

U
Design
for real people

Competition rules

student design competition U Design for real people



**AGENTSCHAP
BINNENLANDS
BESTUUR**



This student competition is an initiative of Inter, in cooperation with the Agency for Local and Provincial Government, team Equal Opportunities



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1 Participation requirements

1.1 Students of design courses in architecture, interior design and product development

This design competition is intended for students who are enrolled during the 2019-2020 academic year for a design course in architecture, interior design or product development in the third or fourth year at an educational institution within the geographical area of Europe¹.

Students from other design courses or other study years may participate, provided that their study programme has a focus on UD during the 2019-2020 academic year.

A student can participate individually or as a duo. In both cases, registration is mandatory. To participate, it is a condition that each of the participants follow a course as described in the conditions above.

1.2 Categories for participation

Participants may submit competition designs in these categories:

1. **Architecture / Urban development / Spatial planning**
With focus on the concept and design of a specific site, environment or building.
2. **Interior**
With focus on the concept, design, decoration and interior design of a building.
3. **Product**
With focus on the concept and design of one or more products.

When submitting the competition design you choose a certain category. Participating individuals or duos may submit a maximum of two projects, with a maximum of one project per individual category.

1.3 Mentor tutor

For all competition entries it is necessary to provide a mentor tutor as a contact person. When registering, you should provide his or her name, email address and telephone number.

1.4 Participation in workshop sessions

In this competition we organise several workshop sessions to teach students about UD and to let them consult with experts in UD. They get the opportunity to:

- ▶ follow various inspiring workshops on Universal Design and accessibility by Inter or other experts. We hereby align as closely as possible with themes or assignments from the design workshops from the participating courses.
- ▶ request user feedback with their design or to follow an immersion session with users.
- ▶ advice and coaching by Inter experts.

Students at a Flemish or a Brussels Dutch-language educational institution are obliged to participate in **at least one** of the workshop sessions.

Students from educational institutions outside Flanders are exempt from participating in the workshop sessions. These students must look for local guidance in their own country or at their own educational institution to meet the competition criteria. Participation in a workshop session in Flanders (held in Dutch) can be done on a voluntary basis.

¹ The geographical territory of Europe, both EU and non-EU countries



2 Timeline of the design competition and important dates

- ▶ 14-18 October 2019:
 - ✓ **Launching the competition**
 - ✓ **Kick-off week for students** in which they are informed about the course and the conditions of the competition.
- ▶ **Registration of participation:** as of 14 October 2019.
- ▶ November 2019 and March 2020: **workshops for students** to increase their knowledge of and experience with UD.
- ▶ 5 July 2020: **deadline for submission** of competition designs
 - ✓ Possible exclusions based on the competition rules
 - ✓ Preselection of the best entries by the jury
- ▶ 9-11 September 2020: **international jury and award ceremony of the competition projects**

3 Assessment criteria for the competition designs

For each design category there is a specific focus in terms of design category (see 11.2). The two general pillars of the design competition are **UD quality** and the **integration of user feedback**.

The evaluation criteria are:

1. The UD qualities of the project.

- ▶ The design responds to the context. The design responds to contextual needs or improves the original.
- ▶ The design facilitates equality. The design recognises human diversity and offers equal facilities, independently accessible to as many different users as possible.
- ▶ The design facilitates accessibility and usability. The design is accessible to as many different users as possible, thanks to a well-considered or smart design or certain innovations. It improves the user experience through the correct use of scale, shape, colour, material and light. It facilitates orientation, navigation and ease of understanding.
- ▶ The design is flexible and has good future adaptability.

2. The integration of **user feedback**. Your design is an example of user-centred design, both for people with and without disabilities. Participants test the competition design with at least three different types of users. To be eligible as a competition design, user involvement in the design process is a requirement.

4 Compulsory registration for participation in the competition

Registration is required for each individual or duo who wants to participate.

The compulsory registration is done via the website www.udesign.world.

- ▶ All participants must provide an email address for further contacts and appointments.
- ▶ Participants who register as a duo must indicate one member as contact person for all correspondence.
- ▶ You also provide a teacher as a contact person (name, e-mail address and telephone number).

We confirm each registration by email within seven days. Each participant or participating duo receives an official registration number. You must mention this number in further correspondence with the competition organisation.



5 Submission of competition designs

You must submit the competition documents via the website www.udesign.world.

You must meet the participation requirements (see 1.) on the day of registration and during the entire competition. If you do not meet the participation requirements, both at registration and during the competition, you will be excluded from the competition.

5.1 Deadline for submission

The deadline for submission is 5 July 2020 at 11.59 pm (received via the website).

5.2 Naming of documents and anonymity

File name: UDesign_registration number_project name

To guarantee impartial judging, your presentation (project poster or related) may only state your registration number and your project name. You may not include personal names or team names on your presentation documents.

5.3 Mandatory documents for submission

Your submitted material must give the jury a clear image of the competition design and the extent to which it meets the evaluation criteria. The working language is English.

- ▶ It must give the jury a good image of **your vision and the process** that you have completed to meet the qualities of UD.
- ▶ You clearly explain how you involved user feedback
(For both, see 3. Assessment criteria for the competition designs).

Your explanation consists of texts and visual components with at least these mandatory documents.

You submit a **project poster**. Your project poster is a PDF document of max. 30 MB in A0 format. It must include the following content²:

- ▶ **visualisations** of the competition design. This may be in the form of sketches, visualisations or 3D images, photos of models of prototypes³, a video (link)⁴;
- ▶ **design drawings**;
- ▶ **a written explanation** of how your design meets the evaluation criteria (max. 1000 words).

² You may only use material for which you are the author. If you use other material, such as reference images, you must state this clearly and with due observance of any copyrights.

³ If you submit a prototype or model, there must be photos of the prototype or model on the project poster.

⁴ If you submit a video, you provide on your project poster a YouTube link to the corresponding video. More information about how to upload a non-public video on YouTube can be found on the competition website www.udesign.world.



6 Jury and prizes

We compose a diverse jury with different backgrounds, both domestic and foreign.

- ▶ We will announce the jury members on the website www.udesign.world at the latest on 6 July 2020.
- ▶ The jury assesses the submitted competition designs anonymously via their registration number.
- ▶ The jury assesses the competition designs on the basis of the evaluation criteria (see 3. Assessment criteria for the competition designs).

6.1 Preselection of competition designs and nomination for the exhibition

During the summer of 2020, a limited delegation of the jury, based on their specific expertise, preselects the best entries on the basis of the submitted project posters.

- ▶ Subject to sufficient qualitative submissions, the jury nominates a maximum of six competition designs from each category, which will be presented at the exhibition.
 - ✓ The jury reserves the right not to nominate and/or award projects in a certain category if it is of the opinion that the entry does not possess the appropriate qualities based on the provisions under 1. Participation requirements and 3. Assessment criteria for the competition designs.
 - ✓ The jury therefore nominates a maximum of six competition designs from each category, from which the winners will be selected. In total there will therefore be a maximum of eighteen nominated submissions, divided into the categories of interior architecture, architecture and product.
- ▶ We will contact nominated participants to continue to the international jury and award ceremony. They should display their design from 9 to 11 September 2020.

6.2 International jury and award ceremony

The entire international jury, which selects the winners, will meet from 9 to 11 September 2020 in Hasselt. This period is subject to the availability of the jury members.

We will display all nominated projects at the award ceremony via their project poster. Nominated participants may explain their selected competition design orally in English for a maximum of 15 minutes, possibly via a presentation, video or model.

Nominated participants studying at a Flemish or Brussels Dutch-speaking educational institution must be present at the jury and award ceremony. Nominated participants from an educational institution outside Flanders and Brussels Dutch-language speaking institutions are not obliged to be present, but must be available during the award ceremony to explain their design via Skype or via a video or presentation.

We also invite a teacher from the educational institution of the nominated students to attend the jury and award ceremony.

The jury will choose three winning students per category, based on the assessment criteria. The winning students (maximum 9) will win as main prize a study trip (see 6.4 Prizes for winning projects). Given that it is an initiative of the Flemish government, the primary aim of which is to promote Universal Design in the Flemish educational landscape, the number of students from an educational institution outside Flanders and Brussels (Dutch-speaking) participating in the study trip can never exceed the number of participants enrolled in a Flemish or Brussels Dutch-language educational institution.



6.3 Mandatory documents for the jury

- ▶ Printed version of the digital document (project poster in pdf)⁵
 - ✓ Format: A0
 - ✓ Content: identical to the digital document
- ▶ An oral explanation of 15 minutes via a presentation or video. Participants from an educational institution outside Flanders and Brussels Dutch-language speaking institutions may do the presentation via Skype or send in presentation of video that has been recorded beforehand.

6.4 Prizes for winning projects

The winning students (see 6.2 International jury and award ceremony) will win:

- ▶ A publication (digital)
- ▶ An exhibition of their project poster
- ▶ Participation in a multi-day study trip to Lisbon.

7 Exclusions

An entry is excluded from the competition, the jury and the prizes if it does not meet the criteria as stipulated in the competition rules (see 1. to 6.).

The participant or the participating duo will be excluded from the competition in these cases:

- ▶ The participant or the participating duo submits illegible documents or files.
- ▶ The participant or the participating duo demonstrates unfair intentions, copy or plagiarism.
- ▶ The participant or the participating duo uses material of which one is not the author or uses material from others without a correct copyright notice.

⁵ For the selection by the jury on September 11, you must send a printed version of your digital document (project poster) to Inter no later than September 5.



8 Publicity and liability

8.1 Organiser of the competition

The Universal Design (UD) competition is an initiative of the Agency for Local and Provincial Government, team Equal Opportunities (a Flemish Government Agency).

Inter, the Flemish expertise centre in accessibility and Universal Design, is responsible for the organisation of the competition.

8.2 Communication and information

We publish all information about the competition on the website www.udesign.world. We recommend that all participants visit this website regularly.

For questions, please contact Inter. **Contact person:** Kathleen Polders, Belgiëplein 1, 3510 Kermt (Hasselt), tel. 0032 11 26 50 30 or email info@udesign.world.

After announcing the prize winners, we will put all nominated competition designs on the website www.udesign.world, mentioning the name of the participant(s), the name of the design, the educational institution and the study year.

8.3 Intellectual property

Participation in this competition means that the participant gives permission to the organiser of the competition to reproduce, publish and distribute the submitted documents free of charge, regardless of the medium used, for promotional purposes that are legally recognised and for an undetermined period. The participant also gives the organiser permission to exhibit the submitted work in the context of the competition.

8.4 Liability

- ▶ Entries will not be sent back. Models and prototypes can be picked up by the participants themselves after the exhibition has ended.
- ▶ The organisers of the competition do not bear any responsibility with regard to the participant in the event of loss, disappearance or destruction of one or more documents or objects.
- ▶ The organisation will not take into account possible (technical) problems during the submission that may have an impact on meeting the deadline.

The UD student design competition is an ideas competition that will not lead to a concrete realisation or a mandate. Consequently, the awarding authority and the winners have no further mutual obligations after the award ceremony.



9 Purpose of the competition

U Design for real people is the challenge for every future designer.

A competition for more awareness and involvement with design students today, for more usable buildings and products tomorrow!

With this competition **we arouse the interest of young designers to get to know, explore and incorporate the basic principles of Universal Design (UD) in their thinking and design process.** Not as an extra condition, but simply as part of every assignment.

UD or designing for everyone starts from a proactive approach to a project or design. It's all about user-centred design, with solutions that can be used for a very large and diverse group. By doing so, you do not have to offer separate solutions or supporting technology for people with disabilities.

UD does not let ease of use depend on the physical possibilities, age or gender, origin, culture, language or learning style of one person. UD solutions are easy to use for everyone and also look good.

A Flemish and a European competition

Good design knows no boundaries, whether it is creative or geographical. **Not only in Flanders, but also in the rest of Europe, more awareness for our future designers is needed. We therefore open the competition to the whole of Europe.**

The competition is primarily aimed at third- and fourth-year students of design courses for architecture, interior design and product development. Students from other design programmes or other study years, but with a specific focus on UD, may also participate.

UD as an established part of the curriculum of design courses

In addition to **raising awareness** and a **change in mentality** among students, this competition is also an important **lever for integrating Universal Design more strongly into the curriculum of design courses.**

With this edition we do not opt for one imposed and joint competition case. The aim is to let teachers and students incorporate the UD approach to current student assignments during the 2019-2020 academic year.

You only get a **change in mentality** among designers of the future when design courses also step along and **UD becomes part of the curriculum.**

This takes time and this competition is part a growth path. Inter provides tailor-made support for both teachers and students in this competition. We provide a range of activities, inspiring workshops / visits and coaching during the whole competition.

In the fall of 2020 we will evaluate this competition approach during a **round table discussion** with the course managers in Flanders and Brussels Dutch-language speaking institutions. We will discuss the approach and options for the future.