



D&AD Student Awards 2013

Take Oakley to the leadership position in everyday cycling performance by designing a range of products for cyclists and urban commuters.

Product Design Brief Brief set by: Oakley



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

Cycling is undergoing a renaissance. On one hand, raised health awareness, more expensive public transport, and decreasing disposable incomes, mean that more people are taking to their bikes for everyday trips. On the other, the popularity of road and track cycling – exemplified by the 2012 Olympics – means that performance bikes, accessories and apparel have become aspirational ‘must-haves’ for a new generation of cycling aficionados.

As these two trends collide, a demand for increased performance has trickled down to the everyday cyclist, or urban commuter, wishing to embed cycling more seamlessly into their work-life-leisure routine. With a history of developing high performance eyewear for cyclists, including many Tour de France winners, Oakley now wishes to expand its cycling offering.

Creative Challenge

Oakley has identified an opportunity to take a leadership position in ‘everyday cycling performance’. They want to bridge the gap between style and function with a range of cycling apparel / accessory products.

Your challenge is to envisage how Oakley could target this new space by developing a new product for this range that embodies the brand's design philosophy, is relevant to the category and that will resonate with cyclists.

Understand the Oakley brand and design philosophy and analyse the cycling apparel and accessories market. Understand real cyclists’ everyday performance needs and prioritise which cycling products Oakley should focus on.

Considerations

- Who are everyday cyclists and urban commuters? Spend time with real cyclists outside of your normal social sphere. What are their cycling routines and bike ‘user journeys’? What does performance mean to them? What unmet needs do they have?
- What will the future of everyday cycling be like? What are the performance and functional benefits of your design?
- Consider innovations in materials and product technology as a key source

of inspiration. Which existing Oakley technologies, materials / techniques from other categories, or potential future technologies could Oakley utilise?

- Safety and visibility is paramount on urban roads. Ensure you have considered this as an inherent aspect of your design.
- All designs must embody ‘Beyond Reason’ and the Oakley design philosophy. They should clearly communicate ‘Oakley’ through the proposed forms, colours, materials and finishes, even without a logo present.
- Consider the Oakley logo style (either for performance or heritage, not both) and its placement.
- Consider how your product could be developed into a range.
- Cross collaboration between fashion and product design students is encouraged.

Target Audience

Everyday cyclists and urban commuters, both male and female.

Mandatories

- Create one apparel or accessory item.
- Any apparel-based concept should be born out of a product design innovation.
- Do not design shoes or hardware items such as helmets.

Deliverables

Main deliverable: Upload a presentation film of your work (max. 2 mins) **or** up to eight images showing your solution.

Optional supporting material for presentation film: Up to four images; physical material (prototypes, mockups, etc.); supporting information (up to 400 characters).

Optional supporting material for images: 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