

## Entry guidelines

**Does my whitespace**

**look big in this?**

# 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 work 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 this year:

**Graphic Design**

**Digital Design**

**Front-End Development**

**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 animation, video, web design, and digital graphic design.

**Front-End Development:** You can submit digital development projects for this category. Think websites, online tools, digital games and apps. There should be a creative element to them however. Backend systems with little-to-no visual design won't be eligible.

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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, and 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 and digital industries.

Each category winner will receive £1,000 in cold, hard, cash-monaye. Of those three winners, an overall champion will be chosen to receive a further £3,000 (that's £4,000 in total) and a 3-month paid work placement at Proctor + Stevenson.

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 am free to visit Bristol on Thursday 21 May 2020 (this will be paid for by P+S)
- 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.

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# When can you enter?

Submissions open on **1 February 2020**.

The deadline for submissions is midnight of **Friday 15 May 2020**.



# Other important dates

Judging will take place on **Thursday 21 May 2020** and the **10 finalists** announced later that day/night.

Judgement Day will be **Thursday 4 June**.

All finalists (and a plus one) will be invited to the Proctor + Stevenson HQ in Bristol. (And your travel and expenses paid for.)

Here you'll each be given a 25-minute opportunity to talk the judges through your masterpiece, and convince them that the prize should be yours!

You'll need to be in Bristol for the whole day as there will be an evening awards ceremony too, so be prepared for a little wait. But there are lots of amazing things to explore in Bristol while you do!

You are welcome to bring up to 5 guests with you to the evening event.

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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\_Roger\_Proctor\_Gert\_Lush
  - 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 15 May 2020 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.
- Submissions must be relevant to one of the three categories previously mentioned.
- Backend systems with little-to-no visual design elements won't be eligible.
- Neither will any work that doesn't contain some element of graphic or digital design – for example, performing arts.
- 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 Thursday 21 May 2020 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 on Thursday 4 June 2020. And you will be asked to talk about, and answer questions on, your entry.
- Please be prepared to bring your portfolio to this interview.
- You must be able to attend this interview in order to qualify to win.
- Travel expenses will be covered by Proctor + Stevenson.
- 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!**