STUDENT RSA DESIGN AWARDS

Think Differently About Design

Sleep Matters

02

Awards

There are two awards available for this brief.

Philips Award of £2500

RSA Fellows' Award of £1250

The judging panel may decide on more than one winner and will allocate the awards accordingly. In addition, the judging panel may award commendations.

Philips is also seeking to offer paid placements to the winning, commended and/or short-listed entrants; this will be decided at Philips' discretion.

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Brief

Design a product, service or system to improve health and wellbeing by encouraging and/or enabling better sleep.

Background

– Almost half of adults in the UK suffer from poor sleep,[1] with stress, money worries and mobile devices often blamed… but the cost of all those sleepless nights is more than just bad moods and a lack of focus; it's now clear that good sleep is essential for a long and healthy life.

– The short-term effects of a lack of sleep, such as feeling grumpy and not working at your optimum, are well known, but sleep deprivation can also have profound consequences on our longer-term mental and physical health.

– Regular bouts of poor sleep put people at risk of serious medical conditions, including obesity, heart disease and diabetes – and it shortens your life expectancy; in addition, a number of conditions contribute to and can exacerbate poor sleep, including arthritis, asthma, depression, and back pain.

– Although we spend approximately a third of our lives asleep, sleep is more complex than most of us realise. Our bodies go through a variety of processes and stages during sleep that many people are unaware of – how can better understanding the sleep process help all of us improve our sleep?

– We can all benefit from improving the quality of our sleep, but there is no universal answer to the question of how much sleep is needed – how can people work out how much sleep they need and learn how to achieve this, even if it means altering their sleep pattern and their lifestyle?

How should you approach this brief?

– There are a large number of sleep support products on-line (from pillows to pills, from lists to coaches), often targeting symptoms. This brief asks you to think beyond those solutions to examine how sleep impacts our overall wellbeing and how good sleep can be improved; you are asked to interrogate arguments around quality and quantity and to design a solution that will aid improved sleep.

– Rather than simply designing something that responds to existing accepted guidelines around sleep (eg eight hours per sleep is 'right'), you are asked to think holistically about what factors actively contribute to or undermine the possibility of good sleep. You may want to think about the role of nutrition, exercise, mental states, physical environments and more. You are invited to consider an ecosystem of (connected) products and services that contribute to improved sleep and energy.

– You can design for any target group, whether young kids who have trouble sleeping, stressed adults, or people with medical conditions that make it hard for them to sleep; you should explore your target audience through primary research, and ensure your solution understands their concerns and motivations and responds to real needs.

For the purposes of illustration only, viable responses could include:

– a product-service-system that facilitates good sleep

– an environmental or spatial design solution that improves the conditions for good sleep

– an activity that increases mental wellbeing or boosts positive behaviours that impact positively on sleep

– a response that addresses one of the clinical reasons for bad sleep

– a behaviour change campaign around better sleep

– a design that improves the experience of and around sleep

– a resource or initiative to educate people about the importance of sleep

…and many more are possible.

August 2017	15 Jan 2018	14 Feb 2018	**14 Mar 2018**	21 Mar 2018	22 May 2018
Briefs launch + registration opens	Competition opens	'Early Bird' submission deadline (£25)	**Final submission deadline (£35)**	Judging begins: shortlisting and interviews	Winners announced

Judging Criteria

There are six criteria that your entry will be judged against – make sure that your submission materials demonstrate that your solution meets these criteria:

1 Social and environmental benefit – how does your solution benefit society and/or the environment?

2 Research and insights – how did you investigate this issue? What were your key insights?

3 Design thinking – how did your research and insights inform your solution? How did you develop, test, iterate and refine your concept? Demonstrate the journey you've been through to the end result

4 Commercial awareness – does your journey make sense from a financial point of view? What is the competitive environment your solution would sit within?

5 Execution – we are looking for a design solution that feels pleasing and well resolved

6 Magic – we are looking for a bit of 'magic' – a surprising or lateral design solution that delights

Key dates

August 2017 – Briefs launch online + registration opens

Mon 15 Jan 2018 – Competition opens for submissions via sda.thersa.org

Wed 14 Feb 2018, 4pm GMT – Deadline for 'early bird' submission at reduced entry fee of £25

Wed 14 March 2018, 4 pm GMT – Final deadline for online registration + submission (£35 entry fee)

Wed 21 March 2018 – Judging begins (2 stages: shortlisting + interviews with finalists)

Tues 22 May 2018 – Winners announced

June 2018 – Awards Ceremony

Submission Requirements

All entries must be submitted through our online entry system, accessed via www.thersa.org/sda

If you are unable to submit online, please contact us by email at sdaenquiries@rsa.org.uk

As you prepare your submission, please ensure that:

– You do NOT include your name, university/ college or other identifying marks anywhere on your submission

– None of your submission files exceed 10MB – this is the maximum size for each individual file / board when you submit online

The submission requirements are:

– 1 x A3 PDF Hero image with 1 sentence description
A singular 'poster image' that conveys the essence of your project, plus a 1 sentence strapline or description

– 1 x A3 PDF Big Idea Summary
A single A3 PDF page describing your 'Big Idea' in less than 250 words. This should clearly explain what your solution is, the specific area of need it addresses, and how you arrived at the solution

– 4 x A3 PDF Boards Outlining Your Proposal
4 pages describing your proposal and demonstrating that you have met the 6 judging criteria. Each board should include a heading. Number each board in the top right hand corner, in the order they should be viewed by the judges

– 10 x A3 PDF Pages of Supporting Material
Up to 10 A3 PDFs of additional material illustrating your development process – this could include scanned pages of your sketchbook or computer modelling/sketches (if applicable)

– Optional YouTube / Vimeo + website links
Please note that we cannot guarantee supporting films and websites will be viewed at the shortlisting stage. If you have created digital materials, we recommend referencing them (for example by including labelled film stills or website screen grabs) in your 4 main PDF boards

Partner Information

Royal Philips of the Netherlands is a diversified technology company, focused on improving people's lives through meaningful innovation in the areas of Healthcare, Consumer Lifestyle and Lighting. Headquartered in the Netherlands, Philips posted 2013 sales of EUR 23.3bn and employs approximately 115,000 employees with sales and services in more than 100 countries.

The company is a leader in cardiac care, acute care and home healthcare, energy-efficient lighting solutions and new lighting applications, as well as male shaving and grooming and oral healthcare.

Philips Design is a multi-disciplinary and diverse design team, able to deliver truly relevant solutions that anticipate people's needs, exceed their expectations and enhance our customers' business success. Philips Design is one of the largest design organisations in the world with eight studios in Europe, Asia and North America and is recognised with 60+ design awards each year. We are a creative force of some 400 professionals, representing over 35 different nationalities.

Brief devised in collaboration with Paul Gardien, Vice President of Philips Design.

1 The Great British Bedtime Report www.sleepcouncil.org. uk/wp-content/.../The-Great-British-Bedtime-Report.pdf