



International Design Challenge 2021

Participant's Guidebook

Organized By



University Partner



Case Partner



Sponsored By



CONTENTS

About International Design Challenge 2021	2
Competition Theme.....	3
Timeline	4
General Terms and Conditions.....	5
Competition Guidelines.....	7
Scoring.....	12
Contact Us.....	13

ABOUT INTERNATIONAL DESIGN CHALLENGE 2021

International Design Challenge 2021 facilitates students (undergraduate program) from various design and technology backgrounds (e.g. HCI, UX, ICT, industrial design, product design, visual design, interaction design) to demonstrate their problem solving and design ability to propose solutions for digital-technology issues.

This year's International Design Challenge will be partnering with two companies, [Kotakode](#) and [Bhinneka](#), to provide real-world UI/UX design cases. These cases will be distributed to the participants and then be solved based on the principles of UI/UX design. The expected outcome from the participants is an interactive UI/UX design which is generated based on the principles of UI/UX design.

COMPETITION THEME

“Solving Digital Problems Through Digital Design Creativity”

Purpose

The purpose of organizing this competition is:

- a. Giving opportunity for undergraduate students to implement their creative thinking, analytical thinking, knowledge, and teamwork in the field of human computer interaction.
- b. Giving international experience and networking for undergraduate students.

TIMELINE

- Registration

*August 1st, 2021 - September 10th, 2021
23:59 PM (Western Indonesian Time GMT +7)*

- Preliminary Round

*August 31st, 2021 - September 18th, 2021
23:59 PM (Western Indonesian Time GMT +7)*

- Scoring and Campaign Period

September 19th, 2021 - October 3rd, 2021

- Top 8 Finalists Announcement

October 4th, 2021

- Final Round

*October 5th, 2021 - October 14th, 2021
23:59 PM (Western Indonesian Time GMT +7)*

- Technical Meeting

October 15th, 2021

- Final Presentation and Winner Announcement

October 18th, 2021

GENERAL TERMS AND CONDITIONS

Participants Terms and Conditions

- Participants are active undergraduate students from all around the world.
- Participants should be able to show a valid student active letter from their academic institution.
- Each team consists of 3 (three) undergraduate students. Each team member is allowed from any major as long as all team members are enrolled in the same institution.
- No registration fee needed.
- The participants are required to fill the registration form in <https://sis.binus.ac.id/idc>.
- Each team members should upload a self-photo with the given template on Instagram and tag the following account: @idc.sisbinus, @kotakode, @bhinneka
- As long as the team is participating in this event, each team member's Instagram profile should not be private.
- Any form of cheating, plagiarism, and dishonesty will result in a disqualification.
- The decisions of the judges are absolute and cannot be changed.

GENERAL TERMS AND CONDITIONS

Work Submission Terms & Condition

- Work / system / product design has never received an award or been a winner in other competitions either on a national scale or international scale.
- Work / system / product design can be developed on desktop, web, and mobile platforms.
- Work / system / product design should be able to give solutions based on the specified issue.
- Work / system / product design should be developed using the fundamental rules of user experience (UX) design.
- Work / system / product design submitted is prohibited to contain any aspect that may refer to a specific institution.

COMPETITION GUIDELINES

Preliminary Round Guidelines

- Each team consists of 3 (three) team members. Each team member must be an active undergraduate student from the same institution.
- Participants may not be on multiple teams.
- Each team is expected to be able to solve the case problem based on UI/UX design principles.
- A team may not have an alternative or a change of members after registering.
- Each team should register through: <https://sis.binus.ac.id/idc>.
- All works submitted into this competition should never receive any award or been a winner in either national or international competition before.
- All works submitted into this competition must be done in English.
- All works submitted into this competition is prohibited to contain any aspect that may refer to a specific institution.
- Late submission will not be accepted.
- Wrong or incorrect format will not be tolerated.
- Each team would need to submit proposal and video for the preliminary round.
- Participants are prohibited to make any forms of communication with the case provider partner in order to solve the case.
- The final submission of proposal and video must be submitted to a link that will be provided along with the case distribution by September 18th, 2021, at 23:59 PM (Western Indonesian Time GMT +7).
- 8 teams will be selected to proceed to the final round, consisting of 7 (seven) teams proceeding through the scoring process and 1 (one) team proceeding through the wildcard system.
- The rules written above are final. However, in some circumstances that require rules changes, participants will be informed beforehand.

COMPETITION GUIDELINES

Preliminary Round Guidelines

Proposal Guidelines

☆ Writing Format

- a. Paper Size : A4
- b. Font size and style of title : Times New Roman 16 pt
- c. Font size and style of content : Times New Roman 12 pt
- d. Line spacing : 1.5
- e. Alignment : Justify
- f. Margin : 3 cm (top, bottom, left, and right)
- g. Maximum file size : 5 MB
- h. File name : IDC2021_TEAMNAME

☆ The proposal should not exceed 15 pages, not including:

- a. Cover
- b. Table of Contents
- c. Bibliography
- d. Appendix

☆ The proposal must consist of 4 chapter are as follows:

- a. Introduction
- b. Theoretical Framework
- c. Deliverables
- d. Summary

☆ Participants are free to make cover on condition that they include: "INTERNATIONAL DESIGN CHALLENGE 2021", team name, and full name of team member. Participants are free to design their proposal to make it more interesting, as long as each rule above are accommodated.

COMPETITION GUIDELINES

Preliminary Round Guidelines

Video Guidelines

- ☆ Video must be submitted in MP4, MOV, or AVI format.
- ☆ Video should be able to explain briefly about the proposal.
- ☆ Every participant should appear visually on the video.
- ☆ Maximum length of the video is 3 minutes.
- ☆ Maximum video file size is 200 MB.
- ☆ The video that has been submitted will be posted by the IDC committee on YouTube (Channel: SIS Binus)
- ☆ Video will be uploaded on September 19th, 2021.
- ☆ The most liked video will get a wildcard to proceed directly to the Final Round.
- ☆ September 19th, 2021 - October 3rd, 2021 will be the campaign period.
- ☆ Participants may promote their videos on their own social media or other media.
- ☆ Participants are free to generate their video content, as long as each rule above is accommodated.
- ☆ Video submission will be in a form of shareable drive access link.

COMPETITION GUIDELINES

Final Round Guidelines

- Technical meeting regarding the final round will be held on October 15th, 2021. Technical meeting will be conducted online via Zoom. Zoom link will be shared shortly before the technical meeting.
- The order of presentation will be decided on the technical meeting.
- New case study document will be given for the top 8 participants to solve in the final round.
- Each team would need to submit a presentation slide document for the final round.
- Final round will be conducted online via Zoom. Failure to attend without informing the committees and without an acceptable reason will result in instant disqualification.
- All participants are not allowed to leave the Zoom room until they are properly dismissed.
- Participants should use the virtual background for the final round given by the committees.
- Participants must dress appropriately. Formal attire is mandatory for all participants.
- Participants must make sure they are in a comfortable and adequate environment.
- All activities will be recorded.
- Participants may only turn off their camera during other teams' presentation.
- Each team should submit their presentation slide document in the form of PDF to committee prior to the Presentation Day (October 18th, 2021). Each team is allowed to use PPT/PPTX format during the presentation.
- The entire activity on the Presentation Day will be streamed on YouTube (Channel: SIS Binus)
- The rules written above are final. However, in undesired circumstances that required rules changes, participants will be informed beforehand.

COMPETITION GUIDELINES

Final Round Guidelines

Presentation Guidelines

- ☆ Each team will be given a total of 11 minutes to present, consist of 3 minutes of initial presentation, 3 minutes of prototype demo, and 5 minutes of question-and-answer session.
- ☆ Each team member must turn on their camera during the team's presentation.
- ☆ Presentation must be delivered in English.
- ☆ There is no maximum number of slides for the presentation slide document.
- ☆ Committees will give a notice in the final minute of the presentation.

SCORING

The weight and component are as follows

Presentation Round Scoring Terms

Component	Weight
Idea Uniqueness & Innovation	30%
User Experience Design Process	30%
Prototype Design	20%
Feasibility	10%
Proposal Writing Flow & Completeness	10%

Final Round Scoring Terms

Component	Weight
Idea Uniqueness & Innovation	20%
User Experience Design Process	20%
Presentation Flow & Content	20%
Prototype Demo & Design	20%
Question and Answer Session Conduct	20%

CONTACT US

 Website

<https://sis.binus.ac.id/idc>

 Instagram

@idc.sisbinus

 Email

idc.sisbinus@binus.ac.id