



DESIGN BRIEF

FINISH THE CREATION

'Are you able to design something new and allow the user to make it their own?'

Every year BlueDot organizes a design competition for all the students of the TU Delft. This year it is all about "consumer finished" products. We are looking for bright ideas about how the consumer can deliver the finishing and personal touch to the product he or she buys. It's up to you to come up with a design that provides the consumer to be involved in the process of creating a product. This means that there is enough space left for the consumer to do something with the product.

LOOK AT THE
INSPIRATION EXAMPLES



WHO IS BLUEDOT?



Stichting BlueDot (BlueDot Foundation) is a non-profit organisation that helps students from the Technical University Delft to bring their product to the market. BlueDot links conceptual work from students with the market and supports them in the development and production of their design.

Every year BlueDot organises a design competition with a different theme. All the students of the TU Delft can participate by submitting their designs. A jury composed by professionals with expertise in the field selects the winners. The concepts that won will be further developed, and perhaps even manufactured.



SUBMITTING YOUR DESIGN

- You present your design on a poster format pasted on foam board, approximately A2 size.
- An explanation of the design is mandatory, around 200 words in length.
- A structural design drawing/sketch is required, showing the construction of the design. Also, the material and production has to be worked out.

Do I need to make a model?

Making a model is not mandatory. But of course (scale) models or virtual models (3D-Studio / Rhino / Solid Works etcera) are encouraged. The best physical prototype will be rewarded with a special prize.

Mark your entries:

To ensure that the judging is fair, the submitted items must in no way be directly identifiable as yours. Make sure that all submitted items carry the supplied competition identification number. Do not put your name on any component of your entry, but instead use the competition identification number that was assigned to you after registration. The Design Competition committee will reply by email within seven working days to confirm receipt of your entry/entries.

WANT TO EARN 2 ECTS?
LOOK IN THE COURSE GUIDE AT
DESIGNCOMPETITION
<http://studiegids.tudelft.nl/>



CRITERIA

Your entries will be judged on the following criteria:

- Aesthetics and Appearance
- Originality
- Commercial Feasibility
- Manufacturability

What we look at when evaluating your design:

- Did you create something new and interesting?
- Is your design commercially feasible in relatively small series?
- Did you leave space open in your design for consumer involvement?

ACTIVITY

We will organise an activity for you to awaken your creativity and get inspired! More information will follow.



PRIZES AND AWARD CEREMONY

First prize:

Second prize:

Third prize:

Prize for best prototype:

THE PRIZES
ARE STILL A SURPRISE
AND WILL BE
ANNOUNCED SHORTLY

For the winners there is a chance of further development and perhaps even manufacturing of your design.

The prizes will be handed out at the IOB (Industrial Design Business fair) on the 18th of March. So you will have the chance to shine on the fair and to attract companies!

Deadline and entry submission:

Your beautiful design can be handed in on Monday 10 March (12:00-14:00) and Tuesday March 11th (12:00-18:00) at the BlueDot office, room number C-2-350.

If you are unable to deliver your entry during these moments, please send an email to Blue.designcompetition@gmail.com.



More information at:
<http://competition.stichtingbluedot.nl/>

Questions?

Send an email to
Blue.designcompetition@gmail.com

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