

Your guide to entering the

# STUDENT DESIGN AWARD



2024

WIN

£1000

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creators of award winning p-o-p

**POP AI**  
PART OF THE **shopi** GLOBAL NETWORK



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**Key Dates**

Submit entries from  
**23rd October 2023**



Entry Deadline  
**31st May 2024**

POP AI Student Design Award has gone from strength to strength. In 2023 we had entries from 9 universities and colleges across the UK & Ireland with 38 entries.



**What is POP AI & the Student Design Award?**

POP AI is the association for retailers, brand owners and design agencies - we're all about the shopping experience in-store!

Each year we run a competition for students to submit their retail design concepts for judging by top brands and their design agencies.

Learn more online at: [www.popaistudent.design](http://www.popaistudent.design)

**Previous Judges**



Entries over the years have been to an excellent standard with highly developed presentations; each one being excellent for different reasons.



Jakob Timerdahl | Ravensbourne University London



Millie Rees | De Montfort University



Jessica Holmes | De Montfort University



Gurjit Choda | Ravensbourne University



Sarah Hickin | De Montfort University



Bhavisha Chavda | De Montfort University

# Why enter?



**Employability** – Future employers will be looking for real-life experience on top of your qualifications - our awards will give you just that!



**Industry Experience** – Entering the POPAI Student Design Award will give you invaluable experience of how the retail design industry works and how to get your talents noticed by top agencies.



**Land your first job** – Over the last 10 years, seven winners of our awards have gone on to work in our industry...!

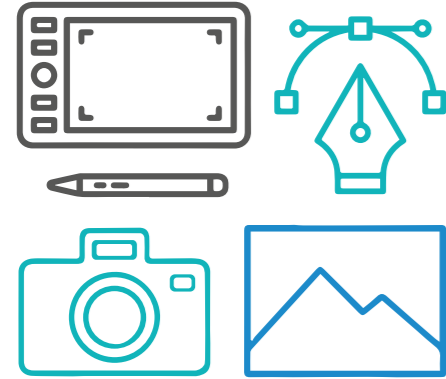


**Stand out from the crowd** – Adding work like ours to your portfolio will help you stand out from other graduates looking to work in the design industry.










**Work with leading industry designers** – We provide a network of mentors who can walk you through the professional design process and how to make your work as good as it can be!

# What can be entered?



Good news! You don't have to produce any prototypes, one-offs or models - we're after **visual concepts** and your thinking behind them!

We are looking for **amazing design concepts** submitted alongside a **short case study** in one of the following categories:

-  **Entertainment**
-  **Grocery** (supermarkets & convenience stores)
-  **Consumer electronics** (home, trace & personal electrical items)
-  **Toys** (either toy/game stores or toys sold in other stores)
-  **Footwear & sports** (either within these stores or other stores)
-  **Cosmetics** (make-up, fragrances, hair care items)
-  **Pop-up shops & concessions** (e.g. temporary stores or branded retail spaces in department stores)




**Your brief** (same for all categories)


"Design a "wow" piece of in-store display or store concept to promote a product or range of products in any of the categories above.


# Who can enter? How to enter.


The Student Design Award is open to any student in Higher Education (or even in F.E).


**Entering the POPAI Student Award is easy, just follow these steps.**


- 


**1** Choose your category
- 

**2** Visit shops! Some of the best research is first-hand
- 

**3** Create your concept. Be clear from day one about the "why?"
- 

**4** Visit [popaistudent.design](http://popaistudent.design) to start your entry
- 

**5** Answer the questions and upload your images
- 

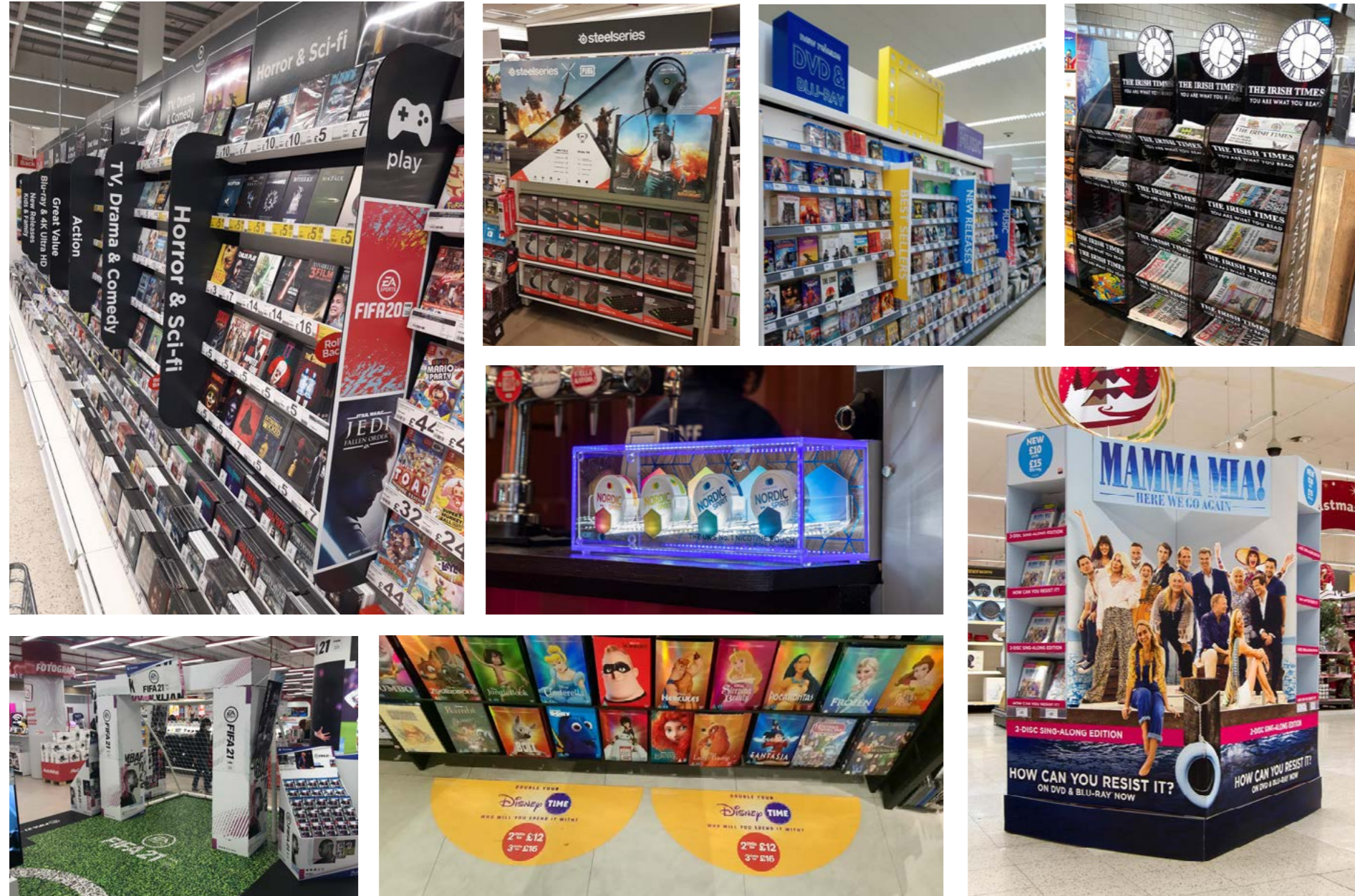
**6** Submit your entry and cross your fingers!  
**Entry deadline: 31st May 2024**
- 

**7** Contact the POPAI office if you need any help:  
tel: **01455 613 651**  
email: [info@popai.co.uk](mailto:info@popai.co.uk)

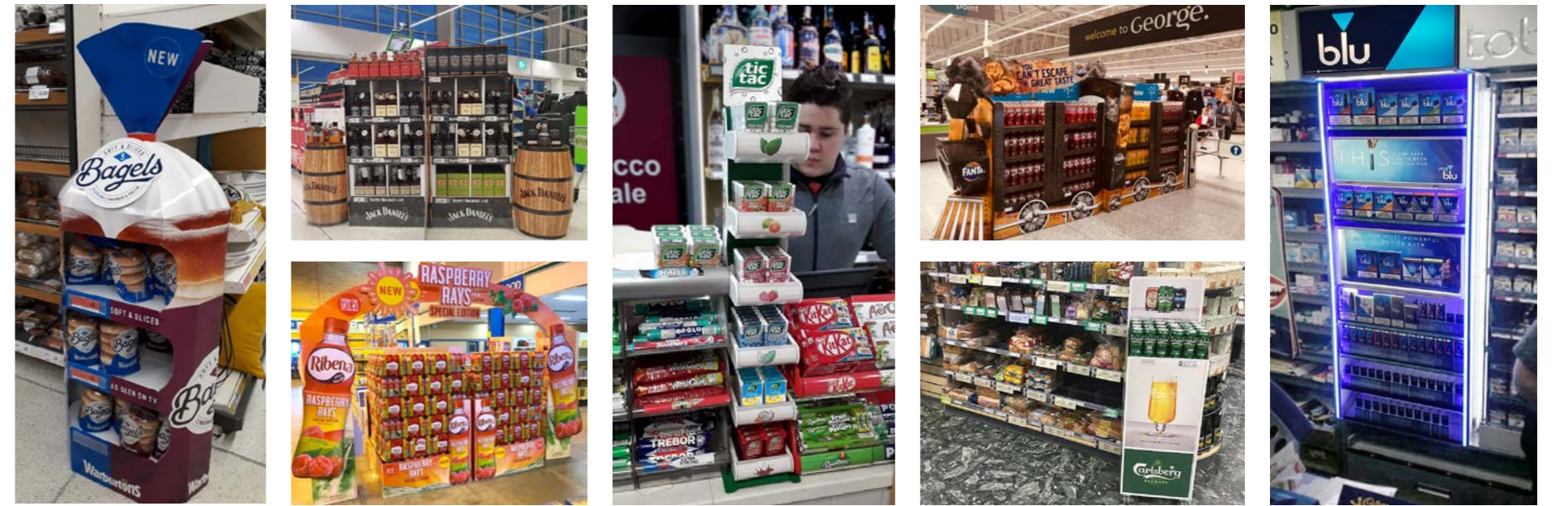




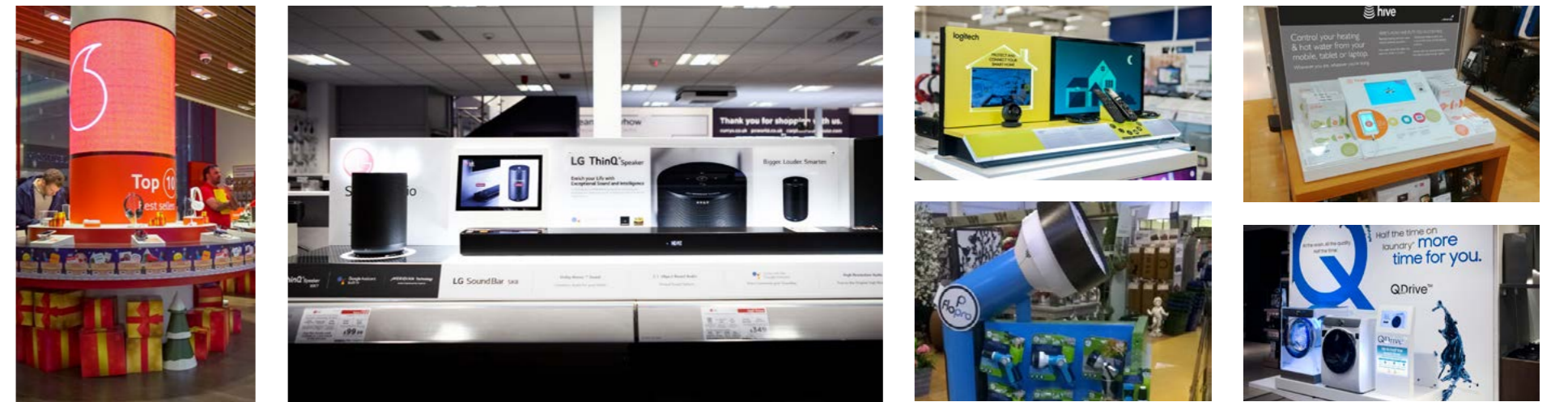
Entertainment



Grocery



Consumer electronics



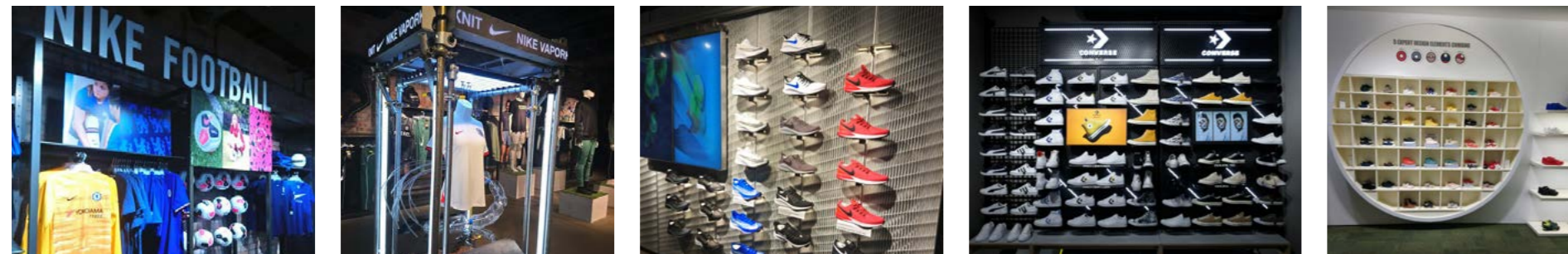




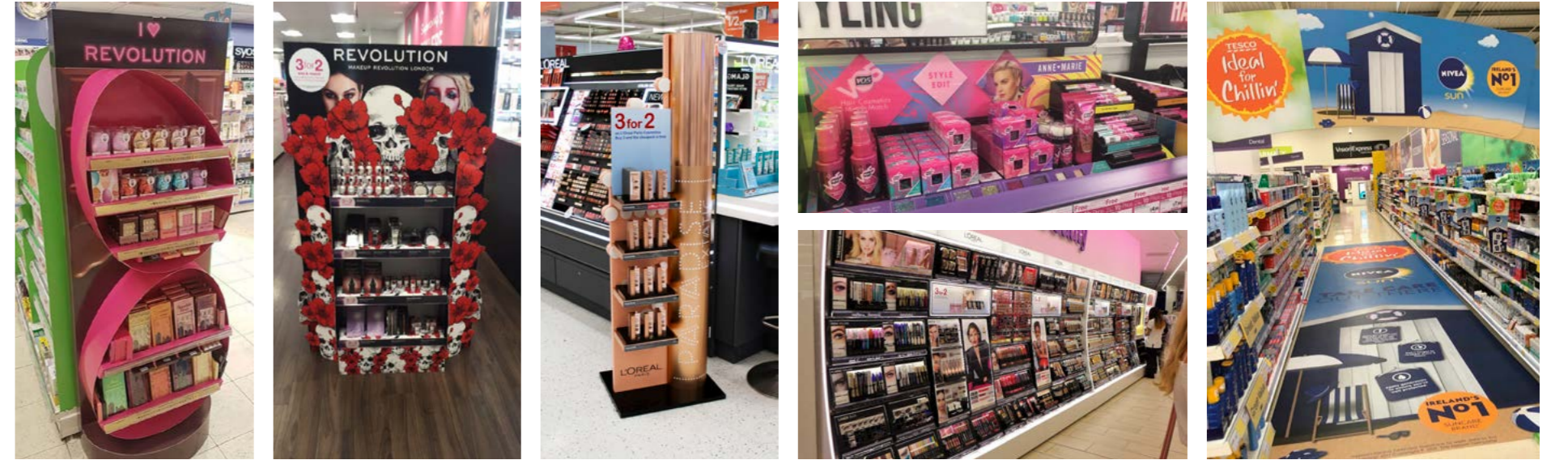
Toys



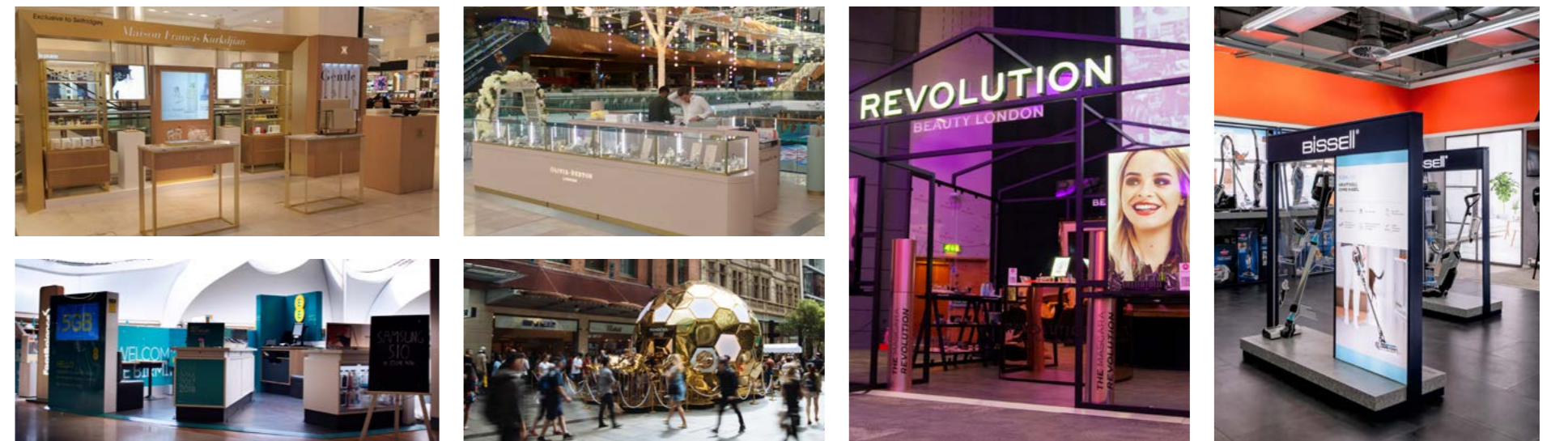
Footwear & sports



Cosmetics

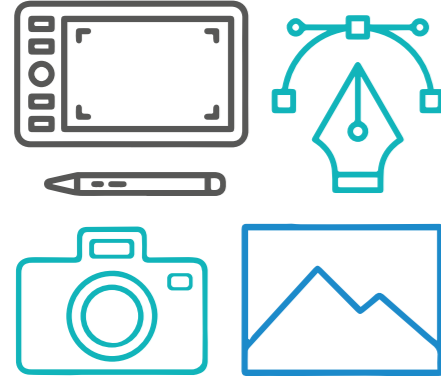


Pop-up shops & concessions





## Your brief



Design a 'WOW' in-store display to promote a product or range of products in any of the following categories; **Entertainment, Grocery, Consumer electronics, Toys, Footwear & sports, Cosmetics** and **Pop-up shops & concessions**

### Points to consider

- ★ Display format and store position
- ★ Who is the shopper?
- ★ Product messaging
- ★ Product guides and tips
- ★ Interaction and experience
- ★ Testing/trialling the product
- ★ Link to social media and online presence

### Your entry needs to include

- ★ Visuals of your design with sizes and design details
- ★ An **explanation** of what you have done and why
  - ? Why you chose the product to display
  - H What is the display made of?
  - Who is it targeted at?
  - ▣ What type of stores would it go in?
  - ↻ Lifespan in-store

## Judging day

Your entry is required to be submitted as per the POPAI Student Design Awards - **entry deadline 31st May 2024**.





In **June 2024**, shortlisted entrants will give a 5-minute 'Dragon's Den' presentation of their designs to our panel of industry judges before being announced at our Shopper Seminar in July.

### The prize



The winner of the POPAI Student Design award will receive £1000 and be invited, along with a guest to the POPAI Awards to collect their trophy.

## Resources

-  **Mentors** – we can give you physical and remote access to a network of top retail designers across the country - they'll help you understand how the industry works and also how to produce a great design and the thinking behind it!
-  **POPAI Awards** – we have a wealth of award-winning case studies for you to get your teeth into for inspiration and to understand the design rationale behind them.
-  **POPAI POPWatch** – trawl through our library of 11,000 in-store images.
-  **Past Winners** – look at our past winners, their case studies and be inspired to see where they are now! [Follow this link](#)



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