INTERNATIONAL DESIGN COMPETITION

COLOUR FOR GOOD

COMPETITION BRIEF PACK

2023/24

COLOUR FOR GOOD

The SDC International Design Competition is renowned for bringing together students, researchers, industry professionals, and designers from around the world to give undergraduate students a platform to showcase their creativity, technical knowledge and vision on an international scale

As we become more conscious about the impacts of our industry, tomorrow's designers need to be equipped to embrace holistic approaches towards design by considering and specifying the colorants and systems that will be used to ensure their products have a lower impact on the environment while embracing the ideas of longevity and circularity.

The impact of textiles on the environment is well documented and the processes used in preparation, dyeing and printing and finishing of coloured fabrics is a focus for many. Investigating and implementing alternatives to the current status quo is a key skill that will be required of future designers to enable them to future proof the industry. A holistic approach between dye makers, designers and technicians is a vital part of the industry going forward.

This year we invite undergraduate students to design and develop a commercially viable concept for a textile product which puts the choice of colorant at its core to reduce the impact and use of synthetic colorants. The development and use of alternatives should reflect the technological capabilities of the systems employed, be that commercial dyehouses or craft dyeing.

The design must exemplify and align its purpose around the key theme of colorant choice and colour itself is to play a strong role in the influences of the design.

Ideas to potentially explore and compare within the brief include:

COLOUR

* Natural plant/ animal-based colorants, traditional and new
* Biological colorants
* Colorants from waste

APPLICATION

Local vs global – implications of manufacture, differences in * regional availability, cultural implications, historical implications. Look at local techniques and knowledge using natural dyes *. Small vs large production – what implications does this have for the environment.
Harvesting of colorants – foraging, small scale production, large * scale production (cultivation) – effect on the environment
Application techniques –are these transferable to scale? * Organic, fibreshed, regenerative farming, biodynamic farming, * foraging – pros and cons of systems used.

DELIVERABLES

Required for Competition Entry

Up to four A2 Boards

To evidence your design from concept through to development and finished design, inclusive of colour palette. Can include mood board, drawings, CAD's , imagery.

Supporting Written Commentary

A4 Sheet - Up to 500 Words to include:

- Design Purpose & Inspiration
- Colour Inspiration
- Coloration choice and method
- Raw Material (Substrate) Selection with Rationale
- Relevance to the Brief
- Social/Environmental Credential/Claim Justification

5 Minute Presentation OR Video

Upon meeting our judges you will have the opportunity to share more about your design and bring your passion and motivations to life. This can be in the form of a 5 minute presentation or pre-recorded video, all we ask is that your slide deck/video is submitted with your entry. You have freedom to be as creative as you like!

JUDGING

Marks will be awarded to those who can demonstrate a design aligned to the brief which considers the environmental impact of the colorant chosen and the environmental impact of the design during its use. The judges are looking for a creative use of alternative colorants paired with a clear commentary on how this impacts the planet and is commercially viable

Judging will be broken down into the below categories:

1

Creativity & Innovation

Innovative product design with creative use of colour and clear purpose aligned around alternative colorants

2

Technical Concept Development

Coherent development of idea that is practical and commercial with coloration methods and life cycle taken into consideration.

3

Quality of Deliverables

Clear, informative and coherent delivery of the entry with wide ranged, high quality research used to develop the design. Highly creative and professional presentation of deliverables.

ELIGIBILITY & TIMELINE

The competition is open to **SDC College Members** only within the following countries:

Australia, Bangladesh, China, Hong Kong, India, Ireland, New Zealand, Pakistan, Singapore, South Africa, Sri Lanka, Thailand, America & United Kingdom.

Entrants must be pursuing a fashion or textiles Undergraduate degree at a University or College at the time of entry.

Entry is through the college tutor and photographs of students' boards and supporting written commentary to be uploaded to the SDC website.

No extra portfolio or body of work should be submitted outside of the required deliverables

Only one product should be designed per entry (This can be presented in various colourways).

Imagery of physical prototypes are welcomed, however, a physical prototype is not required for submission as this as this is a concept design. Despite this, please bare in mind that the product must still hold commercial viability.

Oct/Nov 2023	Competition is Launched
January 2024 – October 2024	Regional & National Heats UK held in person
May/June 2024	UK Final Takes Place
Nov 2024	International Grand Final - Winner Announced