

Selection *Criteria*

CC^{*}₂₇



This document explains what we look for during the evaluation stage, what each department cares about, and where we stand on AI.

Read this before you begin, so you know how to create submissions that are better aligned with what Studio Carbon needs.

CONTENTS

01	General <i>Criteria</i> *	03
	Common criteria for all applications, irrespective of your chosen discipline or track.	
02	Discipline <i>Criteria</i> **	04-12
	Specific criteria that apply to you, depending on the discipline you chose.	
03	AI Use <i>Policy</i>	13

- * Common criteria for all applications, irrespective of your chosen discipline or track
- ** Specific criteria that apply to you depending on the discipline you chose.

General *Criteria*

Every application is read against these five, whatever your discipline or track.

01	Application Form The clarity and thoughtfulness of your responses. Your attitude towards design and how you approached the questions.
02	Contextual Relevance How closely your work responds to the Future of Ownership and your chosen track. Your world should feel speculative yet plausible: built in detail, not just pictured.
03	Unbiased Representation Every track carries a contradiction. We’re looking for work that is honest about what its world gives and what it costs.
04	Design Excellence Your research, your insight, and the path from problem to idea. Your thinking should show up in the work itself, not only in the write-up.
05	Innovative Thinking Is the idea novel, unexpected or insightful? Does it go beyond the obvious?

Industrial *Design*



DESIGN BRIEF

Design a tangible artefact or system for one of the three worlds of ownership within a speculative yet plausible near-future scenario.

SCOPE

WHAT COUNTS

- 🕒 A tangible product sits at the heart of your solution. Digital layers are welcome, but the idea shouldn't survive without the physical object.
- 🕒 Your intervention can range from a single object to the service ecosystem, and from an individual experience to a collective system.
- 🕒 Materials, forms and interactions are open to exploration, as long as they respond to your track with purpose and coherence.
- 🕒 It can be an entirely new object, or a reimagining of one we already own.

OUT OF SCOPE

- Purely screen-based solutions, where the physical component is incidental.
- Styling exercises: a well-rendered form with no idea behind it.

Deliverables



01

Concept Write-up (300-500 words)

Explain the ownership track you tackled, your insight, and how your product addresses it.

02

Key Visuals (3-5)

Whatever best communicates your idea: sketches, CAD, renders or interaction diagrams. Finesse of representation and communication matters here.

03

Usage Scenario

A “day in the life” storyboard or key frames showing the product or system being used in context.

04

Brownie Points

Show us how you got there: your ideation board, rough sketches, iterations, and the thinking that led to your final direction.

What we're *looking for*



01

Speculative yet plausible futures

A future that feels possible, extrapolated from current and upcoming trends around ownership, access and stewardship.

02

Lateral thinking

Approaches that challenge assumptions and prevalent mental models about what it means to own something.

03

Emotional sensitivity

Aim for products or systems that are reflective and emotionally attuned, and not just functional.

04

Systems thinking and storytelling

How your product connects to the people, services and lifecycle around it, and how clearly you tell that story.

05

Insight into form

How you translate insights into form, materials and interaction, and the finesse with which it's done.

Communication *Design*



DESIGN BRIEF

Design a brand or communication system for one of the three worlds of ownership within a speculative yet plausible near-future scenario.

SCOPE

WHAT COUNTS

- ④ Communication sits at the heart of your solution. If your idea involves a product or service, show it through how it speaks, not how it works.
- ④ Identity systems, campaigns, information design and brand work built for a future where your form of ownership has been fully accepted.
- ④ Ground your idea in research, insight and logic.
- ④ Work in any medium (print, screen, motion, space or otherwise), as long as it suits the system you've built.

OUT OF SCOPE

- A logo or a single poster without a system around it.
- Aesthetics without an idea or reasoning behind them.

Deliverables



01

Concept Write-up (300-500 words)

Explain the ownership track you tackled, your insight, and how your brand system addresses it.

02

Key Visuals (3-5)

Show your identity and logo, your visual system (colour, type and visual elements), and how it applies across mockups, posters or campaign pieces, whichever best show your idea.

03

Usage Scenario

Show how your system lives in its world: where, when and how it meets its audience. This can be a journey, a storyboard or a map of touchpoints.

04

Brownie Points

Motion, experiential, or spatial design application.

What we're *looking for*



01

A future built in detail

A world that's built with enough depth that it feels real.

02

A clear point of view

The confidence to showcase a fresh angle, not a generic one.

03

Visual thinking

Insight translated into the work itself, through type, colour, image and hierarchy, not only in the write-up.

04

System coherence

An eye for how every piece of the system connects, across touchpoints and mediums.

05

Presentation skills

Good aesthetics and visual execution that suits the ambition of the idea, presented beautifully.

UI/UX *Design*



DESIGN BRIEF

Design a digital product, service or experience for one of the three worlds of ownership within a speculative yet plausible near-future scenario.

SCOPE

WHAT COUNTS

- ④ Digital technology sits at the heart of your solution, whether the experience lives on a screen, mixed media or in a phygital form.
- ④ Digital experiences, products or interactions, from apps and platforms to services and digital rituals. They can be conceptual, speculative, provocative or practical.
- ④ You can design for either side of ownership: the people who set the terms, or the people who live by them.
- ④ You can design for a personal or social context and for any user group you choose.

OUT OF SCOPE

- Standalone screens with no flow connecting them.
- A visual reskin of an existing app or product.

Deliverables



01	Concept Write-up (300-500 words) Explain the ownership track you tackled, your insight, and how your experience addresses it.
02	Key Visuals (3-5) High-fidelity screen mockups showing core features, flows and interactions. For non-screen interfaces or interactions, mockups in whatever form suits them.
03	Usage Scenario A user flow or storyboard showing how someone moves through your designed experience or interaction.
04	Brownie Points A clickable prototype, a motion demonstration of micro-interactions, or any other form of working prototype.

What we're *looking for*



01

Problem understanding

A sound understanding of the problem, its nuances and complexities, and the people it affects.

02

Concept-led experience

A strong conceptual thought, story or novel perspective driving the design of the experience.

03

Interaction and flow

Show how the experience works, not just how it looks. Features, flows and interactions should add up to a complete journey.

04

Forward-thinking technology

Forward-thinking use of emerging technologies, in service of the experience rather than for novelty.

05

Visual direction

An interesting visual direction aligned with the overall concept, with minute attention to detail.

AI Use *Policy*

AI is welcome anywhere in your process, as an ideation partner, a sounding board or a prototyping accelerator.

AI-generated outputs like renders, copy, artefacts and visuals are acceptable too, if they clear a high bar.

Don't use AI as a shortcut for good reflection and design. Don't settle for the first few passes. Iterate, curate, edit and push past the obvious, as you would with any other tool.

What we evaluate is how well you think for yourself and use the tools to create consciously. Your intent and point of view should be unmistakably yours.

SUBMISSION FORMAT

One *PDF* or *shareable link* containing all your deliverables.

BEFORE YOU GO

Think of this challenge as a way to express what you feel about the world. Your submission can be as wild, poetic, precise, or playful as you are.

So take a deep breath. Pick the track that speaks to you. And design from that space. We can't wait to see what you'll make.

All the *best!*