



PolyU Design Hatch Awards 2024

Guidelines

Introduction

Incubate your way to creative ideas

Introducing the PolyU Design Hatch Awards: An Unique Design Incubation Programme for Hong Kong's Secondary School Students

Unleash your creativity and collaborate with like-minded schoolmates by entering the PolyU Design Hatch Awards, an exciting design incubation and award programme open to all secondary school students in Hong Kong. It's the perfect opportunity for young creative minds from diverse academic backgrounds - be it STEM enthusiasts, economists, artists, or designers - to come together, learn, and challenge their creative thinking.

Theme: Designing for Happiness and Everyday Life: AI and Future Design

Details: Students could design anything related to the theme above by using AI or other software related to the theme. For example, a toy to bring happiness to the disabled (in Play Design category).

Round 1

During the first round, participants are invited to submit their works in **one** of the following categories:

- _Communication Design*
- _Community, Space, and Service Design*
- _Product Experience Design*
- _Play Design*
- _AI and Future Design*

Those who are shortlisted will advance to Round 2, where they'll take part in an exclusive 4-day Hatch Programme.

**Submission format is attached below.*

Round 2

The Hatch Programme is packed with engaging activities such as tutorials, lectures, and workshops designed to help students develop a comprehensive understanding of design and acquire essential skills to improve their design proposals. This immersive experience culminates in a final presentation with prototypes, where participants have the chance to showcase their newly honed abilities and creative concepts.

Don't miss this incredible opportunity to grow as a designer and potentially become the next generation of innovative problem identifiers and solvers. Team up with fellow students and embark on an innovative journey. Get your principal's nomination to enter the awards and let your creativity soar!

#PolyUDesignHatchAwards

Application

Eligibility

- _The Award is open to all Local and International Secondary Schools in Hong Kong.
- _Participation is on a team basis and is with the recommendation of the team's school principal.
- _Team members are formed by Secondary 4 to 6 students in the academic year of 2023/24.
- _Each school is allowed to register for at most **one** team to the Award with no repeat on combinations of students for each team.

Team Formation

- _Each team consists of at most THREE students and ONE advising teacher, all from the same school.
- _One student can only join one team.

Registration

- _Registration is free-of-charge.
- _Once registered, no change of team members is allowed.
- _Once application is submitted, it means that the participating team understands and agrees to the terms and conditions of the Competition.
- _Any late applications will not be accepted.

Timeline

13 July 2023 (Thursday)	Information Session (For teachers)
15 September 2023 (Friday)	Briefing Session (For teachers & students)
16 October 2023 (Monday)	Deadline for Team Registration with Principal's Recommendation via Online System
29 December 2023 (Friday)	Deadline for the First Round Submission
January 2024	Judging and Shortlisting
1 February 2024 (Thursday)	Announcement of Shortlisted Submissions (Finalists)
16 & 30 March, 5-6 April 2024 (Friday-Saturday)	Finalists' Workshops and Tutorials (Hatch programme)
20 July 2024 (Saturday)	Deadline for Final Submission, Final Presentation, Judging and Award Presentation

Judging Panel

The judging panel is formed by representatives from The Hong Kong Polytechnic University and design industry.

Categories

_Communication Design

_Community, Space, and Service Design

_Product Experience Design

_Play Design

_AI and Future Design

1. Communication Design

The objective of this theme encourages student involves the use of visual elements to communicate information and ideas. It is a broad field that encompasses many different areas, such as branding, typography, illustration, and digital design. Participants use their skills and expertise to create visual solutions for a wide range of problems, such as designing logos, creating marketing materials, and developing user interfaces. Students are also encouraged to have a deep understanding of visual communication principles, colour theory, composition, and typography. They also need to be performed a strong understanding of digital media. The goal of communication design is to create designs that effectively communicate messages, enhance user experiences, and leave lasting impressions. The competition is open to students of all backgrounds and is not aimed at promoting any specific brand.

2. Community, Space, and Service Design

Community, space, and service design is a multidisciplinary field that focuses on creating and improving spaces and services that support social connections and community engagement. Participants can illustrate their proposal to identify needs and opportunities, and to develop solutions that meet society needs. By designing spaces and services that are inclusive, accessible, and welcoming, student is encouraged to create vibrant and resilient communities that thrive. The goal of community, space, and service design is to improve the quality of life for all members of the society and promote social equity and justice. The competition is open to students of all backgrounds.

3: Product Experience Design

Product experience design is a field of study that focuses on the holistic design of products, experience, and systems. Its objective is to create compelling, meaningful experiences that engage users and meet their needs. Participants work to understand user behaviour, needs, and goals, and use that understanding to design products that are intuitive, functional, and aesthetically pleasing. Product experience design involves a range of skill, including user research, interaction design, information architecture, visual design, and prototyping. The goal of product experience design is to create products that improve people's lives and have a positive impact on society. The competition is open to students of all backgrounds and is not aimed at promoting any specific brand or product.

4: Play Design

Play Design aims to inspire creativity and innovation in students by exploring the potential of game design as a medium for interactive storytelling. Throughout the design process, students will be encouraged to develop their ideas and showcase their imagination by creating games that tell stories and have a positive impact on society. Participants will be required to think outside the box and consider ethical and social implications when designing their games. Students will have gained an understanding of how games can be used to enhance people's lives and embarks joyful experiences. The competition is open to students of all backgrounds and is not aimed at promoting any specific brand or product related to game design.

5: AI and Future Design

The objective of this theme is to encourage secondary school students to explore the potential applications of artificial intelligence (AI) in the future. The competition aims to inspire students to think creatively and develop ideas that could have a positive impact on society. Participants are required to come up with creative ideas on how AI can enhance people's lives in the next 5-10 years. The envisioned AI application(s)/device(s) should be based on current technological standards but can be slightly more advanced. When designing their ideas, participants are encouraged to consider ethical and social implications. They are also encouraged to showcase their creativity and imagination by presenting their ideas in various forms, such as images, videos, and animations. Participants can illustrate how people's lives would be improved with the envisioned AI application(s)/device(s). The competition is not aimed at promoting any specific brand or product related to AI.

Submission Briefs

1) First Round Submission

The participating team is required to submit the followings for the first-round competition:

- _Design images 10-20 pages slides (A4 – design process images, draft etc.)
- _Optional: demo video (max. 1 minute long, MP4 format)

2) Final Round Submission

The Organiser will notify the shortlisted teams of the shortlist result via email in February 2024.

What to prepare:

_Prototype Development & Video

Each team must submit a prototype(s). It can give judges a better understanding of the actual design (3D form, size), ergonomic testing, working principles, and material selection, etc. It also helps each team develop better video(s) to explain design thinking, product scenarios, and ecosystem etc.

_Presentation

Qualified design teams will be invited to participate in presentations and Q&A sessions.

Finalists' Entitlements and Obligations

_Allowance: Each shortlisted team would be given a budget of HKD1,000 for making prototypes or models needed.

_Workshops and Tutorials: The teams entering the Final Round will be offered an exclusive workshop series and tutorials.

_Finalist teams are required to attend the Final Presentation where they will present their final submission to the judging panel.

Prizes and Awards

_The Awardees will be selected and announced at the Final Presentation. Winning teams will be given trophies, certificates and gifts.

_Awarded teams may be invited to participate in media interview(s), or publicity event(s) and/or other platform(s) of the Project to showcase their prototypes.

Assessment Criteria

First Round	
Innovation / Creativity / Unique design feature	20%
Appearance / Layout / Composition	20%
Design process report / Story telling	20%
Understanding of user / Market and business sustainability	20%
Overall quality	20%
Final Round	
Innovation / Creativity / Unique design feature	17%
Appearance / Layout / Composition	17%
Understanding of user / Market	17%
Prototype / Video	17%
Sustainability / Circularity	17%
Overall quality / Presentation	15%

Enquiry

If you have questions, get in touch with us.

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