resolution to be judged properly.

**Important:** As part of the entry process, entrants will be asked to submit a rationale (description) for their project. This should be prepared in advance and pasted in to the appropriate box during the submission process. The rationale should include details of the original brief, the process undertaken and the tools and techniques used.

By submitting a well constructed and thorough description of their work, students are likely to do better in the competition because the judges will be able to better understand the purpose of the piece and the student's interpretation of the original brief. Because of the professional nature of the competition, the judges are likely to favour entries with good use of language and grammar for the project and the rationale.

**File requirements:** Entrants should ensure that the file(s) submitted do not exceed 50MB and are in the RGB colour format.

## Product Design Category

**Brief:** In this category the judges will be looking to reward commercial innovation and practical application. The category is very broad and welcomes all aspects of design that constitutes a 'product'. This could include:

- physical objects such electrical devices, mechanical tools or furniture
- mobile and computer applications

The design submission should be supported by a written rationale for the product and its use.

**Prize:** Five finalists will be selected from all of the entries in this category. The finalists will be invited to an awards evening where the winner will be announced.

The winner will receive a £1000 cash prize and a chance to become the Maurice Miller Design Champion. Second prize will be awarded £100 and third prize will receive £50.

If you are aged 16-18 your entry will automatically be entered into the Young Northern Designer award. Five finalists from across all of the competition categories will be invited to the awards evening where the winner will be announced. The Young Northern Designer will receive a £500 cash prize and £250 for their school, college or university. The two runners up will receive a prize of £250 each and £100 for their school, college or university.

**Criteria:** Entrants can provide a link to their work online and/or a PDF presentation on a maximum of four sheets at a size no bigger than A2. This can be entered as four separate PDF files or one single file with four pages. Students that prefer to submit JPEG image files instead of PDF's are welcome to do so as long as the images are saved in the RGB colour format (not CMYK). The JPEG files must not exceed A2 size and there can be no more than four files.

For uploaded files, only those with a .jpeg or .pdf extension will be accepted for submission in this category. Students are advised that the entry system will not allow any other file types to be uploaded so work should be formatted in advance to make sure the entry criteria has been met. There will be a space to enter a link to online work during the entry process - entrants should ensure that all URL's submitted include the full address including the http:// at the start.

Photographs of models or prototypes are welcomed as part of the presentation file(s). Entrants are reminded that any images and text should be legible once the PDF conversion process is complete or once the JPEG file has been saved so that the entry can be marked properly.

**Important:** As part of the entry process, entrants will be asked to submit a rationale (description) for their project. This should be prepared in advance and pasted in to the appropriate box during the submission process. The rationale should include details of the original brief, the process undertaken and the tools and techniques used.

By submitting a well constructed and thorough description of their work, students are likely to do better in the competition because the judges will be able to better understand the purpose of the piece and the student's interpretation of the original brief. Because of the professional nature of the competition, the judges are likely to favour entries with good use of language and grammar for the project and the rationale.

**File requirements:** Entrants should ensure that files are submitted in PDF or JPEG format (RGB colour only). Entries can either be one single file or multiple files, but the total entry size must not exceed 50MB.

## Conditions of Entry 2011

The Northern Design Competition is open to all students in post-16 education and further or higher education studying at a school, college or university which is based in Scotland, Wales, Northern England or Northern Ireland. Entries are welcomed from students who have a permanent residence outside of these areas as long as their education institution is located in one of the UK entry zones. For full details of the UK entry zones and to check eligibility for entry, please [click here](#). Entries will not be accepted if your place of study is outside the UK entry zones specified on this website. Please check before you register.

The deadline for submitting entries is Friday 15th April 2011 no entries will be considered after this date.

You must register your details through the official entry form before you can submit your entry. Entries will not be accepted by any other means.

Information provided on the entry forms and through submissions will form the basis for information which will be posted on the Northern Design Competition website for short listed and winning entries.

You can submit a maximum of three entries in each of the categories but each entry must constitute three separate projects and should bear no relation to each other.

You can enter the same piece of work into different categories as long as the project is relevant to the brief outlined for each category that the work is entered into.

Each entry must be accompanied by a rationale (a written submission) which describes the entrants work and underpins the brief that was given when they started the project. Entrants that take time to produce a thorough and grammatically correct rationale will be awarded additional marks for professional conduct.

The judges reserve the right to re-categorise entries if they consider another category to be more suitable.

Entries from students aged 16-18 years on the closing date of the competition will automatically be entered into the Young Northern Designer Award.

We accept no responsibility for loss or damage to materials submitted.

The judges' decisions are final and no correspondence will be entered into.

The intellectual property rights in any entry to the Northern Design Competition (including, without limitation, patents and rights to inventions; copyright and related rights; moral rights; trade marks; registered and unregistered design rights; database rights; rights in confidential information) remain the property of the entrant. By submitting an entry, the entrant grants permission for the University to reproduce their entry royalty-free for use in publicity and other promotional activities by the University and its partners, including without limitation in publications and online media. The entrant will be identified and credited as appropriate.

Leeds Metropolitan University reserves the right to update the conditions of entry and competition rules at any time.

How to enter: Please ensure you have read and fulfilled all of the conditions of entry.

Make sure you have written and spell checked your rationale to accompany each entry submission. Please see the category pages for further details.

Please follow the submission criteria for each category. Submitted files should not exceed 50MB. When using JPEG's please ensure they are in RGB format and at a high enough

resolution to be judged properly. All PDF entries must not exceed four pages. Each page should be no bigger than A2 in size.

In the case of Film & Animation please supply URL links to online videos hosted by YouTube for example. Also, website entries must be hosted online. Entrants are reminded that PDF presentations with screen shots and supporting information are also welcomed for website, video and electronic games entries. PDF's can also be supplied for submissions in the Digital Media category in addition to full media entries when applicable or relevant.

## Entry Checklist



- 1) Have you written a rationale (description) for your entry? Does it cover the purpose of the piece, the skills you have used and a reflection on your learning outcomes?
- 2) Does my entry fit the brief for the category I am entering it in to?
- 3) Does my entry meet criteria for file formats described in the category information?
- 4) Have I read and understood the conditions of entry for the competition?