



NATIONAL DESIGN AWARDS INSTRUCTION MANUAL

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presented by



hosted by



in collaboration with



powered by LUMS Center for Entrepreneurship



A B O U T



UXPakistan

This year brings the 2nd edition of the conference which is about designing holistic user experiences, teaching latest UX trends & technologies and inspiring UXers to create seamless experiences. An entertaining weekend filled with interesting workshops in various fields of designs, startup demos, AR/VR, design hackathons and competitions followed by a stellar line up of talks from leaders of the design industry.



NDA

The Awards are organized for the recognition of excellence, innovation, and enhancement of quality of life. They will be launched for the first time at the UXPakistan Conference in 2018 in collaboration with National Incubation Center Lahore. The annual Awards program aims to celebrate design as a vital humanistic tool in shaping the world, and seeks to increase national awareness of the impact of design by drawing national attention to the ways in which design enriches everyday life.



NIC, Lahore

National Incubation Center Lahore (NIC), setup as an independent center under the LUMS umbrella, aims to formalize the institution's support for entrepreneurship. It is the nation's most comprehensive experiential development platform for budding entrepreneurs that formalizes the process of scouting, grooming and facilitating passionate startup founders.



ENTRY REQUIREMENTS



Registration

The participants are required to submit their entry online. The online portal allows you to register and upload your submission.



Submission Details

A minimum of 1 and a maximum of 10 ./.jpg/.jpeg/.png images and/or any video (upto 3 minutes) with information about your project where you describe your project.

The size of each image can not be more than 3 MB. The images need to be depictive of your project and it is preferable to avoid use of a lot of text

The video needs to be uploaded on YouTube, Vimeo or any online drive which provides an external share link. This external link needs to be provided in the submission form.



Project Overview

A 500 word overview of your project where you provide us with the high level description of the working of your project.



Project Details

A 1500 in depth description of your project, describing every aspect of it in detail.



A Thumbnail

Size - 1920 x 1080 pixels. The maximum file size allowed for this is 5 MB. The acceptable formats are ./.jpg/.jpeg/.png. This image will be used for thumb nailing, so make sure this image is one of your best ones.

If your image size is larger than the file size limit, you may upload your image on an online image hosting website and submit the link for that image.

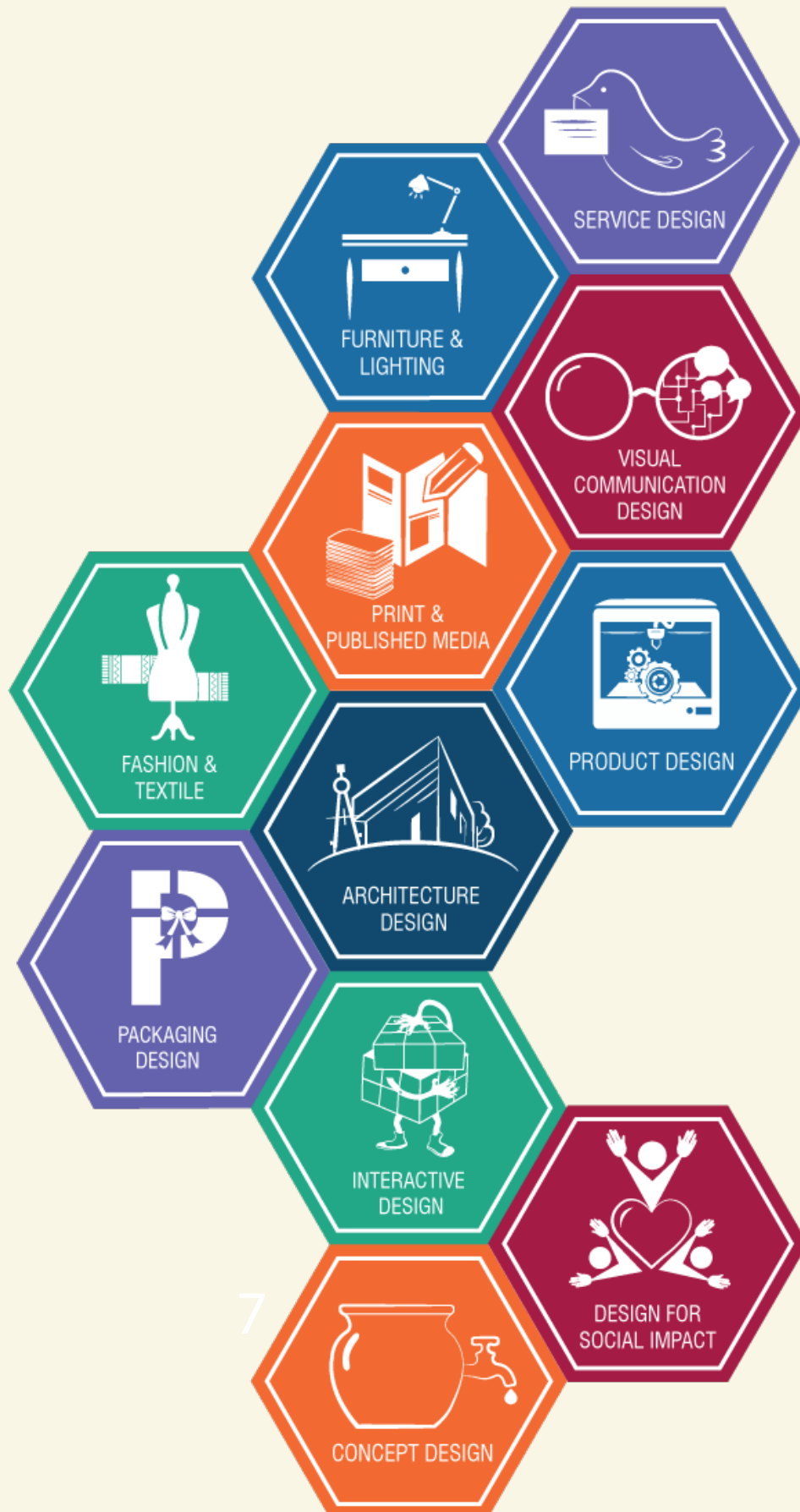


ELIGIBILITY & CRITERIA

- 1 The awards are open to students and professionals of all design disciplines.
- 2 Student level includes individuals enrolled in a full time Bachelors/ Undergraduate, Masters/Undergraduate and Ph.D programmes nationwide.
- 3 Any student graduated within the previous four months from the date of submission may also submit their project in the student category.
- 4 All work submitted shall be original and any plagiarized content would result in immediate disqualification.
- 5 Professionals may submit their previous student level works (modified/unmodified), however, these projects will be evaluated under professional category.
- 6 If your student project is nominated the participants will be required to produce a certificate of bonafide from their universities/university identification card as a proof of enrollment in an academic programme during the date of submission.
- 7 Projects that are still under development are also eligible for submission.
- 8 Team level/individual participation is permitted. The maximum number of team members allowed are 4 members per team. The winning prize money for the student category would be per submission, not per team member. Moreover, the award for the professional category would also be one per submission.



CATEGORIES





SUBMIT YOUR ENTRY

You can submit as many projects as you like but each project must be submitted via a separate submission form

You may choose to apply for a maximum of 3 categories evaluations in a single submission. In other words, one project can be considered for 3 different categories simultaneously in a single submission (the submission fee will be only charged once).



FEE

The submission charges will be discounted in the early bird phase of registration. The charges are as follows:

Early Bird:

Student: 1000 PKR per submission

Professional: 2500 PKR per submission

Normal:

Student: 1500 PKR per submission

Professional: 3000 PKR per submission



PROCESS



Online Submission

This round involves submission of entries online on our submission portal.



Jury Shortlisting

The jury panel will go through all the entries submitted for each category and declare a shortlist based on student and professional categories for each award category. The selection will be derived on judging criterias set by the panel. By the end of this internal round, the shortlists will be announced online at the NDA website at the designated dates on the timeline.



Final Phases

The details of this stage shall be communicated to our shortlisted participants, and shall be updated on the website soon.

- Expert Panel Jury - Final Scoring
- Public Exhibition
- National Design Awards ceremony



TIMELINE

