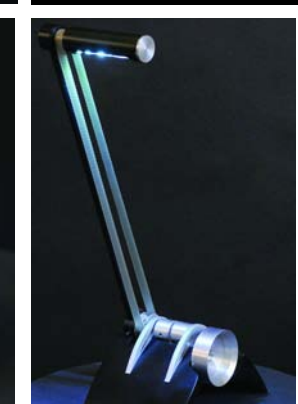
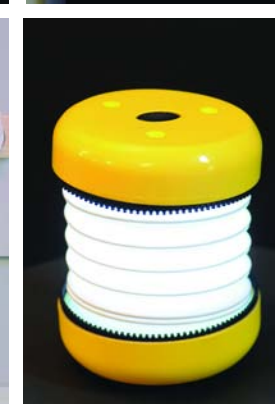
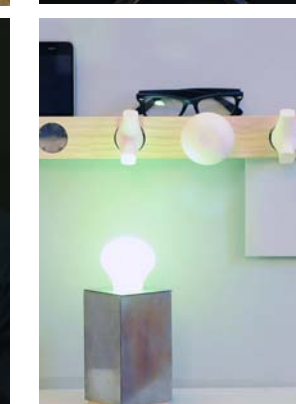


Student **Lighting**
Design Awards
2012



The Competition

Organised by The Lighting Industry Association, the Student Lighting Design Awards are not just a design competition, they have been developed to encourage you, and gain practical knowledge about the lighting industry. Calling on your creative skills to develop a functional lighting product.

Supported by some of the industry's most respected names, these Awards are your chance to break the mould and shine.

Ensure you read the Design Brief for more detailed information

The Awards 2012

Student Lighting Designer 2012 £1500

2nd Place £1000

3rd Place £500

Best Flatwork £250

Student Lighting Designer of 2011

James Melia
with 'Kink'



James being presented with his award by Peter Hunt (LA CEO) & BBC Breakfast News presenter Bill Turnbull, at the Lighting Association's Gala Dinner 7 July 2011

Competition Timetable 2012

16 January 2012	Deadline for entry form.
23 March 2012	Deadline for Flatwork submission.
28 March 2012	Flatwork Judging
TBC	Judging of Finalist prototypes <i>followed by the Gala Dinner with Awards Ceremony and Exhibition of Finalists prototypes.</i>
January 2013	The Exhibit at Interiors Show <small>NEC Birmingham</small>

Judges

The Judging panel consists of leading lighting experts, representing key sectors of the lighting industry.

www.lightingassociation.com
to view all the previous successful finalists

This is your opportunity

The Awards present you with a unique opportunity to forge a career in the lighting industry. To reinforce this, leading lighting trade magazines carry reviews of the awards, profiles of the students and their prototypes.

All finalists are invited to exhibit for free, at the lighting industry's premier trade event, Interiors Birmingham at Birmingham NEC (January 2013). Providing you with the unrivalled opportunity to present your designs to leading manufacturers and retailers from around the globe.

Student Lighting Design Awards

2012

Design Brief



Where do you start?

Students will be required to produce flatwork for the initial stage of the competition and those chosen as finalists will be asked to produce a working prototype of their design for presentation at the finals.

The design must utilise energy efficient technologies.

Your design must be a functional light for use within the domestic environment and be suitable for volume production and retail.

Whilst designs which use light for a decorative element only are not excluded the Judges will be looking for designs which combine a functional light and visual presence.

Extra credit will be awarded for functional designs compared to purely decorative and 'novelty' designs.

Extra credit will also be given for the efficient use of a light source. I.e. designs which makes the most of the available light from the source.

This competition is sponsored by companies who might want to buy your designs and for them, a design that performs a lighting function is likely to attract more sales.

You are advised to visit a number of lighting retailers and get a feel for what products are on offer particularly in terms of their function. You may wish to question the sales staff regarding best sellers and why they perform well against others.

Take a critical look at your design before you submit it. Are you convinced that it is commercially viable? Is it a niche product or has it got general appeal?

Light sources

Only designs containing energy efficient light sources/technologies will be considered. This means no standard incandescent filament type lamps with the exception of 'energy saving' halogen lamps. Primarily energy efficient lamps are of the compact fluorescent type or LEDs

CFLs

CFL's or Compact Fluorescent Lamps use 80% less energy than normal filament lamps (GLS light bulb). To run a CFL you need a ballast and a starter. With an integral CFL (direct replacement) the ballast and starter are built into the base of the light bulb together with either an Edison Screw or Bayonet lamp cap.

LEDs (Light Emitting Diodes)

- LEDs (Light Emitting Diodes) produce more light per watt than incandescent bulbs; this is useful in battery powered or energy saving devices.
- LEDs can emit light of an intended colour without the use of colour filters that traditional lighting methods require. This is more efficient and can lower initial costs.
- The solid state package of an LED can be designed to focus its light. Incandescent and fluorescent sources often require an external reflector to collect light and direct it in a usable manner.
- When used in applications where dimming is required, LEDs do not change their colour tint as the current passing through them is lowered.
- LEDs, being solid state components, are less easily damaged with external shock. Fluorescent and incandescent bulbs are easily broken if dropped on the ground.
- The light output from the design incorporating LEDs should be a useful light level i.e. equivalent or better than a 40W GLS lamp. Total power consumption should not exceed 20W at 240V ac (mains) input voltage.
- There are a number of important design considerations to take account of with LEDs, the most important of which is cooling. LED manufacturers should be able to offer advice on how to do this.

The Flatwork Judging

First impressions can win an award The awards are very popular and the Judges have a day to review and mark over 200 designs. So your flatwork needs to be visually stimulating, conveying at first glance exactly what the proposed design is.

Consider that you only have a minute to grab the Judges attention. Keep your flatwork to 2 x A2 size boards, **do not** include sketch books or detailed research, the Judges won't have time to go through them.

Remember there is a prize for Best Flatwork and the judges will be looking for the work to convey the message quickly and accurately as well as the artistic element.

Student Lighting Designer for 2011

James Melia with Kink





Second Prize
Gregg Parsell with Origin



Third Prize
Sam Aylott with MEC



Best Flatwork
Chris Webb
with Measures of Light



Highly Commended
Mark McDonnell
with AirLight

Flatwork Judging Check List

(expectations)

- Image of design
- Target market
- Component list or exploded diagram
- Retail Price
- Your name, university, telephone number and email address on the back of your flatwork.

The Final Judging

At the final the Judges will ask questions concerning the cost and potential sale price of the design so an understanding of material prices, tooling, assembly, packaging, manufacturers and retail margins are also important.

Again at the finals Students will be expected to demonstrate that they have researched the market, how this research relates to the design, identify materials used and why they were chosen.

Costings (Retail Price)

As a guide to costing your design it is suggested that for simplicity you use the following formula:

$$\text{(estimated parts cost x 2) + labour} \\ \text{+ packaging cost + distribution cost + profit =} \\ \text{trade price}$$

To arrive at an estimated retail price multiply the trade price by 2.5.

Models

If you are selected for the final you will be required to make a working prototype of your design. We understand that some colleges and universities have extensive workshops and materials at their disposal whilst other entrants might have to make the models at home or on a shoe string budget.

The judges will try to take this into account so please don't worry if your model is not up to industry standard, all we need to see is that you have made the best of the facilities and finances available to you.

Intellectual Property (IP)

All businesses have a valuable asset, their intellectual property. Whether it is the name by which they are known or under which they hope to get a reputation or copyright, design right, patents or trade marks.

Protection is key to ensuring your future as a designer and understanding about intellectual property is a real strength and will help you protect, exploit and manage your designs/business.

Finalists will need to be able to demonstrate that they have identified different types of intellectual property which are relevant to their designs and be seen to have taken steps to protect their IP rights. For further information visit www.ipo.gov.uk www.acid.uk.com

Final Judging Check List (expectations)

- Working prototype
- Evidence of market research
- Costings (material prices, tooling, assembly, packaging)
- Retail price
- Manufacturing, how, problems, solutions
- How the design could be improved
- Intellectual Property

Safety first

You will know that working with electricity can be dangerous. When construction of the light fitting is being undertaken or adjustments made to your working prototype they should be disconnected from the main supply even when dealing with extra low voltage models.

Avoid the use of toxic materials.

Reference should be made to electrical safety standard documents most of which carry the prefix BS EN or BS followed by a numerical reference e.g. BS EN 60598-1-2000 or BS 7895:1997.

There are separate standards for individual components.

You are not alone

As designers you may well be dealing with a new technology in which you have no experience. A number of lighting companies have offered their assistance and may be contacted for general advice on safety of light fittings contact:

The Lighting Industry Association

Tel: 01952 290905

Email: enquiries@lightingassociation.com

Don't worry

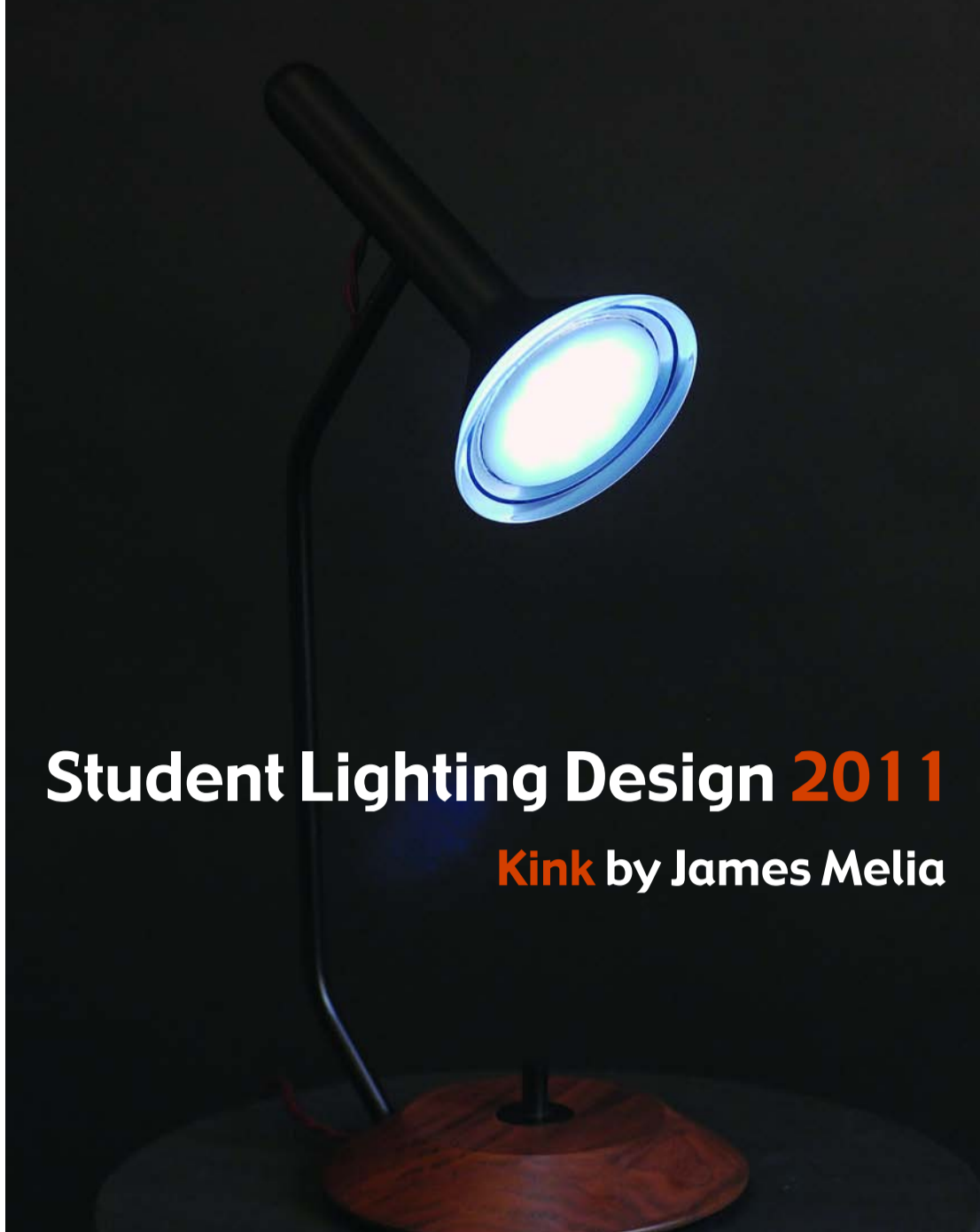
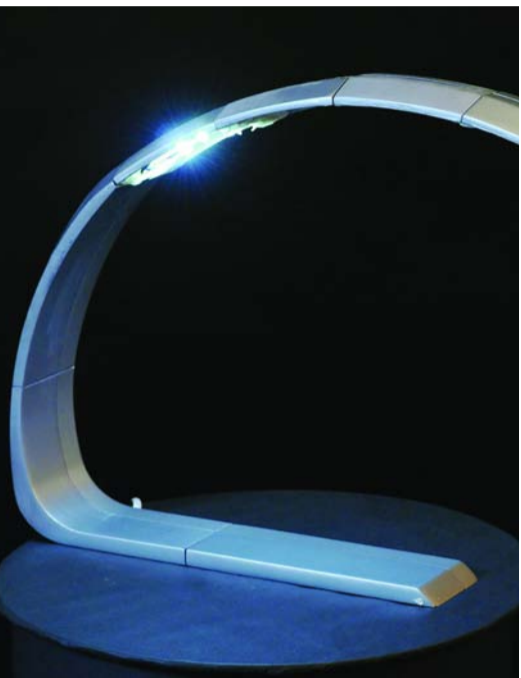
Many finalists can be very nervous when they arrive at the final judging session. The judges have already been impressed with your flatwork and they want you to succeed.

They will do their best to help you relax and enjoy the experience and get the best from you, this isn't Dragons' Den!

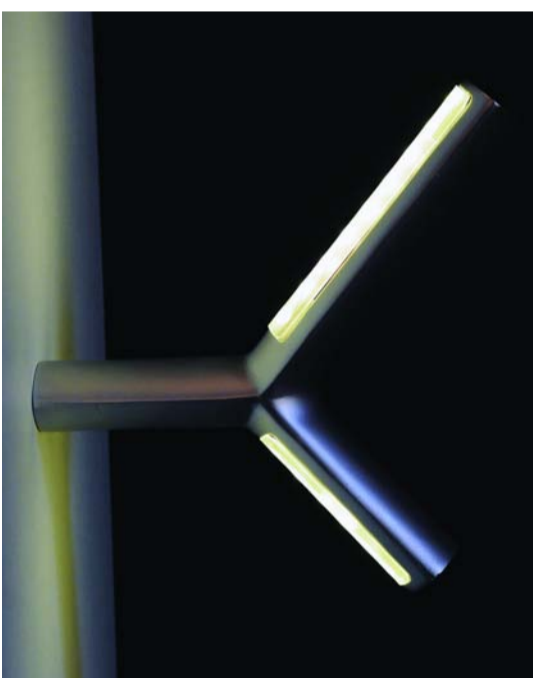
In the evening, there is a Gala Dinner where the awards are presented.

During the evening students and judges get the opportunity to mix, this is a chance to learn from prominent people in the industry and where you will learn that the judges are human beings just like you!

Visit www.lightingassociation.com to view past finalists



Student Lighting Design **2011**
Kink by James Melia



Student
Lighting Design
Awards **2012**



Contact your Course Tutor for more details

Student **Lighting Design** Awards
2012

College/University Entry Form

College/University: _____

Address: _____

Post Code: _____

Department: _____

Tel: _____

Email: _____

Tutor's Name: _____

Signature: _____

Please indicate number of estimated Student entries: _____

Return To **The Lighting Industry Association**

By **16 January 2012**