KWANTLEN POLYTECHNIC UNIVERSITY
WILSON SCHOOL OF DESIGN

KIND

HIGH SCHOOL DESIGN COMPETITION

2026

Design something that is **KIND** (**K**PU **In**novation in **D**esign)

KIND TO PEOPLE

Inclusive design • Universal accessibility • Equity and well-being • Design for diverse needs

KIND TO THE ENVIRONMENT

Sustainable materials • Circular design • Resource efficiency • Low environmental impact

COMPETITION GUIDELINES + APPLICATION FORM

Design with purpose.

Kwantlen Polytechnic University and the Wilson School of Design invites high school students to **imagine how design can make a meaningful difference in the world around us.** We are looking for innovative, forward-thinking ideas that respond to real human needs while considering the impact our choices have on the environment.

Great design is not only about how something looks or works—it is about **who it serves, how it makes people feel, what resources it uses, and what happens to it over time.** This competition challenges you to think like a designer: identify a problem, understand the people affected by it, explore possibilities, and develop a thoughtful solution that balances human well-being with environmental responsibility.

Your challenge: Create an innovative design concept that is **KIND TO PEOPLE** and **KIND TO THE ENVIRONMENT**.

Your design might make a space more welcoming, a product more accessible, clothing more adaptable, technology easier to use, or everyday life more sustainable. There is no single definition of what a KIND design looks like. **We want you to question, explore, experiment, and imagine a better way.**

CHOOSE YOUR DESIGN DISCIPLINE

Six ways to design.

INTERIOR DESIGN

Spaces, environments & experiences

GRAPHIC DESIGN

Visual communication & information

FRONT-END DEVELOPMENT

Digital experiences & interaction

FASHION DESIGN

Garments, identity & expression

FASHION MARKETING

Brands, audiences & cultural ideas

PRODUCT DESIGN

Objects, systems & everyday use

*Refer to the list of **KIND Concepts** in **section 3** of this document for direction on potential concept ideas.*

WHO CAN ENTER?

- Open to all high school students in grades 10–12.
- Each participant may submit one entry only

Show us how you think.

A. DESIGN CONCEPT BOARDS

B. DESIGN STATEMENT

Design Concept Boards: 11 × 17 inches, PDF file format., 4 pages maximum.

- Cover page with student name and project title
- Preliminary sketches and diagrams
- Materials and fabrication ideas
- Sketch/rendering of final product (give your product a name)

Design Statement: 250 – 400 words

Tell us:

- What is your design? – What are you proposing and what inspired the idea?
- What problem does it solve? – Who is it for, and what need or challenge are you addressing?
- How is it KIND to People? – How does your design improve people's experience, accessibility, well-being, safety, or quality of life?
- How is it KIND to the ENVIRONMENT? – How does it reduce environmental impact through materials, production, longevity, reuse, repair, energy, waste, etc.?

HOW YOUR WORK WILL BE EVALUATED

25%	**Innovation & Creativity**
25%	**Human-Centered Design**
25%	**Environmental Responsibility**
15%	**Clarity & Presentation**
10%	**Feasibility**

KIND Concepts

Students may use the suggested concepts listed below or develop their own.

Interior Design

Adaptive Reuse Maker Space: Redesign an underused or neglected space at your school into an innovation lab, focusing on sustainable materials and technological integration.

"Mood-Boosting" Furniture: Create a chair or desk that sparks joy using bold colors, unexpected textures, or interactive elements to improve mental health

Connection Bench: Design a public bench that breaks barriers of loneliness, featuring a curved or circular form that encourages interaction.

Graphic Design

Screen Smart: Design a series of social media graphics and a visual identity for a youth digital wellness campaign, encouraging healthy relationships with technology through approachable illustration and messaging.

Animal Ally: Create a brand identity and adoption campaign for a fictional local animal shelter, designing a logo, posters, and social media assets that use warm, inviting visuals to encourage community engagement and pet adoption.

Your Vote Counts: Design a youth voter engagement campaign that makes civic participation feel accessible and exciting, using messaging and visuals to demystify the voting process for first-time voters.

Fashion Design

Sensory-Friendly Clothing: Garments for individuals with sensory sensitivities to reduce irritation and overstimulation. Sensitivities may include material texture, seam irritation/location, tag irritation, and colour.

Adjustable Fit Fashion: Clothing that adapts to changing bodies over time using adjustable features to promote inclusivity, longevity, and reduced waste. The clothing may address growth, pregnancy, recovery, or fluctuation.

Gender-Inclusive Wardrobe: Clothing designed without traditional gender limitations. This may include flexible fit, comfort, and self-expression for diverse bodies and identities.

Fashion Marketing

Real Students, Real Style Campaign: Build a marketing campaign featuring actual students from your school (not influencers) showcasing their personal style, emphasizing authenticity, confidence, and diversity.

Closet Swap Social Campaign: Create a school-based marketing campaign that promotes clothing swaps instead of buying new outfits, using social media challenges and events to make sharing clothes trendy, affordable, and sustainable.

Inclusive Representation Storytelling Series: Create a marketing campaign that centers on real people (diverse in body type, ability, culture, and identity) sharing personal stories tied to fashion and identity.

Product Design

Living Furniture (Adaptive Design): Create a piece of furniture that adapts to users' needs over time, inspired by how organisms grow, transform, or respond to their environment.

Light from Nature (Lighting Design): Design an innovative lighting solution inspired by natural light phenomena (e.g., bioluminescence, daylight filtering, fireflies) to improve well-being and atmosphere.

Future Habitats (Speculative Design): Imagine and design a product for future living environments that responds to climate change, resource scarcity, or new ways of living.

Front-End Development for Interactive Applications

Adaptive Community Hub Interface: Design a website to promote community events that bring people together! The interface should be intuitive and easy to read for seniors, children, people with English as a second language, and with varying levels of digital literacy. This hub is meant as a place for people to find events so that they can meet together in real life!

Low-Waste Campus Dining Experience: Reimagine the high school cafeteria experience with a focus on reducing food waste and accommodating diverse dietary needs and cultural food preferences. Design a system (physical space, digital ordering platform, or both) that allows students to customize portion sizes, track nutritional information, participate in composting programs, share food or even feed nearby farm animals!

Regenerative School Garden Learning App: Develop a mobile app to guides students through planning, maintaining, and harvesting from a school garden. The app should include features that track biodiversity, soil health, and carbon sequestration while teaching students about sustainable food systems, nutrition, and connecting them with their local ecosystem. Keep in mind growing cycles!

Make an impact. Get recognized!

Top entries will be recognized for excellence in **innovation, inclusivity, and sustainability.**

1ST PLACE	2ND PLACE	3RD PLACE
$**1000** Tuition Waiver	$**500** Tuition Waiver	$**250** Tuition Waiver

Your ideas deserve to be seen. Winning or becoming a finalist gives you an achievement you can showcase on your résumé and portfolio—helping you stand out when applying to the design program of your choice and opening doors to future opportunities.

Show what you can do, get recognized for your ideas, and start building your design story today!

EDUCATOR RECOGNITION

Design is a *team* effort.

The sponsor teacher of each top 3 winning student will receive **full tuition coverage for a KPU Continuing Professional Studies (CPS) course of their choice.**

ADDITIONAL RECOGNITION

- Certificates for all finalists.
- Finalist projects featured in the KIND Competition Showcase at Creative Connections.
- Selected projects featured on the university's website: www.thisiswilson.design.

KEY DATES

Competition opening – Tuesday, September 8, 2026
Submission deadline – Friday**,** October 23, 2026
Finalists announced – Friday, October 30, 2026
Winners announced at **CREATIVE CONNECTIONS** event on Saturday, Nov 7, 2026.

KIND Competition 2026

ENTRY FORM

Participant Information

Full Name (first and last): _____

Grade: _____ School Name: _____

School City: _____

Teacher/Sponsor Name: _____

Email Address: _____

Phone Number (optional): _____

Category

☐ Interior Design ☐ Graphic Design ☐ Front-end Development

☐ Fashion Design ☐ Fashion Marketing ☐ Product Design

Project

Project Title: _____

Design Statement Summary (2–3 sentences):

_____

_____

Consent & Agreement

☐ This is original work

☐ All sources are credited

☐ Permission granted for showcase and promotion

Signatures

Student Signature: _____ Date: _____

Teacher Name: _____

Teacher Signature: _____ Date: _____

SUBMISSION

Submit all materials electronically to: kindcompetition@kpu.ca

Final Naming Format

KIND2026_LastName_FirstName_Category | *example*: KIND2026_Smith_Emma_InteriorDesign

Questions

Please contact: kindcompetition@kpu.ca