

Moving pictures

Conceive and produce an animation to accompany one of the two selected audio files that will clarify, energise, and illuminate the content.

Brief 9:

Moving Pictures

Programmatic support:



There are three awards available for this brief*:

- Marketing Trust award of £2,000
- Natracare award of £2000
- RSA Events staff choice award of £500

Conceive and produce an animation to accompany one of the two selected audio files that will clarify, energise, and illuminate the content.

Background

- RSA Events has offered free public access to the brightest, sharpest, most courageous and most creative minds for more than 260 years. This brief asks you to create an animation that will reveal, illuminate, and increase accessibility to this unique content.
- We believe in the power of ideas. We believe that everyone has a right to the very best, new knowledge and analysis of our world, how it's changing, and why that matters. The RSA Animates, RSA Shorts, RSA Insights and RSA Minimates film series were developed to bring big ideas to new audiences.
- The audio clips for this brief are taken from the RSA's esteemed public events programme and we invite you to help us spread these powerful messages to a wider audience. They remind us that to make the radical, systemic changes we need, we must unite people and develop solutions rooted in place.

How to approach the brief

- You must select one of the two categories, either 'Change is necessary' or 'Interrogate the truth'. You may not re-order the content or further edit the transcript in order to suit your work; however, you may add up to five seconds to the overall length of the audio clip if you wish to have an introduction or conclusion.
- Research the topic, the speaker, and think about the different ways in which you could tell a story with your animation that will enrich its content and increase accessibility. Try to avoid any stereotypes or obvious visual references. Instead use your insights to create deeper links between the content and your animation.
- Consider your audience. Who you are trying to educate or introduce to this topic? This should inform your concept development and could shape

the format chosen for your video. How do you expect the audience to interact with your video? Is there a call-to-action or next step you hope would come from them watching your work? If invited to an interview, you will be asked to share ideas for expanding your animation's reach.

- Before you begin animating, ensure that you have an engaging concept. You are advised to spend a long time coming up with your concept to ensure that you develop and produce it to the best of your ability.
- Your submission should combine clarity, wit and attention to detail, aiming to make the content come alive and introduce a new audience to the subject matter, and the work of the RSA and its partners.

Audios

Category 1: Change is necessary

by Sarah Ichioka (excerpt length: 1:09, originally recorded in January 2022)

Urbanist and systems thinker Sarah Ichioka describes the changes in mindset and practice that can help us shift from sustainable design to a truly radical regenerative approach - one where everything we do creates net-positive impacts for people, place, and planet.

Category 2 : Interrogate the truth

by Jeffrey Boakye (excerpt length: 1:13, originally recorded in June 2022)

Drawing on his experiences as a black teacher and student, author Jeffrey Boakye argues that if we are to create a socially just future for everyone, the school curriculum must be a place where historical narratives, assumptions, and distortions are explored, interrogated, and challenged.

The audio files and transcripts can be downloaded from the Moving Pictures brief page on the [RSA Student Design Awards website](#).

*Each audio category has an associated award, while the RSA Events staff choice award can be won by an animation using either of the audio files.

Partner information:

The Marketing Trust

The Marketing Trust is an independent charitable trust which makes grants of financial assistance to charitable, volunteer, educational and other organisations for the purposes of training their staff, volunteers, young people and the general public in any or all aspects of marketing understanding and/or execution, and to appreciate the role of marketing in today's society. The trust also funds research into aspects of marketing which will benefit business and society.

Natracare

Natracare stands for more than just organic and natural products. It is an award-winning, ethical company committed to offering organic and natural solutions for personal healthcare that leaves a soft footprint on the earth out of respect for our future generations. Natracare's vision is to develop as a worldwide symbol for quality, innovation and ethics; available to all women as the natural choice for maintaining a healthy lifestyle and preserving our environment.

RSA Events

The RSA Events programme is host to a range of world-changing talks, debates, and film screenings, all made available for free, for everyone. You can book to attend RSA Events for free, and you can also listen or watch the events live online. Find out about upcoming RSA Events by following [@RSAEvents](#) on Twitter or visiting thersa.org/events. The RSA has a significant platform to showcase new work. The RSA [YouTube channel](#) has a loyal following of over 600,000 subscribers and the RSA Animate series has achieved international acclaim. In addition, the RSA has now launched its RSA Shorts series and the recent RSA Minimate series.

Judging criteria

Your entry should demonstrate a design thinking approach to the brief and clearly communicate the following principles:

Rigorous research and communication

How did you investigate the audio subject matter?
How did you go about the process of iteration, gathering, and incorporating new ideas and feedback?
How did you apply your research insights to most effectively communicate the speaker's message and enhance the viewer's understanding of the issues explored?

Aesthetic quality and originality

How does your animation engage and delight the eye?
What did you consider in order to make the visuals striking and memorable? How have you applied a distinctive style, concept, storytelling approach or choice of visual metaphors to make sure your film stands out in a crowded online landscape and reaches the widest possible audience?

Execution

How did you approach the planning and design of your animation? What have you considered and implemented to ensure the film is executed to a high technical standard? Have you considered the structure and pace of your animation? Does it flow and finish with a flourish?

Entry requirements

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The competition will open for entries via sda.thersa.org on 31 January 2023, and the final deadline for entries is 8 March 2023 at 4.00pm GMT.

Online entry

If you are unable to submit online, please contact us by email at sdaenquiries@rsa.org.uk. As you prepare your submission, please ensure that:

- You do NOT include your name, university/college or other identifying marks anywhere on your submission.
- None of your PDF submission files exceed 10MB – this is the maximum size for each individual file/board when you submit online.
- Your entry must be formatted as an accessible PDF so that it can be understood by a screen reader. Make sure all text is selectable – test your final exported PDF, you should be able to highlight any text in the file. Consider if your entry is understandable without images – provide captions under any key images like models or charts. For more information on making your PDF accessible [read here](#).

4 x A3 PDF pages of supporting material illustrating your development process – the purpose of this material is to show to the judges the thinking behind your design choices and the work required to complete your style of animation. Share further relevant information about your concept and research process, scanned pages of your sketchbook, storyboarding etc (if applicable).

Submission requirements

For the Moving Pictures brief, the submission requirements are:

1 x animation file submitted in either MP4 or MOV format - the maximum file size is 60MB, and your animation must not exceed the original audio file length plus 5 seconds. You may choose the ratio or dimensions for your video that best convey your message.

1 x A3 PDF hero image with a one sentence description – a single poster image that conveys the essence of your project and includes your project title plus a one sentence description. For example: 'Age pride, an animation that highlights the negative stereotypes our western culture has of older people and argues that these views are wrong and outdated, emphasising the message that age really is just a number and is not what defines us'. Your hero image should aim to bring your concept to life – make sure it is vibrant and engaging.

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Entry guidelines

1. Entrants working on the Moving Pictures brief must create an animation that visually communicates the audio excerpt. Animation is defined as a simulation of movement created by displaying a series of pictures or frames. The submission may be any type of animation, including digital or traditional animation like cartoons or stop-motion of paper cut-outs, puppets, clay figures, and more.

2. Entries must use the full audio track in its current format (you may not change the order of the wording).

3. Each audio category has an associated award, while the RSA Events staff choice award can be won by an animation using either of the audio files.

4. All shortlisted entrants will be interviewed by the judging panel and the winners will be selected.

5. Entries must be submitted in either MP4 or MOV format.

6. The maximum file size is 60MB.

7. You are permitted to add up to 5 seconds of pauses before, during and/or after the original audio if desired. Your final animation must not exceed the following length: 1:14min for 'Change is necessary' or 1:18min for 'Interrogate the truth'.

8. If you use music and/or sound samples you must own the rights to use the material.

9. The decisions of the judges are final, and no correspondence or discussion shall be entered into.

10. The RSA reserves the right to refuse any entry in its sole discretion. No entry may contain unlawful or potentially libellous, defamatory, or disparaging material.

11. The RSA also reserves the right at any time during the competition to remove and/or disqualify any film when it believes in its sole discretion that the entrant has: (i) infringed any third party's copyright, (ii) does not comply with these eligibility and entry guidelines, (iii) failed to obtain the necessary consents as set out in these terms and conditions.

12. Entries should be submitted via the RSA Student Design Awards competition platform by Wednesday 8 March 2023, 4.00pm GMT.

13. This is an international competition, open to undergraduate and postgraduate students from any higher education institution, college/university Please

see the Entry Rules for more information on eligibility requirements.

14. We welcome submissions from anywhere in the world, but all entries must be in English. A transcript of each audio file is available, and we encourage entrants to use free translation software to assist with their interpretation.

15. In order to enter, an entrant must upload their animation file to the RSA Student Design Awards online entry platform, which opens for submissions on 31 January 2023.

16. The entrant must be the original creator of the animation and must have obtained the necessary permissions for the inclusion of copyrighted music and/or images within the film. The film must not infringe the rights of privacy and publicity, copyright, trademarks or intellectual property rights of any person or organisation.

17. If the entrant uses any material or elements in the film which are subject to the rights of a third party, the entrant must obtain prior to submission of the film the necessary consents from such party to enable the RSA to use and showcase the animation. Such consent(s) shall be at the expense of the entrant. A non-exhaustive list of such material or elements include: name, voice and likeness of any person appearing in the film, location shot, eg specific building, any props and set dressings and any audio and/or audio-visual material which the entrant does not own.

18. By entering this competition, entrants agree that the RSA and our sponsoring partners may: (i) showcase their animations on their website and the RSA YouTube channel, as well as any other media in connection with the RSA Student Design Awards; (ii) use their names, likenesses, photographs, voices, sounds and/or biographical information and films for advertising, publicity, and promotional purposes without additional compensation. Intellectual property rights of all entries submitted in the competition remain with the entrant.

19. The entrant agrees that the RSA shall not be liable for any claims, costs, liabilities, damages, expenses, and losses arising out of (i) the RSA's use of the film; (ii) the entrant's participation in the competition; (iii) technical failures of any kind including, but not limited to, problems or delays arising from software or equipment malfunctions or computer viruses; (iv) any events outside the RSA's reasonable control.

Competition timeline

01/09/22

Briefs soft launch

The 2022-23 RSA Student Design Awards competition briefs go live on sda.thersa.org.

Sept-Oct

Online launch events

Sign up to [our newsletter](#) to learn about our in-depth brief launch sessions held by our partners and the SDA Team.

31/01/23

Submissions open

Go to sda.thersa.org to submit your proposal.

08/02/23

Early bird deadline

Submit by 4.00pm GMT on 8 February 2023 for a reduced entry rate of £25.

08/03/23

Final deadline

Submit by 4.00pm GMT on 8 March 2023.

March-May

Judging

Entries will be evaluated in a two-stage process: shortlisting and interviews.

Early June

Winners announced

Stay tuned for the big announcement.

Late June

Awards ceremony

Join us to celebrate the 2022-23 RSA SDA Winners.