



UK/Main

**assessment date** Saturday 8 April 2017

**venue** Nottingham Trent University, 50 Shakespeare Street, NOTTINGHAM, NG1 4FQ

**delivery** Work should arrive at the assessment venue on **Friday 7 April 2017**

**project photography** All submissions must incorporate a non-returnable clearly named USB with press quality images that reflect:

- concept
- design development
- form and usage
- layout/grid system
- media/material choices
- typographic choice
- typographic detailing
- presentation images of the outcome(s).

**labelling** Each student portfolio must use the ISTD label form on the next page of this file.

Please ensure that all components of the submission are clearly identified.

**portfolios by courier or by hand** Portfolios being delivered by courier or by hand must also use the label contained on the next page of this file. **NOTE – there is no postal option.** Tutors must ensure the adequacy of individual and multiple portfolio packages.

**multiple portfolios** Packages from tutors containing multiple portfolios must use the label on page three of this file. Please ensure that you complete all information.

**delivery of work** We require tutors to coordinate and ensure safe delivery of portfolios – preferably in a batch – and ensure that we have all information for return of work.

**return of work** **Portfolios must be collected by courier or by hand on Monday 10 April 2017 from 09:00**  
**NOTE – there is no postal option. Any work not collected on that day will be recycled.**

**registration fees** Most fees are now paid at time of online registration. If you selected payment by invoice when registering please ensure that all fees are paid by Tuesday 4 April 2017.

**terms and conditions** Please read the attached Terms and Conditions governing the Assessment – also available on: [http://assessment.istd.org.uk/terms\\_and\\_conditions](http://assessment.istd.org.uk/terms_and_conditions)

Further queries about delivery or return of work – **from tutors only** – contact:

John Paul Dowling FISTD  
ISTD Education Director  
[johnpaul.dowling@istd.org.uk](mailto:johnpaul.dowling@istd.org.uk)

March 2017

DELIVERY ADDRESS

**International Society of Typographic Design (ISTD) Assessments**  
C/O Postal Services  
Nottingham Trent University,  
50 Shakespeare Street  
NOTTINGHAM  
NG1 4FQ --- FAO Room 102, Waverley Building

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**TO BE DELIVERED BY FRIDAY 7 APRIL 2017**

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YOUR NAME (IN CAPS)

ISTD REGISTRATION NUMBER

YOUR PERSONAL EMAIL ADDRESS

YOUR MOBILE NUMBER (JUST IN CASE)

YOUR UNIVERSITY/COLLEGE/INSTITUTION

YOUR TUTOR'S NAME

PROJECT – CHECK ONE

**1**

**2**

**3**

**4**

**5**

CHOSEN MEDIA – CHECK ONE (OR BOTH)

**PRINT**

**SCREEN**

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**RETURN OF WORK METHOD – CHOOSE ONE**

COLLECTION  
BY MYSELF/  
FRIEND/TUTOR

NAME + MOBILE OF PERSON COLLECTING WORK

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COLLECTION  
BY COURIER

NAME OF COURIER COMPANY COLLECTING WORK + CONTACT TELEPHONE

REFERENCE/CONSIGNMENT NUMBER

**RETURN ADDRESS**

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I DON'T NEED  
MY WORK TO BE  
RETURNED

DELIVERY ADDRESS

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NOTTINGHAM  
NG1 4FQ --- FAO Room 102, Waverley Building

**TO BE DELIVERED  
BY 7 APRIL 2017**

THIS ITEM IS (e.g. 1/3, 2/3, 3/3)

OF

**RETURN OF WORK METHOD – CHOOSE ONE**

COLLECTION  
BY MYSELF/  
FRIEND/TUTOR

NAME + MOBILE OF PERSON COLLECTING WORK

COLLECTION  
BY COURIER

NAME OF COURIER COMPANY COLLECTING WORK + CONTACT TELEPHONE

REFERENCE/CONSIGNMENT NUMBER

**RETURN ADDRESS**

**TO BE COLLECTED ON MONDAY 10 APRIL 2017**

## TERMS AND CONDITIONS

Please make sure that you have read and understood the following terms and conditions of registering, and entering student work into the ISTD Student Assessment.

By entering work, each submitting institution and each student grants ISTD and its sponsors the irrevocable right to use the work to promote the ISTD Assessment and the sponsors' involvement – as ISTD and the relevant sponsors see fit. Each submitting institution and each student understands and agrees that neither ISTD nor its sponsors shall be required to make any payment to the entrant or any third party in respect of such promotional usage.

## INTELLECTUAL PROPERTY

It is the responsibility of the institution's tutor and the students involved to be fully aware of intellectual property rights. In submitting work the institution's tutor and the students involved warrant that any works entered are original and the student's own. Any supporting images used within the work submitted for the purposes of the presentation must either have permissions, or be royalty free. Any fonts used within the work submitted for the purposes of the presentation must either be licensed, or be royalty free. Work subsequently found to not be original will be disqualified and any awards revoked.

## ELIGIBILITY AND ENTRY

All full or part time students enrolled on higher education courses anywhere in the world (HND, BTEC, BA, BSC, MA, MSc, MD or equivalent) working under the supervision of a tutor, are eligible to enter.

Only work from individual students can be entered. We do NOT accept collaborative projects. Each student may only enter ONE project in response to ONE brief.

You will need to read and respond to the relevant assessment briefs to enter, downloadable at [www.istd.org.uk/education](http://www.istd.org.uk/education). You must read, understand and agree to the Terms & Conditions, supporting information and all entry requirements.

Work submitted must fully answer all aspects of the chosen brief and must contain all items requested in the brief.

As a tutor if you have any difficulty in understanding the information provided, email for clarification [education@istd.org.uk](mailto:education@istd.org.uk) as failure to meet our requirements may result in your students' entries becoming ineligible for assessment, irrespective of any fees or work submitted. Any questions regarding briefs or submissions must be carried out through the supervising tutor only. ISTD will not respond to queries about the assessment from individual students.

## REGISTERING AND PAYING FOR YOUR SUBMISSIONS

Work may only be registered by your supervising tutor. Students may NOT register individually.

Registration MUST be done ONLINE at [assessment.istd.org.uk](http://assessment.istd.org.uk)

Registration must be done by the registration deadline in order for ISTD to ascertain in advance how many assessors will be required.

Payment in full must be made in advance of the assessment date. Failure to make payment by the due date may result in the work being excluded from assessment.

Payment should be made online to complete the registration process, or during

registration by requesting an invoice for the total number of student projects entered.

Payment on invoice can be made by bank transfer, or cheque (UK only) payable to ISTD. Where an invoice is requested as method of payment, payment MUST be made by latest 7 days in advance of the assessment date. Note – payment by invoice is only available for registrations of four or more students.

Institutions who are ISTD institutional members will receive a discounted entry fee per student (calculated online at registration).

Individual student cheques or postal/money orders will NOT be accepted.

Individual student credit card payments will NOT be accepted – unless as part of online registration supervised by the tutor concerned.

Entry fees are not refundable under any circumstance.

The entry fee is VAT free – ISTD is not VAT registered.

## DELIVERY OF WORK

Tutors who have registered students will receive information in advance of the assessment date. All work must be delivered to the notified venue, clearly marked as detailed in the delivery instructions. In order for ISTD to have an accurate check list of all work that is expected to be delivered please notify us by email in advance with the number of portfolios being submitted and the method of delivery: Courier (with name and phone number of Courier)

Personal delivery of group of student work from one university (please do not deliver individual portfolios unless absolutely necessary)

## PACKAGING THE PORTFOLIOS

To help us with administration include in your package:

List of students whose work is included

Labels for return of work (large and clear) ISTD will use the same packaging that your work arrived in – please bear this in mind and pack work sensibly and accordingly in re-usable packaging, or include return jiffy etc.

Wherever possible arrange for your group of portfolios to be collected in one package (this will assist us in the most efficient return of the work, and will prevent the possibility of portfolios going astray).

## Do not include any registration fee payments with the work.

**Registration fee payments must have been made a minimum of 7 days in advance of the assessment dates.**

## RETURN OF WORK

All work will be available for collection after the assessment has been carried out. Work for collection will be bundled within its group of student work as delivered, and arrangements must be made by the submitting institution to collect the work by MIDDAY of the day following the assessment for return.

Any couriers organised for this purpose must be given correct details of venue for delivery and collection, and must have letter of authorisation from the submitting institution that they are authorised to collect said work from assessment venue.

Portfolios may NOT be collected by individual students unless under exceptional circumstances provision for this is granted, with notice given to ISTD prior to the work being submitted. Where portfolios are delivered as a group package by the submitting institution – it is NOT possible to split the group package to allow individual collections.

Wherever possible, the same method of collection as delivery will assist return of work. The supervising institution of the submitted work will be contacted prior to the assessment with the relevant date and times during which delivery and collection may be made. All delivery/collection charges are to be borne by the submitting institution.

It is the responsibility of the submitting institution to be aware of these procedures. While every effort is made to ensure the safety of all work entered, ISTD does NOT accept responsibility for the loss or damage of any work under any circumstances.

Any work not collected by due date/time will be recycled.

## ASSESSMENT OF THE WORK

All marks are formulated by rigorous dual assessment using the assessment criteria at two levels and, in the case of Merits and Commendations, at three levels. All assessed work is fully moderated to ensure parity of marking. All students receive a personal report indicating their achievement/award, the achievement descriptors for each criterion and an individual report from the assessors.

Assessors are carefully selected by ISTD and include educators and professional designers with the relevant qualifications and expertise to carry out assessment according to the ISTD Assessment guidelines. They will be fully conversant with the guidelines. All assessment is moderated by ISTD appointees with the relevant experience, and who will have a wide overview of student work of similar standard. Each satellite assessment will be supervised and moderated by at least two senior Main Assessment participants.

## RESULTS AND REPORTS

Notification of the results for all submitted work is emailed directly to the tutor named on the registration form, accompanied by report forms showing each student's details. It is very important that this information is checked carefully by the tutor and each student involved as this is the information that will be published and used for the student's membership record and certificate. Note that all students who have submitted work receive a report, even if they have not been successful.

## Important note for tutors

The assessment reports are not just for your information, they are also for the information and benefit of the students concerned. Please check with all of your students that they have received their assessment reports.

## ASSESSMENT AWARDS

Three levels: Pass, Merit, Commendation.

Additionally the Vincent Steer Award is available to be awarded to a project from amongst the awarded Commendations as exemplary work that stands out above all the others and captures the assessors' imagination – this may be awarded over entries to all the Assessments in the ISTD cycle. It is not necessarily awarded every year.

These awards are honorary. No monetary awards are given. ISTD membership\* is offered to all successful students.

## \*ISTD Membership

All successful students are offered membership of ISTD – they must confirm their acceptance by providing personal contact details. They will be emailed a welcome letter and will receive by post an ISTD Membership Welcome pack containing ISTD publications to the minimum value of £25.00 [GBP], and their ISTD Membership Certificate. No subscription payment is required to retain membership until the April of the year following the assessment that they took part in. This first payment being 25% of the current full membership fee. Thereafter, to retain ISTD membership an annual subscription renewal payment is required which will rise each year by 25% of

the full membership fee until it reaches the full membership fee – currently £100.00 [GBP] – ie over a period of 5 years from year of assessment the student took part in.

Tutors of successful students also receive a certificate acknowledging their input for that year – one per institution involved. Note that this is a certificate of acknowledgment only – it does not imply membership of ISTD.

Institutions may apply for Institutional Membership of ISTD. Tutors may apply for individual membership.

## STUDENT AWARDS EVENT

All successful students [entering the UK or Irish and (possibly) the Middle East assessments] and their tutors will be invited to an event usually held in June or July. They will be notified by email invitations detailing the event. It is essential that all invited students and tutors confirm their intention of attending in advance of the event. Students and tutors failing to respond (RSVP) will not be admitted. No guests are permitted except under exceptional circumstances by prior request. Such request may or may not be granted according to limit on numbers by the event venue. Successful students who are able to attend will receive their ISTD Membership Certificate and Welcome pack at the event.

## FURTHER INFORMATION

ISTD submitting tutors and institutions – to ensure your course, teaching staff, students and graduates are kept informed annually about the ISTD Assessment, please make sure we have your current email contact details.

To receive the best support for taking part in the assessment with access to resources for teaching typographic communication, including links to creative practitioners and educators internationally, apply for Institutional Membership of ISTD.

## SOME USEFUL POINTS

An entry consists of one response to a brief

Projects are written and must be completed in the English language (different criteria may apply for assessments other than those held in UK and Ireland)

In choosing which of the briefs you wish to work on – take time to read all aspects of the projects file before considering which brief you will take. In particular, ensure that you read 'the Assessment Criteria' thoroughly as this information is central to how the work is assessed.

The assessors want to understand students' ideas clearly. How work is presented is a vital ingredient to ensuring success – for example, if the presentation lacks clarity, is over-complicated, or the strategy is confused, the chances of success may be reduced – however good the idea.

First impressions are vital – make sure that all elements of the submission (strategy; research and development; final outcome(s); specifications) are easily identifiable.

## CHECKLIST FOR TUTORS / STUDENTS

### Have you done the following –

Read and complied with all required items by deadlines (tutors/students)?

Registered and paid for all entries (tutors)?

Checked and satisfied the 'Requirements' stated in the brief?

Completed and affixed an entry label to your portfolio?

Checked and met deadlines, marked delivery to correct assessment venue address?