DAYANANDA SAGAR COLLEGE OF ENGINEERING

An Autonomous Institute Affiliated to VTU, Approved by AICTE & UGC, Accredited by NAAC with 'A' grade, Accredited by NBA

DEPARTMENT OF INFORMATION SCIENCE AND ENGINEERING

- - GENESIS PRESENTS - -

CATALYSIS
V2.0

A 3 - DAY INTER-DEPARTMENT TECH FEST

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Prof. Bharat B C	Professor	Dean Academics & HOD	Principal
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<u>**UI/UX Design:**</u>
<u>**Redefine Digital Art for Creative User Experience**</u>

Event Overview:
- The UI/UX Design Competition is a design event that tests the fusion of creativity and technology. Participants will have the opportunity to showcase their design skills by reimagining user interfaces for a more intuitive and creative user experience. It's an individual event where designers can compete to create innovative designs on the Figma platform.

Event Rules:

Eligibility:
- All students from Dayananda Sagar College of Engineering are allowed to participate in this event irrespective of their department and semester.
- Participants must carry their ID card to the event. They won't be allowed to participate without a valid college ID.
- Participants must be registered for the event in advance.
- This is an individual event only.
- Participants should have access to the necessary hardware and software touse the design softwares.

Problem Statement:
- A topic will be given on the spot based on which participants must make their design following their own creativity and discretion.

Time Limit:
- Participants will have a time limit of 4 hours starting from the event's commencement.

Originality:
- Artwork must be original creations, and participants should not use copyrighted or plagiarized material in their submissions.

Submission Deadline:
- The participants need to provide their figma link for submissions.

Computers Access:
- Participants will be allowed to use computers provided in the lab. However, it is advised to carry their own laptops if they prefer to work on their own devices.

Judging Criteria:
- The following criteria will be considered when determining the winners:

Creativity(30%):

- The extent to which the participant's design reflects unique and imaginative interpretations of the given problem statement.

User-Centered Design (30%):

- The extent to which the design prioritizes the needs and preferences of the target audience or users.

Functionality and Usability (20%):

- The ease of use, efficiency, and effectiveness of the user interface.

Adherence to the Problem Statement (10%):

- How well the artwork aligns with the provided problem statement. Overall Impression (10%): The judges' overall impression of the artwork, considering aesthetics and impact.

Prizes:

- Only two prizes will be awarded - one for the winner and one for the runner-up - based on the participants' scores according to the judging criteria. The participant with the best design will be declared the winner.

Grounds for Disqualification:

- Participants may be disqualified for violations of the event rules, including cheating, plagiarism, or not adhering to the code of conduct.

Disclaimer:

- The event organizers reserve the right to modify the rules and guidelines at their discretion. Participants are expected to adhere to the rules, and any disputes will be resolved by the organizers.
- By participating in "UI/UX Design" participants agree to the terms and conditions
- outlined in this rule book