DESIGN EXCHANGE
PROMOTING CANADIAN DESIGN

THE 16TH ANNUAL

SEARS CANADIAN

HIGH SCHOOL DESIGN COMPETITION

DEADLINE: MARCH 25,2011

CATEGORIES

INDUSTRIAL DESIGN
TASK LIGHT

FASHION DESIGN
RECLAIMED T-SHIRT

ARCHITECTURE / INTERIOR DESIGN
REFUELING STATION

GRAPHIC DESIGN
COMPETITION CERTIFICATE

PRESENTED BY

Sears

FOR MORE INFORMATION VISIT: **www.dx.org**

THE COMPETITION

Design Exchange is proud to announce the 16th Annual Sears Canadian High School Design Competition. The aim of the competition is to promote the study and awareness of various design disciplines in schools across Canada. The competition is open to all high school students, at the junior (grades 10 and below) and senior (grades 11 and above) levels. Prizes will be awarded at the two levels, in each of the four categories – Industrial Design, Fashion Design, Architecture / Interior Design, and Graphic Design.

ENTRY GUIDELINES

Students can work individually or in teams, though the numbers in each team will be taken into consideration by the judges. Students may submit more than one entry as long as they are in separate categories.

All entries should be firmly mounted on card or foamcore. Boards must be 11″ x 17″ in size and must be laid out in a vertical format. Entries may include a maximum of three boards and must be numbered. Any additional material will not be judged. Do not send models. Models should be photographed and the pictures included on the boards. Written material may not exceed one page (250 words) and must be mounted on the board. The student's name, school, category and level should appear on the BACK of each board. Boards should be bundled together (tied, wrapped, or placed in a large envelope), separate from other student entries, and the completed Entry Form should be clipped or stapled to the front of the package. DO NOT glue the entry form to the board. DO NOT attach the boards together in any manner. Student work may be sent in one large package from the school but each entry should be clearly packaged, labeled, and complete.

Entries will not be returned and will become the property of Design Exchange. Students are encouraged to submit quality copies of their work and to keep their originals. Students may also wish to photograph their completed boards for their portfolio.

All entries must be received at the Design Exchange no later than **Friday, March 25th, 2011.**

JUDGING

All entries will be judged in April 2011 by a panel of professional designers and / or design educators. If the design entries do not meet the requirements, the panel reserves the right not to award a winner for that category. All decisions made by the panel are final.

PRIZES

All winning and honourable mention entries will receive certificates. Cash prizes for first, second, and third placements in each category, at each level, are as follows:

First Place $250.00 / Second Place $200.00 / Third Place $150.00

Cash prizes will be divided amongst team members. All winning and honourable mention entries will be exhibited at the Design Exchange in May 2011.

CATEGORIES

INDUSTRIAL DESIGN

Task Light

Sponsored by: Teknion

Background: Task lights, also called work or reading lamps, focus light directly where it is needed. The light is directional and glare-free. Effective task lights should be both stable and flexible.

Challenge: The challenge is to design a suitable task light for a student work area. The design should consider the target audience, should be durable, should deliver appropriate light levels, and should take into

account sustainability issues and ease of maintenance. Any materials are acceptable and should be specified. Submissions may be illustrated or rendered in any format - hand sketches, digital drawings, or renderings, and model making should be photographed and photos included with the submission.

FASHION DESIGN
Reclaimed T-shirt

Background: The t-shirt is a fashion staple for most people, resulting in an overwhelming number of used tees ending up in thrift shops or in the trash.

Challenge: The challenge is to reclaim one or more t-shirts and use them to create a fashion accessory or clothing article. You must identify your target market and design with that group in mind. Consider creating multiple versions of the design to widen the audience appeal. You may use other materials in your design (such as findings, zippers, other fabrics etc.) but the main material must be the reclaimed t-shirt fabric. Submissions may be illustrated or rendered in any format - hand sketches, digital drawings, or renderings, and model making should be photographed and photos included with the submission.

ARCHITECTURE / INTERIOR DESIGN **Refueling Station**

Background: The reality of global warming is changing the transportation industry. Going forward, vehicles will continue to evolve to use alternative fuel sources in order to lessen the damage to the planet.

Challenge: The challenge is to design a refueling station of the future. The station should include 4 vehicle bays with refueling pumps or portals of your own design, and a small kiosk for the selling of goods. The kiosk should be no larger than 25 square meters (270 square feet) and should be one story, or 4 meters (13 feet) tall. The lot size can be based on existing standard fueling station lots. Submissions may be illustrated or rendered in any format - hand sketches, digital drawings, or renderings, and model making should be photographed and photos included with the submission.

GRAPHIC DESIGN
2011 Competition Certificate

Background: Every year the Sears Canadian High School Design Competition awards certificates to all winning and honourable mention entries across the 4 categories at both the junior and senior levels.

Challenge: The challenge is to design the 2011 Sears Canadian High School Design Competition certificate, considering the target audience and the cross discipline approach of the competition. The certificate should be 8.5" x 11" in size and should not contain any specialty cutouts. The competition title should be prominent. The certificate should contain both the Design Exchange logo and the Sears logo (downloadable from the competition website). A space needs to be provided for the DX President's name and signature (see competition website for full details).
A space needs to be provided for the winner's name, school, and competition category. Entries should include artwork (hand or computer generated), a small paragraph that details the design process and decisions, and, if possible, a disc with the artwork file.

GEORGE J. KLEIN MEDAL

The National Research Council of Canada (NRC) will award the George J. Klein Medal to the overall winning entry of this competition that stands above all others in its creativity, originality, and execution. The medal honours a NRC research and design engineer who is often cited as the most productive inventor in Canada in the 20th Century. Dr. Klein (1904 – 1992), who also served as an adjunct professor at Carleton University, invented a microsurgical staple gun, industrial gearing systems, and aerospace technologies for the Gemini and Apollo space programs.

ADDITIONAL INFORMATION

Please visit our website **www.dx.org**

or contact

Katie Weber p: 416.216.2138
f: 416.368.0684 e: katie@dx.org

STUDENT ENTRY FORM

Please submit one entry form for each submission. Students working as a team should include contact information for all students on this form. Please include the teacher's name and contact information if the competition was completed as part of your course curriculum. Entry forms must be filled out clearly and completely. Incomplete or illegible forms will result in disqualification.

Deadline: March 25th, 2011 at 5.00 pm **Entries will not be returned.**

ALL ENTRIES SHOULD INCLUDE

- ☐ A completed student entry form
- ☐ A maximum of three 11"x17" presentation boards, laid out vertically, bundled together
- ☐ A Written statement that does not exceed one page (250 words) in length.

CATEGORY

- ☐ **Industrial Design** Task Light
- ☐ **Fashion Design** Reclaimed T-shirt
- ☐ **Architecture / Interior Design** Refueling Station
- ☐ **Graphic Design** 2011 Competition Certificate

LEVEL:

- ☐ **Junior** (students in grade 10 or below)
- ☐ **Senior** (students in grade 11 or above)

Project title

Student(s) address, email and phone number

School name, address and phone number

Teacher name, email and phone number

DESIGN EXCHANGE
PROMOTING CANADIAN DESIGN

Sears

Entries should be addressed to:

Design Exchange
Sears Canadian High School Design Competition
234 Bay Street, PO Box 18
Toronto Dominion Centre
Toronto ON M5K 1B2