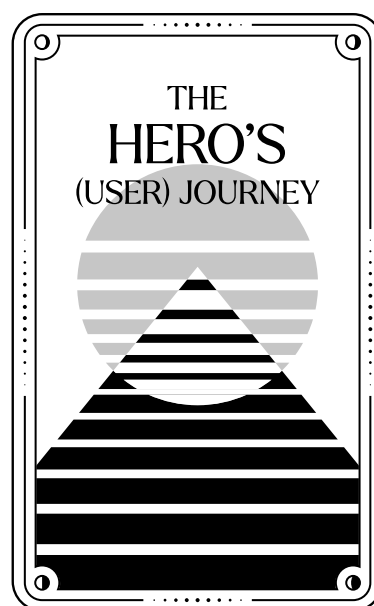
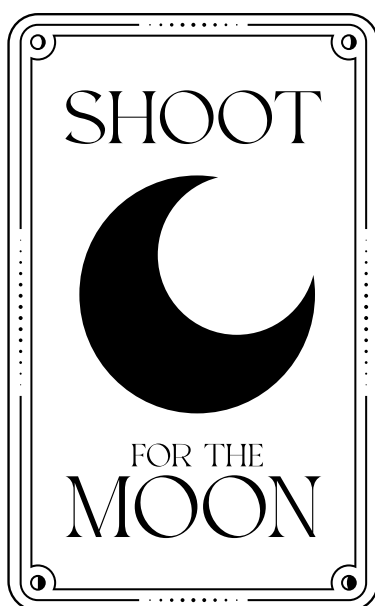
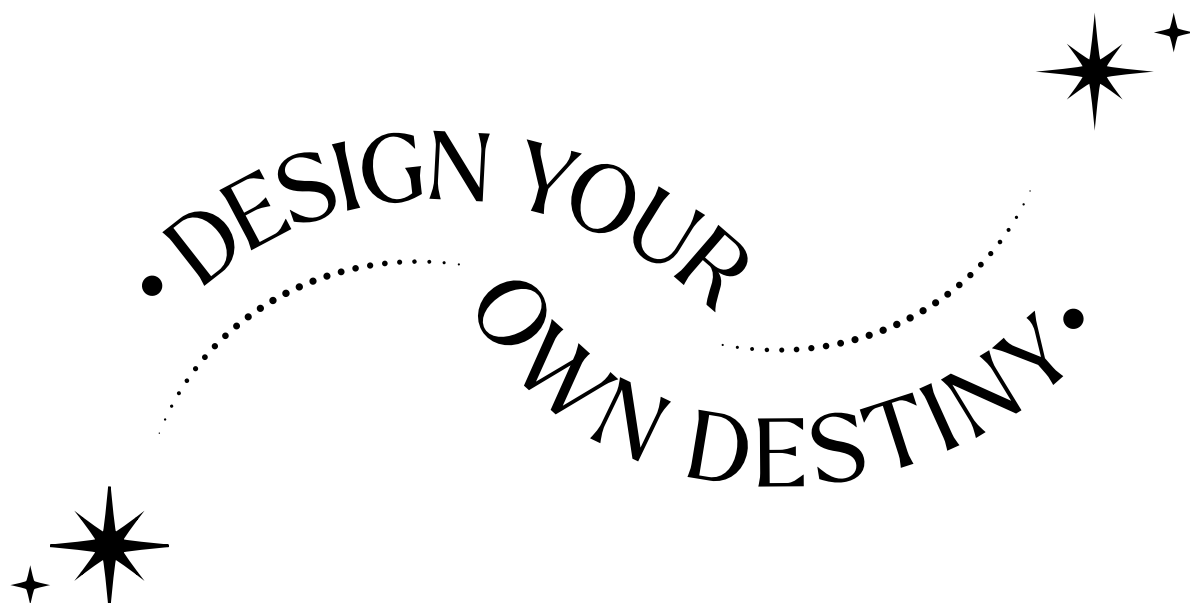


# Entry guidelines



# Giving you a leg up

**We get it. Because we've been there.**

You step out of education looking for your first gig. Only to be told you must have more experience. But to gain this experience, requires, well, experience. And you can't

get the experience you need because of the experience you don't have.

So we want to help. We want to give you the opportunity to take that all-important first step up into the industry.

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# Giving you a heads up

Working reality is a little different to college and university. Being creative is only half the story. You have to justify your big idea too. You have to prove why a client should pay for it, and how it enriches the life of a watcher, reader or user.

That's also what this competition is about. It's about making you think like a professional designer or developer. It's about using commercial creativity.

**Think you're up for the challenge?**

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# What's the brief?

That's the thing. There isn't one per se.

You can submit something you've already created. Or create something new that you love.

**It can be anything you want, but there are three provisos.**

1. It must fit one of our three categories
2. It must be commercially creative
3. You must be able to justify your reasoning behind it

# What are the categories?

There are three:

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## **Graphic Design**

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## **Digital Design**

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## **Motion and AR**

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### **Graphic Design**

You can submit offline design projects for this category. Think 3D, 2D or print.

### **Digital Design**

You can submit online projects for this category that primarily demonstrate digital design skills. Think web and digital graphic design.

### **Motion and AR**

You can submit design that moves for this category. Think video, animation, XR, VR, AR and 3D graphics.

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# How will the categories be judged?

All submissions (whatever the category) will be judged according to the following questions.

**Is it original?**

**Is it creative?**

**Does it demonstrate a firm grasp of design and/or development techniques?**

**Is it effective in communicating its key idea or message?**

**Is it user (or reader or watcher) friendly?**

**Is it commercially viable?**

(Creativity is a wonderful thing! But in the real-world with real clients paying real money, and expecting a real result, would it work?)

In other words, **does it have a point?**

**Does it provide real-world value?**

If it doesn't; if it's just something fun or pretty, you may need to rethink.)

# What can you win?

Apart from the obvious satisfaction of pitting your wits against some of the best talent in the South West, your work will be seen and judged by leading figures from the design, digital and motion industry.

Each category winner will receive £1,000 in cold, hard, cash-monaye.

However, one of the winners will be chosen as an overall champion and will receive £2,000 instead.

What's more, ALL finalists will be in with the chance of winning a paid 3-month internship at P+S.

Oh, and there's a prestigious trophy too. (To borrow. For a whole year.)

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# Who can enter?

If your answer is yes to all of the following (and we mean all), you're eligible.

- I'm a university or college student
  - I'm studying in the South West of England or South Wales (or via The Open University, but I'm living in the South West or South Wales)
  - I'm in my final year
  - Should I make the shortlist, I'm happy to attend an interview at the Watershed, Bristol, on Thursday 13th June.
  - I am not a robot
- 

## **IMPORTANT NOTE**

You can submit any project(s) undertaken during your course, or any freelance or personal work created in your own time.

# When can you enter?

Submissions open on Monday 11th march.

The deadline for submissions is midnight on Friday 31st May.

# Other important dates

The first round of judging will take place on **Wednesday 5th June** and the **10 finalists** announced later that day/night.

Judgement Day will take place in Bristol, on **Thursday 13th June**.

All finalists will be invited to a 25-minute in-person interview with our judges.

This is your opportunity to talk the judges through your masterpiece and convince them the prize should be yours!

Then it's time to don your best frock, and attend our evening Awards Ceremony - details to be announced closer to the time, so keep an eye out for your invitation.

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## How to enter

### 1. Prepare your entry. We need:

- a. A cover letter that contains the following:
  - Your full name
  - Your contact details (including email and phone number)
  - Your course title
  - Your university/college name
  - A short description of the project.

This should detail the brief (if you were working to one), the aims of the project, and the thought processes behind it. Plus, any technical or design details you feel are relevant. No longer than an A4 page though pretty please.

- b. The project itself:
  - Graphical creative to be submitted in PDF format
  - Animation/video work to be submitted in MP4 format
  - Development work to be submitted via a link to where it's hosted and a link to the codebase on GitHub.

### 2. Upload your entry:

- a. Compress all project elements into one zip file, including your cover letter. (Only one zip file per project please.)
- b. Your filename should be structured as follows: Category name. First name. Surname. Project name. For example: Graphic\_Design\_Ailsa\_Billington\_Project 1
- c. Head to the entry section on our website to upload everything via Dropbox. Or access our [Dropbox directly here](#).

### IMPORTANT NOTE

You can submit as many entries as you wish, across multiple categories (if relevant of course!). But each project must be submitted separately, following the required steps above every time.

# The (not so) small print

The boring (but necessary) T&Cs, rules and regulations, what-ifs and what-nots, and just-in-cases.

- You only have until midnight of Friday 31st May 2024 to enter your work for the South West Design and Digital Student Awards.
  - Any submissions sent after this closing date and time will not be counted.
  - Neither will any work that doesn't contain some element of graphic, digital or motion and AR design – for example, performing arts.
  - Submissions must be relevant to the three categories previously mentioned.
  - There is no limit to the number of submissions made by any one person, but every project must be submitted separately, following the required steps each time.
  - Submissions must be made via Dropbox using the aforementioned formats.
  - Submission filenames should follow the aforementioned structure (Category name. First name. Surname. Project name).
  - Any submissions not labelled correctly will be discounted.
  - 10 finalists will be selected on Wednesday 5th June by our judges and announced at some point that day. (We can't give a definite time. It all depends on how many submissions, how long the judges will need to deliberate, how much coffee they drink and therefore how many toilet breaks ensue, and so on and so forth.)
  - No details or names of entrants will be given to the judges to ensure an objective assessment is carried out.
  - All finalists will be asked to attend a 25-minute interview with the judges at Watershed, Bristol on Thursday 13th June 2024. You will be asked to talk about, and answer questions on, your entry.
  - Please prepare any supporting documents, websites and your digital portfolio ready for the interview.
  - You must be able to attend this interview in order to qualify to win.
  - You will retain all copyright to the work submitted. However, Proctor + Stevenson will have access to the work for publicity purposes, relating only to the award. The designers of any work used for publicity will be fully credited.
  - A list of prize winners will be available to anyone upon request.
  - If requested, the judges will prepare a report stating their reasons for awarding the prize to the winning projects.
  - Due to the high volumes of entries, judges will be unable to provide feedback for non-awarded projects.
  - It is the responsibility of the entrant to protect the design by copyright, design registration or patent application, if he/she should so wish. (To be honest, this sounds complicated to us too, but apparently, it's a legal thing. So, there we are.)
- By submitting your entry, you will be agreeing to these terms and conditions.
- We promise to only contact you regarding the awards themselves. No spam. And no 'just-leave-me-the-heck-alone!' marketing messages.
- Please ensure you include your full name, course, email address and telephone number with your submission!**