



UCI Design-a-thon 2024 Participant Guide

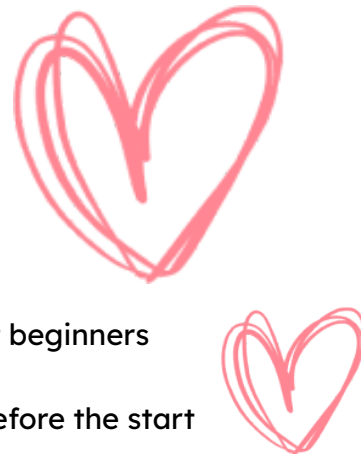
Design-a-thon will take place May 17 @ 3PM - May 19 @ 6PM

What is the Designathon?

Design-a-thon is the largest collegiate design competition in Orange county, with over **300 participants** in the past year, we bring together a hundreds of designers in s 3-day-long competition to design, prototype, and pitch a product to a panel of design industry professionals - from companies like **Google, Notion, and Uber.**

General Logistics and FAQ:

- **Team formation:** Teams can be solo or up to 4 members. All teams must be either all in-person or all remote. No mixed teams will be allowed. You can find team members in our team formation social on Friday, May 17!
- **Experience:** No prior knowledge in design is necessary. We provide resources like workshops or mentor office hours to get beginners started
- **Pre-work:** We highly encourage getting familiar with Figma before the start of the event!
- **Event entry:** all in-person attendees must have lanyards on at ALL TIMES to be allowed entry into the event



In-Person Directions:

Please arrive at **Crystal Cove Auditorium** located at 4113 Pereira Dr, Irvine, CA 92617 in the UCI Student Center at **3:00PM**. This is when check-in will begin.

- Parking can be found on and off campus. Refer to [this link](#) for more information
- We recommend parking in the student center parking structure at **311 W Peltason Dr a, Irvine, CA 92697**
- Tip: Download the app [ZotFinder](#) to find specific locations on campus!

The main work location will be at **Donald Bren Hall** located at Donald Bren Hall, Irvine, CA 92617.

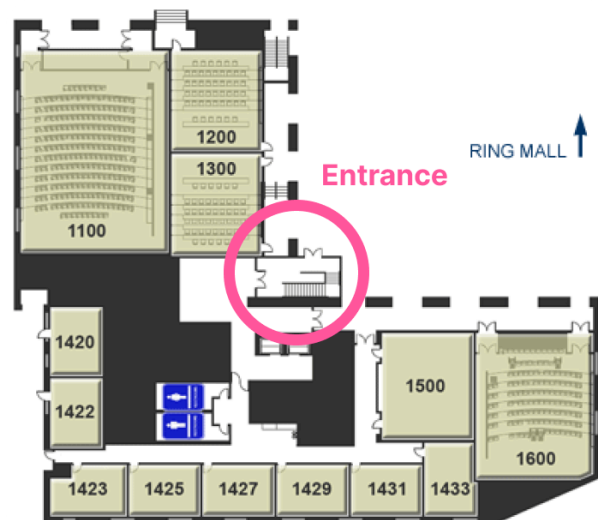
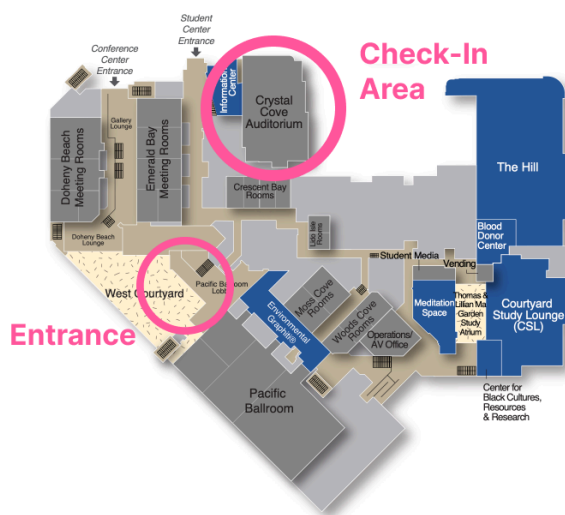
- This is where you will be working for **Day 2 and Day 3**.

Main Design-a-thon Venue Locations Below

Check in Area: Crystal Cove Auditorium



Main Work Area: Donald Bren Hall



Check in:

- **In-person:** the first Check in starts at **3:00 PM until 4:30 PM** at Crystal Cove Auditorium (Student Center). Check in for day 2 and 3 will be held at the Donald Bren Hall.
- **Online:** there will be a check-in form open from **3:00 PM until 4:30 PM**. Fill out this form in this period to be checked in for the event. You will only need to fill out this form once.

Discord:

Join our Discord to stay connected and make teams: <https://discord.gg/dpDwwbF5RN>

- Primary communication channel for deadlines, workshop events, and announcements!
- Mentors/judges/workshop hosts also will use this as their main platform for guiding the participants via channels!
- Our Discord will help bridge the gap between you online or you in-person, creating a more inclusive and engaging design-a-thon experience for everyone



Schedule: Friday May 17, 2024

Time	Location	Event
3:00 PM	CCA	Check in Starts
		Team Formation Social (in-person)
4:30 PM	CCA	Opening Ceremony
5:30 PM		Designing officially begins!
6:30 PM	DBH 6011	Dinner served!
6:40 PM	DBH 6011	Intro to Figma Workshop (CTC)
9:00 PM	DBH 6011	Venue Closes
9:40 PM	Zoom	Authenticity Workshop (Naheel Jawaid)

Schedule: Saturday May 18, 2024



Time	Location	Event
8:00 AM	DBH 1st Floor	Check In starts!
10:00 AM	DBH 6011 (Patio)	Breakfast Served
11:00 AM	DBH 6011	UX Research Workshop (Wenting Zhu)
12:00 PM	DBH 6011 (Patio)	Lunch Served
2:00 PM	DBH 6011	Build-a-Critter Workshop (Cassandra Hoo)
3:00 PM	Discord, DBH 6011 (Patio)	Discord Social
		Boba Break with Notion
3:45 PM	DBH 6011	Intro to Prototyping Workshop (VGDC)
6:00 PM	DBH 6011 (Patio)	Dinner Served
7:00 PM		Mid-Way Check In Form Due
7:10 PM	DBH 6011	Accessibility & Cross Cultural Design (Gresshaa Mehta)
9:00 PM	DBH 6011	DBH 6011 Closes

Schedule: Sunday May 19, 2024

Time	Location	Event
8:00 AM		Final submissions due!
8:30 AM	DBH	Check in begins!
		Breakfast Served

		Discord Social
10:00 AM	Discord, DBH 6011	Expo Hall
12:00 PM	Zoom + DBH	Top 10 Finalists Announced
1:30 PM	Zoom	Top 10 present demos
		Lunch is served
3:00 PM	DBH 6011	Judges Deliberation
5:00 PM	Zoom	Closing Ceremony and Winners Announced
6:00 PM		Design-a-thon officially ends!



Wifi Access: Use the UCI wifi “UCInet Mobile Access” OR “Eduroam” for UC Students.

Transportation: We will not be providing reimbursements for transportation this year. Please plan before-hand your travel plans!

Sleep: We do not accommodate overnight stays. The venue closes at 9:00 PM each day - Please make sure to plan accordingly for a place to sleep!

Some Things To Bring:

- Laptop + Charger
 - Power strips will be readily available on site
- Water bottle
- Outerwear when it gets cold



- Lots of snacks
- A desire to learn, grow, and push yourself out of your comfort zone

Some Advice:

- Rest and take breaks! Your wellbeing is our priority
- Eat well, stay hydrated, and stay a little active by getting up once in a while
- Socialize and connect with new people :)
- Connect to the UCI wifi ahead of time if you will be on site!
- Rest and take breaks!
 - Eat well, stay hydrated, and stay a little active by getting up once in a while away from your screen



Food!

- Check out when the food is being served on the schedule above!
- All meals are free
- We accommodate different dietary restrictions including vegan, vegetarian, and gluten free. However, please always double check with an organizer before getting food!
- We will have snacks available at the snack table!

What do mentors do?

Mentors will be available both **online** and **in-person** to guide you throughout the design process! Our mentors are designers from different organizations at UCI and in the industry.

On discord, they will be identified by their **Mentor** tag!

Mentors will specialize in different fields:

- User Research - introduce research methodologies, tracking metrics, and creating a problem statement
- Visual Design (UI) - guide branding development and the "look" of the interface



- User Experience (UX) - guide development of user flows and interaction designs through design thinking



Other Rules:

1. All members of your team must be a current undergraduate OR graduate student with an associated institutional (.edu) email
2. Teams must not exceed 4 people total.
3. Each team may only submit one (1) submission which will be submitted on behalf of all other contributors.
4. All work submitted to True to You must be original work. Any submissions with plagiarized work will be disqualified.
5. You may not submit work previously designed before True to You. All designs must be made between the dates of May 17th - May 19th.
6. Late submissions will not be accepted.
7. If any adjustments are made after May 19th 2024 8:00 AM, your team's submission will not count towards judging.

Competition Prizes:

1st Place

2nd Gen AirPods

1:1 Mentorship/Career Discussion with judge of your choice

Feature on Design at UCI Website & Design at UCI Instagram

2nd Place

Wireless Keyboard

1:1 Mentorship/Career Discussion with judge of your choice

Feature on Design at UCI Website & Design at UCI Instagram

3rd Place

Light-up Cat Lamp

1:1 Mentorship/Career Discussion with judge of your choice

Feature on Design at UCI Website & Design at UCI Instagram

People's Choice

Voted by in-person participants at the Expo Hall

Lego Sets

Figma Merch

Design at UCI Stickers

Honorable Mention

Voted by judges

Lego Sets

Figma Merch

Design at UCI Stickers



Judging Process

There will be 2 rounds of judging. Each team must submit their projects through **devpost** (Join [here](#) if you haven't already) to be eligible for judging

1. Round 1: Judges primarily from the devpost and other submitted items
2. Round 2 : The top 10 finalists selected from the first round will present their products to a live panel of judges with a Q&A section. Each presentation will be around **6 minutes** including the Q&A section.

There will be a **Check-In Period** on saturday. All teams must both fill out the form and submit a devpost project with all team members joined and the official project name by **7:00 PM on Saturday**. The project need not be finished, but we will use this to assign judges to specific projects. If you do not submit in time, it could lead to a potential disqualification.

All Participants will be judged on the same criteria:

- **Impact:** does this product target a meaningful and/or critical problem with the potential of impacting a larger group? Does this make a significant improvement to an individual's quality of life?



- **Innovation:** does this product attempt to solve the problem in a novel way?
- **User Research:** are decision decisions made based on reliable data? Did the team collect both secondary and primary data? Was the research process valid?



- **Design Thinking Process:** Did the team follow a meaningful and structured design process?
- **User Interface:** How intuitive and accessible is the interface? Were diverse audience types considered in the design process?



Expo Hall Logistics (In-Person Participants)

The expo hall will be an opportunity for in-person attendees to present your work in a science-fair style format! Other attendees will have a chance to vote for their favorite project. The project with the most votes will be awarded People's Choice!

Communication:

Contact anyone in the Discord that is labeled as an organizer or have the @organizer tag!

Contact Information:

Jasmine (Co-director)

- Email: jasmineqw@uci.edu
- Discord: @Jaslavie

Jay (Co-director)

- Email: jsotelo2@uci.edu
- Discord: @sky4729

Elise (Co-director)

- Email: ealinsug@uci.edu
- Discord: @sodasonder

