



**ARE YOU A  
TALENTED  
DESIGNER?**

**National Student Survey  
Promotional Competition:  
Participant Pack  
2016**

**Submission deadline: 5 October 2015**



# I. INTRODUCTION

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## The competition

We want you to design a poster that will be used as the basis for the National Student Survey (NSS) promotional campaign.

The winning concept will be used as the basis for the annual marketing campaign to promote the NSS and encourage eligible students to participate in the survey.

The winning design will be on display at around 300 Higher Education Institutions and Further Education Colleges across England, Wales, Northern Ireland and Scotland and will be potentially viewed by every higher education student nationwide.

## The requirement

The NSS promotional competition invites current students to design a promotional campaign poster that can be used as the basis for the promotion of the annual NSS.

## What is the NSS?

The NSS is an annual survey of mainly final year undergraduates in the UK. Eligible students are invited to complete the survey when they are nearing the end of their course.

It is a nationally recognised independent survey, which asks students to reflect on their course experience across a range of areas including teaching quality, assessment and feedback, organisation and management, learning resources, personal development, academic support, overall satisfaction and satisfaction with the Students' Union (Association or Guild).

The survey aims to provide robust data on student opinion and satisfaction with their overall learning experience.

Findings of the survey are made publicly available to prospective students to help them to make informed decisions about what and where to study. Results are also used widely by institutions, Students' Unions and course reps to enhance the student experience.

Each year between January and the end of April, institutions and Students' Unions advertise the survey to encourage eligible students to take part and to raise awareness of the NSS.

The survey is commissioned by the Higher Education Funding Council for England (HEFCE) on behalf of the funders of the NSS and is administered by Ipsos MORI, an independent research organisation.

#### **Other key messages:**

- The survey takes less than 10 minutes to complete online
- The survey is run independently by Ipsos MORI – it is not undertaken by the institution
- The survey is anonymous
- It is an opportunity for students to give their honest feedback
- It gives students an opportunity to convey opinion – in a nationally recognised format

#### **The opportunity**

The winning student will be given the opportunity to work with Ipsos MORI, the survey administrator to see their original design developed into a commercial promotional campaign to be rolled out to institutions in December.

## II. THE CREATIVE BRIEF

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To create a poster design that will form the design for the 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.

### Key messages to communicate

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 eligible students to visit [www.thestudentsurvey.com](http://www.thestudentsurvey.com)

### Considerations

- The poster will be used in other formats and media, e.g. flyers, electronic banners, animated screensavers and a video/advert – all designs should have 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, QR code, partner logos and the eligibility text (see Section III in this participation pack for details).

- More details about the NSS can be found at: [www.thestudentsurvey.com](http://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*'.

### **Tone**

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

### **How we want people to react**

I will take part in the National Student Survey!

### **Deliverables**

- A key visual image that can be used as the basis for a poster campaign and adapted across a variety of mediums.

### **Approved tag lines**

You may devise your own tag line for the campaign.

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

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

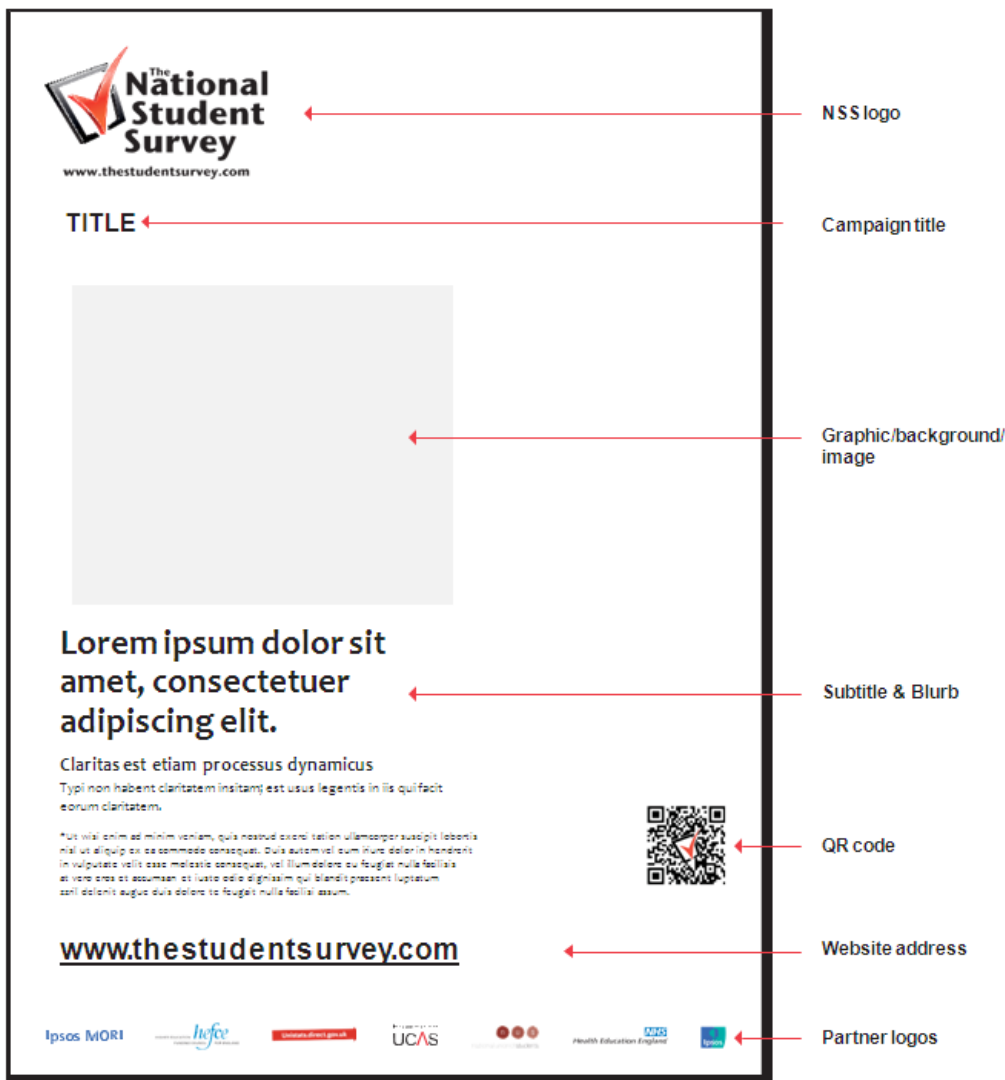
Welsh translations are available on request (please email [thestudentsurvey@ipsos.com](mailto:thestudentsurvey@ipsos.com))

# III. SUBMISSION REQUIREMENTS

## What do we need you to do?

### 1. CREATE A POSTER IDEA

The following map provides you with the elements which must be incorporated into your design. Please note that the poster must include the items listed, but the positioning of items is up to you.



### Campaign title

Please use one of the following ideas or you can create your own:

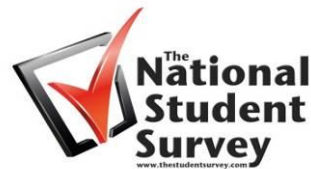
- Be Heard
- Your Opinion Matters
- Speak Up
- It's Your Turn

Welsh translations are available on request.

### NSS logo

Available for download from

<http://www.nus.org.uk/nssposter>



### QR code

Available for download from

<http://www.nus.org.uk/nssposter>



### The NSS website

The following website must be prominent on the poster:

[www.thestudenturvey.com](http://www.thestudenturvey.com)



## Subtitle and blurb

	English	Welsh
<b>Sub Text 1</b>	Take part in the National Student Survey	Cymerwch ran yn yr Arolwg Cenedlaethol o Fyfirwyr
<b>Sub Text 2</b>	It's quick to complete and you'll be helping prospective students make the right choices of where and what to study.	Mae'n gyflym i'w gwblhau a byddwch yn helpu darpar fyfirwyr i wneud y penderfyniadau cywir o ran ble i fynd a beth i'w astudio.
<b>Small print</b>	You are eligible for the NSS if you are a final year undergraduate or are on a flexible part-time programme. If your final year cannot be easily predicted, you will be surveyed during your fourth year of study. If you were due to be in your final year in 2016, but have withdrawn or are repeating your penultimate year, you are also eligible to take part.	Rydych yn gymwys i'r ACF os ydych ar flwyddyn olaf cwrs israddedig neu os ydych ar raglen hyblyg ran-amser. Os na ellir rhagweld yn hawdd eich blwyddyn olaf, byddwn yn eich arolygu yn ystod eich pedwaredd flwyddyn o astudio. Os oeddech i fod ar eich blwyddyn olaf yn 2016, ond eich bod naill ai wedi gadael y cwrs neu'n ail-wneud eich blwyddyn olaf-ond-un, rydych hefyd yn gymwys i gymryd rhan.

## 2. CONSIDER HOW YOUR POSTER CONCEPT CAN BE ADAPTED INTO OTHER MEDIUMS

In the space provided in the application pack, please provide your thoughts on how your design can be adapted for other mediums such as flyers, electronic marketing materials and a video.

You can submit your thoughts or developed concepts for all or some of the aspects (see Section II of the application pack).

If you wish to develop creative images/media for other mediums, please feel free to do so. You should contact [thestudentsurvey@ipsos.com](mailto:thestudentsurvey@ipsos.com) for a full specification for other mediums.

## IV. HOW TO SUBMIT YOUR ENTRY

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### Deadline

Your campaign idea must be received by Midnight on **Monday 5 October 2015**.

### Submission

Entrants should submit a completed application form (saved as: **NSS POSTER SUBMISSION {1} {INSERT FULL NAME}**) and attach any additional media files, with their name also specified in the file name. Please follow the guidance included on the application form on how to submit your entry. Entries should be emailed to: [nss@nus.org.uk](mailto:nss@nus.org.uk) **AND** [thestudentsurvey@ipsos.com](mailto:thestudentsurvey@ipsos.com)

Entrants **must** submit a poster idea. If applicants wish to submit ideas for other mediums, they should clearly identify which promotional items they have submitted ideas for on the application form. As a minimum, they should consider how their concept can be adapted.

Final images should be copied into the template provided (e.g. JPEG format). Please note that if entrants are shortlisted for the competition prize, they will be asked to provide their creations in their raw format.

Please download the application pack from [www.nus.org.uk/nssposter](http://www.nus.org.uk/nssposter)

Please note that entrants can submit up to **three** applications.

### After submission

Within five working days National Union of Students (NUS) will confirm, via email, that your submission has been received. If your poster is selected for shortlisting, you will be required to provide the original artwork.

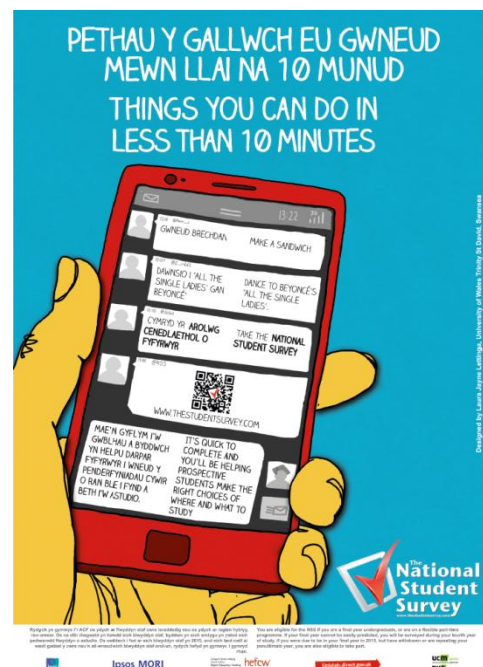
Shortlisted entries will be notified within three weeks of the closing date.

The winner should be available to work with Ipsos MORI in late October/early November. A member of the NSS team at Ipsos MORI will contact the winner to make arrangements.

## V. PREVIOUS WINNERS

Previous winners have received great opportunities with the design work. The NSS campaign provides a fantastic portfolio opportunity and the winning student will get to see their ideas implemented across a high profile, national campaign.

Laura Jayne Lettinga, University of Wales Trinity St David, Swansea, 2015 Winner



Please note that we are always looking for new and innovative ideas!

## VI. TERMS & CONDITIONS

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### NSS Poster Competition - Terms and Conditions 2016

1. This competition consists of a contest to design the NSS promotion poster and is run by the NUS on behalf of the funders of the survey<sup>1</sup> and Ipsos MORI. The organisation shall be known as the administering organisations throughout these terms and conditions.
2. The competition closing date is Midnight on **5 October 2015**. This is the deadline for receiving entries. Entries will not be accepted after this date.
3. To be eligible to enter you must have been a current student as of **1 May 2015** in a Further or Higher Education Institution in the UK. Please note that postgraduate students are also permitted to enter the competition.
4. Entries must be entirely your own original work and must not breach any copyright or third party rights. The administering organisations will not be made partially or fully liable for any non-original work submitted by you and any entries containing images they do not have the right to use will be excluded.
5. All entries must be suitable for public viewing and must not include any defamatory, offensive or unlawful content.
6. Participants may submit up to three designs. Entries cannot be returned so remember to keep a copy.

7. The winner will be contacted before the end of October 2015 and the result will be announced on NUS website by 13 November 2015. NUS reserve the right to extend the competition deadline at its discretion. If there is a revision, the revised date will be published on the NUS website and the date for announcing the results will be postponed accordingly.

8. The winner will be selected by a panel consisting of members of each of the administering organisations and anyone else deemed appropriate to judge. Entrants will be judged in accordance with the criteria set out in section 9 (below). The administering organisations' decision is final and no correspondence will be entered into with unsuccessful entrants after a winner has been selected.

9. All entries will be judged on the following criteria:

A strong, imaginative design which:

- Inspires participation in the survey
- Is dynamic
- Can be reproduced easily on print/online
- Has addressed the design brief

10. The winner will be announced on NUS website ([www.nus.org.uk](http://www.nus.org.uk)). The winner's institution will also be notified.

11. The administering organisations reserve the right to add, amend or change the winning design as deemed necessary which includes (but is not limited to) colours, straplines, language and insertion of survey information.

12. The winner will have the opportunity to work with the survey agency to follow the poster through the design process, developing and adapting the poster to prepare it for the promotional campaign.

13. The contest may be declared void at the sole discretion of the administering organisations. Furthermore, the organisations reserve the right to cancel the competition at any stage, or change any of the rules or procedures if deemed necessary in its opinion, or if circumstances arise outside its control.

14. Entrants will be deemed to have accepted these rules and to agree to be bound by them when entering this competition.

## VII. FURTHER INFORMATION

For queries about the competition please email: [thestudentsurvey@ipsos.com](mailto:thestudentsurvey@ipsos.com)

For more information about the NSS please visit: [www.thestudentsurvey.com/](http://www.thestudentsurvey.com/) or email [thestudentsurvey@ipsos.com](mailto:thestudentsurvey@ipsos.com)

For information about Students' Unions and the NSS:  
<http://www.nus.org.uk/en/Campaigns/Higher-Education/National-Student-Survey/>

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**Good luck with your campaign design!!**