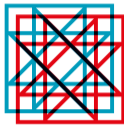


DESIGN CATEGORIES

1. YOU MAY ENTER AS A TEAM OR AS AN INDIVIDUAL.
2. IF ENTERING AS AN INDIVIDUAL, YOU NEED TO ENTER A MINIMUM OF ONE OF FOUR CATEGORIES - SURFACE DESIGN, PRODUCT DESIGN, ENVIRONMENTAL DESIGN OR VISUAL COMMUNICATION DESIGN.
3. TEAMS CAN BE NO LARGER THAN 3 STUDENTS.
4. A TEAM ENTRY MUST INCLUDE WORK IN A MINIMUM OF TWO OF THE FOUR CATEGORIES BELOW.

1. SURFACE DESIGN AND 2-DIMENSIONAL CRAFT DESIGN



SURFACE DESIGN - usually refers to a two-dimensional end result. This includes, but is not limited to activities such as appliqué, embroidery, beadwork, mural design, stained glass, tapestry, textile design, weaving, 2D ceramics, graffiti, mosaic, gift wrap design, wallpaper design, fibre design and fashion. Any surface design may be developed into a product. Examples of Surface Design products are duvets and curtains, tapestries and carpets, tiles and wallpapers, etc.

2. PRODUCT DESIGN AND 3-DIMENSIONAL CRAFT DESIGN



PRODUCT DESIGN - usually refers to functional or decorative, and is usually three-dimensional design. This includes, but is not limited to basketry, beadwork, carving and wood turning, ceramics, fashion and costume design, industrial design, jewellery design, paperwork, puppetry, wirework, furniture design and glass blowing. Examples of Product Design products are clothing and crockery, 3D ornaments and jewellery, furniture, appliances and gadgets, etc.

3. ENVIRONMENTAL DESIGN



ENVIRONMENTAL DESIGN - includes, but is not limited to fields such as architectural design, urban and landscape design, display, event or exhibition design, interior design, theatre and set design, interior decorating, public sculpture and land art. Examples of Environmental Design products are buildings and bridges, container classrooms and display booths, stages, rooms and public spaces such as parks, etc.

4. VISUAL COMMUNICATION DESIGN AND DIGITAL DESIGN



VISUAL COMMUNICATION DESIGN - includes, but is not limited to advertising design, animation, digital design, film and video, graphic design, brand communication design, illustration, information design, packaging design and applied photography. Examples of Visual Communication Design products are online or offline marketing and media campaigns, websites and documentaries, posters and email flyers, packaging and adverts, etc.

HOW IT WORKS



ENTER

COMPLETE THE ENTRY FORM AND SEND TO US
Your school will then be registered for the competition.
DATE FOR SUBMISSION: 27 FEBRUARY 2015



GIVE US YOUR IDEA & BUSINESS CASE STUDY

Your submission must include a 2D sketch of your design. You can also include swatches of materials that your designer could be made off. Judges will select the finalists who will go through to show their work at the regional expos.

DATE FOR SUBMISSION: 24 APRIL 2015



PRESENT

WELCOME TO THE BIG LEAGUES
If you are chosen as a regional winner, your work will be judged by a national panel.

EXPO DATES: 25 JULY OR 1 AUGUST 2015

WHAT YOU WILL NEED TO DO:

STAGE 1 PUTTING YOUR THINKING CAP ON AND COMING UP WITH A REALLY COOL IDEA + A BUSINESS CASE STUDY

- Choose one of the two topics provided. Think carefully about your chosen topic and make sure you understand the topic clearly.
- Now, get those creative juices flowing and come up with great ideas to solve problems by design, in an environmentally friendly and sustainable way (your idea needs to be easily maintained and not harm or deplete our beautiful planet's resources). Learners must use recycled materials.
- Develop a business case study, including a detailed budget. Have a look at the template provided to give you a detailed idea of what we're looking for in your business case study.
- Send us the entry form, pitch and business case study via post or **email by no later than 24 APRIL 2015**.

STAGE 2 PHEW, THE HARDEST PART IS OVER - NOW TO SHOW YOUR WORK AT THE REGIONALS

- Go 2D or 3D! Create full product prototypes (3D models) of your work, or roll it out into a full visualised campaign.
- Write down your design solution step by step as this is a very important element when we judge your work at the Regional Finals.
- The use of a computer is allowed, but it is necessary that you include hand-drawn sketches, notes, illustration and plans in your entry to show us your planning and development skills. We'd like to see how you developed your, what we call 'The Design Journey'.
- Plan and put together the exhibition of your design solution for the Expo in your region/area. Remember that your planning documents need to be part of your exhibit.
- Prepare and practice a 30-minute presentation you will be asked to give to the judges at the Expo.

YOUR RESPONSIBILITIES INCLUDE:

- The setting up of an exhibit, showcasing your work at the designated venue in your province.
- You'll be given a space and have access to plug points - you will need to bring everything else that you may need to best display your work at the venue.
- You will need to plan and lay-out your exhibit to the best of your ability.
- You must include all your planning work as part of your exhibit. Any exhibit that does not display the proper planning and idea progression will not be considered as complete by the judges.
- Please note that **any work that is just dropped off at a venue will not be considered by the judges**.
- Exhibit and present your work at the Western Cape, Gauteng or KwaZulu-Natal Regional Expo, which will be held on a **Saturday on 25 July or 1 August 2015** (Addresses will be communicated via email at a later time).

STAGE 3 HIGH FIVE, YOU MADE IT! NOW YOUR WORK WILL BE JUDGED NATIONALLY

- If you've made it to Stage 3, you've been selected as a regional individual or team winner, congrats! Now you will need to participate in the final judging process which takes place in the week from 25 to 28 August 2015. But relax; there is no additional work that you need to do for this stage.
- Our panel of expert, industry-leading judges will select a national winner and two runners-up in both the Individual and Team categories. The national winners will have their work exhibited at Design Indaba 2016!