



National Student Survey Promotional Competition Application Pack 2016

Please note: **You are only required to submit a poster idea to enter this competition.** However, we ask that you give some thought to how your design can be adapted into other media. For the more ambitious designers, you can submit a full portfolio of images and designs for the whole campaign.

Please email your completed form to: nss@nus.org.uk **AND** thestudentsurvey@ipsos.com

For more information about the National Student Survey (NSS) please visit www.thestudentsurvey.com or email thestudentsurvey@ipsos.com

You can also view our 2015 competition video [here](#)

SUBMISSION FORM

Your name

University/College

Your email address

Your telephone number

What course are you studying?

Your student ID number

Have you included a design for a poster?
 NSS poster
Please note this is a mandatory requirement

Have you provided any supporting design materials?
 Yes No
 Supporting Materials
Please detail any supplementary information provided

How did you hear about the NSS promotional competition?
 Please select one option:
 NUS website
 SU representative
 NSS website (www.thestudentsurvey.com)
 Course tutor/teacher/lecturer
 thestudentroom.co.uk
 Other, please specify:

THE BRIEF

To create a poster design that will form the design for the National Student Survey (NSS) promotional campaign.

THE CAMPAIGN

The NSS is an annual survey of mainly final year undergraduates in the UK. Eligible students are invited to complete the survey as they near the end of their course to give feedback on their experience. The promotional campaign should encourage students to take part.

The poster should engage students that are eligible to take part in the NSS and '**call them to action**' i.e. to complete the survey online. It needs to:

- Advertise a survey
- Appeal to final year students
- Stand out from the crowd
- Encourage them to visit www.thestudentsurvey.com

CONSIDERATIONS

- The poster design will also be used in other formats and media e.g. flyers, electronic banners, animated screensavers and a video/advert – all designs should keep this in mind.
- The poster will also be made into a 'bilingual' poster, with both English and Welsh text – all designs must bear this in mind. For example, wordplay such as 'Bee Heard' cannot be translated easily.
- The poster must adhere to the NSS branding guidelines and must include the NSS logo, a tag line, the website address; partner logos and the eligibility text (see participation pack for further details).
- More details about the National Student Survey can be found at: www.thestudentsurvey.com
- The NSS has a strict policy of not making any reference to commercial brands and must not include any defamatory, offensive, political or unlawful content.
- Posters should also avoid encouraging students to complete the survey in a positive or negative way e.g. '**I love my Uni**'.

STONE

- Strong, imaginative images that appeal to students
- Simple and bold

TAG LINES

You may devise your own tag line for the campaign. Welsh translations are available upon request from thestudentsurvey@ipsos.com

Otherwise, please use one of the following tag lines for your campaign:

- Be Heard
- Your Opinion Matters
- Speak Up
- It's Your Turn

I. MANDATORY REQUIREMENT

1. NSS POSTER

The NSS poster is a minimum requirement for entry into the competition.
You **must** submit an image in the box below to be entered into the competition.

Please paste an image of your final poster into the box below:

Checklist

Please ensure that the following items have been adhered to and included in your poster:

- NSS logo
- Campaign title (i.e. the chosen tag line)
- Any image/graphic is original/royalty free and can be used in the campaign
- Website address is prominent
- Subtitle and blurb incorporated
- QR Code
- Creative brief has been considered

Please note that the NSS Logo and QR code are available for download from www.nus.org.uk/nssposter, alternatively, please contact thestudentsurvey@ipsos.com

II. SUPPLEMENTARY INFORMATION

You are only required to submit a poster design, although we ask that you consider how your design idea might be converted into alternative formats and what media you think would help to promote the survey.

Please list any supplementary information, relating to how your design can be adapted across other mediums in the box below. You should consider as a minimum how to adapt the design to be applied to the following formats:

1. NSS flyer/leaflet
2. Static electronic banners
3. Wallpapers/screensavers
4. Animated electronic banners for websites
5. Video/motion graphics

You should also suggest other formats that you think would work.

You can append example files to your submission if you have prepared these. You can use additional space if required.