

# NATIONAL DESIGN PROJECT

*An initiative of the  
Design Education Advisory Committee*

2023

*Challenge Brief*

*Keen to work on an impactful project?  
Take on this real-world challenge  
and get your creative juices flowing!*

# What is the **N\*tion\* Design Pr\*ject?**

n\*. 1

*The National Design Project* aims to showcase the transformative potential of design to tackle complex issues. It'll be the "go-to" design event for youths interested to use design as a tool to address key challenges faced by our society.

We're inviting primary, secondary and pre-university students to participate and submit your most innovative and thought-provoking designs in response to our challenge theme.

Using Design Thinking as a tool to unravel the challenge theme, you'll gain hands-on experience in one of the most effective approaches to creative problem-solving. Learn how to scope the problem, brainstorm innovative solutions, and create prototypes to test your ideas. You'll get to experience first-hand, the power and the impact of good design.



**But that's not all** – you'll also have the opportunity to connect with like-minded people, showcase your work to a wider audience, **and contribute to making Singapore a better place, by design.**

## Who is it for? **Students!**

n\*. 2

*Primary, secondary and pre-university students.*

This is a **team challenge** – so go on and grab a few of your schoolmates to join the fun!

n\*. 3

## Why **Participate?** You'll get to:

1



**Appreciate** how design impacts society

2



**Showcase** your creativity

3



**Learn** from design practitioners

n\*. 4

## What is the Brief?

The theme for the National Design Project 2023 is **DESIGN FOR WELLNESS**.

The COVID-19 pandemic has shone a spotlight on wellness – specifically, the importance of our physical, mental, and emotional well-being to stay healthy and resilient. However, wellness goes beyond the physical and psychological state. As you explore this theme of Design for Wellness, you may consider the following:

1

**Environmental Wellness** – how might we promote the well-being of our planet, which faces dangers such as climate change, pollution, loss of biodiversity, waste and resource depletion?

2

**Social Wellness** – how might we design solutions to reduce social isolation and loneliness, improve social support networks and create opportunities for social connection?

3

**Workplace Wellness** – how might we enhance wellness in the workplace and school by designing solutions to minimise stress and burnout, improving work-life harmony, and creating a healthy work/study environment?

4

**Technology and Wellness** – how might we design solutions that leverage technology to promote wellness, including digital tools for tracking health and wellness and virtual wellness programs?

5

**Mental Wellness** – how might we create solutions to promote mental wellness, such as reducing stress, anxiety, depression or the stigma associated with mental disorders?

6

**Physical Wellness** – how might we design solutions that promote physical wellness, including healthy eating, exercise, and sleep?

n\*. 5

We are looking for **proposals that are:**

1\*

Fresh and Innovative

2\*

Scalable

3\*

Impactful

Gather a team of 4 to 5 members and work on a specific problem.  
Feel free to explore other areas that are relevant to the theme.

n\*. 6

## Critical Dates to Note

Submission of Registration Form	<b>28 June 2023</b> <a href="#">Click HERE for the Registration Form</a>  <a href="#">Click HERE for the National Design Project Submission Rules &amp; Regulations</a>
Briefing for Registered Teams & *Design Thinking Workshop	<b>5 July 2023</b>
Project Submission	<b>8 September 2023, 1800 hours</b>
Showcase at Design Education Summit 2023	<b>9 November 2023</b>

*\*Resource persons will be allocated to teams for the period leading up to submission.*

We can't wait to receive your National Design Project submissions that could make a real difference in the world – join the adventure now!

*For enquiries, please contact Sasha Fong (Tel: 6780 6974, Email: [sasha\\_fong@tp.edu.sg](mailto:sasha_fong@tp.edu.sg))*

**L\*\*king f\*\*rward t\*\*  
your participation!**

Organised by



Supported by

