



INTRO

The Student Design Association is excited to be hosting the second annual “Pop Pop” event:

A temporary retail space for student design work, this December. We can't wait to continue this event, and hope to make version 2.0 as fun and profitable as the first. The space will open in early December, and will run for approximately two weeks or until at least 80% of the product is sold!

This is your GO-TO GUIDE for submitting work to the shop – it includes all preliminary information about the event, as well as the information you need to submit so we can get you set up.

SUBMISSIONS

STUDENT ELIGIBILITY

We invite anyone taking at least one visual communications or industrial design course, or at least one printmaking course from the University of Alberta to submit work to the shop. Graduates and instructors of the Bachelor of Design program are also eligible.

FORMS

VOLUNTEERING

Please note that everyone who submits a product will be required to work one shift at the shop (or more if you'd like!) The SDA will be providing lunches to volunteers, and let's be honest, hanging out with other designers and selling your stuff to real people is going to be a blast.

FAQ

SUBMISSION CRITERIA

As a design retail space, we are seeking work that is produced from a plan, is **repeatable in assembly, and is consistent from item to item**. This year we would like to differentiate ourselves from maker fairs such as Royal Bison, and would like to utilize our skills as design students to create seamless, mass-producible products.

As a general rule, handicraft and shop made items are still welcome, but we are heavily promoting third party production and designing for manufacture. For VCD students, think along the lines of professionally printed books, posters or other material. For ID students, consider having your components made by external shops or through automated methods. We will be posting the contact information for suppliers, fabricators, and printers on our website, and the SDA team will have weekly office hours to give anyone a hand who is unfamiliar working with fabrication or printing companies. (It's really easy, trust us.)

Please avoid submitting one-offs or unique items such as paintings, hand-bound books, or individual drawings.

Large pieces of furniture will be allowed as one-offs, if it is clear in the design it could be manufactured in quantity - that is, it does not rely on sculptural elements, or elements that could not be recreated precisely a number of times.

This year we are requesting that all planning and design for your product to be completely finished before you submit your proposal to the jury. This is to alleviate Pop Pop's incredible stress on the university's facilities and staff, and to take some pressure off your end-of-semester crunch.

SUBMISSION INSTRUCTIONS

To submit a proposal, fill out the attached form, and complete the proposal requirements listed below. Please package all required material for your submission into a PDF, in the order listed here, sized 1920x1280 px. One PDF per proposed product. The form can be saved separately. Please **only include your name on the title page** of your proposal.

All submissions:

A written proposal -

Describe your concept, and explain your design choices. Maximum 400 words, no minimum, but sell your product.

A written "plan of attack" -

A numbered list of the steps you will need to take to produce your designed product from start to finish, including the suppliers of materials and services you are likely to use. This step ensures your process is close to foolproof before you get started.

An estimated cost breakdown -

This is a list of your material cost, printing cost and any other costs you think you will incur to create your product. This is just an estimate, we understand that things change as the project progresses.

For industrial design submissions:

3-6 finished, full screen renders of your complete, final design, hand rendered or digital. If you decide to submit hand rendered images, make sure they are representative of the final product. **These images will be placed directly into the jury presentation to showcase your idea.** We are also asking for fully completed orthographics, with exact dimensions, using standard convention. (Anyone who is unfamiliar with orthos, please drop by the SDA office and we'll give you a quick tutorial!)

For visual communications submissions:

Given that VCD projects are often quite varied, and lead times are shorter than in ID or printmaking, there are slightly looser requirements for VCD heavy proposals: the jury will be looking to see that you've chosen your final direction, and are approximately 80% complete your final design.

Example:

Submit a draft of your final direction, similar to what you'd present a client prior to getting the go-ahead to nail the details down and finish the project. We will, of course, also accept submissions of fully completed work and projects.

Make sure your images are clear and large on the slide, the PDF pages will be directly inserted into the jury presentation to showcase your idea.

For printmaking submissions:

Previously finished work can be submitted to the jury - please submit well photographed images, placed on slides and packaged in a PDF as mentioned above.

If you are interested in submitting new work, please see the SDA on an individual basis. As printmaking is an extremely challenging media, students who have not taken printmaking before, or are unfamiliar with the process, will not be able to submit print work to the shop this year.

Submission Checklist

- written proposal
- plan of attack
- estimated cost breakdown
- discipline specific requirements
- completed submission form (next page)

EMAIL YOUR PROPOSALS TO submissions@thesda.ca

BY 6:00 PM ON OCTOBER 29, 2015.

APPLICANT NAME

YEAR OF STUDY

PROGRAM

UALBERTA EMAIL

NAME OF PROJECT

DIMENSIONS OF PRODUCT (LXWXH)

SHORT DESCRIPTION TO BE USED IN PROMO MATERIAL
AND PRODUCT TAGS (100 WORDS OR LESS)

MATERIALS

PRICE

Want to submit more than one project?
Just save as many copies of this form as you
need, and submit each with it's relevant project!

Q: MY PROJECT IS WEIRD/ I AM CONFUSED ABOUT THE GUIDELINES

A: For any special cases, questions about proposals, or any concepts for products that do not seem relevant to a category, please email submissions@thesda.ca. Describe your idea to us, and we will let you know what we'd like to see in your proposal.

Q: CAN I USE THE ID SHOP FOR MANUFACTURING

A: Yes. But, be cautious. The UAlberta Design staff have been very clear that we cannot overload the shop like last year, under any circumstances - they will shut down anyone producing pop up shop work in the ID shop if it gets above a level deemed unsafe or too stressful for equipment and staff. There may be the possibility of opening the shop up on non-school days to lessen the load, but conditions and dates have yet to be determined. **Please try your best to produce work that can be manufactured professionally, outside of the shop!**

Q: HOW WILL I KNOW IF MY PROJECT WAS PICKED?

A: The Pop Pop jury process will consist of four instructors from the Design program, and four members of the SDA team, with an equal mix of disciplines. Each proposal will be assigned a number and presented anonymously in the interest of fairness, and all work will be viewed in one sitting. Jurors will individually rank each proposal on a scale from 1 (poor) to 7 (outstanding), as well as recording comments.

If a proposal's average score is 4 or greater, it will be accepted to Pop Pop 2015. Applicants will receive an email with further information, such as where and when to drop off your products, and how any unsold product will be returned, along with the juror's comments.

If a proposal is rejected, applicants will be notified by email, and will be provided the juror's comments. **Proposals can be improved and resubmitted to the SDA up to one week after the email notice.** Unfortunately, we will only be organizing one juried event with the participation of the design instructors, and the resubmitted work will be juried by members of the SDA team only.

Q: THIS SEEMS LIKE A HEFTY TASK! HELP!

A: This may seem like a lot of work, but it'll be worth it, trust us. Last year we made over \$22,000 for participating students, and we're hoping to make as much this year, or more. Not only were the skills we learned incredibly useful, but it was unanimously the most popular event of the last few years. Exposure is higher this year, and Pop Pop is now established, so let's make some money and learn some things!