



THE FALMOUTH
CHALLENGES

Brief for Challenge 3

The 'Expression of Our Times' Challenge



Challenge 3: The 'Expression of Our Times' Challenge

BRIEF

This brief has been set by the Fashion & Textiles Institute.

If we describe fashion as a conscious expression of the times through object, word or image, how might you express this very moment in time?

Using any means available, our challenge to you is to examine, feel, highlight and investigate a progressive response to this question. For example, a made product, a written document, a photograph or film etc that can be captured in a digital format (up to 60 seconds for moving image content).

The most innovative responses will be featured on the main webpage and Instagram accounts of Falmouth University's Fashion & Textiles Institute.

Hints and tips:

- Be creative - there is no right or wrong answer to the brief.
- Consider researching industry responses to the current situation e.g. trend forecasters, designers' Instagram accounts, etc.
- Consider researching times in history when massive global change has occurred and study the design world's response.
- Use whatever you have to hand in your current circumstances to make your work e.g. your phone, a pen and paper, food packaging, etc.
- Remember that approaches to fashion can be subversive, challenging and ground-breaking - so don't be afraid to take risks!

DEADLINE

Tuesday 30 June 2020, 23:59 BST

HOW TO SUBMIT

The submission form can be found [HERE](#).

Any time-based entries (such as moving image) should be no longer than 60 seconds in length.

ELIGIBILITY & PRIZES

The Challenge has two prize categories:

- a) Falmouth University applicants/placeholders with a valid 7-digit Student ID (you can find your Student ID in an email sent to you by applicantsservices@falmouth.ac.uk);

- b) Year 12 students, or those in their first year of further education or equivalent, studying at a school, sixth form or college, who are aged 16 or over on 1 June 2020.

The judging panel will select one winning entry and one runner up for each of these categories. The winner in each category will receive Amazon vouchers to the value of £500 and the runner up in each category will receive Amazon vouchers to the value of £250.

Q&A SESSIONS

If you have any questions about any of the challenges, or simply need a little inspiration or guidance, then join us for one of our online Q&As. You can find out more about how best to approach the challenge and what we are looking for, as well as getting some insider hints and tips.

Just register using the links below:

- [**Tuesday 9 June 2020, 10.00-11.00 BST**](#)
Ask us anything about the Challenges
- [**Tuesday 16 June 2020, 17.00-18.00 BST**](#)
Get help and tips from our current students
- [**Tuesday 23 June 2020, 13.00-14.00 BST**](#)
Ask us anything about the Challenges

TERMS & CONDITIONS

View the Terms & Conditions for this Challenge [HERE](#).