



2018 Undergraduate Student Merit Awards (SMAs) Overview

The Undergraduate Student Merit Award or SMA program at IDSA provides the students of industrial design opportunities to showcase their talent and achievements at their schools, to their local professional communities and at the District and National levels. The SMA program also allows schools with ID programs to gain acclaim and visibility among similar institutions. Further, it provides an ample platform for design managers and other talent acquisition professionals to see the industrial design geniuses of the future up close and in person. (www.idsa.org/awards/student-merit-awards)

This annual IDSA program begins at the ID school level in January–February. Schools select from among their population of seniors the top talent who becomes the school's SMA winner. All school winners advance to their respective IDSA District Design Conference where they compete for the District title. The five District SMA winners are recognized through profiles in INNOVATION, on IDSA.org and at the International Conference.

Being selected as a school SMA winner and especially a District SMA winner is indeed a high honor for graduating seniors aspiring to enter the profession of industrial design with an edge on the competition. Many of the past winners have gone on to great success and stand as a testament to their peers on the opportunity and advantage that IDSA's annual Undergraduate Student Merit Award program offers.

IDSA Undergraduate SMA 2018 is sponsored by [Dassault Systèmes SOLIDWORKS](#).

Please note: A Graduate Student Merit program will launch later this spring and will be conducted online. Details to follow.



2018 Undergraduate Student Merit Awards (SMAs) Resources

IDSA HQ Contacts

SMA Questions	Jordan Fleger	Manager of Member & Chapter Relations	jordanf@idsa.org	703.707.6000 x127
IDSA Membership	Philip Assante	Manager of Membership & Component Relations	phila@idsa.org	703.707.6000 x103
Sponsorship/Sales	Shani Armon	Sr. Manager of Sponsorship & Sales	shania@idsa.org	703.707.6000 x100
INNOVATION	Karen Berube	Sr. Director of Programs	karenb@idsa.org	703.707.6000 x102

2018 IDSA Education Council

Education Director	Scott Shim, IDSA	Univ. of Notre Dame	sshim3@nd.edu	574.631.6836
S District Ed Rep	Donald Corey, IDSA	Appalachian State Univ.	dcorey@theotheredge.com	919.601.8326
MW District Ed Rep	Aaron Scott, IDSA	Southern Illinois Univ.	a2ronscott@gmail.com	618.453.7503
W District Ed Rep	Josh Nelson, IDSA	San Jose State Univ.	joshua.nelson@sjsu.edu	408.924.4340
NE District Ed Rep	Tod Corlett, IDSA	Philadelphia University	corlettt@philau.edu	215.951.2551
C District Ed Rep	Michael Elwell, IDSA	Western Michigan Univ.	mike.elwell@gmail.com	269.387.2531

2018 District Design Conferences

District	Theme	Location	Dates	Due Date*
South DDC	Listen + Empower	North Carolina St. University	March 23–24	March 9
Midwest DDC	Design > Product	University of Illinois at Chicago	April 6–7	March 23
West DDC	People, Process, Possibilities	University of Oregon in Portland	April 6–7	March 23
Northeast DDC	Every Product Has a Story	Rochester Institute of Technology	April 13–14	March 30
Central DDC		Columbus Coll. of Art & Design	April 27–28	April 13

*Winning students name to Jordan Fleger (jordanf@idsa.org) no later than date listed.

2018 IDC and Education Symposium

IDC 2018 and Education Symposium 2018	The Sugar Mill, New Orleans	Sept. 20–22
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2018 Undergraduate Student Merit Awards (SMAs) Level 1–IDSA Student Chapter Winner Selection

- Only individual student members of current student chapters (chapters that have at least five IDSA student members whose faculty advisor to the chapter is a member of the industrial design faculty and an IDSA member) may participate in the district program. Students who are not IDSA members may participate in the school's competition, but the student who wins the school's competition must then join as a member to be eligible to compete at the respective IDSA District Design Conference (DDC).
- The industrial design faculty advisor nominates the school's SMA candidates and must contact the chair of the affiliated IDSA professional chapter, who will help develop the review committee.
- The industrial design faculty advisor selects the candidates who meet the current criteria for grade point average, class standing, etc.; including at least a "B" grade average in all course work since entering the design curriculum. The candidates must be seniors projected to graduate by the end of the fall semester or last quarter of 2017.
- The selected students will present their work to a committee of three professional members of IDSA who are invited by the school to serve as jurors. To minimize the potential for conflict of interest, the professionals will not be full or part-time faculty at the school. Only one industrial design major from each IDSA student chapter may be chosen for this award. Jurors may modify or use as is the evaluation form provided by IDSA.
- The faculty advisor will notify IDSA of the school's Undergraduate Student Merit Award winner by sending his or her name and contact information to Jordan Fleger (jordanf@idsa.org) **no later than two weeks** before the respective [2018 IDSA District Design Conference](#).
- Each school's Undergraduate Student Merit Award winner receives an award certificate and a one-year complimentary membership in IDSA. Any winner who is NOT currently an IDSA member may use the complimentary membership to sign up by submitting a membership application prior to registering for the DDC. Any winner who is currently a member will receive a Young Professional membership certificate to use when the current membership is up for renewal. Undergraduate Student Merit Award winner certificates will be presented during the closing ceremonies at each of the five IDSA District Design Conferences.
- The Undergraduate Student Merit Award winner from each school is eligible for a \$125 registration rate for the respective District Design Conference.



2018 Undergraduate Student Merit Awards (SMAs) Level 2–IDSA District Winner Selection

- Each Undergraduate Student Merit Award winner will give a brief presentation of his/her work at the district conference. Each will be given a time limit for the presentation and information on equipment available for visuals. Students may show only their work, but may include one visual of the school/ID program.
- A review committee of practitioners will select the District's Student Merit winner from among the presentations at the district conference.
- Each District Student Merit winner will receive a complimentary student registration to the 2018 International Conference and have his/her work displayed.

District Level Jurying

- Each District Education Representative will invite four to six practitioner members of IDSA or members of the local community to serve as jurors. Faculty members of schools within the district may not serve on the jury. The jury will select the respective District Student Merit winner from among the presentations at the District Design Conference.
- Each school's Undergraduate Student Merit Award winner will give a brief presentation of his/her work at the District Design Conference. Each winner will be given a time limit for the presentation which will show only his/her work. The presentation may include one visual of the school/ID program.
- Each juror will score each presentation using the evaluation forms provided by IDSA.
- Following the completion of all student presentations, jurors will convene. The total scores for each student by each juror will be added using the jury form, to calculate the combined score for each student.
- The student with the highest combined score is that District's Student Merit Award winner. In the case of a tie, jurors will deliberate and select the district's winner.
- The District Education Representative will announce the winner during the District Design Conference and notify IDSA staff of the winner.



2018 Undergraduate Student Merit Awards (SMAs) Individual Jurying Form

IDSA District: _____

School: _____

Juror: _____

Student: _____

Category	Notes	Score 1-10 1=poor, 5=average, 10=excellent
1.Scope of Work		
2.Quality of Work		
3.Quality of Thought		
4.Visual Presentation		
5.Verbal Presentation		
Total Score [50 points max]		

Overall Comments:

New Opportunity to Show Off Your School!

The 2018 Winter issue of INNOVATION magazine, IDSA's award winning publication, will be entirely dedicated to design education. It will feature each of the Undergraduate SMA school winners with a full-page profile. We are offering the schools of those SMA winners an opportunity to place a full page ad next to their student's profile page, creating a comprehensive spread. INNOVATION has a readership of over 12,000 and this issue will be placed online at IDSA.org in the "What Is ID?" section of the site. This is a fantastic way to reach potential undergraduate and graduate students across the country and get them excited about your program. Winning students will be contacted directly for materials for their INNOVATION profile.

Rate: \$1500 per full-page ad

For more information contact Shani Armon, Senior Manager of Sponsorships & Sales, Shania@IDSA.org



Tanner Wills, IDSA
2016 West District Student Merit Award Winner
Arizona State University, Tanner.Wills@asu.edu

As a child, Tanner Wills, IDSA, often accompanied his father to work in the toy industry. "He would drop me off at the design department to keep me entertained," he recalls. "It was there I first met the designers behind the scenes. I remember being completely mesmerized at their concept art and mock up prototypes while witnessing the raw creativity of the profession first hand!"

Later, as a hobby, Wills would disassemble electronic toys and try to use the parts to make functional movie props from his favorite films. "Naturally, the hands-on aspect of an industrial design major drew me in as the perfect creative outlet," he explains. In his junior year of high school in California, after writing college design programs, "there was no doubt in my mind I had to do industrial design." He was accepted at Arizona State University and last summer interned at Lifestyle Design in Santa Barbara, CA, helping design a wide range of products including audio headphones, camping equipment and even dental tools.

In April 2016, Wills won the IDSA Student Merit Award at the IDSA West District Design Conference in Denver. He showcased three projects: Zyn, a zodiac-themed cooler, the Legacy hybrid kayak and the Joey baby carter. Wills had the most fun designing Joey, a redesign that allows the user to quickly remove a child from the carrying device without waking up the child. "The ultimate goal was to design a disruptive new product in an already crowded marketplace that would connect with young parents by bringing back a lost feeling of youth. This project was achieved through the combination of intuitive design and unique functionality."

The idea came to Wills during an airport layover, necessity, after all, is the parent of invention. "I observed many coming-of-age parents just a few years older than myself struggling with the functionality of their carrying devices," he says. Winning the SMA felt like an "an overwhelming feeling of gratification for the numerous all-nighters put in over the last few years." Wills graduated in May 2016 with a bachelor's degree in ID from Arizona State. He moved right into an internship at Camelbak in Phoenix, CA, just north of the Bay Area.

Looking ahead, Wills says he's most interested in projects and startups that will have an impact on the world. "I want to design products that matter," he says. Some day, he hopes to start his own design firm, expressing his unique perspective on design—whatever that may be at the time, because "it constantly changes and grows."

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Wills: "Our role as advocates of the user and their needs leaves us with a great opportunity to create powerful product experiences that push the boundaries currently defined. Once cold and impersonal, technology is now viewed as the glue that binds our societies and cultures together. We as a species have more interaction with technology than ever before, creating endless opportunities for change and inspiration."

He adds, "In a world where people express themselves through the products and service that we use, we need to be acute listeners of people and try to empathize with them, recognizing the responsibility in our hands to direct humanity in a positive, enlightened direction that promotes healthy self-reflection." ■



Ready to shine?
Industrial Design at **Arizona State University**

design.asu.edu

Student:
Assistant Professor
Lisa DeBenedictis
Tara Atkinson

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Programs:
BSO Bachelor of Science in Design
120 credit hour First Professional degree
MSO Master of Science in Design
36 credit hour Design Research degree
MIO Master of Industrial Design
60 credit hour Terminal Professional degree
PhD Doctor of Philosophy in Design, Environment and the Arts
54 credit hour Post-Master's Terminal Research degree