Bright Awards 2023 Design Thinking Workshop

Your guide to preparing a creative submission for the Bright Awards.

The Bright Awards are a celebration of students in Years 10, 11 and 12 across Australia, who are bringing their creative craft to life.

This is your chance to have your work recognised by industry professionals working in the field. It's also a great way to start building up your portfolio, ready for a career in design and creative technology.

You can use these worksheets at home, or in class as a guide to prepare your entry, or simply to practice the art of Design Thinking. You can base your entry off this below scenario or craft your own.

Example Scenario

Preliminary missions suggest that there is no life on Mars; however, there is speculation as to whether it can support life. A terrestrial trillionaire is sponsoring a select group of young innovators—creative specialists with the capability to explore Mars and identify opportunities. You have been chosen to help.

Try it for yourself: craft your own scenario

What is the situation? Who are the characters or stakeholders in this situation? What do they want to achieve? What challenges would they face? What motivates them?

Find more about the Bright Awards here

Get started

Design Thinking Solution-Based Approach

Work through these Design Thinking steps to develop a defined creative concept. The goal of Design Thinking is to create ideas that are solution-based and character-centered where the emotional meaning is just as relevant as the functional consideration.

The Task: Step 1 - Empathise

At this step you are trying to gain an understanding of the scenario from the perspective of the characters impacted. The area of focus is to gain insight into their needs; how they think, feel, and behave.

Activity:

Jot down as many questions as you can about the characters in your scenario – for example what do they say and do, what do they think and feel, what do they see or hear? Are there any obstacles or opportunities? What's happening in their environment?

Then write out your answers next to each question. A mind map, persona or empathy map are other ways you can do this.

Helpful resources you could print out or use online:

- **Empathy Map**
  miro.com/templates/empathy-map
- **Mind Map**
  www.canva.com/graphs/mind-maps
- **Persona**
  library.xtensio.com/user-persona-comparison-template-and-examples
- **Paper and Pen**
- **Journey Mapping**
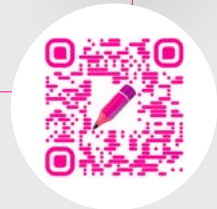
The Task: Step 2 - Define and Ideate

The goal here is to think big, generating as many ideas as possible and challenging any assumptions which could address your problem. The first step is to define the problem. We have created an example problem statement here for you.

Problem Statement Example:

The problem is, we don't know much about the Mars environment. The ideal scenario is that we have resources that make exploration easy. We are unsure of the extent of the weather conditions, or any other factors which could be problematic. How can we successfully explore and map out the potential opportunities on Mars?

Helpful resources you could print out or use online:

- **Problem Statement**
  au.indeed.com/career-advice/career-development/problem-statement
- **Brainstorm**
  miro.com/templates/scamper
- **Brainwriting**
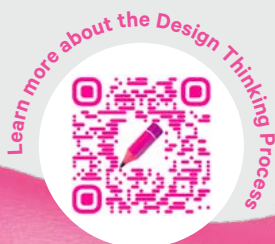 miro.com/templates/brainwriting
- **Paper and Pen**

Activity:

Brainstorm a series of ideas on what could be a solution to the problem. This could also be called the 'What if' stage and is a great way to begin this exercise.
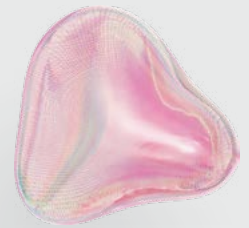
All ideas at this stage should be recorded and judgement suspended until the next stage of refinement.

Learn more about the Design Thinking Process

Move to Step 3: How to best tell your story and present your ideas.

The Task: Step 3 - Refine

- From the Ideation session, select the solution idea that most resonates with you.
- Reduce the idea to its core purpose.
- Describe (or sketch) your solution distilling it down to a simple solution or image.

Helpful resources:

- **Paper and Pen**
- **Dots for voting (if in a group)**
- **Create a Pros and Cons list**

The Task: Step 4 - Concept Development - Prototype

Now that you have immersed yourself in your character(s) problem, selected your solution, we're ready to develop a prototype for testing.

Activity:

Expand on your solution. There are many ways you could achieve this. The table below provides a helpful guide to some of the ways you could present your idea. Remember, the process of design is non-linear – you may find yourself reconsidering some of your ideas as you work through Step 4. This is a normal part of an iterative design process.

Category	Step 4 suggested activities	Category considerations
3D Animation	**Block out a storyboard before building your 3D content** Describe what is happening at each stage so that when you develop your prototype you have a clear goal that each step should achieve. **Recommended resources** We recommend starting this process by first finding video inspiration and analysing the work. **Additional resources** Blender, Cinema4D, Houdini, Maya, Substance, MidJourney, Premiere Pro, DaVinci Resolve	Create a 3D Animation visualising your solution. We're looking for anything from a concept for a 3D character, a mechanic or a scene, right through to a fully completed animated clip. A submission for this category should showcase your talents as either a 3D modeller, sculptor, animator, rigger, environment, storyteller or character artist. We're looking for innovation, high concepts, big ideas, slick motion and beautiful aesthetics. Suggested submission pieces include .mp4 files, YouTube or Vimeo links.
Film and Video	**Develop a storyboard** Scamp out your idea, breaking it down into key stages. Describe what is happening at each stage so that when you develop your prototype you have a blueprint to work against. **Recommended resources** We recommend starting this process by hand, using paper and pencil. **Additional resources** Canva Storyboard Creator, Adobe After Effects	Create a storyboard, short film or video visualising your solution. A submission for this category should showcase your talents as either a storyteller, cinematographer, editor, motion designer, director, sound designer or drone operator. We're looking for innovation, high concepts, fluid timing, big timing, big ideas and beautiful aesthetics. Suggested submission pieces may include .mp4 files, YouTube links, sketches, renders.
Gaming	**Develop a framework** - List out the rules, boundaries, rewards, powers, or challenges your game may include. - Scamp out the environment and objects that exist in your game and the boundaries that apply in relation to your characters. - Scamp out key characters, describing their attributes, clothing, accessories etc. **Recommended resources** We recommend starting this process by hand, using paper and pencil. **Additional resources** Unity, Unreal Engine, SketchUp, Game Maker Studio, RPG Studio, My Craft	Create a game idea that reflects your solution. This category is open to all aspects of gaming. You may wish to design a character and outline their characteristics and powers, design or concept a game environment in sketch form, 2D or 3D, outline the rules of a game, or even develop an entire game demo. Judges will look at both the aesthetics of your design ideas (what it looks like visually) and the user friendliness and functionality of your concept. Suggested submission pieces may include .mp4 files, YouTube links, Steam links, sketches, renders.
Graphic Design	**Develop a campaign plan and key message framework** - List out the key messages - List out the communication mediums you would use - Scamp out the illustrations you would include to support your message **Recommended resources** We recommend starting this process by hand, using paper and pencil. **Additional resources** Canva, Adobe Illustrator, Photoshop or InDesign, Smartsheet	Create a series of graphic design assets that reflects your solution. We're looking for pieces that represent you as a graphic designer. These can be traditional or digital art forms and can span anything from works that create a visual identity for a person or organisation (such as logos, typefaces, letterheads or posters), magazine covers or layouts, product packaging and design, designs for T-shirts or apparel, or illustrations. Judges will look at both the aesthetics of your design ideas (what it looks like visually) and the user friendliness and functionality of your concept

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Fashion	**Develop a mood board or create a series of fashion illustrations** • Sketch out your ideas • Gather examples of fabrics, textures or prints you may wish to use • Describe how your solution will support your character's needs. **Recommended resources** Magazines, textiles, pencil and paper **Additional resources** Canva, Adobe Draw, Adobe Sketch, Adobe Illustrator, Clo 3D, Milanote, Smartsheet	Create a collection inspired by the environment and scenario. We're looking for pieces that represent you as a fashion/textile designer. These can be in traditional or digital art forms and can include illustrations, textiles, and garments. Submissions can be in one, two or all three mediums. Judges will look at the aesthetics of your design ideas (what it looks like visually), the development process, technique, creativity and presentation (layout).
Interior Design	**Develop a mood board or create a series of illustrations** Create a mood board, a colour box, a flatlay, or scamp out your design illustrations. **Recommended resources** Magazines, textiles, pencil and paper, flat lay boards **Additional resources** SketchUp, 3DS Max, Auto CAD	Create a space or series of spaces visualising your solution. We're looking for ideas that represent you as an interior designer. These can be hand drawn or digital, and can include drawings, models, pictures or conceptual renders. Judges will look at the aesthetics of your design ideas (what it looks like visually), the development process, techniques used, creativity, 3D spatial awareness, an understanding of the elements and principles of design, and presentation (layout).
Photography & Photo Imaging	**Develop a mood board** Create a mood board reflecting the styles of images and photography approaches you want to develop. **Recommended resources** Magazines, Nature, People around you **Additional resources** Canva, Pinterest, Milanote	Create a series of images inspired by the environment and scenario. We're looking for images that showcase your photography skills. Photographs can show anything: architecture, landscape, nature, portrait, still-life, street photography... you name it, we'll accept it. We'll be judging your work based on your creativity, the composition of the shots and the story or narrative behind them. Suggested submission pieces may include jpg or PNG format in RGB colour mode.
UX & Web Design	**Develop a user journey, interface design, or working prototype** Outline the experience you want your user to have, the functions or tasks they want to perform and how your solution can support that. Understanding the problem is half the battle! **Recommended resources** We recommend starting this process by thinking about the problem identified and talking to the users who engage with it. After you really understand the problem then you can dream of creative solutions to it. **Additional resources** WordPress, Wix, SquareSpace, WebFlow, Figma, Miro, Adobe XD, Sketch, ChatGPT	Design a digital solution solving the scenario problem. We're looking for work that represents you as an interactive designer. Entries can propose anything from functional websites or mobile apps to interactive installations and UX documentation. We'll be judging your work based on innovation, high concepts, big ideas, digital relevancy, user-centric and beautiful aesthetics. Suggested submission pieces can include any digital format, but may include Figma links, URLs to a hosted submission, YouTube links, sketches. Think about the UX for the judges in viewing your design problem, solution and proposal.
Technology, Coding & Robotics	**Develop a technical specification, a functional specification or working prototype** Outline the experience you want your user to have, the functions or tasks they want to perform and how your solution can support that. **Recommended resources** We recommend starting this process by hand, using paper and pencil **Additional resources** C++, Python and JavaScript, Scratch, Code.org	Document your ideas or create a working robot or component of code that solves a problem identified in the scenario. Think cyber security, artificial intelligence, machine learning or any smart ICT solution. We're looking for pieces that represent you as a Network Designer or Software Developer. We'll be judging your work based on innovation, high concepts, big ideas, digital relevancy, and beautiful aesthetics.

Ready to submit your creative work? Submit your piece here