D&AD New Blood Awards 2017

Brief set by:
Pearson

In Collaboration With:
Together Design

Deadline:
22 March 2017 5pm GMT

Rethink the future of education around the world, with a product, service or campaign that shakes up learning for Pearson

Pearson

Related Disciplines

Open Brief
Advertising
Design
Product & Service Innovations

Background

Whether it's at home, in the classroom or in the workplace, learning is the key to improving our life chances. As the world's leading learning company, Pearson empowers human progress by giving people access to better learning. In all they do and all that they create, they let learning flourish.

In most countries today, full-time education is compulsory for all children up to a certain age. UNESCO has calculated that in the next 30 years more people will receive formal education than in all of human history so far. As an example, by 2020 there will be 50 million new university students worldwide. This is incredible progress to a more equitable world, but how will delivery methods of education adapt to accommodate this growth? And what role will technology play in this evolution of learning?

The Challenge

What challenges will this mass expansion of global education present ten years from now? What problems will need solving? Where will there be opportunities to make learning better at scale?

Thanks to globalisation and the spread of new technology, the world is rapidly becoming a connected community with a global conversation. All of our lives are increasingly shaped by the digital revolution, with new worlds of learning just a click away. But new ways of life require new ways to learn.

Pearson wants you to:

1. Identify an issue, challenge or opportunity presented by the global scale of education in 2027 – ten years from now.

2. Design a product, service or campaign to address it.

Who is it for?

It's up to you to choose the audience, level or type of education you'd like to focus on. You could pick school-age, graduates, or later learners. Or think about schools, universities, or even individual tutors, and ways to shake up how each of these might work. Look beyond the traditional teacher-pupil relationship, for example how could a peer-to-peer solution enable learning from one-another? Or look at other organisations – what role could museums, libraries, or even brands play?

What to Consider

· Look forward. Tear up the rulebook. Don't design for education as we know it. Reinvent it and design for the future.

· MOOCs (Massive Open Online Courses) and e-learning platforms already exist. **We're looking for what will come next.**

· Tech may play a major role in your response, but this brief is human at its heart. Embrace new and developing technologies in thoughtful and accessible ways to solve genuine problems for real people – don't use them for the sake of it. A lo-fi solution could be just as effective as something cutting edge.

· Your solution could be something Pearson enabled and branded, or it could be a separate product / service in its own right. Whatever makes most sense for your solution to the brief.

· We've included Pearson brand guidelines. Use these to get a better feel for who Pearson are, but don't get too bogged down in the detail – the judges will be looking at how you'll rewrite the future of education, not whether you've used the exact typeface or shade of lime green.

· Draw on your own experience in the education system, but don't rely only on that. Do your research. Read up of course, but get out there and speak to real people too.

What's Essential

This is a big-thinking brief, and the way you solve it is up to you. A word of caution: this isn't about creating something that simply looks nice. The judges want to see a strong idea clearly communicated, rather than beauty for its own sake. It's easy to get carried away with exciting executions, but nail the bold and considered strategic thinking first.

Be clear on what the problem or opportunity is, and who your audience are.

And we want to know how you came to your idea. Document your research and development to give the judges a peek at your process once you've wowed them with your solution.

What and How to Submit

Read **Preparing Your Entries** before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

Main (essential):
Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8).

Optional (judges *may* view this if they wish): **Interactive** work (brand websites, apps etc); **physical** supporting material; if your main deliverable is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).