



DDF – DESIGN CHALLENGE

DDF-DC Submission Guidelines and Terms & Conditions

PRIZES

Prizes as per the following will be awarded in each category:

STUDENT CATEGORY

1st Prize: Rs. 25,000/...*

2nd Prize: Rs. 15,000/...*

3rd Prize: Rs. 10,000/...*

YOUNG PROFESSIONAL CATEGORY

1st Prize: Rs. 30,000/...*

2nd Prize: Rs. 20,000/...*

- Apart from the above prizes each winning team will also get 2 Free Registrations for the DDF main event.
- Two additional winning entries will be selected if required from each of the category and awarded with free Registration (Max. two free registration) for each team along with certificate.

*Gadgets/Products /Cash of approx. value. Tax will be levied (if required) as per the IT regulations.

The prizes will be awarded during the closing event of DDF. The details and schedule will be notified to all the winning teams through email/post. The Individual team can decide to collect the prizes themselves by attending the closing event on their own expenses or we will make some alternative arrangement of forwarding the prizes to the winning teams. By participating in the design challenge, you agree to be bound by the Official Rules, and the decisions of DDF & USID Foundation, which shall be final in all respects. All the entries shall receive participation certificates from the DDF/USID Foundation.

ELIGIBILITY

Students of Design & Technology enrolled as a regular students and Young Professionals 30 years or below (as of 31st December 2017) are eligible to participate.

TEAM SIZE

Individual or a team having maximum 4 (Four) members in each team

IMPORTANT DATES

Registration by: August 20th, 2017 **Extended Date: 30th August 2017**

Final Submission by : September 17th, 2017 **Extended Date: 30th September 2017**

For registration send email usid@usidfoundation.org with subject line as “ DDF-DC-2017- Registration” along with following details:

1. Submission Type: Individual or Team
2. Your/ team members name
3. Category: Student or Young Professional
4. Name of the Institution in case of Students and Name of organization in case of young professionals. Professionals working as independent can mention as independent consultant.



ENTRY SUBMISSION PROVISION

The teams must submit all three deliverables in specifies formats. Incomplete entries will not be taken into consideration

Deliverables:

- 1. Design Concept Poster (PDF A3 High Resolution for printing), including the following:**
 - Theme Title, Teams details, Institution / organization details
 - The problem statement you have taken
 - A concise description of the proposed solution
 - Clear illustrations of key aspects of your proposed solution
 - Compelling, effective visual design
 - Acknowledgement of any assistance drawn from outside the student team (advisors, faculty, domain experts, existing solutions, users, etc.)
- 2. Design Solution Storyboard (PDF, PPS)**
- 3 Interactive Prototype/Rendering/Simulation showing the concept**

HOW TO SUBMIT ONLINE

All three documents should be submitted as a single Zip file by September 17th, 2017, (6:00 PM GMT) to email ID: usid@usidfoundation.org with subject line as "DDF-DC-SUBMISSION". The file must be not larger than 10Mb in size.

JUDGING

The entries will be judged by a jury composed of prominent members from academia and industry representing design and NOKIA and eminent designers from industry & academia. The Jury will choose the winners who will be awarded the prizes. Each entry will be judged based on the following:

1. Research and understanding of the problem and the problem statement.
2. Creativity, Ingenuity, Innovation in the ideation of the solution.
3. Usability, User Experience and Feasibility of implementation.
4. Quality of solutions and of the deliverables.

Disclaimer: This competition shall not constitute a commitment or create a joint venture, partnership, agency or other media or business relationship between the participants and the organizers or jury members of this competition. This competition shall not either be understood to grant to any participant whether expressly or by implication any ownership, rights or license to any intellectual property rights of any of the organizers, jury members and vice versa. None of the Information which may be disclosed or exchanged by the parties shall constitute any representation, warranty, assurance, guarantee or other inducement by any party to any other of any kind, and, in particular, with respect to the infringement of any trade marks, patents, copyrights or any other intellectual property rights, or other rights of either party.