

online competition

DESIGN

Win prizes. Be creative. No design experience required.

We are recruiting participants for a design research study to learn how feedback and reflection affects the iterative design process. The total time commitment will be about 2.5 hours split between separate days. First, you will create an initial design for the following design brief:

You have been hired to create a flyer for a startup competition for technology ideas. The event will be hosted by and held at the NYC Public Library in Manhattan on 5 pm October 1, 2016. Check-in will be in the atrium on the day of the event. The goal of the flyer is to attract people who want to pitch their ideas or who just want to attend the event. The flyer should encourage participation, be visually appealing, and convey the event details.

After submitting the initial design, you may receive feedback or spend time reflecting on your design. In the second phase, you will revise the design and complete a brief survey.

Compensation and prizes

We will provide \$30 for participation, \$10 for the first phase and \$20 for the second phase. The top 3 designs in two skill categories (novice and experienced) will receive an additional (\$30). All compensation will be distributed via Paypal, so you will need to provide a Paypal address.

Selection Criteria

- 1) You must be at least 18 years of age.
- 2) You must allow us to maintain a copy of your design and feedback for research purposes

Registration and Next Steps

You need to sign a [consent form](#) to participate. Please read the form, sign it, and upload a scan or a photo of the signed form and complete the [registration](#). Once registered, we will contact you with the next steps for the study.

Rules

- 1) You can use your favorite software to design the flyer.
- 2) The flyer must be A4 sized.
- 3) The flyer must be created from scratch. No templates allowed.
- 4) You may not use copyrighted images, profanity, obscenity, or nudity.
- 5) You must invest the time requested and follow the instructions provided for the study.

Failure to adhere to the rules will disqualify compensation.

Contact Us

The study has been approved by the University of Illinois Institutional Review Board. If you have questions or want more information, please contact Grace Yen (y Yen4@illinois.edu).