



THE FALMOUTH  
**CHALLENGES**

## Brief for Challenge 6

The 'Transformative Joyful Design' Challenge



## Challenge 6: The 'Transformative Joyful Design' Challenge

### BRIEF

This brief has been set by the School of Architecture, Design & Interiors.

How can joyful design transform the mundane? Joy is often thought of as nice-to-have, rather than a necessity. But study after study shows that joy makes us healthier, more productive, creative, and resilient. Research and design a product or environment in the public domain that seeks to encourage more joyful interactions or experiences with its users.

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 design portfolio, a photograph or film etc that can be captured in a digital format, either still or moving image (we recommend up to 60 seconds for moving image). The most innovative responses will be featured on the main webpage and Instagram accounts for the School of Architecture, Design & Interiors.

### Hints and tips:

- Be creative, there is no right or wrong answer to the brief.
- Find inspiration from a community of creatives through Instagram, Pinterest and design blogs such as Dezeen.
- Consider researching other points in history when massive global change has occurred and study the design world's response.
- Use whatever materials and media you have to hand in your current circumstances to make your work e.g. your phone, a pen and paper, scrap, cuttings, montage.
- Be as innovative and creative as you want - push boundaries, challenge yourself and us.

### 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](mailto: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](#).