



WHO WILL BE THE UNDISPUTED DESIGN CHAMPION?



INDUSTRIAL DESIGN



FASHION DESIGN



ARCHITECTURE/  
INTERIOR DESIGN



GRAPHIC DESIGN

# 17<sup>TH</sup> ANNUAL SEARS CANADIAN HIGH SCHOOL

# DESIGN COMPETITION



DEADLINE: 5<sup>PM</sup>  
MARCH 30<sup>TH</sup> 2012

FOR MORE INFORMATION,  
VISIT [WWW.DX.ORG](http://WWW.DX.ORG)

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DESIGN EXCHANGE  
PROMOTING CANADIAN DESIGN



# THE COMPETITION

★ ★ ★ DESIGN EXCHANGE IS PROUD TO ANNOUNCE THE ★ ★ ★

## 17<sup>TH</sup> ANNUAL SEARS CANADIAN HIGH SCHOOL DESIGN COMPETITION

Originally conceived by Carleton University, 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 can be laid out vertically or horizontally. Entries may include a maximum of three boards and the boards must be numbered. Any additional material will not be judged. **DO NOT** send models. Instead, 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 the 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.

### JUDGING

All entries will be judged in April 2012 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 1<sup>ST</sup>, 2<sup>ND</sup>, and 3<sup>RD</sup> placements in each category, at each level, are as follows:

1 <sup>ST</sup> Place	\$500.00
2 <sup>ND</sup> Place	\$300.00
3 <sup>RD</sup> Place	\$200.00

Cash prizes will be divided amongst team members. All winning and honourable mention entries will be exhibited at the Design Exchange in May 2012.

## CATEGORIES

### INDUSTRIAL DESIGN: DRINKING FOUNTAIN

generously supported by Teknion

**BACKGROUND:** Despite widespread recycling programs, most plastic water bottles end up in our landfills. This, combined with other environmental and health concerns related to bottled water, calls for a return to tap water whenever possible.

**CHALLENGE:** The challenge is to design a public drinking fountain. The fountain may be wall mounted or free standing and should be suitable for both indoor and outdoor applications. It should be inviting, simple to use and visually interesting. The fountain design should be suitable for all users, regardless of age or ability (see universal design principles in the resources section of the competition website) and should minimize water waste. The design should consider the idea that a drinking fountain can be a meeting or gathering place and a conversation starting point. Submissions may be illustrated or rendered in any format – hand sketches, digital drawings, or renderings, and any models photographed and photos included with the submission.

### FASHION DESIGN: MESSENGER OR LAPTOP BAG

**BACKGROUND:** The single-strap shoulder bag has been in use by mail carriers and messengers for many years. Today this bag type is a stylish way to transport the technology and materials needed in our everyday lives.

**CHALLENGE:** The challenge is to design a messenger or laptop bag using at least 50 percent reclaimed or recycled materials. The bag design should consider the target audience (as determined by the student through their research) and be designed with that group in mind. It should be stylish and functional and accommodate and/or integrate today's technology. Submissions may be illustrated or rendered in any format – hand sketches, digital drawings, or renderings, with any models photographed and photos included with the submission.

### ARCHITECTURE/INTERIOR DESIGN: TREE HOUSE

**BACKGROUND:** Whether it's connecting with nature or the desire for solitude, tree house living can offer a unique design opportunity.

**CHALLENGE:** The challenge is to design a modern tree house meant for everyday, all-season living. The space must not exceed 1,000 square feet (92.90 square metres) in area and, with the exception of the staircase, no

structural elements should be touching the ground. The space should contain all of the elements required in a residential space and should consider sustainability and environmental issues. Submissions may be illustrated or rendered in any format – hand sketches, digital drawings, or renderings, with any models photographed and photos included with the submission.

### GRAPHIC DESIGN: 2012 COMPETITION CERTIFICATE

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

**CHALLENGE:** The challenge is to design the 2012 Sears Canadian High School Design Competition certificate, considering the cross discipline approach of the competition. The certificate should be 8.5" x 11" in size and should be in colour. The competition title (17<sup>th</sup> Annual Sears Canadian High School Design Competition) should be prominent. The certificate needs to contain the following information:

- ★ Design Exchange and Sears logos (available for download on the competition site)
- ★ Winner's name, school, city and province
- ★ Winner's category (graphic design, fashion etc) and level (junior or senior)
- ★ Space for an official Design Exchange signature

Submissions should include artwork (hand or computer generated), a short paragraph that details the design process, and, if possible, a disc with the artwork file. Judges are looking for unique and stunning creations that winners can frame and display.

### 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 20<sup>th</sup> 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.

### NEED MORE INFO?

Visit our website [DX.ORG](http://DX.ORG), or contact Katie Weber at 416.216.2138 or toll free 1.855.216.2138 or by fax 416.368.0684 or email [katie@dx.org](mailto:katie@dx.org)

# STUDENT ENTRY FORM

**PLEASE** submit **1** 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 & CONTACT INFORMATION** if the competition was completed as part of your course curriculum. Entry forms must be filled out **CLEARLY & COMPLETELY**. Incomplete or illegible forms will result in disqualification.

**DEADLINE:** POSTMARKED NO LATER THAN **MARCH 30<sup>TH</sup>, 2012**

## ALL ENTRIES SHOULD INCLUDE:

- A completed student entry form
- A maximum of three **11" x 17"** presentation boards, laid out vertically or horizontally, bundled together
- A written explanation that does not exceed **1 page (250 words)** in length

## CATEGORY

- INDUSTRIAL DESIGN:** Drinking Fountain
- FASHION DESIGN:** Messenger or Laptop Bag
- ARCHITECTURE / INTERIOR DESIGN:** Tree House
- GRAPHIC DESIGN:** 2012 Competition Certificate

## LEVEL

- JUNIOR** (students in grade **10** or below)
- SENIOR** (students in grade **11** or above)

★ **ENTRIES WILL NOT BE RETURNED** ★

### IN PERSON OR COURIER:

Design Exchange  
The Sears Canadian High School Design Competition  
234 Bay Street (front desk)  
Toronto, ON M5K 1B2

M - F — **9AM TO 5PM**, SATURDAY & SUNDAY — **12PM TO 5PM**

PROJECT TITLE

STUDENT(S) NAME AND GRADE

STUDENT(S) ADDRESS, EMAIL AND PHONE NUMBER

SCHOOL NAME, ADDRESS, AND PHONE NUMBER

TEACHER NAME, EMAIL AND PHONE NUMBER

### MAIL - ENTRIES SHOULD BE ADDRESSED TO:

Design Exchange  
The Sears Canadian High School Design Competition  
234 Bay Street P.O. Box 18 TD Centre  
Toronto, ON M5K 1B2 Canada