

### Submission Requirements

Entrants are required to comply with the following eight requirements. **Failure to do so could result in disqualification.**

- 1 Model / prototype:** not compulsory at the preliminary judging stage, although concept models and development models showing essential working elements would be beneficial. Models are crucial at the final judging stage and should be no larger than 50 x 50 x 50cm maximum.
- 2 Summary of key points:** a clear description (approx 300 words) of the function of the design and why there is a need for the product, together with one sentence summarising its 'unique selling point'.
- 3 Technical description:** a description (approx 300 words) of overall dimensions, materials and specified plastics, and anticipated method of production, including UK-based budget, tool and unit cost.
- 4 Sustainability:** a clear explanation as to how the design addresses environmental, economic and social issues.
- 5 Visual presentation:** images illustrating the product and the processes that have led to its development, to be mounted on 2 x A3 boards. In absence of actual concept models, photographs are always helpful. Extra material may be submitted in a CD-Rom or USB memory stick of maximum play time two minutes. The CD-Rom or USB memory stick must be in PowerPoint 2003 (or later) format, or it will be rejected. Note that any source files containing animation sequences within the presentation should be saved within the same folder as the presentation itself, otherwise they may not work.
- 6 A submission entirely in digital format will not be accepted.**
- 7 Software:** an indication of the software system(s), if any, that have been used in the development of the submission.
- 8 A brief personal profile** of approximately 150 words on a separate A4 sheet. This information is requested for possible publicity purposes.

### Judging Criteria

Entries will be judged according to the following criteria in order of importance:

- 1 Originality:** innovation in function, form or use of materials, or a radical solution to an existing problem.
- 2 Use of plastics:** an imaginative, intelligent and appropriate use of plastics, indicating that research has been carried out into materials and processing.
- 3 Sustainability:** evidence that an understanding of the principles of sustainability has been applied to the design.
- 4 Manufacture:** indication that issues of cost-effective and sustainable production have been considered, from tooling and manufacture to marketing and disposal.
- 5 Aesthetics:** evidence that careful consideration has been given to appearance and ergonomic factors.
- 6 Viability:** a brief rationale explaining the need for this product and how it will benefit society.
- 7 Presentation:** a clear representation of the design and method of construction, and an indication of all the materials used.