

Design-e-Thon

Introduction

This is your chance to showcase your design skills in three exciting challenges.

Rebranding Challenge, you'll give a fresh, modern look to a brand by redesigning its logo, color scheme, and overall style, UI/UX Design Challenge focuses on improving website or app designs, making them more user-friendly, visually appealing, and easy to navigate, Photoshop Wars - If you love photo editing, then Photoshop Wars is your battleground—where you can create stunning, unique, or even funny designs using Photoshop. Whether you're a beginner or an expert, this contest is open to all passionate designers. Join us to sharpen your skills, compete for exciting prizes, and showcase your talent to the world. Let the design battle begin!

Event Brief

There are three sub events in Design-e-thon.

- **Rebranding** - A rebranding subevent is a strategic gathering to unveil a refreshed brand identity, including a new logo, tagline, or vision. It communicates the brand's evolution, builds excitement among stakeholders, and strengthens connections with the audience. This event highlights the brand's future direction while celebrating its growth and renewed purpose.
- **UI/UX Design** - A UI/UX design sub-event focuses on exploring user interface and user experience design principles, trends, and innovations. In this event, participants will have to design a user interface and a web according to the guidelines. The event fosters creativity, networking, and skill enhancement in the design community.
- **Photoshop wars** - In this subevent participants will use their creativity to create a poster by manipulating the given picture or guidelines. Participants also use the AI in this subevent to make their poster attractive and effective. This subevent shows your creativity and designing.

Flow of Event

(a) Rebranding (Online Event)

- Participants register for the event online.
- After registration, a brief about a brand will be shared. Participants are required to redesign the logo, create a new tagline, and write a brand story for the given brand.
- Participants will have a fixed time to work on their designs and submit their entries online.
- Submitted entries will be evaluated by the judges based on creativity, relevance, and overall design quality.
- Results will not be announced immediately but will be revealed during the Innovanza Award Ceremony.

(b) UI/UX Design (Online Event)

- Participants register for the event online.
- A problem statement or design challenge will be shared with participants via email or messaging platforms.
- Participants need to create a user interface design or prototype based on the problem statement using tools like Figma, Adobe XD, or any other UI/UX design tool.
- Participants must submit their designs online before the deadline.
- Judges will evaluate the submissions based on usability, innovation, aesthetics, and adherence to the theme.
- Results will be disclosed during the Innovanza Award Ceremony after the tech fest concludes.

(c) Photoshop Wars (Online Event)

- Participants register for the event online.

- A base photo will be provided to all participants.
- Participants will be tasked with manipulating and transforming the photo creatively using Photoshop or any other editing software (AI tools are also allowed).
- Entries must be submitted online within the given time frame.
- Judges will review the submissions based on creativity, originality, and execution.
- Winners will be announced during the Innovanza Award Ceremony.

Tools:

- **Rebranding:** Use tools like Adobe Illustrator, Canva, or similar software.
- **UI/UX Design:** Use prototyping tools like Figma, Adobe XD, or Sketch.
- **Photoshop Wars:** Use Photoshop or any image editing tool (AI tools are also allowed).
- **Submission Format:** Entries must be submitted in JPEG, PNG, or PDF format as specified during the event.
- **Creativity and Originality:** Judging will be based on how innovative, creative, and theme-aligned the entries are.

Rules and Regulations

- 1.The Rebranding Challenge and UI/UX Design Challenge require 3 members per team, ensuring collaboration and creativity. Meanwhile, Photoshop Wars allows 1-2 members per team.
- 2.Use of AI tools and websites are allowed in Photoshop Wars.
- 3.Respect deadlines to ensure fair judgement.
- 4.Eligibility criteria: Any student from any certified college can participate.
- 5.Format for uploading designs:
 Rebranding-Given template to be submitted in the google form.
 UI/UX Designing-Figma file.

Photoshop Wars-Pdf file.

6. If anything inappropriate is found in the designs, the participants stand disqualified.
7. All entries must be submitted by the deadlines provided during the event. Late submissions will not be accepted.

Who can Participate?

The event is open to all.

Team Making and Registration

- Only the team leader will register for the event.
- The Rebranding and UI/UX Design challenges require 3 members per team, ensuring collaboration and creativity. Meanwhile, Photoshop Wars allows 1-2 members per team.

Judging Criteria

1. **Accuracy:** How closely the project matches the design shown in the video.
2. **Creativity:** Innovative ideas, and unique touches added to the project.
3. **Functionality:** How well the project performs.
4. **Presentation:** Overall finish and decoration of the project.
5. **Time Management:** Completion of the project within the given timeframe.

Prize Distribution

The top 3 teams with the most efficient performance within the given criteria will be awarded as winners.

Event Details:

- **Date:**
- **Mode:** Online

How to Register:

1. Visit [Insert Registration Link Here].
2. Fill out the registration form.
3. Registration closes on:

Contact Us:

Event Head-

Mohd. Arsh: (8474935197)

Anushka Chandra: (9354739818)

Event Coordinator-

Aditi Sachan: (6392317997)

Anjney Singh: (8303836733)

Anmol Varshney: (8864957416)

Himanshu Yadav: (9554248389)