AI ETHICS AWARENESS COMPETITION
RULES AND REGULATIONS

1. This competition is held as part of the Artificial Intelligence (AI) Ethics Awareness Exhibition organized by the Faculty of Computer and Mathematical Sciences, UiTM Shah Alam.
2. The maximum number of **participants per group is eleven (11) people,** and every group **MUST** include **at least one (1) international student**.
3. All participants must actively contribute to the project's development and take part throughout the exhibition period.

PARTICIPATION RULES

1. The competition will be conducted physically at the Faculty of Computer and Mathematical Sciences, UiTM Shah Alam.
2. Each group will be given a booth or exhibition space to display their project or product.
3. Participants are responsible for **preparing and bringing their own exhibition materials**, including **A3-sized posters**, **AI Ethics Awareness product**, and other required equipment.
4. Every group must keep its own booth clean, safe, and well-organized at all times.
5. The decisions of the panel are final. No complaints will be entertained.

PROJECT GUIDELINES

1. Each group must prepare at least one product, such as infographics, videos, web/mobile applications, or a game, that clearly explains their project as provided through **Theme: "AI Ethics Awareness - Using AI Responsibly" document.**

2. The **project must be relevant to the theme of AI Ethics Awareness**, which focuses on the responsible and ethical use of technology.

3. The project should **highlight at least one ethical aspect** of AI (e.g., transparency, fairness, privacy, accountability, or bias).

4. Each project must be original. Any form of imitation, plagiarism or duplication from existing projects or other groups will result in disqualification.

5. Projects must not contain any offensive, sensitive, or inappropriate content related to race, religion, gender, or culture.

6. Groups are encouraged to make their product **interactive** (allowing visitor engagement) **or demonstrable** (capable of being showcased through live demonstration, simulation or real-time display) during the exhibition.

7. Each group will conduct a **pitching session** to the judges with a **maximum** duration of **8 minutes** per group, **including both presentation and product demonstration**.

8. The overall presentation should be clear, informative, and engaging.

PRODUCT GUIDELINES

A. <u>APPLICATION (Web/Mobile App)</u>

1. The app must be **functional** and demonstrate a clear connection to ethical use of AI.
2. It may use any platform or programming language (e.g., Flutter, Android Studio, etc.).
3. A **short live demo or recorded video** with a **maximum of 4 minutes** must be prepared for the judges, and its presentation must be **included in the 8-minute pitching session**.
4. Participants should be ready to **explain the purpose, features, and ethical aspects** integrated into the app.

B. <u>ANIMATION VIDEO</u>

1. The video should aim to **educate or raise awareness** about the responsible and ethical use of AI.
2. Maximum duration: 4 minutes.
3. Format: MP4, minimum quality 720p (HD).
4. The video needs to be uploaded to YouTube.
5. The video may include narration, animation, interviews, or dramatization.
6. Subtitles are encouraged for clarity.
7. All visuals, music, and clips must be **original or royalty-free**.

C. <u>DIGITAL GAME</u>

1. The game should **integrate ethical use of AI** through gameplay, storyline, or learning outcomes.
2. A **demo session with a maximum of 4 minutes** must be prepared for the judges, **including the 8-minute pitching session**.
3. The game should be interactive, educational, and appropriate for all audiences.
4. Participants must be able to explain the **ethical message or lesson** behind their game design.

D. AI CHATBOT

1. The chatbot must demonstrate a **clear understanding** and **application of AI ethics principles** (e.g., transparency, fairness, privacy, accountability, or bias).
2. It should be **interactive** and allow users to ask questions or explore an AI ethics-related topics.
3. The chatbot can be developed using **any suitable platform**.
4. A **short live demo with a maximum of 4 minutes** must be prepared for the judges, **including the 8-minute pitching session**.
5. Participants must explain the chatbot's **purpose, functionality, and how it promotes ethical AI awareness**.
6. All chatbot responses and training content must be original, appropriate, and free from bias or offensive material.

E. COMIC STRIP

1. The comic strip should creatively **illustrate a story or scenario** related to ethical use of AI.
2. It must include **clear characters, storyline, and dialogue** that convey an educational or insightful message.
3. The comic can be **digitally created or hand-drawn**, but must be **original and properly credited** if external elements are used.
4. The comic strip should be visually engaging, easy to follow, and suitable for all audiences.
5. Plagiarized or copied artwork or stories will result in disqualification.

F. AUGMENTED REALITY (AR) EXPERIENCE

1. The AR project should use **augmented reality technology** to overlay digital elements onto the real world to **enhance understanding of the ethical use of AI**.
2. It can be developed using **any suitable platform**.
3. The AR experience must be **interactive** and **clearly demonstrate** concepts related to the ethical use of AI.
4. A **short live demo with a maximum of 4 minutes** must be prepared for the judges, **including the 8-minute pitching session**.
5. Participants must ensure their AR project runs smoothly on commonly available devices such as smartphones, tablets, etc.
6. All 3D assets, visuals, and animations must be **original or properly credited**.

G. INFORMATIVE WEBSITE

1. The website should serve as an **educational platform** to promote awareness and understanding of ethical use of AI.
2. It must include **clear sections** such as introduction, ethical issues, real-world examples, and references.
3. The website should be **visually appealing, easy to navigate, and mobile-friendly**.
4. Participants may use **any web development platform**.
5. The site content must be **original**, factually accurate, and participants are advised to verify their content using plagiarism detection software such as Turnitin to ensure the similarity index does not exceed 15%.

SUBMISSION AND EXHIBITION DETAILS

1. All required **materials (A3-sized poster and product blueprint)** must be **submitted via Google Drive by 11.59 p.m. on 1st December 2025**, as announced by the organizing committee.
2. **Google Drive link** for submission: ◨ GROUP MATERIALS SUBMISSION .
3. The booth setup will take place one day before the exhibition day.
4. Each group must complete their setup before the start of the judging session.
5. Exhibition and judging times will be informed by the organizer before the event.

CONDUCT AND RESPONSIBILITIES

1. All participants must maintain good behavior and professionalism during the event.
2. Participants should show respect towards the judges, organizing committee, and other groups.
3. Groups are responsible for their own belongings and exhibition materials.
4. The organizing committee reserves the right to make any necessary changes to the rules or schedule, and all participants must comply.