Design Inspire Designathon 2021

# Rules and Regulations

We recommend all the participants to read the below guidelines to enjoy the **24-hour fast-paced Designathon challenge.**

In case of any clarification please reach out to
**designathon@valuelabs.com**

**Designathon** (logo)

## Design Inspire Designathon 2021

- At the start of the 24-hour challenge period, student teams will receive a brief which aligns with the conference theme.

- In addition to the main brief there will also be three mini-challenges which will be released at separate intervals during the Designathon. Participation in these mini-challenges is NOT mandatory and will not affect the final evaluation in any way.

- The teams will have 24 hours to come up with a solution in response to the brief. They'll be expected to attempt and post the solutions on their blogs within the given time frame.

- During these 24 hours, the teams will also have to document their process on the blog and update it periodically with relevant content (pictures, text, writeups, video, etc.) showing the progress of work and team activities.

- Final Deliverables: (expected at the end of 24 hours)

  - Blog with detailed documentation of the process

  - Write-up / article on the blog explaining the final solution

  - A concept video of up to 3min explaining the final solution

## Team Eligibility

- Each team must have a minimum of 2 and maximum of 4 members. All members must be students studying design at any stage of their university career, from undergraduate to postgraduate studies.

  **Note:** The team members will be required to provide proof of student status if the team is shortlisted.

- Team members can be from multiple disciplines, institutions, or even various countries or continents. A participant can't be a member of more than one team.

- Each team must choose a representative as the team leader, who will be the single point of contact for all further communication. The team leader will be responsible for sharing the information with their respective team members.

- Each team must register themselves using the form **before 18th Oct 2021, 11:59 PM IST.**

## Gathering your Team

- Register your team early, and if this is the first time you are working with your team members, use the time before the competition to get to know each other.

- Recruit team members with diverse skill sets (e.g., research, academic writing, web design, graphic design, animation, programming, video editing).

- Discuss team roles, timeline, and practical arrangements before the competition.

- In case there is any change in the team composition due to some un-foreseen circumstances, the team can write to **designathon@valuelabs.com** requesting for the consideration. Please note that such requests will be considered on case to case basis only before the competition begins.

## Logistics planning for the challenge

- Register your team Tumblr Blog and post a Team picture, write a one-liner intro of your team members.

- All the team members will be added to the Slack group using the email provided while registering. This group will be used for communication with the teams before and during the Designathon. This will be the primary channel for sharing updates

- Identify compatible remote working tools and resources; make sure all the participants have good and stable internet connectivity for online collaboration and file sharing.

- Gather and test your facilities and equipment before the challenge period; consider borrowing a tripod, high-resolution camera, additional lamps for lighting, video camera, etc. Practice recording, managing, editing, and uploading a video.

- Choose your video editing software/tools. If required, collect coloured paper and card, post-its and markers, tape, glue and string, staplers, clips, etc. or you can use compatible online tools.

- Set up an account for your team to upload video files to YouTube as unlisted videos. If your videos are public, the team may be disqualified.

- The Designathon is conducted entirely on online platforms with teams participating from different locations around the globe. The participating teams are free to choose whether they would like to work by coordinating remotely or work together from one location taking all the required precautions in concern. We advise you to stay safe!

## During the Competition

Please refer to the suggestions mentioned in this document to utilize the time effectively during the challenges.

- All participants of the registered teams will be added to a slack group. The teams are expected to accept the request and join Slack. The slack group will be the primary mode of communication for the Designathon.

- Contact the competition organizers on the respective Slack channels if you have any questions or need help. You can also drop an email on **designathon@valuelabs.com** in case you are facing any challenges with Slack.

- Document all the activities and process followed during the competition. Take lots of photos and keep a brief journal of your key activities. Keep your ideas original and make sure that solutions are not copied or plagiarized from anywhere else. Such entries will be disqualified.

- Please avoid leaving it to the last hour to upload your video: it often takes much longer than anticipated. Keep it fun and humorous.

- Give it your best go; you'd be surprised at how much you will accomplish in **24hrs.**

## Submission

Each team is expected to submit the below mentioned details at the end of the challenge in order to qualify for the next rounds. Make sure you don't miss any important information.

- Team Name and contact details of team leader/ representative.

- Blog URL containing the detailed documentation of the design process.

- Blog URL of the final article explaining the design solution.

- URL to prototype or concept video.

- URL to the solutions of the Mini-Challenge submissions if the team has participated in them. Please note the mini-challenges will also have to be a part of the main blog.

- **NO further extension will be provided post 24th hour for submission, we suggest to plan submissions accordingly.**

**Note** – Link to the submission form will be shared on the day of the Designathon Submission, 31 Oct 2021.

## Getting Help

- Firstly, check our Slack #announcements channel. We recommend you turn on notifications for this channel. We will post updates, clarifications, and answers to FAQs here.

- Reach out to our team on the Slack #Help channel.

- You can email your queries at **designathon@valuelabs.com**

- You can also read the FAQs on our website at **https://www.valuelabs.com/design-inspire /index.html**

## Video Tips & Guidelines

**The video should be concise (2-3 mins), and please avoid repetition.**

To best present your design, we suggest your video should:

- Briefly describe your specific problem situation

- Present the design concept and main features

- Show or explain the working of the prototype in a particular scenario

- Briefly reflect on strengths and limitations.

**Note –** You don't need to describe your design process, but you can show early prototypes, sketches, etc. if that helps you explain your ideas.

We will ask teams to upload a video to YouTube as an unlisted video. (please test in advance to see how long it will take to upload).

## Key Dates

| Sat, 18 Sep 2021, 12 PM IST | Mon, 18 Oct 2021, 12 PM IST | Sat, 30 Oct 2021, 12 PM IST | Sun, 31 Oct 2021, 12 PM IST |
|---|---|---|---|
| Registrations Open | Registrations Close | Designathon Commences | Designathon Ends |
| Fri, 05 Nov 2021 | Fri, 12 Nov 2021 | Mon, 15 Nov 2021 | Sat, 20 Nov 2021, 8 PM IS |
| Announcement of Shortlisted Teams | Shortlist Teams Presentation to Jury | Announcement of Finalist Teams | Designathon Ends |

## Next Rounds

- All the entries submitted at the end of the 24hrs will be evaluated based on the criteria defined in this document and 10 teams will be shortlisted and announced on 5 Nov 2021.

- The shortlisted teams will be expected to present their work to the Jury on 12 Nov 2021. The time slots for presentation will be shared with shortlisted teams after the announcement of shortlists.

- Each team will have 10 minutes to present their work to the Jury.

- The Jury panel will select the finalist teams based on the presentation. The finalists will be announced on 15 Nov 2021.

- The Finalist teams will get an opportunity to present their work to an international live audience at the online Design Inspire Conference 2021 on 20 Nov 2021.

- The winners of the Designathon as well as mini-challenges will be announced at the Design Inspire Conference to be held on 20 Nov 2021.

## Prizes, Awards and Rewards

- The **winning team** will receive a cash prize of **INR 1,00,000\*** and a certificate

- **1ˢᵗ** Runner up - **INR 20,000\***

- **2ⁿᵈ** Runner up - **INR 10,000\***

- The **mini-challenge winner** teams for each challenge will receive **INR 5,000\*** (There will be 3 mini-challenges in total and 1 winner for each challenge)

- All **finalist teams** will present their entries to a panel of judges and an international audience at the online Design Inspire Conference 2021.

- **Finalist teams** will have opportunities for networking with DI members and industry experts.

**Note -** In case of any disputes, the jury members' decision will be final and binding

The processing of the prize money will take up to 60 working days from the date of announcement. The winning amount will be transferred to a single account as shared by each of the winning teams.

## Evaluation Criteria

**The tasks/ projects will be evaluated based on the following**

- The project must be an Interaction Design project else it will be disqualified

- Originality and uniqueness of the solutions

- How effectively does the solution address the chosen problem? (Expected impact)

- The design process followed & representation/ documentation on the Blog

- Innovation and creativity of the overall concept as well as communication of work

- Creative Quotient of the concept video.

## Jury Members



**Kadambari Sahu**

SVP Design, ValueLabs



**Sandip Chauhan**

Sr. Design Lead, Frog



**Namita Savla**

Lead Designer, ABB Finland

By participating in the DIC Designathon 2021, you agree to the publication of your entry (video and online journal) on the DIC website. You further grant us the right to include your video, blog, paper, etc., or parts thereof, in documentation relating to the challenge, sponsorship prospectus, and other such material. Any material we publish will be fully referenced, and your team will retain the copyright.

To receive prizes, teams will need to attend the DI Conference and provide proof of student status when the challenge took place.