

# Press release

## WHAT REALLY MAKES A GREAT DESIGNER?

A total of 42 young aspiring designers from Ngee Ann Polytechnic were posed a challenge by the British Council to create a school bag prototype for its students. The bag had to showcase brand UK and at the same time captivate British Council's young learners in terms of form and function.

### HOW THE HUNT BEGAN

On 22 November 2012 - 42 students from the Diploma in Product Design and Innovation course at Ngee Ann Polytechnic were given a brief from British Council (Singapore) to design the British Council school bag. The bag had to encompass elements from the UK, and through the quality of the designs, demonstrate British Council's position as a market leader in teaching English. These bags will be given as part of a free stationery package to all British Council students from the ages of four to fifteen.

As part of their EUCD (Ergonomic and User-Centred Design) projects, the polytechnic students had to put their skills to the test and produce a new school bag that young kids would like and at the same time meet their needs for their study at the British Council's English language centres.

Finally, at the end of an intensive two months, 42 proposals were submitted and judged. It was an immensely difficult judging process because of the explosion of brilliant ideas that were presented. Six proposals were eventually picked out for their refreshing designs, thoughtful layouts and suitability for students in Singapore.



By: Lin Dapeng



By: Lai Hong Yun



By: Dinie Alfian



By: Xavier Hea



By: Caryn Chng



By: Li Zhou Yi

The 6 shortlisted bags were then put to vote. Voting occurred through two ways: British Council teachers conducted a poll in class and a public poll was conducted on British Council's Facebook, to a 32,000-strong fan base.

The screenshot shows a Facebook post from British Council Singapore. The post asks, "Vote for our new 2014 Young Learner Bag today! Which is your favourite design?". There are four visible options: Design 3 (+23 votes), Design 1 (+15 votes), Design 4 (+55 votes), and Design 5 (+5 votes). A "5 More..." link is also present. Below the poll, there are interaction options: Like, Comment, and Share. The post has 106 likes and 3 comments. A comment from Jason Tan is visible, along with a reply from British Council Singapore.

facebook Search for people, places and things

British Council Singapore Timeline Now

British Council Singapore asked a question.  
April 24

Vote for our new 2014 Young Learner Bag today! Which is your favourite design?

- Design 3 +23
- Design 1 +15
- Design 4 +55
- Design 5 +5

5 More...

Like · Comment · Share

106 people like this.

View 3 more comments

**Jason Tan** I think all the designer"s had done a good job.It really elevates my mood upon knowing that there are still so many talented youths out there. Overall i think design 1 and 4 should be selected for their aesthetic looks .But when it comes to terms of handyness and convenience i would vote for design 4 which i find the usage of it would be very user-friendly to ages of all category.  
Like · Reply · 4 · April 25 at 9:14pm

**British Council Singapore** Hi Jason, thank you for your encouraging feedback. We love the designs too and are very excited to be working with the talented young designers to produce these concepts. ~ Jean  
Like · April 26 at 2:54pm · Edited

Write a reply...

**Jason Tan** Sure. Its my pleasure. 😊  
Like · Reply · 1 · April 26 at 3:16pm via mobile

Write a comment...

The British Council will award prizes to Caryn Chng, Lin Dapeng, and Lai Hong Yun for coming in first, second and third places respectively for their exceptional work.

Our top winner, Caryn, has shown outstanding potential despite being only 19 this year. She stood out from the rest of her classmates for her innovative incorporation of the globally-recognised Union Jack symbol and the appropriateness of her design for the target market.

A pocket for holding water bottles was sewn onto the right side of the backpack so that the student could easily grab hold of the bottle whenever a drink was needed.

A pocket on the left was just the right size to hold pencil cases. Compartments were built into three sections on the front and zips hidden behind the red and white stripes, to deter pickpockets.

Cushioned straps support the heavy weight of school books for comfort.

These impressive concepts demonstrated clearly without a doubt, that there are indeed qualities that separate a great designer from the good ones. Having a detailed understanding of how your end-consumer interacts with your product matters. Knowing how to make a design eye-catching is essential. Being able to interpret a brief as well as research information accurately is definitely vital.

## **NOTES TO EDITORS**

**The British Council** is the UK's international organisation for educational opportunities and cultural relations. We work in over 100 countries worldwide to build engagement and trust for the UK through the exchange of knowledge and ideas between people. In Singapore, the work of the British Council includes teaching English to adults and young learners; teacher and corporate training; IELTS and other Exams; providing the latest information about studying in the UK; promoting British education and training; and demonstrating the innovation, creativity and excellence of British arts, literature and design. We are a non-political organisation which operates at arm's length from government. For more information, please visit: [www.britishcouncil.org.sg](http://www.britishcouncil.org.sg)

### **For further press information or interviews with the winners please contact:**

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