

# Alphanode 2019

## Create[x]: Rules + Prompt

### Event Details

#### 1. Event Format

The event consists of an online preliminary round and an onsite final round. The top 6-8 participating teams will qualify the preliminary round and proceed to the final round which will be held onsite. The teams will be judged on various criteria and only one team will secure the first position.

#### 2. Preliminary Round

- Each team has to submit their work, complete or incomplete, to the email id given below, by the submission deadline.
- The website can have as many pages as required.
- The general rules mentioned below need to be followed. Failure to comply will lead to immediate disqualification.
- There are no creative restrictions: the teams can do anything they want as long as they are not violating the mentioned rules.

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#### 3. Final Round

- Each of the qualified teams will be given 3-4 hours to tackle a special task or situation.
- More details will be revealed onsite.

#### 4. Onsite Work Environment

- For the final round, teams have the option of either working on the computers provided onsite or using their personal devices as per convenience.
- Internet will be made available onsite.
- There will be at least one node member present at the workplace at all times for handling any queries.

# General Rules

## 1. Teams

- Each school can register a maximum of one team for this event.
- A team comprises of 3 students from class IX to XII.

## 2. Softwares and Technologies Allowed

Purpose	Would not be provided onsite	Will be provided onsite
Graphic Design	Affinity Designer Affinity Photo CorelDraw Autodesk Suite SketchUp	Adobe Illustrator Adobe Photoshop Blender
Web Development	-	Sublime Text Visual Studio Code
App Development	-	Android Studio Xcode Flutter SDK React Native Library
Motion Graphics	Cinema 4D Autodesk softwares	Adobe After Effects Adobe Animate Final Cut Pro
Audio	FL Studio Avid Pro Tools Cubase Ableton Live	Audacity GarageBand Logic Pro

- For Web Development, you may use:  
HTML, CSS, JS, Sass, Materialize, Vue.js, jQuery (including plugins), p5.js, Unsplash
- Do not use:  
Bootstrap
- There are no restrictions on code editors or IDEs.

### **3. Regulations**

- No other software, library or technology apart from the aforementioned ones can be used in the making of the project.
- All team members need to make a substantive contribution in both the preliminary submission and the final onsite project (if the team qualifies).
- Teams must adhere to the deadlines given for the preliminary round and the onsite event. No extra time will be given.

# Prelims Prompt

## Background

It all started seven years ago in the Laboratory for Advanced Materials, where you met X, a fellow doctorate student evaluating the possibility of wireless transmission of data using the Earth's magnetic field. Having had tons of experience working with fields, and realizing the potential of the idea, you immediately made plans to begin working on a prototype.

Over the next five years, you were of utmost help to X, who was officially the project lead, until you took over the project as he lost faith in the idea after repetitive failures. After two more long and gruesome years, you did see some major breakthroughs and started working to make the project public: creating a brand image for your startup, buying a space and working out the finances. X, now a good friend of yours, suddenly seemed interested in the project again and proposed joining back. Stuck in the dichotomy of choosing between professional life and friendship, you were unable to respond with a strict no, and he succeeded in accessing the company's confidential files and facilities. He copied all the work you had been working on for years behind your back, and eventually went rogue in pursuit of monetary gains.

The media had a field day, as reports of a high-speed transmission system using the Earth's magnetic field, founded by X began spreading. He tried to start his own company and announced upcoming products under his own brand! After figuring out what happened, you realized how important it was for you to release your own line of products before X captured the market. Missing out the crucial "first company to..." media coverage, you needed to come up with something different. However you did not have the time nor the finances to expand the company and create your own product. In a hurry, you had to partner up with another startup offering high-performance computing servers, as you prepared to launch a line of "Mag-Fi devices" - from mobile phones and tablets to smartwatches and desktops, completely redesigning all electronic devices - whose resources are stored on their servers.

"What do you mean by Mag-Fi?" asked a journalist.

"Mag-Fi is not being restrained by size, by location. This revolutionary technology can be used by a mobile phone, laptop, or simply any device with networking capabilities. It can offer you ultra-high computing power at the tip of your fingers, anywhere in the world," you explained.

Needless to say, the idea was a hit and some people even claimed the device defied science. But just as things were looking optimistic, trouble did not end for you. Banking on the questions some people had about how such a device could even exist, X started spreading false rumors that your products were simply a hoax fabricated by you to be in the limelight. He even leaked a video of one of your earlier failed prototypes. Already refusing to believe in your breakthrough technology, people mocked you and your company as a failure.

## Your Task

After years of work, your company is on the brink of collapse. This is your last chance to stage a comeback. Having denied the rumors, you must now show the public, proof of your vision, rebuild your brand, and regain their trust.

### ☐ Graphic Design

Design a brand identity that symbolizes your company's ideology and vision. This includes, but is not limited to, a logo, well-defined color scheme, iconography and typography. Keep in mind that the logo would appear as your website's favicon and app icon, printed on posters, and displayed in promotional videos and billboards. Moreover, as this is a team event, you may need to design graphics for the website and/or app, for example, mockups of the products (highly recommended), banner images, and interface elements.

### ☐ Web Development

Design a website introducing the technology and highlighting its features. Make sure to include the company name, technology name, technical specifications, and selling points of your device lineup. The website should reflect your journey so far and elaborate on the future applications of your idea. In line with your company's ideology, keep the design as "fast-paced" and effective as possible.

### ☐ App Development

Design an app introducing your technology and highlighting its features. In case you already have a website, think of ways in which you can differentiate between it and the app: an app that serves the same purpose as the website is redundant.

### ☐ Motion Graphics

Make a promotional video of at least 20 seconds in length. While a promotional video has aesthetic value, it must be in line with your company's vision, explain your breakthrough technology, and generate interest in your viewers. The video can be descriptive, mysterious, or humorous, as long as it does the job!

### ☐ Audio

Music can be an excellent way of communicating your ideas. Make an audio track for your promotional video, or for your website or app. The track should feel like your products, and remind people of your company.

**Note:**

We **do not** expect teams to include all five components in their project. A good submission could include graphics, either a website or an app, and a promotional video with or without an original audio track. That said, teams may include as many components as they wish to.

**Submission Deadline:** 21<sup>st</sup> July 2019

**Submission Email ID:** [node@dpsgurgaon.org](mailto:node@dpsgurgaon.org)

**Submission Email Format:**

- **Subject:**  
Alphanode 2019 Create[x] Prelim Submission – <Name of school>
- **Content:**
  - Summary about your project.
  - Software and libraries used.
  - Name of all team members along with their contribution.
- **Attachment:**  
\*.zip file with the same name as the Subject of the submission email.

The .zip file should have the following (as is applicable):

- A folder 'Graphics' containing the project files (.psd, .ai, etc.) and the final output. Teams may include a document elaborating on their brand identity.
- A folder 'Site' containing the website, and all related files.
- A folder 'App' containing the source code of the mobile app created, along with the final build.
- A folder 'Motion Graphics' containing the project files (.aed, .fcproject, etc.) and the final output.
- A folder 'Audio' containing the project files (.logicx, .flp, etc) and the final output.

For any queries, email us at [node@dpsgurgaon.org](mailto:node@dpsgurgaon.org).