

Create10 : June/July 2010 : Edinburgh : UK

# Student Design Competition

**THEME:**  
**TRANSITIONS**

Today's art, design and technology students are the people who will be defining what the interdisciplinary field of interaction design will become in the near future. Create10 is a conference that celebrates innovative interaction design, whether digital products, services, environments or new interaction paradigms.

This competition is aimed at students from a range of disciplines, both undergraduate and postgraduate, in interaction design, product design, industrial design, communications design, architecture, fashion, multimedia, HCI, and related fields.

Entries will be assessed by a jury of leading creative design practitioners and academics, and all selected submissions will be exhibited at the Create10 conference exhibition in June/July 2010 in Edinburgh, at New Media Scotland's Inspace, [www.mediascot.org](http://www.mediascot.org). Full details of prizes will be announced at a later date.

## Competition brief

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The conference theme of 'transitions' is the inspiration for this competition brief. We want to receive entries that scope, explore, define and prototype interactions that make transitions visible. These could be transitions that investigate the relationship between the analogue and digital realms, or systems that make visible transitions across time, place or information spaces.

For this competition you are asked to design an interactive artefact, interface, installation or experience. If selected, you will be invited to display your working design, or a tangible prototype, in a high profile public exhibition space, so you must consider how it may be displayed.

## Initial submissions

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Submissions can be made individually or as group work (max 4 participants).

Should consist of:

1. An extended abstract (500 - 1,000 words) describing your design and any design principles or theories that have informed your approach to this project. You should include discussion of your research process, paying particular attention to your intended user group, whether this is a specific user or a wider group. If you are submitting as a group you should include a brief description of the roles of each member of the group.
2. Appropriate images of your work, (max 3 sheets of A4) clearly illustrating the design's interactivity, and also your inspirations and/or research process. You may also include digital files on disk to support the hard copies, these should be cross-platform.
3. An explanation (1 page A4) of how the work would be displayed in a public exhibition.
4. A completed application form, this will be available to download from the conference website.

All individual items should be clearly marked with your name(s), institution, course, name of your academic supervisor or tutor, and year of study.

## Final format

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If your work is selected for display at the Create10 exhibition you will be expected to provide:

1. An A0 poster describing the development process from concept to finished project.

Plus at least one of the following:

2. A video of the project, showing it working in context.
3. A finished working (hi-fidelity prototype) that can actually be exhibited as working at the exhibition.

## Conference attendance

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If your work is selected for exhibition, you will be expected to register, at the student rate, to attend the Create10 conference at the end of June. In the case of group submission, at least one student per submission must register.

## Important dates

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Initial submission deadline: March 31st 2010

Successful exhibitors will be notified by the end of April 2010

## Contact

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For further information please contact Ingi Helgason : [i.helgason@napier.ac.uk](mailto:i.helgason@napier.ac.uk)

**[www.create-conference.org](http://www.create-conference.org)**