



SDC GLOBAL DESIGN COMPETITION 2009



Overall winner to receive the SDC Colour Design Award 2009 at the grand final in Goa, India

GLOBAL BRIEF

Criteria

- 'To demonstrate the creative, imaginative and original use of colour in either fashion or textiles'

All entries should show evidence of the following:

- colour as an integral component of the design process
- development of the designs, from concept to final design product or application
- excellent presentation and clarity of ideas
- innovative or creative approach to incorporating some aspect of sustainable thinking within the original design and/or final design application.

The judges will assign marks for each of these four categories.

Deliverables

- Work mounted on no more than four A3 or A2 boards.
- Type-written statement on one A4 sheet.

Basis of submission

- The work can be based on a fashion or textile design project produced as part of the standard course curriculum or for the SDC Colour Design Award.
- Content is at the discretion of the student, but can include finished roughs, design sheets, illustrations, working drawings, mood boards, photographs, fabric indicators, material swatches, etc. At least one board must outline the colour theme with the colour palette clearly indicated.
- Each submission must be uniquely titled to reflect its nature and theme and must be supported by a typewritten description in English (no more than one A4 page / 200–500 words) explaining the background and inspiration for the work.
- Boards: these should only be A3 (297 x 420 mm) or A2 (420 x 594 mm) in size, with your artwork securely mounted on. Never submit any more than the number of boards requested.
- Only one entry may be submitted by each student.
- A maximum of **three** entries per college; one tutor should be identified as the contact per college and be responsible for submitting an entry form.

Judging

A key component of this competition is that the students will be invited to bring their boards & statements to the regional heats. They will meet judges and have the opportunity to give some background on their project and, in particular, their use of colour. Where it is not feasible for the students to be present at the regional judging, alternative arrangements may be made.

For further information: see additional documents 'Competition rules' / 'How to enter' at:
www.sdc.org.uk/members/competitions.htm