PolyU Design Hatch Awards 2024
Guidelines (Updated)

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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.
_The Award is open to Secondary 4 to 6 students in the academic year of 2023/24.
_Each school is allowed to register with no repeat on combinations of students for each team (each student can only submit ONE application).
_No limit on the number of students to join the Awards.

Team Formation
_Students can join either as a group of TWO to THREE or solo participation (ONE-MAN TEAM).
_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 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)
13 July 2024 (Saturday)	Deadline for Final Presentation Slides (PDF)
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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理大做好設計獎2024
指引（更新版）

簡介

扶植新生代 同踏創意路
「理大做好設計獎」：專為香港中學生而設的設計培育計劃
「理大做好設計獎」是一個為香港中學生設計培育及獎勵計劃。無論是熱愛STEAM、經濟、藝術或是設計，來自不同學術背景的香港中學生皆可參加比賽，是次計劃讓你可以與志同道合的同學互相合作，盡情發揮創意，一同學習成長並踏上精彩的設計之路。

主題：為快樂和日常生活而設計: 人工智能與未來設計
詳情：學生可以使用人工智能或其他相關的軟件設計與上述主題相關的任何東西。例如, 設計為殘障人士帶來快樂的玩具（屬於遊樂設計類別）。

初賽

初賽參加者需要提交以下**其中一個**類別的作品：
_傳意設計
_社區、空間與服務創新設計
_產品體驗設計
_遊樂設計
_人工智能與未來設計

晉身決賽的入圍隊伍將參加為期 4 天的專屬培育計劃。
*方式在文末

決賽

培育計劃包括多項有趣的活動, 例如導修、授課及工作坊, 務求協助學生從各方面了解設計, 並學習所需技能以改善設計方案。各項體驗引人入勝, 最後以簡報會作結, 讓參加者發揮所學的新技能及創作理念。

把握機會踏上設計師之路, 裝備自己成為新世代的創新專才, 以嶄新手法去洞悉及解決問題。立即與同學組隊並請校長提名參賽, 一同展開創新之旅！

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報名

參賽資格
_比賽歡迎全港所有本地及國際學校的中學生參加。
_參賽隊伍需由2023/24學年的中四至中六學生組成。
_參賽隊伍的成員不得重複。
_參加該獎項的學生人數沒有限制。

隊伍成員
_學生可以二至三人一組或單獨參加(單人團隊)及1名指導老師組成。
_每位參賽學生只能加入1支隊伍。

報名
_報名費用全免。
_報名後不得更換隊員。
_提交報名表, 即表示參賽隊伍了解並同意本次比賽的條款與細則。
_逾期遞交的申請將不獲處理。

時間表

2023年7月13日(週四)	簡介會(老師)
2023年9月15日(週五)	簡介會(老師及參賽隊伍)
2023年10月16日(週一)	網上截止報名日期
2023年12月29日(週五)	網上遞交初賽作品截止日期 (PDF)
2024年1月	評審及甄選
2024年2月1日(週四)	公佈入圍名單(入圍隊伍)
2024年3月16日及30日、4月5日至6日(週五至週六)	入圍隊伍工作坊及導修(4天培育計劃)
2024年7月13日(週六)	網上遞交決賽簡報截止日期 (PDF)
2024年7月20日(週六)	現場遞交決賽作品、決賽簡報、評審及頒獎

評審團

評審團由香港理工大學及設計業界的代表組成。

參賽類別

_傳意設計
_社區、空間與服務創新設計
_產品體驗設計
_遊樂設計
_人工智能與未來設計

1：傳意設計

本類別旨在鼓勵學生使用視覺元素來傳達信息及想法, 涵蓋範疇相當廣泛, 例如品牌形象、字體、插圖及數碼設計。參加者需運用相關技能及專業知識, 就不同問題創建視覺設計方案, 例如設計商標、創作營銷材料及開發用戶界面。此外, 學生應深入了解視覺傳意原理、色彩理論、構圖及字體, 亦要對數碼媒體有充分掌握。傳意設計的目標是創作有效傳達信息、提升用戶體驗並令人印象深刻的設計。比賽開放予不同學術背景的學生參加, 並且不用作推廣任何特定品牌。

2：社區、空間與服務創新設計

社區、空間與服務創新設計屬於跨界別領域, 著重塑造及改善各類空間及服務, 以推動社會連繫及社區參與。參加者可在計劃書中列出社會的需求及機會, 並制定可滿足需求的解決方案。比賽鼓勵學生透過設計多元共融及無障礙的空間及服務, 構建活力及韌力十足的繁榮社區。社區、空間與服務創新設計的目標是提高所有人的生活質素, 締造公平及公義的社會。比賽歡迎不同學術背景的學生參加。

3：產品體驗設計

產品體驗設計是有關產品、體驗及系統的整體設計, 目標是塑造引人入勝、有意義的體驗, 以吸引用戶並滿足其需求。參加者需要了解用戶行為、需求和目標, 並運用相關資料去設計易用、實用且美觀的產品。產品體驗設計涉及多種技能, 包括用戶研究、互動設計、資訊架構、視覺設計及原型製作。產品體驗設計旨在創作可以改善人類生活的產品, 並為社會帶來正面的影響。比賽開放予不同學術背景的學生參加, 並且不用作推廣任何特定品牌或產品。

4：遊樂設計

遊戲設計旨在讓學生探索如何透過遊戲設計說故事並進行互動, 從而激發創意及創新思維。比賽鼓勵學生在整個設計過程中, 創作會說故事兼帶來正面社會影響的遊戲, 以醞釀想法及發揮想像力。參加者需要跳出框框, 破格思考如何設計遊戲, 並將道德及社會影響考慮在內。學生會從中了解如何使用遊戲來改善人類生活, 並投入歡樂的體驗。比賽開放予不同學術背景的學生參加, 並且不用作推廣與遊戲設計相關的任何特定品牌或產品。

5：人工智能與未來設計

本類別用以鼓勵中學生探索人工智能於未來的應用。比賽旨在激發學生發揮創意思維及提出新想法, 為社會帶來正面影響。參加者需要思考人工智能如何在未來 5 至 10 年內改善人類生活, 並提出創新點子。應基於目前或稍微先進的科技水平, 去構思人工智能的相關應用或裝置。構建想法時, 應顧及道德及社會方面的影響。鼓勵以圖像、短片或動畫等形式表達想法, 讓創意及想像力飛翔。說明如何透過所構思的人工智能相關應用或裝置, 以改善人類的生活。比賽不用作推廣與人工智能相關的任何特定品牌或產品。

作品遞交簡介

1：初賽作品遞交

初賽參賽隊伍需提交以下作品：
_A4格式的設計圖片（10-20頁）或投影片（A4, 例如設計過程, 草稿等相片）（*必需）
_短片（最長 1 分鐘, 以MP4形式提交）（*非必需）

2：決賽

主辦方將在2024 年2 月透過電郵方式通知入圍隊伍。

準備事項：
_原型製作及短片
隊伍必須提交原型設計, 讓評審團更深入了解實質設計（三維形式、尺寸）、人體工學測試、運作原理
及選材等, 同時有助隊伍用以闡明設計思維、產品使用情景及生態系統等。

_簡報會
入選設計隊伍將獲邀參加簡報會及問答環節。

決賽入圍者的權利及義務
_ 津貼：每支入圍隊伍可獲發港幣 1,000 元, 用於製作所需原型或模型。
_ 工作坊及導修：晉身決賽的隊伍可參加專屬工作坊及導修課程。
_ 入圍隊伍必須參加決賽簡報會, 向評審團展示決賽作品。

獎品及獎項

得獎隊伍將於決賽簡報會選出並公布, 並獲發獎杯、證書和獎品。
得獎隊伍可能會獲邀參加媒體採訪、宣傳活動及/或項目其他平台的推廣, 以展出原型設計。

評審標準

初賽	
創新/創意/獨特設計特色	20%
外觀/形式/構圖	20%
設計過程報告/說故事能力	20%
對用戶/市場/業務可持續發展的了解	20%
整體質素	20%
決賽	
創新/創意/獨特設計特色	17%
外觀/形式/構圖	17%
對用戶/市場的了解	17%
原型/短片	17%
可持續發展/循環經濟	17%
整體質素/簡報	15%

聯絡方式
如有任何疑問, 歡迎聯絡我們。

Cyris Lo
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