



BITS ORGANIZATION PET CHARACTER DESIGN CONTEST

Submission Requirements and Criteria for Judging

A. Contest Objective

The contest aims to create an original pet character or mascot that will symbolize the identity, values, goals, and spirit of the IT Student Organization. The winning character may be used in official publications, events, promotional materials, merchandise, social media posts, and other organizational activities.

B. Submission Requirements

Each participant must submit the following:

1. Pet Character Design

- The character may be presented in a **3D format**.
- The design may be digitally created or hand-drawn and converted into a clear digital image.
- The character must be shown in full body.
- The submitted image must have a clear and high-quality resolution.

2. Participants are required to provide front, side, and back views of the pet character design.

- The winning participant may be requested by the organization to provide additional versions, poses, expressions, actions, or distinctive variations of the winning pet character for use in official organizational materials, activities, promotions, and other related purposes.

3. Color Palette

- The design should primarily incorporate colors inspired by the official BITS logo, including shades of **blue, cyan, yellow/gold, black, and white**. While complementary colors may be used sparingly for emphasis, the overall palette must maintain consistency with the BITS brand identity.

Note: Refer to the official BITS logo (right) as the primary color palette reference.

3. Brief Character Description

- The description should explain the character's background, appearance, abilities, and special features.
- It must describe how the character represents the organization.

4. Character Traits and Values

1. Participants must identify the characteristics or personality traits of the pet.
2. Examples include intelligence, creativity, innovation, teamwork, leadership, responsibility, adaptability, friendliness, and perseverance.

5. Design Concept Explanation

1. The participant must explain the meaning of the character's colors, accessories, symbols, clothing, or technological elements.
2. The explanation must clearly show the connection of the design to Information Technology and the student organization.

6. Originality Declaration

1. The design must be an original work of the participant.
2. It must not copy or closely imitate existing cartoon characters, mascots, logos, game characters, anime characters, or copyrighted materials.
3. **AI and Generative AI tools** may be used only to assist in the design process. The final submission must be primarily the participant's own original work and must not consist predominantly of AI-generated content.

C. Criteria for Judging

Criteria	Description	Percentage
Relevance to the IT Student Organization	The character clearly represents Information Technology, the organization's identity, goals, values, and student community.	25%
Originality and Creativity	The concept is unique, imaginative, innovative, and not copied from an existing character or mascot.	20%
Visual Appeal and Design Quality	The character is attractive, recognizable, balanced, and professionally presented. The colors, shapes, details, and overall composition work well together.	20%

Symbolism and Meaning	The character's appearance, colors, accessories, abilities, and other design elements have clear and meaningful connections to IT and the organization.	15%
Character Description	The pet description clearly explains the character's identity, background, and purpose.	10%
Character Traits and Organizational Values	The character demonstrates positive traits such as intelligence, innovation, teamwork, leadership, adaptability, responsibility, and service.	10%
Total		100%

D. Detailed Judging Guide

1. Relevance to the IT Student Organization – 25%

The judges shall evaluate whether the pet character:

- Reflects the identity and purpose of the IT Student Organization.
- Represents the field of Information Technology.
- Connects with IT students and the organization's activities.
- Promotes values such as innovation, digital responsibility, teamwork, service, and continuous learning.
- Can effectively serve as the official mascot or symbol of the organization.

2. Originality and Creativity – 20%

The judges shall evaluate whether the design:

- Presents a fresh and original character concept.
- Shows creativity in its appearance, abilities, personality, or story.
- Avoids similarities with existing commercial, animated, gaming, or institutional characters.
- Uses imaginative technological or organizational elements.
- Has a distinctive identity that can be easily associated with the organization.

3. Visual Appeal and Design Quality – 20%

The judges shall evaluate:

- Overall attractiveness and presentation.
- Quality of the 3D design.
- Proper use of colors, lines, shapes, textures, and proportions.
- Clarity and visibility of important character details.
- Balance between simplicity and detail.

- Suitability of the design for posters, shirts, stickers, social media, banners, merchandise, and official publications.

4. Symbolism and Meaning – 15%

The judges shall evaluate whether:

- The colors and visual elements have clear meanings.
- Accessories or technological features support the IT theme.
- The character symbolizes the organization's mission, vision, advocacy, or values.
- Every major design element is properly explained.
- The concept is meaningful and not merely decorative.

5. Character Description – 10%

The judges shall evaluate whether:

- The brief description provides enough information about the character.
- The character's background, abilities, and role are clearly presented.

6. Character Traits and Organizational Values – 10%

The judges shall evaluate whether the character:

- Possesses positive and inspiring traits.
- Represents the ideal qualities of an IT student.
- Promotes teamwork, leadership, creativity, adaptability, and responsibility.
- Demonstrates friendliness and relatability.
- Can inspire pride, belongingness, and active participation among organization members.

E. Voting System

The final score shall be determined as follows:

- **50% – Faculty Evaluation**
- **50% – Information Technology Student Voting**

The faculty evaluation shall be based on the official judging criteria, while the student vote shall reflect the overall preference of the Information Technology student body. The combined scores shall determine the final ranking of all entries.

F. Scoring Scale

Judges may use the following rating scale for each criterion:

Rating	Description
5 – Outstanding	The submission fully satisfies the criterion and demonstrates exceptional quality, creativity, and relevance.
4 – Very Good	The submission satisfies the criterion with only minor areas for improvement.
3 – Good	The submission generally satisfies the criterion but requires some improvement.
2 – Fair	The submission partially satisfies the criterion and has several weaknesses.
1 – Needs Improvement	The submission does not adequately satisfy the criterion.

G. Additional Contest Rules

1. Each participant or team may submit only one official entry unless otherwise permitted by the organizers.
2. The pet character must be appropriate for academic, institutional, and public use.
3. Designs containing offensive, discriminatory, violent, political, or inappropriate content shall be disqualified.
4. The entry must not contain copyrighted logos, images, characters, or other protected materials without permission.
5. The organizers may request minor revisions to the winning design to ensure compatibility with the organization's official branding.
6. The winning designer must submit the editable or source file of the design, when applicable.
7. The decision of the Board of Judges shall be final and irrevocable.

In case of a tie, the entry with the highest score in **Relevance to the IT Student Organization** shall be declared the winner. If the tie remains, the score in **Originality and Creativity** shall be used as the next basis.

H. Suggested Entry Information Sheet

Name of Designer/Team: _____

Course, Year, and Section: _____

Design:

☐ 3D Design

(Insert image here)

Brief Description of the Pet Character:

Character Traits:

Explanation of Colors, Symbols, Accessories, and IT Elements:

How does the character represent the IT Student Organization?

Designer's Signature: _____ **Date:** _____