

**Design Directions 2007/08**

An innovative programme of awards

**RS&A**

## Schedule

Dates for submission of Entry Forms/Fees and Work

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### **Thursday 22 November 2007**

**Deadline for Entry Form(s)/fee(s) for all projects**

(except for the Adding Value project: deadline for Entry Forms/Fees for this project only is Friday 7 March 2008)

Entry Forms/Fees should be sent under separate cover – **not** with your entry – to:  
RSA Design Directions Registrations  
8 John Adam Street  
London WC2N 6EZ  
UK

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### **Monday 19 November – Friday 14 December 2007**

**Submission period for all project entries**

(except for the Adding Value project: deadline for Entry Forms/Fees for this project only is Friday 7 March 2008)

Entries will be accepted at **Brooks Transport Services Ltd** on any weekday within the dates stated between 08:00-18:00, excluding weekends and bank holidays. Entries arriving after 18:00 on 14 December 2007 will not be accepted

**Please remember that entries (except the digital submissions for the *Sandals* and *Inclusive Worlds* projects\*) should be sent or delivered to:**

Brooks Transport Services Ltd  
Unit 2/15  
Second Avenue  
Bluebridge Industrial Estate  
Halstead  
Essex CO9 2SU  
UK

**All entry forms/fees should be sent or delivered to:**

RSA Design Directions Registrations  
8 John Adam Street  
London WC2N 6EZ  
UK

\**Sandals* and *Inclusive Worlds* digital submissions should be sent or delivered to: RSA Design Directions Sandals/Inclusive Worlds (delete as appropriate), 8 John Adam Street, London WC2N 6EZ, UK. The full competition entry (ie flat work etc) should be sent to Brooks in the normal way

## Self-control

Design a new future

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**Self-control**  
Design a new future  
Brief devised by Gregor Anderson  
(GlaxoSmithKline)  
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**Self-Control n.** Control of one's emotions, desires, or actions by one's own will

Self-Control is understood as an exertion of will on personal behaviours, actions and thought processes.

In today's society there is an increasing requirement to exert self-control in the many faces of temptation. Modern living requires us to overcome these difficult temptations through exercising self-control in order to help avoid unwanted self-destructive, addictive, obsessive, compulsive or irrational behaviours. These days there is greater exposure to over indulgence; this may be caused by poor education, environmental factors or a lack of self-control.

People have varying levels of self discipline and temporary lapses can lead to sustained habits and subsequent addictions. These habits or addictions can become ritualistic behaviours that can prove very difficult to overcome. These take many forms but smoking and excessive eating habits, in particular, have proven to be two of the most common lifestyle choices people struggle to control.

The Government has now introduced policies and initiatives that focus on these contentious issues. In England, following Scotland, Ireland and Wales, as of July this year smoking has been banned in all enclosed public spaces. Many owners of these spaces have permitted smoking in recent years but with the new legislation places like nightclubs, restaurants and pubs will feel the biggest impact. For those trying to stop smoking, these environments could be problematic and visiting could often result in relapse. Such new legislation should help remove this obstacle.

In attempts to reduce obesity the Government has recently issued a white paper that sets out a comprehensive plan of action on physical activity, diet, information, and controls on marketing. The House of Commons Health Select Committee also issued a report on obesity in May 2004 predicting that obesity would soon overtake smoking as the leading health problem in the United Kingdom.

Obesity has now reached endemic proportions in many countries. It is, in fact, one of the major health disorders in the Western world, and is a rapidly increasing problem in developing countries. The resultant impact on healthcare resources is likely to be enormous and the rising levels of childhood obesity could well result in the first drop in life expectancy in 200 years.

These government initiatives are geared to help create a healthier and more economic society, however, individually people will continue to struggle to control these negative behaviours with will power alone. There is a need for people to be provided with support structures and the necessary tools that will encourage and aid their progression.

As a designer you are in a position to understand people and to give them the ability to help them help themselves. Many products exist on the market to help manage our habits and behaviours, but to what extent do they take into consideration the depths of these issues? Can these issues be tackled more efficiently, successfully and with maximum convenience to the individual's lifestyle?

# RSA

## Brief

Your task is to understand the complexity of the issues involved in smoking cessation and weight control. Take into consideration the varying factors in the efficacy of existing methods and to design a product, system or service to provide a mechanism to enhance people's ability to self control, specifically in relation to weight control and/or smoking cessation.

Your design may aim to change or introduce new regimes, rituals or attitudes and give the user support, physical help or simply encouragement.

Thorough research will be paramount to the success of your design entry as a clear understanding of these areas and people's behaviours when they undertake such changes should drive out target areas and solutions.

Whilst researching and designing you may want to take in to consideration:

- **perceptions.** The user's perceived perceptions of others and the actual perceptions others have of them trying to stop smoking or control their weight
- **blame culture.** The easy option is to find an excuse to justify the behaviour rather than take responsibility. Could you reverse this trend?
- **motivations for actions.** What makes people want to lose weight and stop smoking?
- how political factors and changes in social responsibility can alter public perceptions and behaviours
- cultural differences
- current products, systems, attitudes, media and trends
- factors of self control (thoughts and behaviour etc...)
- reasons for failure (excuses, poor motivation and / or simply poor self-control etc...)
- need for convenience, minimal lifestyle disruption

Make sure your presentation clearly recognises a need and ensure you describe the solution in a simple, easy to understand format.

## Submission Details

Entries must comply with the following:

### For product solutions

- A3 boards (max. 4) showing design development and final designs; if you submit a product solution, one board must show all elevations of it to provide an understanding of the assembly
- a short, typewritten text (max. 400 words, sans serif, 14pt) expressing your idea development from research to final designs, to help position your proposal
- a further typewritten list of bullet points (sans serif, 14pt) detailing the principal benefits of the proposal
- any models or mock-ups should be submitted as photographs or printouts mounted on A3 board (this can be in addition to the 4 design boards) – do not submit 3D work at this stage
- one sketchbook only, related to the brief

### For system or service solutions

The delivery must be a written outline together with a visualisation of your system/service idea.

This must include the communication, through any medium you see relevant, of the following:

- Evidence of exploration of the key issues, including collaboration with others
- A 'value proposition' for the system/service – including who will benefit, how it is provided, how it is accessed, how does it add value
- A system/service proposal, demonstrating how it would work: for visualisations in storyboard format you should use A3 lightweight boards (max 4). For submissions on CD (PC or MAC) or DVD please list clear details for loading and any other information that will enable the content to be easily viewed; please test your discs prior to submission and check that they are virus-free – any discs that cannot be opened will not be judged. Director and Flash applications should be saved as Projectors for the relevant platform (PC or MAC) and clearly labelled as such.

All work, (except the sketchbook), should be submitted on A3 lightweight card and everything should carry the RSA label on the back. Do not submit work in plastic sleeves or on foam board, metal, wood or Perspex, or in boxes; these requirements are in the interests of students to ensure the safety of their work whilst in storage and transit, and to ensure that it can be displayed for judging.