D&AD New Blood Awards

BBC

Brief set by
BBC

Use the BBC to create a new intersection of physical and data

Related Disciplines
Digital Product Design
Digital Service Design
UX/UI/Interaction Design

Deadline
24 March 2020, 5pm GMT

The back story

Data is all around us. Almost every interaction we make in the world, be it with family or friends, organisations or services, or places we inhabit, produces a data footprint. From personal and private to public. A mass of information that captures modern life. And yet it is hidden from sight.

New technology means that manifestations of this data-sphere are no longer limited to experiences contained within screens. The Internet of Things, augmented reality and a range of multi-sensory devices could combine with an elaborate network of connected devices, enabling experiences that play out in the spaces surrounding us. The result is a new paradigm where reality becomes multi-layered, combining the physical environment and a digital, data driven layer. The next generation of experiences will be an interface between these two layers.

What's the challenge?

You should develop a digital product or service for the BBC that serves as an interface between physical and digital.

What experiences could the BBC create at this intersection between physical space and the flow of data? What is its potential to tell stories, provide information and improve our everyday by using it as content matter in a safe and responsible way?

It should encourage positive data usage, deliver a positive experience and have a key tie in to BBC. Consider both BBC's current offerings and what they *could or should* offer in the near future as a public broadcaster.

Who are we talking to?

16-24 year olds who are experiencing the true implications of this data footprint. They are the biggest consumers of online media and channels, and have grown up as true digital natives. They have a stronger understanding of technology than the generations before them and are more likely to embrace ways to improve their everyday behaviours through enhanced, bespoke offerings tied to their online and digital behaviours.

Things to think about

Where should your idea live?
It's up to you where and how your idea would work. Is it digital or physical, online or an in-person experience? Where do you use it? In the home, on the move or somewhere else? Is it a personal experience, or one that brings a whole city or community together?

How to be sensible with data
Whilst it is easy to glean a whole host of data insights, there is a point at which people may consider too much personal knowledge an infringement. Consider what types of data could really enhance a person's experience in the day to day, whilst making the consumer feel assured by the access to their footprint.

How to make it BBC
Remember, the BBC hold a public purpose at their front and centre. They deliver entertainment, educational resources and up-to-date news. Their duty is to act in the public interest and serve all audiences through impartial, high-quality and distinctive output services. So whilst your target market is 16-24 year olds, you should consider the wider implications for your idea.

Whatever your idea, it should support and encourage societal good, entertainment, and individual empowerment.

The important stuff

There's no need for code, just compelling communication. If you can create a prototype, do. Otherwise use animatics or other tools to show your concept in action.

Present:

- Your solution. Clearly explain your idea, how it would work, and how it plays on the dual layer of physical reality and digital data.

- Your creative process: How you arrived at your solution; key insights from your research; a convincing rationale for your focus and design decisions.

What and How to Submit: Read *Preparing Your Entries* before you get started for full format guidelines.

Main (essential):

Present your solution and process using either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8).

Optional (judges may view this if they wish):

Prototypes or mockups as **interactive** work (websites, apps, etc) or **physical** supporting material. If your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).