



D&AD Student Awards 2013

Explore the 'Albertopolis' and design a hoarding for the V&A's Exhibition Road redevelopment.

Graphic Design Brief

Brief set by: V&A



Deadline

Entries for this brief must be submitted by Wednesday 20 March 2013. Supporting objects must be received at D&AD offices by Wednesday 27 March 2013.

#studentawards

Background

The V&A is the world's greatest museum of art and design. Housing a permanent collection of over 4.5million objects, the V&A spans 5,000 years of art from around the world. It delivers an unrivalled experience and provides access to its collections, both physically and digitally, to a diverse audience. The V&A promotes and contributes to the UK creative economy by leading the field in debate, commissioning excellent design and stimulating enjoyment and appreciation of art, design and performance.

Located in an area dubbed the 'Albertopolis', the V&A's Exhibition Road redevelopment is creating a purpose-built underground gallery designed by Amanda Levete Architects (AL_A). The redevelopment will provide amazing new spaces for the V&A's internationally renowned programme of temporary exhibitions; reveal a magnificent courtyard space; which has never been seen by the public, and create a new entrance from Exhibition Road on the west side of the museum.

Creative Challenge

Work will begin on the redevelopment in 2013 and will open to the public in 2016. While the work is being undertaken, a hoarding will be erected around the site to shield the building works and inspire the public.

Your brief which to imagine a design for the hoarding, inform the public about the redevelopment and also reflect the local community and history of the cultural quarter. This is a large scale piece of visual communication for the museum. It needs to work hard to build anticipation around the project and increase audiences by encouraging people to visit the museum. How could your idea help to achieve this?

Considerations

- Work within the technical parameters outlined below. The idea should work within the graphic design / illustration and should not include designs for the structure of the hoarding.
- The V&A has a treasure trove of visual artefacts. Think about how material from this collection could be used to support your idea.

- Consider the local communities within the area. Exhibition Road, located in the Royal Borough of Kensington and Chelsea, is home to other cultural institutions as well as a diverse residential population.
- The hoarding will be displayed for three years, so consider the aspect of time and how this may impact on your idea.
- This project aims to combine the V&A's Grade 1 listed building with contemporary design, so you could consider how digital and social media could be used to support the hoarding.

Target Audience

Creative industry professionals, students, families, schools, adult learners and community groups.

Mandatories

- The design must include the V&A logo.
- Technical parameters for the hoarding: Surface: Di-bond aluminium panels. Hoarding size: 70m wide x 2.5m high.

Deliverables

Main deliverable: Upload up to eight images showing your solution.

Optional supporting material: Interactive work (websites, widgets, apps, HTML, etc.); physical material (prototypes, mockups, etc.); supporting information (up to 400 characters).

Keep any text on images to a minimum; supporting information can be entered online.

For full format specs and guidance, see 'Formatting Your Entries' on the next page. Work in formats other than those outlined will not be accepted.



D&AD Student Awards 2013 Formatting Your Entries

All entries must be submitted digitally via our entry site. The deadline is **Wednesday 20 March 2013**. The entry site will be open from **Monday 18 February**. Certain briefs also allow you to send physical supporting material – this needs to reach us by **Wednesday 27 March**.

Things you must do:

Stick to the formats and specs listed below, or your work won't be accepted.

Provide a title for your entry. This should be unique to your response, not simply the name of the brief. This can be supplied online.

Make sure that your main deliverable(s) clearly, and effectively, present your idea and execution. Judges will view these first, and then look at any supporting material if they wish.

Things not to do:

Don't include your name, or the names of your teammates, tutors or college anywhere in your entered work, or in file names. This is to ensure that work is judged anonymously and fairly. If names or credits are visible, or audible, in any deliverables we may ask you to resubmit them, or we may remove them from the work ourselves. The exception is the **Make Your Mark** brief.

Don't submit video, image or audio deliverables via email, on data discs, contained in zip files, or hosted on websites. These must be uploaded through the entry site.

URL deliverables are only accepted where the website itself is part of the entry.

Zip files are only accepted for interactive work, HTML, websites, widgets or apps.

PDFs are only accepted for the Copywriting Brief.

Accepted Formats

Videos

- Presentation films (max. 2 minutes); executions of moving image work, TV ads, etc
- Formats accepted: MPEG2 / MPEG4 and MOV
- Maximum file size: 500mb

MPEG2 / MPEG4 and MOV

Region / Format	Aspect Ratio	Resolution	Frame Rate	Bitrate	File Format	Codec
HD 1080p /1080i	16-9	1920 x 1080	25-30 fps	15-25 Mbps	MPEG2/MPEG4 or MOV	H264 or MPEG2
PAL	4-3	720 x 576	25 fps	8-15 Mbps	MPEG2/MPEG4 or MOV	H264 or MPEG2
PAL	16-9	1024 x 576	25 fps	8-15 Mbps	MPEG2/MPEG4 or MOV	H264 or MPEG2
NTSC	4-3	720 x 480	30 fps	8-15 Mbps	MPEG2/MPEG4 or MOV	H264 or MPEG2
NTSC	16-9	1024 x 480	30 fps	8-15 Mbps	MPEG2/MPEG4 or MOV	H264 or MPEG2

Your media must come from an uncompressed format (eg Beta, MiniDV or DVCam).

Do not add a clock or slate at the start of your film.

Your file must be multiplexed with audio and video in one single file.



D&AD Student Awards 2013 Formatting Your Entries

Images

Image format: JPEG (PNG, GIF, and PDF files will not be accepted)

- Image resolution: At least 300dpi
- Colour mode: RGB
- Minimum image size: 15cm on the longest axis
- Maximum file size: 4mb
- Image orientation: Images will be viewed on screen so landscape is preferred. However, portrait is fine too, if that's more appropriate.
- Text in images: Keep any explanatory text in images to a minimum – supporting information should be entered online.
- If you are including text, use a clear font (eg Arial) at a decent size (at least 12pt). As a rule of thumb, it should be easy to read if the image is viewed full-screen on an average laptop.

Interactive work

HTML, websites, widgets, apps, etc.

Interactive work must be Chrome compatible.

If the work is available online, submit as a URL.

If you are not able to host the work online, submit a ZIP folder containing all the necessary files:

- When you complete the online entry form, you'll get an entry number.
- Use this as the name for the zip folder itself, and at the start of file names for the root folder, index file, and Flash or Shockwave files.
- Submit websites in their entirety, as Chrome compatible HTML projects.
- Submit Flash and Shockwave projects embedded in HTML.

Audio files

Executions of radio ads, etc.

- File format: MP3, Sample size: 16-bit, Sample rate: 44100khz, Maximum file size: 10mb
- File extension must read .mp3
- Do not include audio introductions or presentations

Physical work

Prototypes, mock-ups, 3D models.

- Physical work is only accepted as supporting material, and only if specified by the brief.
- All entries will initially be judged online to produce a long-list for the main judging event. Judges will only see physical work if the entry makes the long-list based on its main digital deliverable.
- Download labels for physical work from the entry site. Fill them in and attach a completed entry label to the back or base of each object. Package together and attach a completed postage label to the package.

Scripts (PDF)

For radio ads.

- If you have more than one script, upload each one as a separate PDF. Do not combine them all into one document.
- Use a clear font (eg Arial) and 12pt text.

For more information, visit www.dandad.org/studentawards

Or if you have any questions, email us at studentawards@dandad.org