



# Hustler Engineering Graphic Design Competition

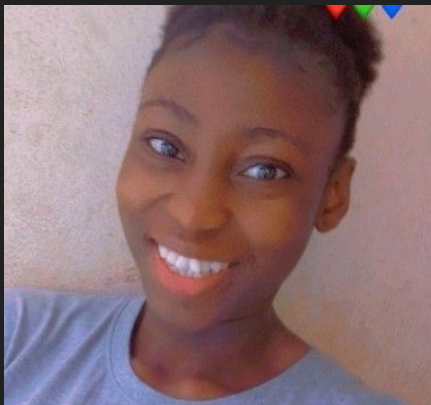
Showcasing your skills as a graphic Designer



# The Hustler Engineering Community

The Hustler engineering community contains individuals from all other tech communities coming together to showcase their skills and create innovative products.

# Team



# Partners



TT&T

# What we do

Bootcamps

Competition

Education talks

# Hustler Engineering Student



# The Competition

Hustler Engineering Design Hackerton



Graphic Design &  
UI/UX **Design**  
**Competition**

REGISTER NOW

This April

Hustler Engineer   

# What we are testing

- **Comprehensive:**

Your ability to use any graphic designing tool of your choice to convert a problem statement/idea to a design that can be easily understood

- **Appeal :**

Your ability to wow the audience with your design

- **Problem solving:**

Your ability to take an objective and create a design that effectively meets that objective

- **Timeliness :**

Your ability to work under time pressure. Creating a beautiful design in a limited amount of time

- **Design Characteristics:**

Fonts, Font size, Color choice and combination, animations etc

- **Creativity:** deep Meaning in your design



# Score

- **Creativity ( 30 )**
- **Comprehensiveness( 30 )**
- **Appeal (30)**
- **Problem solving (30)**
- **Design Characteristics (30)**
- **Presentation (10)**

Total 160 points

# Rules

We will not condone with cheating or inappropriate behavior of any form such as

- using premade templates
- Competing for someone or letting someone compete for you
- copying a design from a fellow competitor
- Violence of any form
- disrespect of the social values of others
- use of illegal substances during the competition
- Continue to compete after the time provided has elapsed

NB: You are allowed to use your design tools to compete within the time provided. you can use the internet to get inspiration and resources like pictures (not a video), but you are not allowed to copy a design from the internet.

Going against the rules and any other competitively ethical principles will warrant you to be disqualified and striped off of all benefits

# Problem Statement

Sarah is a 40 year old lady who sells natural juice. Her target customers are elderly people above the age of 35 years old. She has been able to sell her natural juice to 100 people who really loved it. She comes to you and tells you to make a flyer that will give her more sales in her fruit juice business.

# Company Info

Name of Company: Chillax Natural Juice

Location: Tarred Malingo

1 litre of fruit juice costs 1500 FCFA

She does door to door delivery

She is currently giving a 10% discount

Flavours Include

- Apple Juice.
- Beet Juice.
- Blueberry Juice.
- Cranberry Juice.

Tel : 673846222

Link to Problem Statement

[hustlerengineer.web.app/design-problem](https://hustlerengineer.web.app/design-problem)

Time Allocated

60 mins

# Questions