Submission guidance

Student Assessment Scheme

2024 Submission deadlines*

- Main/UK
  18 April (Digital & Physical)

- North America **(NA)**
  22 April**

- Ireland **(IRE)**
  7 May (Digital)
  10 May (Physical)

- Middle East **(ME)**
  17 May TBC (Digital only)

- South Africa **(SA)**
  October TBC (Digital only)
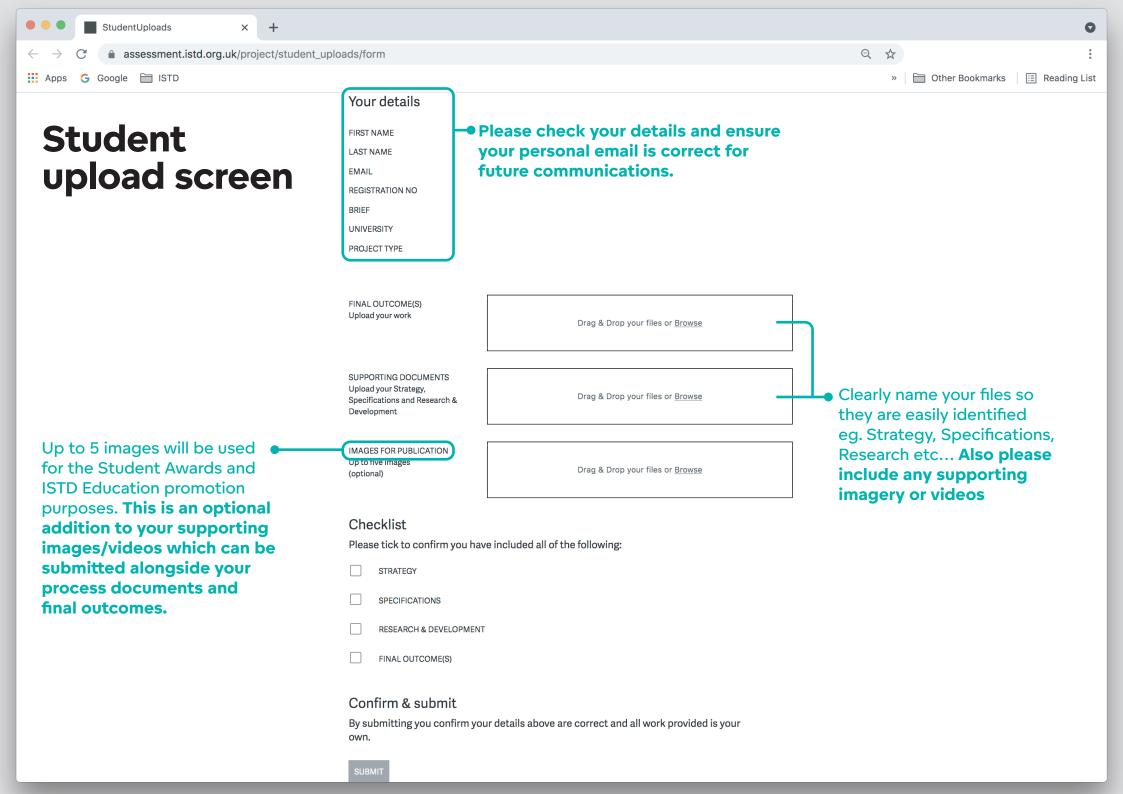
- Australasia **(AUS)**
  November TBC (Digital only)

*Registration deadlines can be found on https://assessment.istd.org.uk
  Regional Coordinators are communicating with tutors to confirm submission details and further advice.
**North America will primarily accept digital submissions, but can accept physical work with prior agreement.

Submission process

1 **Ensure your tutor has registered you and your fee has been paid**
You and your tutor will be notified by email that this has been completed. **You cannot submit unless your fee has been paid.**

2 **Check this guidance document to prepare your portfolio**
We have provided some guidance/suggestions as to how you may consider presenting your portfolio of work digitally. Ultimately we want to make this process as simple as possible, so, please present your work in the most appropriate way that you feel best represents your submission.

3 **Use your submission link to upload your completed work**
Once your fee has been paid you (the student) will receive an individual secure link to submit your work.

4 **Follow the online upload guidance for each aspect of your submission**
There are separate fields for your final outcomes and your supporting documents (strategy, specifications, research & development and any supporting images or videos). You can also specify up to 5 images for use in publications or promotion.

5 **Use the checklist and submit your work!**
You will receive confirmation of your submission via email.

If you have any queries, please contact **education@istd.org.uk**

assessment.istd.org.uk/project/student_uploads/form

Student upload screen

Your details

FIRST NAME

LAST NAME

EMAIL

REGISTRATION NO

BRIEF

UNIVERSITY

PROJECT TYPE

Please check your details and ensure your personal email is correct for future communications.

FINAL OUTCOME(S)
Upload your work

Drag & Drop your files or Browse

SUPPORTING DOCUMENTS
Upload your Strategy, Specifications and Research & Development

Drag & Drop your files or Browse

Clearly name your files so they are easily identified eg. Strategy, Specifications, Research etc... **Also please include any supporting imagery or videos**

IMAGES FOR PUBLICATION
Up to five images
(optional)

Drag & Drop your files or Browse

Up to 5 images will be used for the Student Awards and ISTD Education promotion purposes. **This is an optional addition to your supporting images/videos which can be submitted alongside your process documents and final outcomes.**

Checklist

Please tick to confirm you have included all of the following:

☐ STRATEGY

☐ SPECIFICATIONS

☐ RESEARCH & DEVELOPMENT

☐ FINAL OUTCOME(S)

Confirm & submit

By submitting you confirm your details above are correct and all work provided is your own.

SUBMIT

Strategy & Specifications

The Strategy and Specifications are to be submitted as a single designed document incorporating a minimum of 500 words that should reflect your ability to handle text matter and information hierarchy. This is partly to reduce the need for screen-based pieces to meet that textual word count in the designed prototype, but also to establish parity of typographic ability across media submissions. The word count can be reflected in the Strategy statement and also the body copy of the Specifications section used to express the rationale regarding typographic selection/use, overall design, layout, materials, production and other creative decisions.

Careful consideration should be given your layout, hierarchy and typographic detailing of this document and it should clearly articulate your project intentions – crucially how you will use typography to express your communication. It will be the first artefact the assessors will review.

You can view some examples of combined Strategy and Specifications documents in our Behance portfolio: **https://www.behance.net/gallery/113804717/Strategy-and-Specification-examples**

Strategy & Specifications

STRATEGY (250–500 words)

Should be **quick to read**, outlining the following key aspects of the project trajectory:

- Factors considered in arriving at design approach
- Communication Goals
- Intended Audience
- Context of viewing/reading/interaction
- Key moments within the design trajectory which highlight critical thinking and analysis
- Description of final outcome that briefly* highlights the key aspects of your design choices in terms of colour palette, typographic choices, materials/media, production methods and binding, if appropriate, etc.

* *Detailed information on production factors will be provided by you in your Specifications.*

SPECIFICATIONS

The specifications should demonstrate **how and why design decisions have influenced the form of the project outcome** and how this impacts on the experience of the user or audience.

- Typographic, production/broadcast specifications, must be included and must reflect your detailed treatment of text matter.
- Using your layouts, present fully annotated typographic specifications and grid(s) where appropriate.
- Paper stock and other materials for print production should be described and visually referenced where possible.
- Refer to the **Specifications Guide** in the project brief pack for further information.

Submit your Strategy and Specifications as a single PDF document. If you are submitting a document that uses double-page spreads, please export your document as **PDF spreads.**

Research & Concept/Design Development

RESEARCH

Should make clear to the assessor the **range of sources** consulted, as well as showing evidence of **primary research** that led to the generation of content in terms of experimentation with materials, processes, original photography, illustration, interviews, recordings, image-making, etc…

CONCEPT/DESIGN DEVELOPMENT

Should show the development of your design approach from inception to final product – iterations included – and **highlighting key decisions** along the way that helped you evolve and improve the solution.

Your Research and Concept/Design Development may be submitted as separate PDFs/videos OR as a single amalgamated PDF/video. Please ensure that both elements are clearly labelled for the assessor.

To demonstrate this you could consider:

- Creating a **PDF summary** of related sketchbooks/ layout sheets/source material/development/etc…
- **Research** and **Concept/Design Development** could also be **documented in video format.**
  (*maximum 5-10 minutes with or without a voice-over*).

These elements are easy to create:
Combine your digital process and/or capture image of your sketchbook/layout sheets/pages on your phone or camera.

- The quality of the photography is less of an issue, as long as the subject matter is clear, suitably exposed and in focus.
- Convert these individual files into a single PDF.
- Videos of your research/development work may also be submitted – approximately 5 minutes of footage is ample.

Final Outcomes

PRINTED OUTCOMES

If you are submitting a piece of printed matter that uses double-page spreads, please export your document as **PDF spreads**.

If your document contains fold-outs, tip-ins, or other devices or finishes, please showcase how this would work within your final PDF document. **Images to support more experimental formats can be included here.**

Posters and other pieces of printed ephemera can be saved as separate PDF documents. **Please label each piece of work clearly to guide the assessor** *eg. in chronological order if there is a proposed sequence to view a body of work etc.*

SCREEN-BASED OUTCOMES

If you are submitting a **digital or motion** outcome, please ensure that it is compatible with being **viewed on a Mac** or provide alternative instructions on how to view or interact with the piece.

Ensure that **screen-based submissions have been tested for use** and it would be beneficial to see the final outcome in use, perhaps as:

- a **video/animation 'walk through'** **OR**
- as a **PDF detailing all notable screens** which highlight your concept, typographic approach and skills.

Supporting imagery

IMAGES TO SUPPORT PRINTED PIECES

Where possible please include **images/mockups/ visualisations** that will allow us to see the intended craft and applied efficacy of your design strategy.

We will be able to see your layouts in detail from the PDF you submit, so no need to provide images for all layouts. Rather, these images/mockups/visualisations should help us to assess your work in terms of design strategy, showing the intended interaction of text on paper stocks/materials, quality, structure and articulation of binding methods or relationships of scale, if there are multiple pieces of related print matter.

VIDEO TO SUPPORT PRINTED PIECES

If you have been able to produce your final outcome, a **video** demonstrating interaction with the artefact(s) could very useful – **maximum of 5 minutes duration – with or without a voice-over.**

OPTIONAL IMAGES FOR PROMOTION

Please include up to five images of your final outcome for promotional or publication use.

These will be used in the Student Awards and for ISTD Education promotion purposes. This is an optional addition to your supporting images/videos which can be submitted alongside your process documents and final outcomes.

Assessment Information

No disadvantage at the Point-of-Assessment

We are aware that access to production can vary depending on institutional resources and we are mindful that this and physical location may result in a digital only submission for some students. Our assessment approach reviews digital and physical submissions without prejudice and there will no disadvantage at the point of assessment regardless of format.

Digitally presented outcomes such as PDF or video are welcome, as are photographed or digitally visualised process documents and outcomes.

Assessment Criteria

STRATEGY 10%
- Each submission must be accompanied by a **strategy of 250–500 words**, succinctly articulating the thought process underpinning your design proposals and how it implements typographic design to communicate with and influence the **specified target market/audience**. It should express what underpins your concept and how it has directed your research – not just a description of the various elements or a 'log' of what you did.
- While the Strategy will be read by assessors, write it to be understood by a client.

RESEARCH 10%
- All submissions must be supported by relevant **primary and secondary research which contextualises and reinforces the proposed design concept.** We expect to see research into formats, typography, colour and materials relative to your topic and your audience.
- Your research work should show that a **range of ideas have been explored** before developing your selected concept. Ensure that you present this material in an clear and consecutive order that allows us to follow your thought and design process.
- Endeavour to cite fully your bibliographic/web sources and, where relevant, credit images.

CONCEPT DEVELOPMENT, DESIGN AND REALISATION 40%
Central to the realisation of your design concept must be the use of typography. The inclusion of images/illustrative content should be carefully considered as **your solution must be essentially typographic**. Images may be used but they should be there to support the typography, not take the place of it.
- Your design development should show that a **range of approaches** have been explored before choosing and developing your selected concept. Ensure that you present this material in an order that allows us to follow your thought/design process – including why you chose the particular format/s for your submission.
- Design development on screen must be described through digital process evidence.
- You must cite fully your bibliographic/web sources and, where relevant, credit images.

Assessment Criteria *continued*

TYPOGRAPHIC SKILLS 20%
- The hierarchy of information in both print and screen formats must be clearly expressed through the inclusion and formatting of **at least 500 words of text into your final submission.***
- It is essential that you demonstrate **rigorous attention to typographic detail** across all elements of your submission. Ensure that you check: spelling and hyphenation; punctuation; capitalisation; quote marks; widows/orphans; hyphens/dashes; rags; justification/rivers – show your craft skills.
- **Legibility**, whether in print or on screen, must be considered – and resolved.
- In screen-based submissions, consideration should be given, where relevant, to the relationship between sound and movement.

SPECIFICATIONS 10%
- Typographic, production/broadcast specifications, must be included and must reflect your detailed treatment of text matter.
- **Using your layouts, present fully annotated typographic specifications and grid(s)** where appropriate.
- Paper stock and other materials proposed for print production should be referenced where possible.
- Refer to the *Specifications Guides* pages in the briefing pack.

PRESENTATION 10%
- Your digital submission should be easy for assessors to navigate through, with everything clearly labelled/named.
- Ensure that screen-based submissions have been tested for use. Occasionally we cannot open files – these proposals sadly fail.
- All submissions **must include PDF(s)/images** that reflect:
  – concept origination
  – design development
  – form and usage
  – layout/grid system
  – media/material choices/proposals
  – typographic choice
  – typographic detailing
  – presentation images/visualisations of the outcomes
- Finally, check that all of the requirements of your chosen brief are included and clearly identified.

* NB: Students submitting digital/animation/motion project outcomes are permitted to include the required minimum 500 word count in their Strategy and Specifications document. This allows assessors to review typographic skills, detailing and hierarchy in a publication context.

Good Luck!

We would like to wish every student that has undertaken one of our briefs the very best of luck with their submission and congratulate them for the hard work that has gone into their project.

We would also like to take this opportunity to thank every tutor for their dedication in supporting students through the projects and their support for the Society in promoting our briefs every year – thank you for continuing to champion and celebrate typographic education.

ISTD Education Team

If you have any queries, please contact **education@istd.org.uk**