



SCHOOLS DESIGN COMPETITION 2015 - DESIGNER BRIEF

Birmingham Made Me was created as a collaboration between businesses and education spearheaded by Birmingham City University and world famous Midlands brands. It is these people, leaders in design, engineering and creative industries, who want to see your work. It is these people that want to understand your ideas, hear your thoughts and inspire you to create. It is these people that want to celebrate your talent, unlock your potential and meet you at the Schools Design Competition Awards Ceremony in June! So let's give them what they want...

This year the challenges are all themed around a timeline Past-Present-Future, with four design challenges for you to choose from. Do not feel restricted by them; they are guidelines and hopefully an inspiring way to explore design. There are also lots of companies, designers, products, people, buildings and stories in the Midlands both past and present that we want to see incorporated into your work – find something that interests you!

We are really looking forward to seeing your ideas – Good Luck!

There are a few rules that we want you to know about before you start:

1. We can only accept submissions on a single sheet/ slide – and it must be submitted by email no later than Friday 15th May, your teacher will need to do this for you
2. You can either do your work electronically or by hand and then scan it
3. Your entry can include text and must have in the bottom right hand corner the title of your idea, your name, your school's name and your year
4. You can work by yourself or in teams of up to four people
5. Everyone that enters will be invited to the Awards Evening in May where finalists will be announced and prizes awarded. All finalists' work will be printed on A2 and exhibited at the Birmingham Made Me Design Expo which you can visit too

Here is some guidance from designers that you could use for this project, simple steps to follow:

1. Read the brief carefully and all other information you are given
2. Using the inspiration document do some research about the history of design in the Midlands – and what there is today!
3. Produce sketches and notes on a worksheet showing your starting point for ideas
4. Take photographs or sketch things that give you ideas and will help the design process
5. Refine your designs and get feedback from your teachers, friends and family
6. Decide on your best idea, develop the design and produce your final piece of work following the guidelines for submission
7. Review your work – have you included any text explanation? Have you shown the full design process from first ideas to finished product?
8. Submit your work to your teacher before the deadline and put the date for the Awards Ceremony in your diary!

SCHOOLS DESIGN COMPETITION 2015 - CHALLENGES

These challenges have been created by businesses and designers who want to see your ideas and imagination used in the world of design!

Before starting on your ideas, it would be great to learn about some of the companies and people from the Midlands that have worked here in the past and still do so today. Use these as inspiration for your ideas and show the people in charge that there are lots of excellent future designers!

You only need to choose one of these four challenges for each idea, but if you would like to enter more than one idea, please do so! Good Luck!

Challenge 1 – The Past – Timeless Classic

We want to see designs that would look good and be **useful in real life** – in the **past** and in the **present** and in the **future** – a timeless classic!

Use heritage, retro, vintage design for inspiration – but remember to make sure your design would work 20 years ago!

We are looking for designs that show an understanding of design heritage, demonstrate good use of purpose and function and most importantly show some creativity in creating something timeless!

Challenge 2 – The Present – Re-Innovation

Many things we use every day have not changed for a very long time – such as a knife and fork, or a key ring.

We want your ideas on how these things could be better – **new ideas that question old designs**. We are calling this re-innovation – changing everyday objects in everyone's lives.

We want to see an inquisitive approach to the relationship between design and function in the modern world and people ready to challenge old designs.

Challenge 3 – The Present – Smart Technology

Can you create designs for the use of Smart Technology in **fashion** or in **sport** or in **education**?

Smart Technology means using technology in new ways for a new purpose – just like how we can pay in some shops using our phones or that we can turn our heating on at home when we are out.

In this challenge we want you to create designs that could **be reality within a few years** and will have a direct impact on the lives of individuals.

There is some fantastic inspiration out there so do your research and design a new idea that you believe makes the most of the technology and that people would want to use!

Challenge 4 – The Future – Predictions

We want you to design something for the future – be imaginative and creative!

No-one knows what will happen in the future but we would like you to design something that you think could be used in the future.

Tell us where your inspiration came from and most importantly what year you think your design will be appropriate for and why

SCHOOLS DESIGN COMPETITION 2015 - TEACHER BRIEF

Birmingham Made Me aims to discover, build and celebrate all elements of design within the Greater West Midlands – and a big part of this is the talent and enthusiasm we have found, and hope to continue to find in the young people of Birmingham, our designers of the future! Furthermore, we want to support schools in promoting the opportunities a career in design can present and the routes into them.

This year we are running the Design Competition with a timeline theme. We hope this gives everyone an opportunity to explore the design heritage of the past and look to the world of the future as they create and develop their ideas demonstrating all the skills and innovation that have been so impressive in previous years.

The Design Competition is a platform that gives young people a connection to the real world, the incentive to apply what they have learnt in lessons and an unrestricted canvas to exhibit their work to leading figures in the Design world in the Midlands – who in turn are able to see the potential and hard work of the young people through the work they submit.

As always, we aim to make the process as clear and simple as possible and to make guidelines supportive and inspiring but not prescriptive or narrow. We hope that as their teachers you can guide them and use the materials provided as best fits in with your own programmes and teaching – any support we can usefully give we will do so willingly!

Dates for the Diary:

- Design Competition Opens March 2015 – information packs available and distributed
- Deadline for submissions Friday 15th May 2015 – when all submissions must be received to allow time for organising and assessment with our expert judging panel
- Finalists announced Monday 1st June 2015, the top '20' designs will be notified
- Awards Ceremony June 2015 – all entrants are invited and very welcome, the event will be held after school and will involve the prize giving and an exhibition of the finalists work for all to see. Teachers and parents are also very welcome!

The Submission Process:

We must structure the process for entries to the competition and therefore ask that everyone follows the process below, if this is not done submissions will not be considered in the judging:

1. The final submissions deadline is Friday 15th May
2. Submissions must be electronic sent to: schoolsjoinin@birmingham-made-me.org – confirmation of receipt will be sent if requested
3. The file name of submissions should be 'School Initials – Design Name' eg SHCSuperbelt
4. Each submission must be on a single side/slide – finalists will be printed on A2 paper
5. Each submission must be a separate document
6. Scanned submissions will be accepted
7. Every entry must have the following information in the bottom right hand corner:
 - a. Design Name
 - b. Name of Student(s)
 - c. Name of School
 - d. Year Group
8. Text can be included in the main design work – and can be useful to explain the concept and inspiration as well as the challenge it represents

Rules:

1. Entries can be worked on individually or in teams with a maximum of four per team
2. Any individual or team can submit as many ideas as they wish
3. Students from Year 7 upwards are eligible to enter
4. The judging panel's decision is final and no contact will be permitted with them
5. There is no leniency in the submission process

SCHOOLS DESIGN COMPETITION 2015 - INSPIRATION LAUNCHPAD

Each year we are delighted by the creativity, imagination and design quality of the entries into the competition. This year we want to support everyone involved in learning more and taking inspiration from design in the Midlands, the designers of the Midlands and the fantastic movement bringing everything together for an exceptional design future – a future you can be a part of!

So, please find here some links to open source information and material that we think is worth reading about. The majority of it can be found on the Birmingham Made Me website and includes videos, case studies, documents and papers. All these documents have been created by professionals and will give an accurate impression of what is happening in the world of design at the moment.

For exploration and research that can provide inspiration for the competition, insight into our local design heritage and the business of design:

Case Studies of Midlands Design Companies
<http://birmingham-made-me.org/case-studies/>

Collection of Resources from Birmingham Made Me
<http://birmingham-made-me.org/who-we-are/documents/>

The Design Council Knowledge and Resources library
http://www.designcouncil.org.uk/sites/default/files/asset/document/DesignForInnovation_Dec2011.pdf

Leading Business By Design – paper with interesting case studies and business focus
http://www.designcouncil.org.uk/sites/default/files/asset/document/dc_lbbd_report_08.11.13_FA_LORES.pdf

BMM Video Gallery – where there is a wide selection of short videos
<http://birmingham-made-me.org/video-gallery/>

Design Careers Video – highlighting young apprentices working in manufacturing
<https://www.youtube.com/watch?v=xKSJndtsj7Q>

Below are publication from the Idea Birmingham Think Tank on 'Creating the Self Made Region'

i) Summary Document, 2013
<http://birmingham-made-me.org/BMM2013/wp-content/uploads/2014/02/Summary%20Documentv18.10.13vv.pdf>

ii) Designing Entrepreneurial Economies, 2013
<http://birmingham-made-me.org/BMM2013/wp-content/uploads/2013/10/1.-Designing-Entrepreneurial-Economies-Pamphlet-21.10.13.pdf>

iii) Designing Sustainable Economies and building great reputation, 2013
<http://birmingham-made-me.org/BMM2013/wp-content/uploads/2013/10/2.-Designing-Sustainable-Regional-Economies-and-Building-Great-Reputation-Pamphletv21.10.2013.pdf>

iv) Business Competitiveness and Regional Governance, 2013
<http://birmingham-made-me.org/BMM2013/wp-content/uploads/2013/10/3.-Business-Competitiveness-and-Regional-Governance-Pamphletv21.10.2013.pdf>

v) Innovation, Design, Collaborative networks and their value to economic growth, 2013
<http://birmingham-made-me.org/BMM2013/wp-content/uploads/2013/10/4.-Innovation-Design-Collaborative-Networks-and-their-Value-to-Economic-Growth-Pamphletv21.10.20131.pdf>

vi) Cross Innovation and open innovation solutions in regional economies, 2013
<http://birmingham-made-me.org/BMM2013/wp-content/uploads/2013/10/5.-Cross-Innovation-and-Open-Innovation-Solutions-in-Regional-Economies-Pamphletv21.10.20131.pdf>

vii) Brands, Authenticity, culture, heritage and regional economic growth, 2013
<http://birmingham-made-me.org/BMM2013/wp-content/uploads/2013/10/6.-Brands-Authenticity-Culture-Heritage-BACH-and-Regional-Economic-Growth-Pamphletv21.10.2013.pdf>

viii) Designing Great places to live part 1, 2013
<http://birmingham-made-me.org/BMM2013/wp-content/uploads/2013/10/7.-Designing-Great-Places-to-Live-Pamphletv21.10.2013.pdf>

ix) Designing Great places to live part 2, 2013
<http://birmingham-made-me.org/BMM2013/wp-content/uploads/2013/10/8.-Driving-Regional-Growth-part-bv21.102013.pdf>

x) Looking for Growth, 2012
http://birmingham-made-me.org/BMM2013/wp-content/uploads/2014/01/Idea_Bham_LFG_LowRes_ForPrint2.pdf