

JUDGES' BRIEFING DOCUMENT

SDC GLOBAL DESIGN COMPETITION

Overall winner to receive the **SDC Colour Design Award 2009**



Regional Heat Judging

Today is the first and only round of judging for the regional heat. One finalist will be selected after assessing the submitted portfolios during the course of the judging session. The winning student will then be invited to the grand final to represent your region. Each country heat winner – from Australia/New Zealand, Bangladesh, China, Hong Kong, India, Pakistan, South Africa, Sri Lanka, the UK and the United States – will come together at the grand final in Goa, India on 25-26 June 2009.

Judging Criteria

The overall aim of the judges is to determine how well the students have approached the remit: **'To demonstrate the creative, imaginative and original use of colour in fashion or textiles.'**

The emphasis must be on colour, with 'sustainable colour' being one key aspect the students have been asked to consider in the brief. 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.

All four of these categories will be judged, with colour having the greatest weighting.

Qualifying Entries

The regional host should carry out an initial screening of all the entries to ensure that they meet the basic competition rules: for example, the age of the student; that he or she is enrolled on an undergraduate course; that the entry is endorsed by the tutor; that there are no more than **four** A3 or A2 design boards; and that there is an accompanying typewritten statement. Those that do not meet these basic rules should be excluded. If any additional materials/garments are provided by the students, these should not be considered during the judging process.

Methodology

-You will be asked to view the entries to allocate a shortlist* entries. Please note that the entries will be mixed to ensure that no batch of entries from a single college or university are displayed together. You will be given an opportunity to get a 'feel and flavour' of the standard prior to the commencement of judging.

-After the shortlist has been decided upon, the judges will then have the opportunity to discuss the merits of each shortlisted portfolio and have the opportunity to discuss in detail their project with the student. After discussion, a decision will be made and an overall winner will be chosen.

*The number of students that make the shortlist will be dependent on the number of entries / to be decided by the regional committee. It will also be up to the regional committees whether the judges get to interview all the students or just those in the final shortlist.

Allocation of Marks

Each member of the judging panel is asked to complete a judging form, allocating specific marks to each of the four categories in the judging criteria. The chair of the judging panel should take responsibility of collating the marks and leading the discussion to come to a final decision on identifying a regional winner.

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Judging Notes

Judging should be based on the following three aspects:

- The design boards (up to four A3 or A2 boards)
- The supporting statement (up to 500 words)
- Discussion with the student

Judges are asked to ensure they are familiar with the brief that was issued to students. In particular, note that the content of the submission 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.

Marks should be allocated on how best you believe the student has met the brief.

Scoring

Entries should be marked out of 100, split between the following four categories:

COLOUR: 40 marks

- colour as an integral component of the design process 30 marks
- colour palette clearly indicated 10 marks

CONCEPT: 20 marks

- development, from concept to final design product or application 20 marks

PRESENTATION: 20 marks

- presentation and clarity of ideas 20 marks

SUSTAINABILITY ASPECT: 20 marks

- is there an aspect of sustainable thinking in the design? 20 marks

Note: Guidance as to the interpretation of 'sustainability' is given in a separate document.

Please note your marks on the accompanying score sheet(s).

Regional heat:

Judge's name:

Please sign below if you have read and understood the enclosed judges' briefing document:

Signature: Date: