

The Design Bridge Dog's Bollocks Student Awards Brief 2020 in collaboration with The Guardian: design the decade we deserve.

Design, for us, is never simply a case of aesthetics. We believe in the power of design that truly emotionally engages people; connecting them, shifting their opinions, prompting them to see a new angle. We believe in the power of design to affect change.

With that in mind, we often look to the news to seek out the trends, fears and facts that infiltrate consumers' lives, giving us insight and context for our creative thinking and design solutions. In this age of fake news and echo chambers, storytelling is ever-present; on our phones, on our screens, in our minds. But lately we've been asking ourselves more and more often - is it enough to simply take in information? Isn't it time to act on it? And design real change?

Which is why we are proud to be collaborating with the world's leading liberal voice, The Guardian, in our 2020 Dog's Bollocks brief. As a champion of deeper thinking, journalistic excellence and award-winning creativity, The Guardian makes for the perfect partner in our determination to make this new decade one of evolution and empathy. Now, more than ever, we believe our creative industries have a duty to shape our world, effect change, and deliver a more positive outlook for future generations – our hope is that this creative collaboration between journalism and design could inspire just that.

Never has our world needed creativity more. So show us, and our influential partners at The Guardian, what 2020 is going to be made of.

The Brief

We want you to choose a headline or news story from The Guardian's 1st January 2020 edition – either digital or print – and deliver a brand-led creative response. One that will prompt real, tangible action.

Will you launch an app that allows people to act on a particular issue? Will you rebrand a company being dragged across the opinion polls? Will you design an event to raise awareness of a forgotten issue? Or maybe you will want to create a limited edition product and pack design that puts a headline onto the supermarket shelves? From solving a global crisis or a more humorous issue the possibilities for change are endless - but necessary.

Read all about it, read between the lines, then get thinking. And get DOING.

This could be your chance to turn a headline into positive change.

The Details

Your headline or story must come from The Guardian 1st January 2020 edition, and we want you to harness the power of a global brand to help create your response.

Please select one of the following brands to aid your creation:

- Adidas
- Amazon
- Beauty Banks
- Dove
- Durex
- Facebook
- Fortnum & Mason
- Google Assistant
- Guinness
- H&M
- Hellmann's
- Lipton
- Rimmel
- Volvo

Please find the link to view and download a PDF of The Guardian 1st January 2020 edition [here](#)*
Password: **DogsBollocks2020**

**This link and PDF are to be used solely by students for the purposes of entering The Design Bridge Dog's Bollocks Student Awards Competition 2020; it is strictly prohibited to distribute the link or PDF to any other person or organisation.*

The deadline is Sunday 31st May 2020.

Judging

Entries will be judged by our Studio and Creative Directors and a guest judge using the following criteria:

- Bold & original
- Storytelling
- Brilliantly executed and crafted
- Understanding brand equities (where appropriate)
- Maximum meaning minimum means

What you need to submit

This year all entries should be submitted digitally – please do not send physical entries or boards to our Studio.

All content needs to be uploaded together as **one zip file**. It must contain:

- A project summary saved as a Word document, 500 words maximum, capturing the following: your chosen headline / story, your creative thinking, your solution and the outcome. You **must include the URL** or a copy of the original article so that we can read it.
- Up to 5 images saved out as JPGs, ideally 300dpi, widescreen format. Please indicate which one you would use as a hero image that best illustrates your idea.
- Video file/s (if relevant to your entry. If your film has been uploaded to Vimeo or exists elsewhere online, please include the links within your Project Summary Word doc. If not, please add the mp4 file/s to your zip folder, being mindful that the entire upload must be no larger than 200 MB).

Please note that the maximum file size is 200 MB. Only upload your zip file once you have collated all your entry information.

Please visit <https://dbsa2020.netlify.com> to upload your entry from 1st April 2020.

The Prizes

- First Prize: Paid placement* at the Design Bridge London Studio, £400, exposure on the Design Bridge website and social media, and the coveted Dog's Bollocks Trophy.
- Runners Up: Exposure on the Design Bridge website, £200 and a runner up Dog's Bollocks miniature trophy.

**Paid placements at Design Bridge will be pending a successful interview, either by Skype or in person, as part of the selection process.*

Contact

Got a question about the competition? Please contact Holly Nicholas:

holly.nicholas@designbridge.com

Please note that all candidates entering must be in full or part-time education, and entries from candidates who have graduated unfortunately cannot be accepted.