



## D&AD Student Awards 2013

## Design a check-in experience for a Holiday Inn hotel that is positive, welcoming and distinctive.

### Spatial Design Brief

**Brief set by:** Holiday Inn  
**In collaboration with:** IHG



**Holiday Inn**



### Deadline

Entries for this brief must be submitted by Wednesday 20 March 2013. Supporting objects must be received at D&AD offices by Wednesday 27 March 2013.

#studentawards

### Background

Since 1952, Holiday Inn Hotels and Resorts have provided the services business travellers need, while also offering leisure travellers a comfortable, casual atmosphere where they can relax and enjoy a range of amenities.

You'll find them throughout the world – in small towns and major cities, along quiet roadways and near bustling airports – because Holiday Inn hotels are always conveniently located.

### Creative Challenge

The check-in experience can be tedious and lengthy. How can you transform this into a positive experience for guests? Holiday Inn would like an overall design solution that provides a holistic experience to make better use of guests' time.

Consider how other industries say 'hello', and how having to wait could be something that guests actually enjoy and even look forward to.

### Considerations

As one of the most recognised hotel brands in the world, Holiday Inn needs no formal introduction – it strives to be welcoming, reliable, innovative and sociable, and these values should be manifested in the check-in experience.

The Holiday Inn brand wants people to enjoy every part of staying at their hotels. The check-in experience should be more than a mandatory requirement; they would like it to become something that could conceivably encourage loyalty to the chain.

Consider different guest types and needs. Currently there are a number of relatively universal steps within the standard check-in process, all of which you may consider transforming as part of this brief. Additional information on the traditional view of check-in is available in the Brief Pack.

As you consider the re-invention of the check-in process, you should take into account how this will impact the spatial design, service design and product design of the environment.

If you design and develop an app, they'd

like to see this as part of a solution, rather than the sole deliverable.

### Target Audience

Business and leisure travellers.

### Deliverables

**Main deliverable:** Upload a presentation film of your work (max. 2 mins) **or** up to eight images showing your solution.

**Optional supporting material for presentation film:** Up to four images; interactive work (websites, widgets, apps, HTML, etc.); physical material (prototypes, mockups, etc.); supporting information (up to 400 characters).

**Optional supporting material for images:** Interactive work (websites, widgets, apps, HTML, etc.); physical material (prototypes, mockups, etc.); supporting information (up to 400 characters).

Keep any text on images to a minimum; supporting information can be entered online.

For full format specs and guidance, see 'Formatting Your Entries' on the next page. Work in formats other than those outlined will not be accepted.



## D&AD Student Awards 2013      Formatting Your Entries

All entries must be submitted digitally via our entry site. The deadline is **Wednesday 20 March 2013**. The entry site will be open from **Monday 18 February**. Certain briefs also allow you to send physical supporting material – this needs to reach us by **Wednesday 27 March**.

### Things you must do:

Stick to the formats and specs listed below, or your work won't be accepted.

Provide a title for your entry. This should be unique to your response, not simply the name of the brief. This can be supplied online.

Make sure that your main deliverable(s) clearly, and effectively, present your idea and execution. Judges will view these first, and then look at any supporting material if they wish.

### Things not to do:

Don't include your name, or the names of your teammates, tutors or college anywhere in your entered work, or in file names. This is to ensure that work is judged anonymously and fairly. If names or credits are visible, or audible, in any deliverables we may ask you to resubmit them, or we may remove them from the work ourselves. The exception is the **Make Your Mark** brief.

Don't submit video, image or audio deliverables via email, on data discs, contained in zip files, or hosted on websites. These must be uploaded through the entry site.

URL deliverables are only accepted where the website itself is part of the entry.

Zip files are only accepted for interactive work, HTML, websites, widgets or apps.

PDFs are only accepted for the Copywriting Brief.

### Accepted Formats

#### Videos

- Presentation films (max. 2 minutes); executions of moving image work, TV ads, etc
- Formats accepted: MPEG2 / MPEG4 and MOV
- Maximum file size: 500mb

#### MPEG2 / MPEG4 and MOV

Region / Format	Aspect Ratio	Resolution	Frame Rate	Bitrate	File Format	Codec
HD 1080p /1080i	16-9	1920 x 1080	25-30 fps	15-25 Mbps	MPEG2/MPEG4 or MOV	H264 or MPEG2
PAL	4-3	720 x 576	25 fps	8-15 Mbps	MPEG2/MPEG4 or MOV	H264 or MPEG2
PAL	16-9	1024 x 576	25 fps	8-15 Mbps	MPEG2/MPEG4 or MOV	H264 or MPEG2
NTSC	4-3	720 x 480	30 fps	8-15 Mbps	MPEG2/MPEG4 or MOV	H264 or MPEG2
NTSC	16-9	1024 x 480	30 fps	8-15 Mbps	MPEG2/MPEG4 or MOV	H264 or MPEG2

Your media must come from an uncompressed format (eg Beta, MiniDV or DVCam).

Do not add a clock or slate at the start of your film.

Your file must be multiplexed with audio and video in one single file.



## D&AD Student Awards 2013      Formatting Your Entries

### Images

Image format: JPEG (PNG, GIF, and PDF files will not be accepted)

- Image resolution: At least 300dpi
- Colour mode: RGB
- Minimum image size: 15cm on the longest axis
- Maximum file size: 4mb
- Image orientation: Images will be viewed on screen so landscape is preferred. However, portrait is fine too, if that's more appropriate.
- Text in images: Keep any explanatory text in images to a minimum – supporting information should be entered online.
- If you are including text, use a clear font (eg Arial) at a decent size (at least 12pt). As a rule of thumb, it should be easy to read if the image is viewed full-screen on an average laptop.

### Interactive work

HTML, websites, widgets, apps, etc.

Interactive work must be Chrome compatible.

If the work is available online, submit as a URL.

If you are not able to host the work online, submit a ZIP folder containing all the necessary files:

- When you complete the online entry form, you'll get an entry number.
- Use this as the name for the zip folder itself, and at the start of file names for the root folder, index file, and Flash or Shockwave files.
- Submit websites in their entirety, as Chrome compatible HTML projects.
- Submit Flash and Shockwave projects embedded in HTML.

### Audio files

Executions of radio ads, etc.

- File format: MP3, Sample size: 16-bit, Sample rate: 44100khz, Maximum file size: 10mb
- File extension must read .mp3
- Do not include audio introductions or presentations

### Physical work

Prototypes, mock-ups, 3D models.

- Physical work is only accepted as supporting material, and only if specified by the brief.
- All entries will initially be judged online to produce a long-list for the main judging event. Judges will only see physical work if the entry makes the long-list based on its main digital deliverable.
- Download labels for physical work from the entry site. Fill them in and attach a completed entry label to the back or base of each object. Package together and attach a completed postage label to the package.

### Scripts (PDF)

For radio ads.

- If you have more than one script, upload each one as a separate PDF. Do not combine them all into one document.
- Use a clear font (eg Arial) and 12pt text.

For more information, visit [www.dandad.org/studentawards](http://www.dandad.org/studentawards)

Or if you have any questions, email us at [studentawards@dandad.org](mailto:studentawards@dandad.org)