



# DI Honors

Design project entry

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# Hello!

We have created a list of tips to guide you through the submission process, step-by-step, to ensure that your design entry is strong and more likely to make a positive impact.

While you are preparing the entry, **Don't rush the job.** Give ample amount of time and attention to preparing your presentation.

Most applications in similar process lose valuable marks because they do not take the time to gracefully explain their ideas, designs, innovations, products or services.

Entrants should remember that their first objective is to prepare a perfect presentation of their entries. The presentation includes two aspects: Visuals and Text. Make appropriate use of both the mediums to efficiently convey your thoughts and processes.



# Submittable

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## **Project category**

*Nomination:* Project Category (You apply to multiple categories if applicable. However, the jury has the right to change the categories and consider it for only the ones which they deem fit)

## **Project writeups**

- Brief description of the project (75-100 words)
- Detailed project description (1000-1500 words)

## **Project images**

10 images highlighting the key features of the project outcome and process

## **Project video**

Video URL (optional but highly recommended). The video may be a concept video, a process video or a combination of both. Please upload your video to YouTube, Vimeo or any other platform and share the link. Ensure that the link is accessible for judging.

## **Supporting documents**

Supporting documents (Optional but highly recommended). Any additional documents which contain more details or additional information about the project and outcome. Please add a link to your detailed document and ensure that the link is accessible for judging.



# Project category

## **Submittable:**

*Nomination:* Selecting project category (You can apply to multiple categories if applicable. However, the jury has the right to change the categories and consider it for only the ones which they deem fit)

## **Tips:**

DI Honors 'Greatest Student Design Project 2022' accepts entries for 5 categories: Interaction design; Communication design; Service & strategy design; New media design; and, Play design. Read the category definitions again and again to make sure you pick the right one for your entry.

It could be possible that your entry could fit into a couple of categories. If so, our advice is to select a single category that fits your entry. During the judging process, if the jury members feel that your entry would be better suited in another category, they will move your application to the relevant category. The category change is done only if your entry is more likely to get a better score in the new category.

**Important:** You cannot nominate the same entry to different categories.



# Project writeups

## Submittable:

- Brief description of the project (75–100 words)
- Detailed project description (1000–1500 words)

## Tips:

### Project Description

The description is one of the most essential elements of your submission, so make the description engaging and interesting; keep it clear and provide as much detail as possible – share the original project idea, the design trigger, how the design contributes to society or local communities, etc.

A good description doesn't mean you should fill your paragraphs with industry jargon, but it does mean that you don't need to talk down to your reader. They likely understand your perspective.

In terms of form, be sure to break up longer narrative passages into short, digestible bites to appeal to your reader. Often, long, single-paragraph blocks can stop the reader from reading before they even start.

The best award-winning submissions capture the jurors' attention by telling a compelling story. Through backing up to the "why" or "how" established early on in the process, your project narrative is much more likely to be memorable. "Why" was this project undertaken in the first place? "Why" did the design take the path it did? "How" does the resulting design creatively serve its user audiences? "How" is this resulting design better than its other competing projects in the market?



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# Images

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## **Submittable:**

10 images highlighting the key features of the project outcome and process

## **Tips:**

Select several images to provide an overall view of the design, in addition to close-up shots. Make sure that the final 10 shortlisted images are as per the project category you apply for. You can include images of project details, 3D drawings, product specifications, business plans, or any other information you may feel important to share with the Jury.

Please keep in mind that if your project gets selected for "The Greatest Student Design Project 2022", then the images that go on several platforms will be selected from these 10 images you share.



# Video

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## **Submittable:**

Video URL (optional but highly recommended). The video may be a concept video, a process video or a combination of both. Please upload your video to YouTube, or any other platform and share the link. Ensure that the link is accessible for judging.

## **Tips:**

Support your entry with a video presentation, it helps the judges engage in your work. Instead of uploading a video, you can also provide a link to the video.

### *Write a script!*

Jot down a rough structure for your video and then write a short script. Don't forget, practice makes perfect!

### *Stand Out!*

One easy way to get a professional look for your video is to use a solid-coloured background. A colour block using wall, a bedsheet, or a large sheet of backdrop paper are all good options.

### *Be clear!*

We're more interested in what you have to say than the quality of your video, so it's important to get your audio right to make sure we can hear what you have to say.

### *Let there be light!*

If you don't use enough properly placed light, your video might look dark and gloomy, even if it's great in every other way. The sun is one of the best light sources for video. If you're filming in natural light, do your best to get your footage in the morning or evening, when the light is softer.



# Supporting documents

## **Submittable:**

Supporting documents (Optional but highly recommended). Any additional documents which contain more details or additional information about the project and outcome. Please add a link to your detailed document and ensure that the link is accessible for judging.

## **Tips:**

Don't be afraid to use a variety of mediums to communicate your project. While good photographs are key, it's also possible to submit videos, drawings, animations, graphics, diagrams, or any other relevant media. Consider how each asset can help the jurors to better understand a proposal.

To boost your chances, you may submit projects with features that have a positive impact on the intended users and society at large. Make sure to highlight these in your project descriptions. Submissions that clearly express the ways in which their project responds to our rapidly evolving environment have a great chance of success.





# Credits & references

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Credit all the collaborators of the project. You can also add photographer and model credits as appropriate.

Make sure you mention the source of your references properly. This helps you to avoid plagiarism by making it clear which ideas are your own and which are someone else's. Doing this shows your understanding of the topic. Referencing also gives supporting evidence for your ideas, arguments and opinions.

During the judging process, a project may be disqualified if it is found to have plagiarised content, or ideas and references not properly credited to the actual owners.



***All the best !***

If you have any queries, you can write to us on [designinspire@valuelabs.com](mailto:designinspire@valuelabs.com)

