



# Rules and Regulation for IXDD Designathon 2019

## Team Eligibility

- Teams must have from 2 to 4 members
- All members must be students at any stage of their university career, from undergraduate to postgraduate studies. 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 is required to provide the contact details of the team representative (who will be our contact during the challenge).
- Each team must submit the registration application form before 13th of September 2019, 11:59pm.

## Prizes

All finalist teams

- Will be invited to present their entries to a panel of judges at IXDD Hyderabad 2019 (covering full conference registration)
- Accommodation will be provided to all the finalists who are attending IXDD conference in Hyderabad
- Will have opportunities for networking with IXDA members and industry experts.

**Winning team will receive a cash prize of Rs 40,000 and a certificate.**

## Prior to the Competition

So that you can enjoy the fast-paced experience of the IXDD Designathon, we recommend you:

- Read and discuss how to prepare for IXDD and suggestions for designing in 24 Hrs.

Gather your team.

- Register your team early, and if this is the first time working with your team members use the time before the competition to get to know them
- 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
- Arrange a design space, equipment (e.g., video cameras) and materials (e.g., colorful card & post-its) to make a winning video submission.
- Practice recording, managing, editing, and uploading the video.

Plan the logistics of the challenge.

- Register your team Blog and post a Team picture and write a one-liner intro of your team members.
- Set up an account for your team to upload video files to YouTube and documents to Google Drive. You will also need an email account to join the Slack group for the event.
- Gather and test your facilities and equipment before the challenge period: consider borrowing a tripod, high-resolution camera, additional lamps for lighting, video camera, and data projector. Choose your video editing software. Collect colored paper and card, post-its and markers, tape, glue and string, staplers, clips, etc.
- Identify a space you can use. Ideally somewhere warm, well-lit and with access to facilities & amenities. You might also need a 'quiet space' for recording voiceover / audio. Make sure you will have 24-hour access.

## During the competition

Use the Designing in 24 Hours document (which will be shared when the Designathon is launched on 14th) as a guide to complete the mini-challenges and work up to the Main challenge.

- Join us on Slack! Share photos of what you are up to and perhaps even some 'teasers' to taunt the competition!
- Contact the competition organizers by email or Slack if you have any questions or need help.
- Document everything! Take lots of photos and keep a brief journal of your key activities.
- Don't leave 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.

## IXDD Designathon 2019

At the start of the 24 hour challenge period, student teams will receive a brief containing an interaction design problem. In response to the brief, teams will have the 24 hours to:

- Update their blogs with pictures, text update, video etc. showing team activities every 2 or 3 hours
- Develop a video prototype or concept video of 2-3 minutes
- Write an article around their design solution on their blog

Along with the brief, in the given 24 hours two mini-challenges will also be released to the participants. They'll be expected to attempt and post the solutions on their blogs within the given time frame.

## Submission

Teams will submit a document with the following information on the submission portal:

- Blog URL where teams have done documentation of their design process

- Blog URL of the final article explaining the design solution.
- URL to YouTube of prototype or concept video.
- Blog URL to solutions of both the Mini-Challenge submissions

**Note** - Link to the submission portal and format of the submission document shall be given with the brief on the 14th of September 2019.

## Video Tips & Guidelines

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 how the prototype would be used 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. Video should be concise (2-3 mins) and please avoid repetition. We will ask teams to upload a video to YouTube (please test in advance to see how long it will take to upload).

## Evaluation Criteria

**Five finalist teams will be shortlisted and will get a chance to present their work at the IXDD event which is being held in Hyderabad on 24th Sept 2019, where a jury panel will declare the winner.**

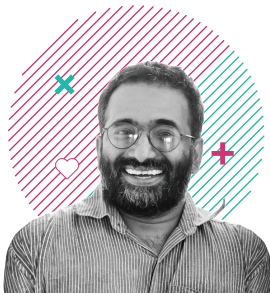
The tasks/ projects will be evaluated based on the following:

- The project must be an Interaction Design project; else it will be disqualified
- Creative Quotient of the concept video
- How effectively does the solution address the chosen problem?
- The design process followed & representation/ documentation on the Blog
- Innovation and creativity of the overall concept
- Communication of work

## 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 Slack #Help channel.
- You can email your queries at [IXDD@valuelabs.com](mailto:IXDD@valuelabs.com).

## Jury Members



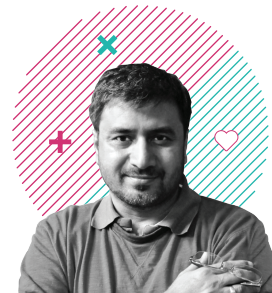
**Deepak John Mathew**

Head of Design  
IIT Hyderabad



**Kadambari Sahu**

Vice President Design  
ValueLabs



**Sudhir Sharma**

Founder & Creative Chairman  
INDI Design

*By participating in the IXDD Designathon 2019, you agree to the publication of your entry (video and online journal) on the IXDD website. You further grant us the rights 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 IXDD event in Hyderabad, and provide proof of student status at the time the challenge took place.*

**Note - In case of any disputes the decision taken by the jury members will be final and binding.**