



YOUNG MOBILE PHONE  
DESIGNER OF THE YEAR  
**AWARD 2014**

*Mobilephones.com*

***Design Brief***

## DESCRIPTION

The Young Mobile Phone Designer of the Year Award has been established by Mobilephones.com to create a platform to showcase the work of product design students across the UK. With technology developing as fast as it is today, the aim of the Award is to identify what phones of the future will look like, and how they will support the needs of the consumer.

## BRIEF OUTLINE

You will be required to answer the question:



**What will mobile phones  
look like in 5 years' time?**

You should go about this by creating detailed and annotated drawings or diagrams (either by hand or using computer-based programmes). You might want to depict your design from a variety of angles and vantage points in order to best describe the device.

You should also provide a design statement to accompany your designs. This should cover topics such as:

- What innovative features the mobile phone has and how this will improve style/functionality of the handset
- Why you think your phone would stand out
- What inspired you to create your design
- Evidence of research of existing mobile phones and their position within the market

When designing your mobile phone, it is also worth considering things such as:

- Will we still be making phone calls through the handset?
- Will phones still be flat rectangle slabs in shape?
- What materials might the phone be made out of?



Another key consideration when designing your mobile phone is what market the device will be targeting:

- You don't necessarily have to design a top of the range flagship handset
- Think about other niche markets:
  - *Phones for children*
  - *Phones for teenagers*
  - *Phones for the elderly*
  - *Phones for blind people*
  - *Phones for war zones*
  - *Phones for people who like trekking/outdoor pursuits*

For information about how to enter the Award, or for key deadlines for the Award, visit:

[www.mobilephones.com/award](http://www.mobilephones.com/award)

For more information, contact Charlotte on:

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