

POPAI

STUDENT DESIGN

AWARDS

2024

So, you're thinking about entering the Student Design Awards? Great choice!

This document details all of the questions you need to answer when submitting your entry, along with some helpful hints and tips to answer each section.

If you have any questions, please contact the POPAI office on 01455 613651 or email info@popai.co.uk and we will get back to you as soon as possible.

Entry questions:

Title: Give your entry an award-worthy title

1. Which category are you entering?

Entertainment, Grocery, Consumer electronics, Toys, Footwear & sports, Cosmetics or Pop- up shops & concessions.

2. Describe the display you've designed. What is it made of? Provide visuals of your design, including sizes & design details.

Remember: This question is to describe your display design.

- Provide detail about size, features, materials used, functionality.
- Consider the marketing message in your design.

3. Why did you design it this way?

Remember: Explain your design thoroughly to help the judges understand why you have designed it the way that you have. Such as, why you have chosen those particular materials or why it has a particular feature.

4. Who is it targeted at?

Help answering this question:

- Describe the target audience; who are they? What do they do?
- Explain why your design appeals to them?
- Explain why the chosen marketing message is created for the target audience.

5. What type of stores would it go in? How long would it stay in-store?

Help answering this question:

- If it's a display design: Flagship stores? All stores? Concession?
- If it's a Pop-up shop or concession: Where would your display be activated? A particular event, exhibition, shopping mall? etc.