



The Review 2011 Student Designer of the Year Award Project brief

THE REVIEW

The Review is an annual showcase and award ceremony for designers to exhibit their best printed work. For the past 22 years, we have been proud to recognise and reward designers throughout the UK and Ireland.

Each year we receive an exceptional number of entries from agencies who are proud to present their printed work. And it gives us great pleasure to showcase the entries in The Review and award the best from each category with a highly acclaimed acknowledgement in the design industry.

This year we are delighted to open the competition up to design students by adding a Student Designer of the Year award. We have developed a unique project to help develop and educate students within the world of print and paper.

THE BRIEF

To design the Antalis McNaughton 2013 calendar targeted at the print industry, in both UK and Ireland. The design should incorporate at least 3 calendar months to show how the creative will flow throughout the piece.

The piece must incorporate different paper stocks that complement the design. The creative theme should reflect the paper and print industry and flow throughout.

The calendar format must be no bigger than A2 (594mm x 420mm) with a wall hanging suitable for use in offices and other work environments with one month per page. The file size of entries must be no more than 5MB, including artwork and written documentation.

All aspects of design can be utilised including typography, graphic design, photography and fine art. Any imagery used needs to be accurately sourced. By entering any original artwork you are giving permission for the work to be re-created to print ready quality and any original imagery needs to be provided.

This project is ideal for a group assignment, lasting approximately 2-3 months depending on the course layout.

Each piece will be judged by The Review judges based on creativity and their ability to meet the brief.

Entries should be submitted in pdf format together with the attached entry form to paperdesk@antalis-mcnaughton.co.uk. Closing date for entries is 31st March 2012. Judges comments will be available on request from 1st June 2012.



CONTEXT

The calendar is used in both office and production environments by customers of Antalis McNaughton including printers, designers and suppliers.

It is used by the company as a marketing tool, helping to keep the brand front of mind in the customers work environment and providing a source of inspiration for how different papers from the range can be used in a creative application.

It must function primarily as a calendar as well as a piece of design.

Several thousand copies are produced and distributed so practicalities of production and transportation should be considered alongside the design. The final calendar will be produced using litho printing.

In previous years, we have won the top awards for 'Best Bespoke Calendar' at the National Calendar Awards. So the calendar has a high profile and is an excellent PR opportunity to gain recognition for the winning entry.

SUPPORT MATERIALS

To provide you with the tools and support materials you need to complete the project you will be supplied with:

- Antalis McNaughton brand guidelines
- Pdf's of past Antalis McNaughton calendars
- Sample packs of key material you can incorporate
- Product information pack
- Print industry information pack
- Direct support contacts available by personal visits, phone and email
- Student and tutor briefing pack including:
 - Leaflets
 - Posters

THE PRIZE

The overall winner of The Review student category 2011 will have their calendar design published as the official Antalis McNaughton 2013 calendar and will be credited with their name and education institute.

The winning group and tutor will be invited to the final event at Warwick Castle in June 2012 together with the acknowledged designers and printers from other categories, providing the perfect networking opportunity. The work will be published online and in The Review book, plus all the commended students will also have their entries digitally printed to be displayed at the final event and 20 copies per group for their portfolio.



All students who enter the competition will be able to display their work on the Antalis McNaughton website and Flickr channels to help them build recognition within the design industry.

DESIRED RESULTS FROM THE PROJECT

This project encourages students to think not only about creative design but also about different types of print and paper, including tints, textures, printability of each stock and different types of printing.

This is an important aspect of working in print design and will provide a priceless and practical lesson on the effects different types of materials have on designs. This project will provide knowledge and experience about different materials and which ones will produce outstanding quality that complements their designs.

Key objectives of the project and The Review marking criteria are as follows;

- Demonstrate a thorough understanding of the Antalis McNaughton brand guidelines and work to them throughout the piece.
- Demonstrate a thorough understanding of the print and paper industry and reflect this through the design theme.
- Demonstrate a clear understanding of different types of print materials and their implications on design.
- Explore the world of creativity to produce an innovative and fresh approach to a seemingly simple print job.

SUPPORTING EVIDENCE

Students should provide an insight into their creative thought process including how they came up with their design theme and how it developed throughout the process. This should include any research into the target market, print and paper industry to ensure the design theme and message is well explored and relevant.

This should be no more than 500 words, including an explanation of the creative for any months not included in the pdf entry.

Any imagery used needs to be accurately sourced. By entering any original artwork you are giving permission for the work to be re-created to print ready quality and the original imagery needs to be provided.

Students should explain why they selected the stocks in the design, taking into account the print suitability and feasibility of each one. Therefore, some research into printing will be required.



LEARNING AND INSTRUCTION

Students may already have experience working with creative briefs and design. This project will provide students with experience of dealing with corporate clients on a print design brief but with a corporate message to a pre-established market.

Research will be important to produce a well targeted and appealing piece, together with ensuring stocks can be printed as specified.

Tutors should help support students to develop a suitable piece appealing to the target market while exploring innovative and fresh creative routes.