Rules and Regulations

We recommend all the participants to read and abide by the below guidelines during the 48-Hour Design Smash challenge.

In case of any clarification please reach out to designsmash@penthara.com.

1 | Design Smash 2022

• Design Smash is a 48-hour creative design challenge mainly divided into two categories – User Interface (UI) Design and Graphic Design.

• During registration, students will be asked to choose their category preference out of two categories mentioned above.

• At the start of the 48-hour challenge period, students will receive a brief on their registered mail which aligns with the challenge category they chose while registering. *For example, students who chose Graphic Design category as their preference in the registration form will receive a Graphic Design challenge brief.*

• The students will have 48 hours to come up with a creative and innovative design solution in response to the brief.

• During these 48 hours, students will have to document their process – references, moodboards, low-fidelity prototypes, etc - in a presentation and share it with us at the end of the challenge.

- Final Deliverables: (expected at the end of 48 hours)

    i. The design file for the student's solution.

    ii. A detailed presentation documenting the student's process of arriving at the solution.

    iii. A concept video of up-to 3 mins explaining the final solution.

2 | Student Eligibility

- All students participating in this challenge must be students studying in the final year of their undergraduate degrees.

- The students will be required to show proof of their student status while registering.

- All participating students must register themselves using the form before **19th January 2023, 11:59 PM IST**.

3 | Logistics Planning for the Challenge

- All participants will be added to a WhatsApp group using the contact number provided while registering. This group will be used for communication with the participants before and during the challenge. This will be the primary channel for sharing updates.

- The participants are free to choose any design tool and resource of their choice.

- The video, the design files and the final presentation must be uploaded on google drive and shared with us.

- Plan ahead so that you have enough time and drive storage to upload these files as these files can be large.

- Remain in good lighting, sound and network conditions for kick-off, feedback, and final event calls.

4 | Competition

- Participants will be added to WhatsApp group once registered. They are expected to accept the invite and join the group.

- Contact organizers on email at designsmash@penthara.com regarding any queries or technical issues. You can also reach out to them on personal message on WhatsApp.

- During the competition, document your process as you go instead of leaving it all to the end. You'll have to include these in the final presentation you will submit to us.

- Work with original ideas. Any entries with solutions copied or plagiarized from other sources will be disqualified.

- The final design solution developed by the participants has to adhere to design brief and the chosen category.

- Give yourself enough time to upload the documents and video. It can take longer than you think so avoid keeping these things for the last minute.

- Parkinson's law states that *"work expands so as to fill the time available for its completion"*. Push yourself beyond your limits while having fun during this challenge. You will be surprised by how much you can get done in these 48 hours.

5 | Submission

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

  - Name and contact details of the student

  - The participant code assigned to student. The code can be found in the participant code list shared with the participants via email and WhatsApp.

  - URL to the Google Drive folder containing the following:

      i. The design file for the participant's solution (Figma, XD, Illustrator, Affinity, etc).

      ii. The presentation showcasing the participant's design process.

      iii. A video (3 min max) explaining how the solution works.

  - While sharing the google drive folder link, make sure to select "Anyone with the link" in General Access.

  - Any entries found without any of the above-mentioned deliverables will not be considered.

- The submissions will be judged by our in-house design team and an industry design expert who will be revealed on the final day of the event.

Note - *Link to the submission form will be shared on the final day of the design challenge, which is January 22nd 2023.*

6 | Evaluation Criteria

All submitted designs will be evaluated based on the following:

- The project must be in alignment with the design brief and challenge category. Else it will be disqualified.

- Originality and uniqueness of the solution

- How effective the solution is in addressing the given brief

- The design process followed

- How clearly and creatively the solution is presented

- Creativity and critical thinking exhibited in overall concept and presentation

- Creative quotient of the video

7 | Getting Help

- First step would be to check the WhatsApp group. We will be constantly posting updates, clarifications and answers to FAQs here.

- You can mail your queries at designsmash@penthara.com

- You can also read FAQs on our design smash website.

By participating in the Design Smash 2022 Design Challenge, you agree to the publication of your entry (video and online files) on the various platforms of Penthara Technologies Inc. You further grant us the right to include your video, blog, presentation, etc., or parts thereof, in documentation relating to the challenge, and other such material. Any material we publish will be fully referenced, and the participant will retain the copyright. To receive prizes, participants will need to attend the Design Smash Online Conference Event on 25th January 2023 and must have provided proof of student status when the challenge took place.