

## *DESIGNNOVA*

### 1. Brief description of the event:

A design concept is the idea behind a design. It's how you plan on solving the design problem in front of you. It's the underlying logic, thinking, and reasoning for how you'll design a fashion range from concept through to the final stage. Your concept will lead to your choices in color and type. It'll choose your aesthetic and determine your grid. Every design decision you make will fall back on your concept for direction. Keeping this in mind we bring to you DESIGNNOVA competition a Design Conceptualization and Development competition (garment construction not necessary). So go loco put and get into the design concept and development mode. The showcased work can be created and represented as a sketch or technical drawing; you may use any software for the same if available. Please present the same in Power Point Presentation.

You need to Showcase your idea in the flow as directed here:

A: Concept Board (Visual interpretation)

B: Concept Note (Max 300 words)

C: Inspiration Board

D: Market / Consumer persona (Visual and/ or elaborated in words)

E: Process Board (Doodling, Mind Mapping, Design Research etc.)

F: Final Idea in a form of well-defined Sketch or Technical Drawing (Could be any Fashion Product / Process)

### 2. Eligibility: UG and PG

- Participants from all backgrounds, genders, and geographies are welcome
- The AYF22 Competitions for University/College Level Competitions are open to everyone who is currently enrolled as a fulltime/parttime student at a University/College/HEI is eligible to participate in AYF22 Competitions, provided that the student can provide a valid ID Card as proof of eligibility. The scanned copy of the ID Card needs to be uploaded at the time of registration for a competition. In a team competition, all members to upload individual scanned copies of ID Card.
- Participation in the AYF22 Competitions is for free. The AYF22 Organizing Committee can close the registration to any of its competition/s without any notice whenever it deems fit.

### 3 Registration Fee:

- There is no REGISTRATION FEE
- All participants must register as an individual before 22nd March 2022. Registration is only possible through the online registration form available on <https://www.amity.edu/ayf/>
- By registering yourself you agree to the terms and conditions of AYF 2022.

### 4. Date and Time of Event:

Day 0- 22<sup>nd</sup> March -Last date to submit entries

Day 1- 24<sup>th</sup> March 11:30AM shortlisting of top 5 entries

Day 2- 25<sup>th</sup> March 11:30AM -Final showcase and announcing of top 3 entries

### 5. Logistics Required : Nil

### 6. Event Joining details (link) :

#### MS Teams Code and Link

<https://teams.microsoft.com/l/team/19%3a5j0zsd431UJf0WauzYMjdhl2hXKoLZm0PQbWaY8MIc1%40thead.tacv2/conversations?groupId=efa529d8-92c8-4fba-ac13-a6bc88ffcf8e&tenantId=8d46a076-d093-416d-a57b-8692cde13bf8>

Team Code: g6xad2h

**Help desk No/ WhatsApp No/Signal No. : +91 9999760543**

## **7. Rule and regulations for Event:**

### **ENTRY SUBMISSION REQUIREMENTS**

- This is an Individual Event.
- Participants have create the journey of the design from concept to final product
- Participants may opt for a native indigenous art/craft or can simply get inspired by the International Art/Craft. The idea is to explore the unexplored.
- Weightage should be given to Conceptualization, Design Process and Product's commercial viability.
- Work cannot be a copy or replica of already existing design idea.
- Creation of Mock / Prototype is not a compulsion but if one can create the same without going out for resources (Safety Precaution) it should be fine.
- Last date of submitting the entries 22nd March 2022(11:59pm).
- Send your entries to our e-mail ultimateupcycleasft@gmail.com
- Details to be stated on the email
- Full Name; University/College name and address; Phone number(in case we need to contact you)
- All times mentioned are Indian Standard Time = GMT + 5.5)
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### **JUDGEMENT CRITERIA**

- Original Content : 50%
- Visual Impact : 25%
- Creative Representation of Idea : 25%

## **8. Prizes :**

- Top three entries will receive an E-Certificate of Merit.
- All participants will receive an E-Certificate of participation

## **9. Event Coordinator: Ahmed Ashraf Zaidi**

### **Faculty Coordinators**

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