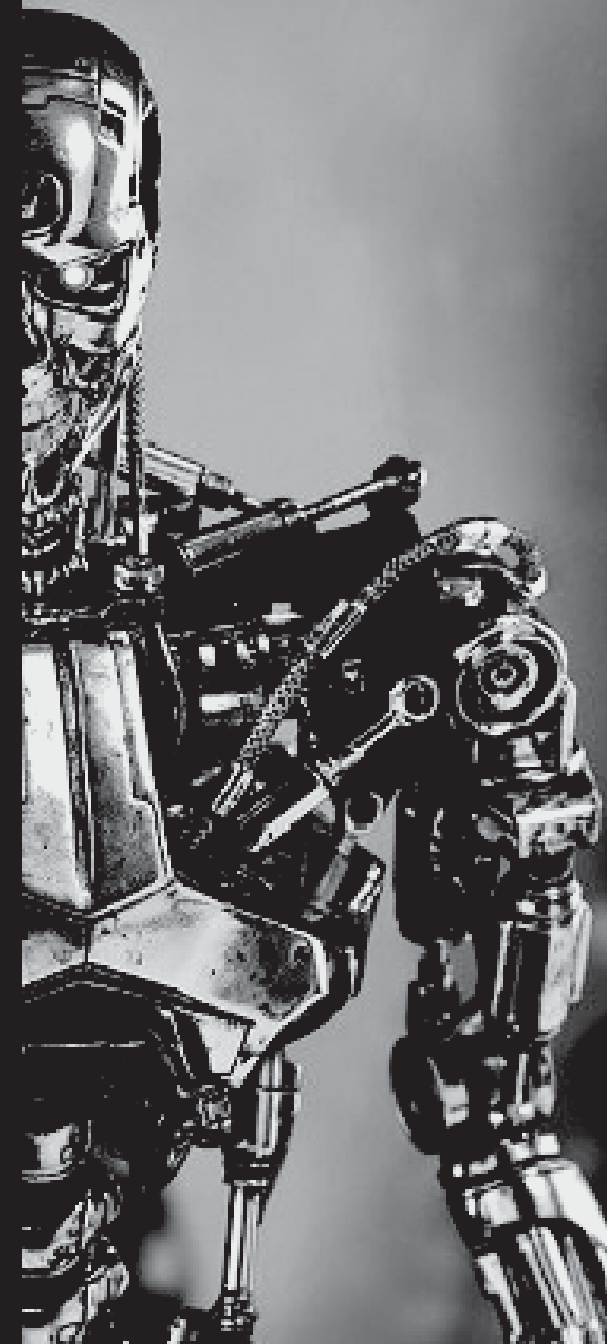# UNDO
2020
JD ANNUAL
DESIGN AWARDS

www.jdinstitute.edu.in

Its time to **r**etro**sp**e**ct**

Humanity is facing major global challenges that are transitional in nature and transnational in nature and transinstitutional in solution. While the panorama may appear pessimistic, humanity is winning more than losing – even if where we are losing is very serious.

But these challenges cannot be addressed by any single government or institution acting alone. They require collaborative actions among governments, international organizations, universities, NGOs and creative individual. We need a serious focus on green growth, falling water tables, rising food/water/energy prices, population growth, resource depletion, climate change, terrorism, and changing disease patterns, otherwise the results may well be catastrophic.

Its time to
realize

| Urbanisation | BioDiversity Loss | Migration | Rural Decimation | Aging Population | Changing Gender Norms |

| Unemployment | Increase in Localism | Uneven Demographics | Urban Congestion | Carbon Footprint | Tech Pros & Cons |

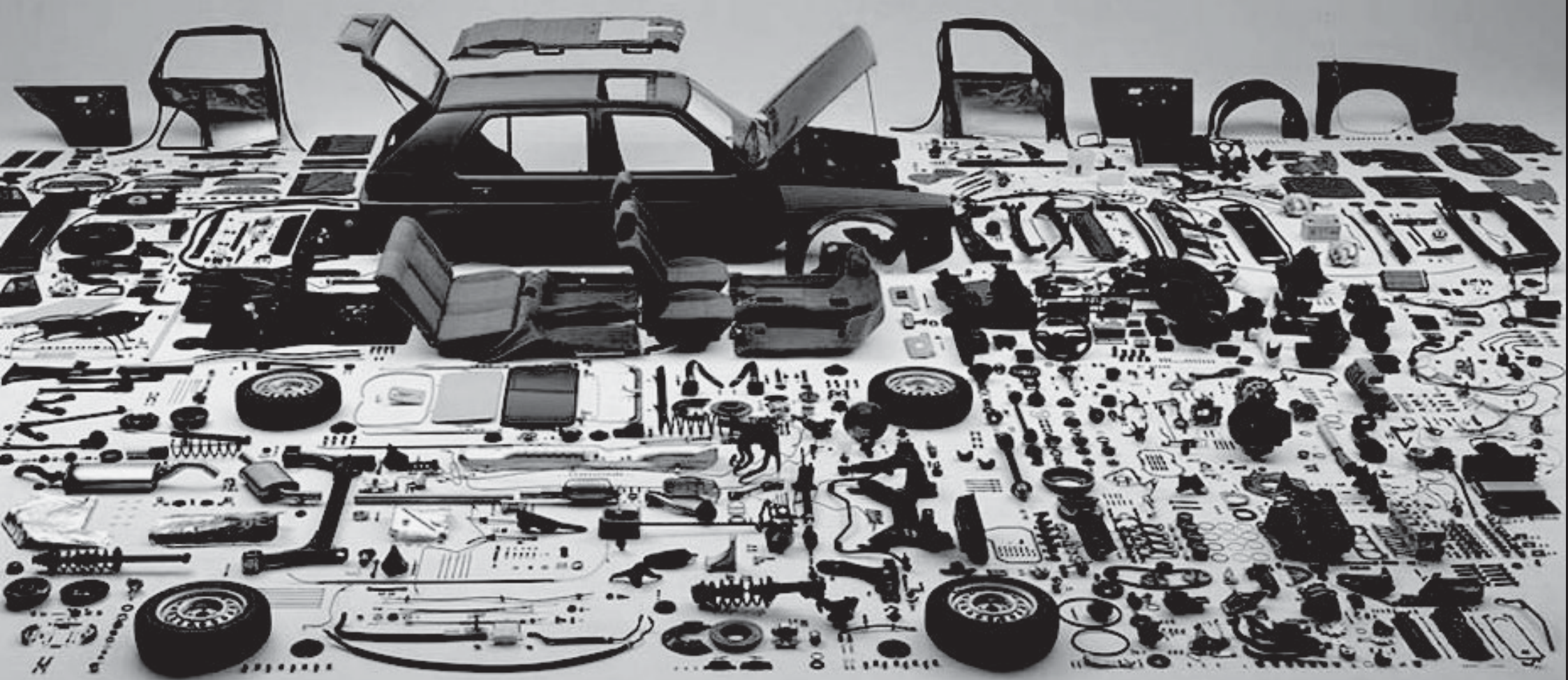| Market Saturation | Over Consumption | Global Culture | Privacy Debates | Lifestyle Stress | Rising Inequality |

Its time to
undo

un >

Taboos
Destruction
Poverty
Inequality
Prejudice
Pollution
Greed

do >

Biomimicry Principle
Conservation Principle
Human Vitality Principle
Ecosystem Principle
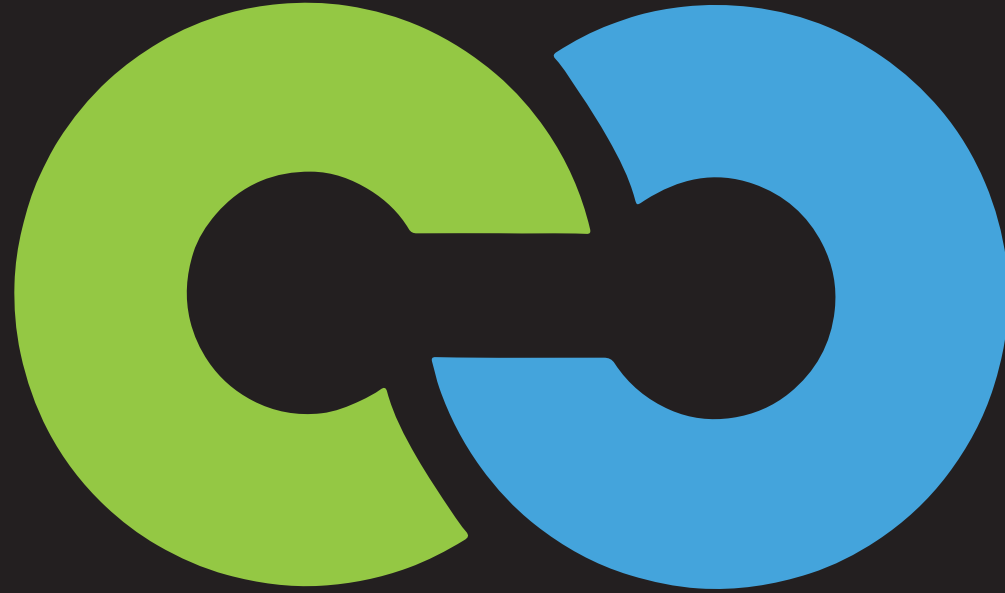Seven Generations Principle
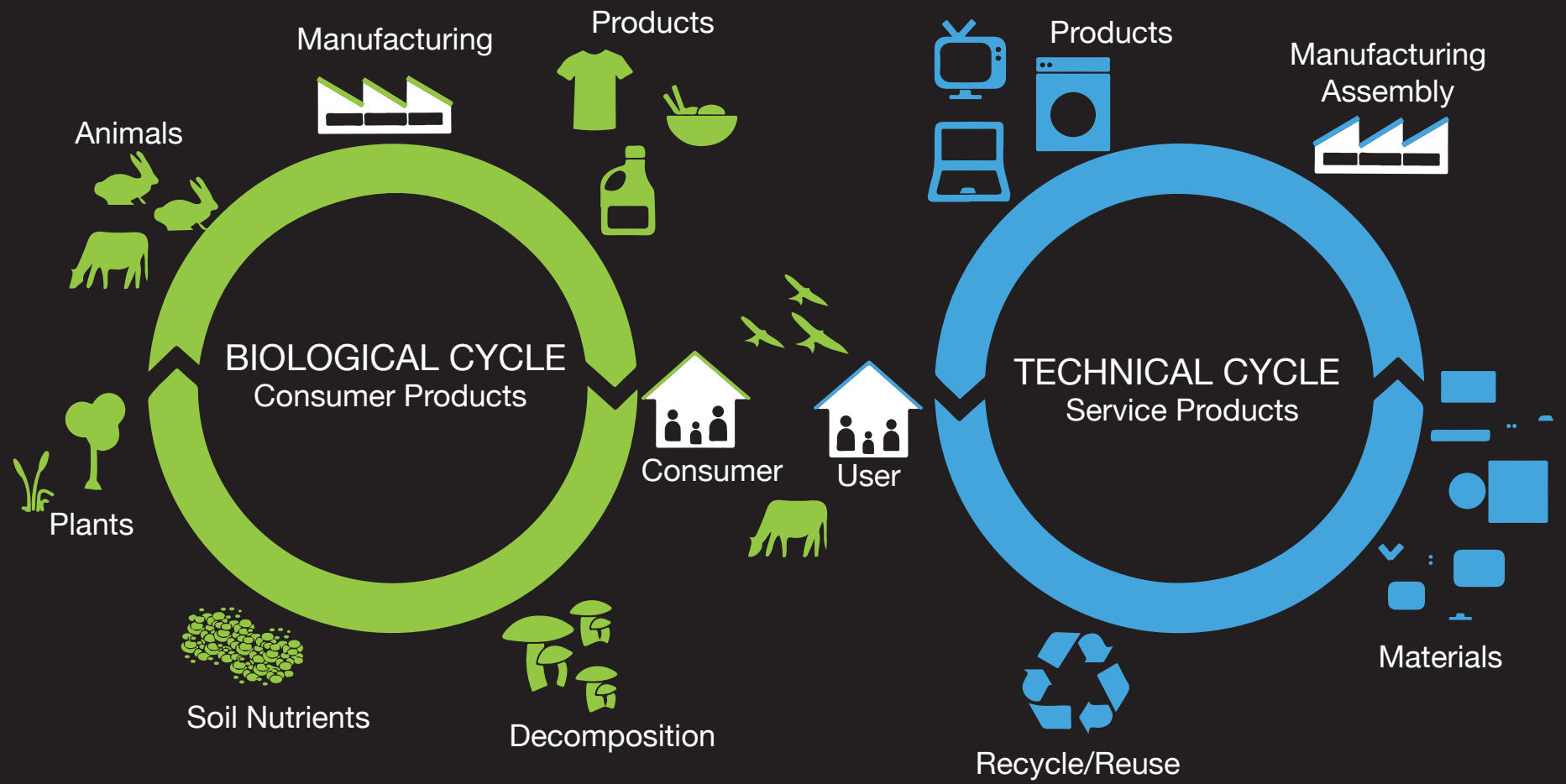Holistic Principle

DfD + DfE

Design for Disassembly

Design for Environment

cradletocradle™

Cradle to Cradle Design™ (also referred to as Cradle to Cradle, C2C or regenerative design) is a biomimetic approach to the design of products and systems that models human industry on nature's processes viewing materials as nutrients circulating in healthy, safe metabolisms.

BIOLOGICAL CYCLE
Consumer Products

Manufacturing

Products

Animals

Plants

Soil Nutrients

Decomposition

Consumer

User

TECHNICAL CYCLE
Service Products

Products

Manufacturing Assembly

Materials

Recycle/Reuse

2030 UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY

2 NO HUNGER

3 GOOD HEALTH

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 RENEWABLE ENERGY

8 GOOD JOBS AND ECONOMIC GROWTH

9 INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES
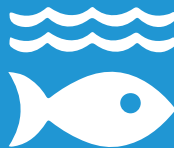
11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE AND JUSTICE
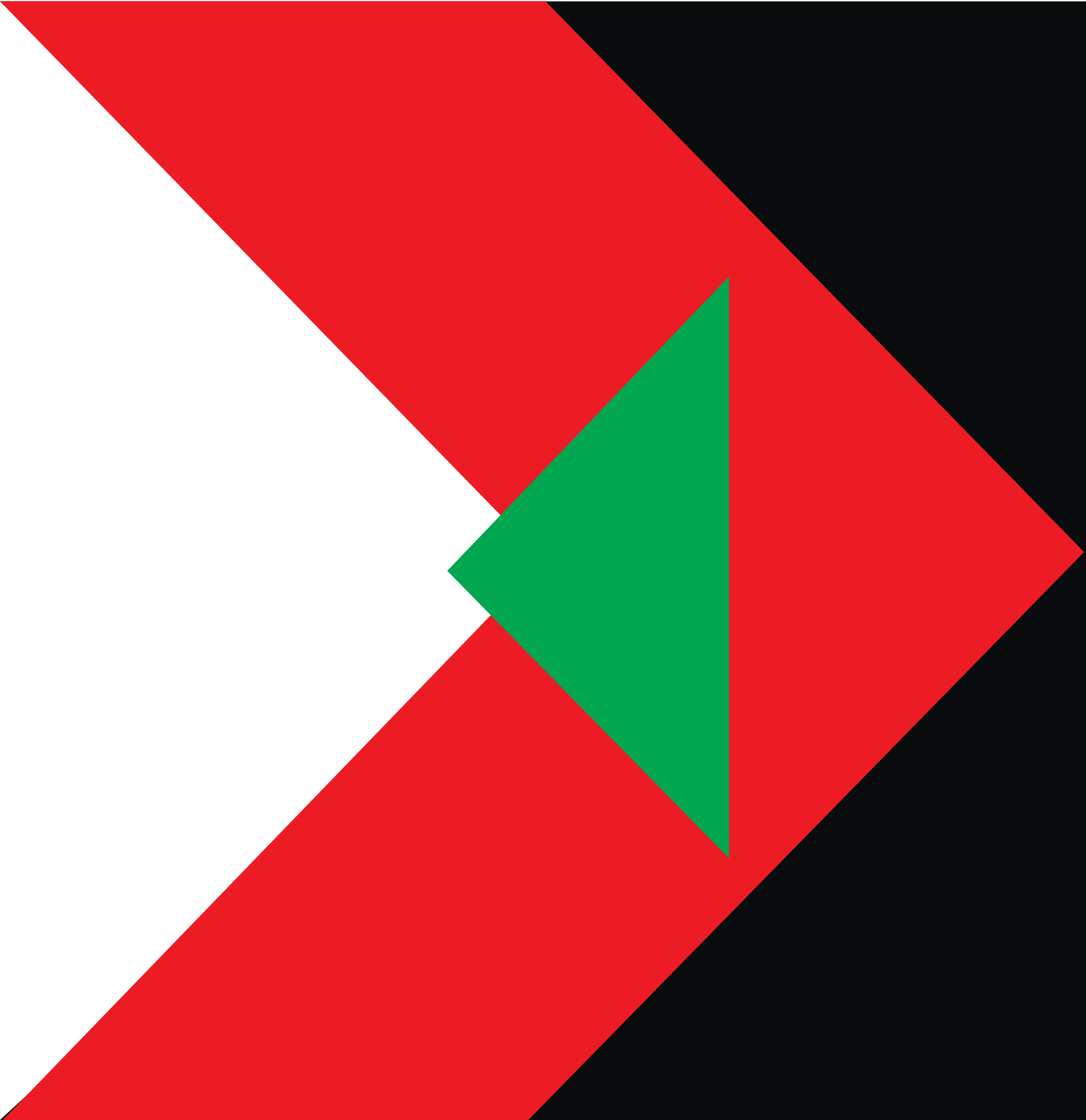
17 PARTNERSHIPS FOR THE GOALS

THINK LOCAL
GO GLOBAL

There is no 'One size Fits all' solution for the problems that we are facing as human kind. Every single challange requires a unique solution that caters to the specific demands and needs of the situation. If everyone started focusing on their local issues and provides solutions to them, then it becomes more effective and decentralised way to scale design globally. At JDADA we urge the design students to take the pride of our city, Kochi and focus on the problems that we face and provide sensible and viable solutions. Lets not miss our own backyard in the name of globalisation.

#MYKOCHI
#MYPRIDE

"We cannot solve a problem by using the same kind of thinking we used when we created them"

- Albert Einstein

Concept Note

'UNDO 2020' is a vision statement that serves as the umbrella concept for the JD Annual Design awards 2020.

We as a species has arrived at a pivotal moment, where the next decade is about mending our past ways and attitudes that has put us in this precarious situation of climate, economic and cultural apocalyptic scenario. We need to act fast and precise now. The two-pronged strategy is about our personal choices and professional contributions.

The united nations have drawn a vision 2030 statement based on the sustainable development goals that individuals, governments and businesses need to religiously follow for the next decade to reverse the effects of climate change and its ripple effects.

Why JDADA?

JD Annual Design Awards provides the right platform for design aspirants from multiple verticals to explore and showcase their potential and contributions aligned to the annual concept note. Design students hold the extra responsibility of taking up a solution centric approach to problems that will benefit and inspire humanity to prosper and thrive in a more equal and enriching society. JD Annual design awards is also one of the compulsory criteria for achieving course certification.

Eligibility

Final year/Final semester Design students enrolled for 1-year, 3-year and 2-year programs of Fashion, Interior and Jewelry department are eligible to take part in JDADA 2020. Students of Fashion Photography and Hair & Make up artistry are also invited to submit their applications for the JD Annual Design awards 2020.

Duration

JD Annual Design awards 2020 is open for a duration of six months from November 2019 to April 2020. The process of JDADA 2020 will culminate in a Fashion event and design fest scheduled for the first week of May 2020.

THE PROCESS

November - January	Stage One	Proposal
	Stage Two	Research
	Stage Three	Ideation
	Stage Four	Prototype
February - May	Stage Five	Fine Tuning
	Stage Six	Execution
June 1st week	JD Annual Design Awards- Event	

JD ANNUAL DESIGN AWARDS 2020- STAGE 1 - PROPOSAL					
Submission	Description	Submission Deadline	STATUS		
			Approved	Feedback	Rejected
Application form	Details of the individual and group participants for JDADA 2020	14th November 2019	Proceed with proposal form	The mentor team requires some clarity before approval	Based on incomplete or false information
Project Proposal	Submit 3 ideas that the group would like to work upon based on the concept note and supporting documents	25th November 2019	Proceed to stage 2- Primary research	Proceed to Primary research with prescribed changes	Resubmit the proposal within 3 days

JD ANNUAL DESIGN AWARDS 2020- STAGE 2 - RESEARCH & DESIGN BRIEF					
Submission	Description	Submission Deadline	STATUS		
			Approved	Feedback	Rejected
Primary Research	The team expands the initial idea supported by primary research which will serve as pointers for solutions	06th December 2019	Proceed to secondary Research	The mentor team requires some clarity before approval	Resubmit the Primary research within 3 days
Secondary Research	Once the primary research is confirmed the team move into the finer details of the proposal to finalize on the design brief		Proceed to final design brief	Proceed to Design Brief with prescribed changes	Resubmit the secondary research within 3 days
Final Design Brief	Once the primary and secondary research is confirmed, the team writes down their final design brief upon which they will execute the project	20th December 2019	Proceed to stage 3	Proceed to stage 3 with prescribed changes	Teams and individual rejected at this stage are not allowed to proceed and will be diverted to alternative certification process

JD ANNUAL DESIGN AWARDS 2020- STAGE 3 - IDEATION					
Submission	Description	Submission Deadline	STATUS		
			Approved	Feedback	Rejected
Primary solutions	Once a design brief has been defined and researched, the primary solutions sees concepts created that may solve the design problem.	03rd January 2019	Proceed to fine Tuning	Proceed to Fine Tuning with prescribed changes	Resubmit the Primary solutions within 3 days
Visual direction	The Proposed solution requires a visual language to communicate the idea or solution which is presented through a collection of images and references				Resubmit the Visual direction within 3 days
Design development	The team will put together rough sketches and images that will point towards the final visual outlook of the solution	17th January 2020	Proceed to stage 4	Proceed to stage 4 with prescribed changes	Teams and individual rejected at this stage are not allowed to proceed and will be diverted to alternative certification process

JD ANNUAL DESIGN AWARDS 2020- STAGE 4 - PROTYPING					
Submission	**Description**	**Submission Deadline**	**STATUS**		
			Approved	**Feedback**	**Rejected**
Proto sampling	Prototyping a sample provides an opportunity to test a design idea in various ways to see if it functions in practice and to get a better understanding of how it works as a piece of visual communication.	04th February 2020	Proceed to stage 5	Proceed to Design Development with prescribed changes	Resubmit the Proto sample within 2 days

JD ANNUAL DESIGN AWARDS 2020- STAGE 5 - FINE TUNING					
Submission	**Description**	**Submission Deadline**	**STATUS**		
			Approved	**Feedback**	**Rejected**
Final design analysis	All the parameters of the approved solution and its visual appearances are analysed in detail and the final blue print for the product/range is approved	19th February 2020	Proceed to stage 6	Proceed to stage 6 with Prescribed changes	Teams and individual rejected at this stage are not allowed to proceed and will be diverted to alternative certification process

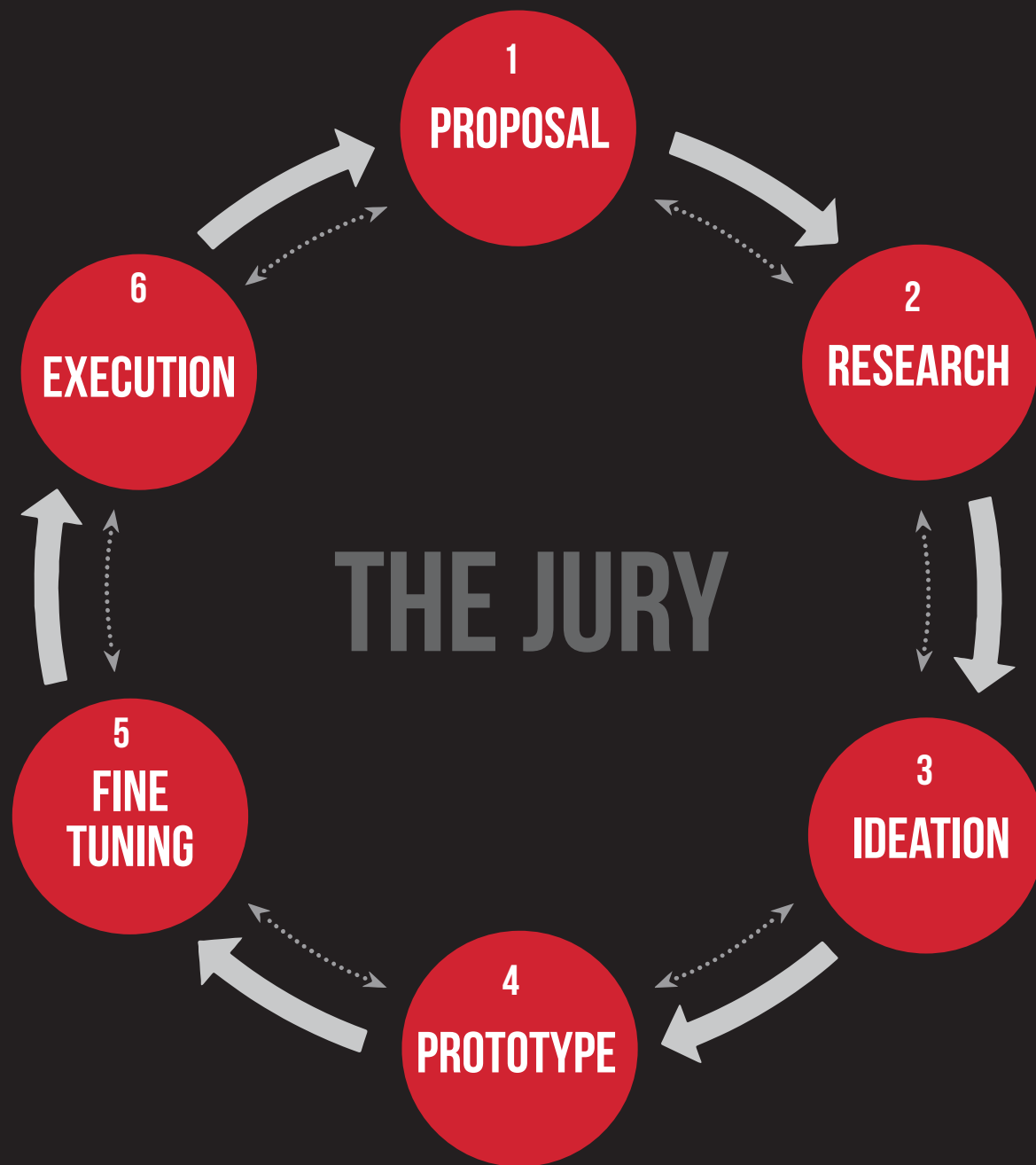| JD ANNUAL DESIGN AWARDS 2020- STAGE 6 - EXECUTION					
Submission	**Description**	**Submission Deadline**	**STATUS**		
			Approved	**Feedback**	**Rejected**
CDE (Continuous design evaluation)	The team provides the mentors a weekly update on every Friday regarding the progress of the execution stage	20th February to 04th May	It is the responsibility of the teams/Individuals to constantly update the respective subject experts/Mentors about the progress of the execution and seek advice if faced by hurdles at any stage without delay		
CUT OFF DATE	The teams/Individuals that does not complete or submit the products/ Range by this date will not be allowed to take part in the event and will have to proceed with the alternative certification process	8th MAY 2020			
Pre Jury	The team will arrange a display and presentation of their final product/ Range in front of an internal mentor team for comments and feedback before they are allowed to present in front of an external Jury	May 12th, 13th, 14th 2020	Proceeds to the external Jury	Proceed to External Jury with prescribed changes	Teams and individual rejected at this stage are not allowed to proceed and will be diverted to alternative certification process

JD ANNUAL DESIGN AWARDS 2020 - EXTERNAL JURY					
Submission	**Description**	**Submission Deadline**	**STATUS**		
			Approved	**Feedback**	**Rejected**
External Jury	A panel of experts will visit the presentation of the teams/individuals to arrive at a final analysis that determines the winning projects	19th, 20th & 21st of May, 2020	Proceed to Exhibition/ Fashion Event	Proceed to Exhibition/ Fashion Event with feedback	Teams and individual rejected at this stage are not allowed to proceed and will be diverted to alternative certification process

Each of the above check point of the stages and timeline will have to be religiously followed by the teams/individuals to ensure timely completion and successful presentation of the project. To assist, guide and advice the teams/individuals the services of the subject area experts are provided from the institute for this period of 7 months till the event.

SUBJECT AREA EXPERTS
Each team / Individual can choose a Design & Conceptualization mentor for initiating the project, guidance on the proposals and inputs required to understand and continuous evaluation support. The chosen mentor shall be available to the teams based on a first come basis. Please note that the subject experts are made available to the teams/Individuals for guidance and opinions, however the decisions regarding the project and its details will have to be taken finally by the teams/Individuals in consultation with the experts.

THE DESIGN PROCESS

STEP 1
DEFINE
THE PROBLEM

STEP 2
COLLECT
INFORMATION

STEP 3
BRAINSTORM
& ANALYZE
IDEAS

STEP 4
DEVELOP
SOLUTIONS/
BUILD A MODEL

STEP 5
PRESENT YOUR IDEAS
TO OTHERS FOR
FEEDBACK

STEP 6
IMPROVE
YOUR DESIGN

UNDO
2020

JD ANNUAL
DESIGN AWARDS

JD INSTITUTE OF
FASHION TECHNOLOGY
Welcome to Imagination

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