

Executive Summary Scholarship Opportunity

This scholarship opportunity is focused around the ability to convey design ideas through the written word. Please provide the following elements in an essay of 500 words or less to be considered for the \$1000 scholarship:

- Executive summary - articulate the use of design principles to solve the problem below
- Designer/Firm Introduction

Challenge:

KTBA is an established toy manufacturer in the area. They are looking to refresh their 50-person office space to be more current with their brand and attract young talent. They are looking for a high performing workplace to help them achieve their business goals.

They are envisioning several key workspaces that foster different work styles:

1. Ideate/ Share Space: A place to play, collaborate, generate great new ideas with team members
2. Focus Space: A place for individual quiet and focus
3. Social or Engagement Space: a town square or gathering spot for social and collaborative meetings

KTBA is also looking for a new workstation furniture system solution for their work space. Their current workspace is filled with 65" high, fully enclosed workstations. They would like a new solution that offers a lower panel height and encourages a collaborative environment.

In addition to the above requirements they also need a few specialty spaces:

- Toy Display Space – places to show off their products and prototypes
- Toy Testing/ Demo Area – where they have outside people come play with the toys and provide feedback
- Product Development Area (Maker Space)– space where employees can test their concepts (3D printers, small bench top tools, monitors to display concepts, material storage, etc.)

Please provide a written executive summary of your design ideas for KTBA's refreshed office space. Also include a short introduction of your design firm (use a fictitious name – student names should not appear in the text of the submission).

Judging Criteria:

1. Are all components included with the submission
 - a. Executive summary
 - b. Firm Qualification
2. How clearly is the executive summary articulated
3. Did the executive summary create a mental image of the solution they are trying to sell
4. Were the requirements and company mission addressed in the summary
5. Presentation of final report – graphics and organization
 - a. How well were the design elements articulated in the executive summary
 - b. Was their firm description clear and concise