

## 2017-2018 Student Design Challenge

### OFFICIAL RULES

#### **THE CHALLENGE:**

**Transportation of the Future** is a design thinking competition for students in 4th through 12th grades and higher education. Teacher leaders and eligible schools are invited to form design teams of at least two students to address the challenge: How might we design the Transportation of the Future to reduce congestion while optimizing existing infrastructure and improving access to our region's assets (jobs, schools, hospitals, arts & culture) and protecting our natural treasures?

**CHALLENGE SPONSORS:** Bridge Innovate, Thrive Regional Partnership, McKee and Conversant Group are partnering to initiate and sponsor the Student Design Challenge for 2017-18. The Sponsor team presents and shapes the design challenge, champions student and educator design & innovation development, promotes student ideas to be used as inspiration for future planning, and provides guidance to Bridge Innovate's Bright Spark team. Bright Spark, a spark of Bridge Innovate, is administrating the competition; therefore, team leaders should look solely to Bright Spark, 1301 Riverfront Pkwy, Suite 110, Chattanooga, TN 37402, with questions, comments, or problems related to the competition; contact Mary Kim at [mkim@bridgeinnovate.com](mailto:mkim@bridgeinnovate.com).

**ADVISORY TEAM:** An advisory team comprised of regional leaders in education, business, design, and community outreach is in place to advocate for student designer and educator participation; provide advisory guidance for participation and juror guidelines; participate in the program prototype review and final awards program; and provide leadership for linking the program to the regional design and innovation movement. Members of the advisory team may also serve on the juror team.

**ELIGIBILITY:** This competition is open to teacher leaders and student teams in the regional 16 county tristate area and beyond. Registration will be limited to 50 school teams for 2017-18. There is a registration fee of \$350 per team for 4<sup>th</sup>-12<sup>th</sup> grade and \$600 per team for higher education. Teams must register through the online platform. Potential conflicts of interest or close relationships among or between students, teacher leaders, administrators, advisors, or judges should be declared to Bright Spark at [mkim@bridgeinnovate.com](mailto:mkim@bridgeinnovate.com) as soon as the relationship or potential conflict is recognized. Potential conflicts of interest or close relationships are not cause for disqualification, but disclosure will allow for transparency and fairness throughout the competition.

**COMPETITION PERIOD:** The deadline for registration is September 30, 2017 with the competition virtual kickoff held on January 4, 2018. Prototype Review will be March 2-3, 2017. Entry submissions are due March 17, 2018. Student Design Awards will be April 5, 2018. The con-

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test will have 2 phases: Discovery & Exploration phase in fall semester and Ideation & Execution phase in spring semester. Dates and details of events are subject to change. More information will be available to team leaders upon registration.

**SUBMISSIONS AND GUIDELINES:** Final entries are to be uploaded to the Bright Spark Virtual Submission site no later than March 17, 2018. Submissions must include the following:

1. Digital presentation (PowerPoint or Keynote)
  - A typed descriptive statement articulating the solution, its impact and how it answers the Design Challenge question
  - A storyboard of the user experience/journey
  - Answers to the key questions
  - A typed bibliography detailing and referencing the inspiration
2. A tri-fold poster board, to be displayed at the award ceremony to showcase the completed work along with the physical prototype
3. A physical prototype made of construction and recycled materials no larger than 3'x4'.
4. A video clip, up to 3 minutes, mp4 format codec H264 describing solution and how it answers the main Design Challenge and key questions

Student team members must make all decisions and do the work on the project. This encompasses all facets of the project, including field work, prototyping, and final design, production, and presentation.

Teacher leaders and any other adults who advise the team (mentors, experts, parents, etc.) may assist by managing logistics, asking questions, teaching new skills (example: proper use of a precision blade for prototype creation) or by reminding teams of the rules or terms of the brief—but the final project should be the work of the student team members, not the adult leaders.

**USE OF SUBMISSIONS:** Entrants recognize that Bright Spark and its sponsors have the right to reproduce and use any part of the submission without fee or any other form of compensation due to the teams or contestants. All contestants must submit a Photo Consent Form. All contestants under age 18 must also submit Parental/Guardian Permission Form.

**JUDGING:** All entries in the Prototype Review and Final Submission will be judged by a panel of judges comprised of creative and community professionals and based on the following criteria, evenly allocated at 20%: Design Thinking, Meeting the Challenge, Innovation, Design Aesthetics, and Development Potential.

**AWARDS:** All teacher leaders completing the competition will be eligible for a Bright Spark Design Thinking Leadership Award, and participating schools completing the competition will be eligible for The People's Choice Awards and one or more of the Judges Awards, which include: Overall Best Design, Most Creative Design, and Most Regionally Innovative. Prizes are not transferable, and award winners are responsible for all taxes. Awards shall be conferred at

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the discretion of the Judging Panel under the direction of the Advisory Team, and all decisions by the Judging Panel are final.

**GENERAL TERMS:** By participating in the Contest, contestants warrant and represent that none of the material submitted or posted infringes upon or otherwise violates the copyright, trademark, privacy, publicity or other intellectual or proprietary rights of any person or entity and that they have fully complied with the Official Rules. Prize acceptance constitutes permission (except where prohibited) to use winner's name, likeness and entry (in whole or in part) for publicity purposes in all forms of media including the worldwide Internet without additional compensation, notification or permission. CONTESTANTS AGREE TO BE BOUND BY THE OFFICIAL RULES AND THE DECISIONS OF THE JUDGES AND TO RELEASE AND HOLD HARMLESS SPONSOR, AFFILIATES, ADVERTISING, PROMOTION, JUDGING AGENCIES, DIRECTORS, OFFICERS, PRIZE SUPPLIERS, EMPLOYEES, AND AGENTS FROM AND AGAINST ANY LIABILITY WHATSOEVER FOR ANY CLAIMS, COSTS, INJURIES, LOSSES OR DAMAGES OF ANY KIND ARISING OUT OF OR IN CONNECTION WITH PARTICIPATION IN THE CONTEST, OR THE DOWNLOADING, ACCESSING OR SUBMISSION OF ENTRY MATERIALS. By participating in the Contest, contestants agree that Sponsors shall have the right to use all personal information provided to Sponsors. Participants, by participating in this Contest, hereby waive and release, and agree to hold harmless the Sponsors, affiliates, advertising and promotion agencies, and all of their respective officers, directors, employees, representatives and agents, from and against, any and all rights, claims and causes of action whatsoever that they may have, or which may arise, against any of them for any liability for any matter, cause of thing whatsoever, including but not limited to any injury, loss, damage, whether direct, compensatory, incidental or consequential, to person, including death and property, arising in whole or in part, directly or indirectly, from their acceptance, possession, use or misuse of a prize in the Contest, or their participation in the Contest, or their participation in any Contest or prize related activity, or any travel related to the Contest, or any travel for any prize related activity. Sponsors and their agents are not responsible for lost, late, misdirected, damaged, incomplete or illegible entries or Internet technical, hardware, software, telephone, or transmission failures of any kind, which may limit a team's ability to enter the Contest. Sponsors and their agents are not responsible for any injury or damage to contestants' or any other person's computer related to or resulting from entering or downloading any materials in the Contest. Sponsors reserve the right to cancel or suspend the Contest on the Internet should a computer virus, unauthorized intervention or other cause corrupt the integrity or proper conduct of the promotion. Sponsors reserve the right to disqualify any contestant found to be disrupting the operation of the Contest or its web site. If the integrity of the Internet portion of the Contest is compromised in any manner, Sponsors reserve the right to modify Contest and judge winners from valid entries received that are unaffected by the problem.

**LIMITATIONS OF LIABILITY:** Bright Spark, Bridge Innovate, Thrive Regional Partnership, and Conversant Group are not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the processing of submissions in the Contest. Bright Spark, Bridge Innovate, Thrive Regional Partnership, and

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Conversant Group assume no responsibility for any misdirected or lost submissions, or any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Bright Spark, Bridge Innovate, Thrive Regional Partnership, and Conversant Group are not responsible for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers or providers, computer equipment, software, failure of email or players on account of technical problems or traffic congestion on the Internet or at any web-site or combination thereof, including injury or damage to entrants' or to any other person's computer related to or resulting from participating or downloading materials in the Contest. If, for any reason, the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Bright Spark which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, then Bright Spark reserves the right in its sole discretion to cancel, terminate, modify or suspend the Contest.

### **Bright Spark Student Design Awards Official Judging Guidelines**

- All entries will be screened for compliance with the rules.
- The panel of judges will have expertise in design, education, business, and community engagement.
- Potential conflicts of interest or close relationships among or between students, teacher leaders, administrators or advisors, or judges should be declared to Bright Spark as soon as the relationship or potential conflict is recognized. Disclosure is not cause for disqualification, but to allow for transparency and fairness throughout the competition.
- Bright Spark reserves the right to adjust the ratio of finalists based on the number and quality of submissions.
- All work submitted must be the work of the student team members.

#### Prototype Review:

- Each team must prepare and participate in Prototype Review, consisting of a 5-min pitch and physical prototype.
- A panel of advisors consisting of designers, educators, business and community leaders and innovators will evaluate each team's 5-minute pitch and physical prototype. Each team will receive feedback based on the criteria of Design Thinking, Meeting the Challenge, Innovation, Design Aesthetics, and Development Potential, evenly allocated at 20%.

#### Final Submission:

- Each team must submit all deliverables for Final Submission, consisting of a digital presentation, physical prototype, tri-fold poster board, and a video.
- A panel of judging consisting of designers, educators, business and community leaders and innovators will evaluate each team's final submission based on the criteria of Design Thinking, Meeting the Challenge, Innovation, Design Aesthetics, and Development Potential, evenly allocated at 20%.

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- Each entry will be evaluated based on the stated criteria and will be scored on a sliding scale by each judge. Judges will rank on competition criteria for a possible total of 100 points. The scores will then be averaged to obtain the entries' total points.
- Based on final scores and each award's criteria, judges will determine the final winners.
- Each video entry will be posted online for public viewing, and will be eligible for the People's Choice Award.

### Student Design Awards:

- The complete submissions will be posted online for public viewing.
- All participants will be invited to present their entry at the Bright Spark Student Design Awards on April 5, 2018.
- At the Student Design Awards, students will give a short presentation of their solution to the public audience.