New Blood Awards 2018

Dropbox Paper

Brief set by
Dropbox Paper

In collaboration with
**Craig Oldham,
The Office of Craig Oldham**

Use graphic design for a cause, to motivate, educate and effect change

---

Related Disciplines
Graphic Design
Design for Social Change

Deadline
20 March 2018, 5pm GMT

Background
Design has the power to make change. It's a conduit that can alter behaviours, attitudes, even lives. But to bring about change, you need collaboration and courage.

Design in the real world is interconnected and interdependent. From designers and clients to communities and audiences, all have to work together and share views and ideas to make real change happen.

You need to show the courage to believe in what you're doing, and to share that meaning with others. Dropbox believes the world needs your creative energy.

The Challenge
Take a cause you believe in, and use the power of graphic design to make a difference. Design to agitate, educate, and inspire an audience, or the world, to get behind your cause. Create a campaign or solution that motivates or effects change, in a way that's relevant to your cause.

You could bring a group together to raise awareness (and money) like Sign of the Times, whose creators invited 200+ designers to reimagine the patronising 'elderly crossing' road sign. Or put connection at the heart of the idea, like Me & EU, when postcards by UK creatives were sent to all member countries to build a sense of unity. Or use design to empower and lend a voice or identity to those marginalised, like the Refugee Nation flag created for the Rio Olympics: a literal banner for people to unite under.

Who is it For?
Those passionate about the cause; those who might not be yet but have the power to make a difference; or those directly affected by it.

What to Consider
· Collaborative working is welcome and encouraged. Learn to share and take advantage of collective potential. Whether it's in influences, feedback, critique, research, primary source material, co-creation, ideation... getting out of your solo silo as part of your process will lead to better work.

· One way you could do this at the development stage is by using Dropbox Paper – it's a collaborative workspace that helps people create and share ideas, feedback and references.

Consider how it could help your creative process and unleash your collaborative potential. Note that your response doesn't need to be Dropbox branded (your cause should be the brand), or need to use / feature Dropbox Paper.

· Designing for change is complicated as social issues affect lots of people within a community. Think about how your ideas might affect groups of people, not just a few individuals. Your cause can be anything from a global topic to a local or personal issue – but could addressing something deeply personal connect with others in the same situation to bring mutual support and solve problems at scale?

· Think hard about the context of your social issue or concern and what kind of change you hope to achieve.

· Capture the essence of your campaign through everything graphic design means: type, colour, image, graphics...

What's Essential
· This is a graphic design brief, so make sure this is reflected in your response.

· Present a minimum of two executions / touch-points (anything from wayfinding to a website, brands to books) including at least one physical and one digital element.

· Show how your output is relevant to your social cause.

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 (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).