Guidelines for UI/UX Design Competition

Objective

The main objective of UI/UX (User Interface/User Experience) Design Competition is to create digital interfaces that are user-friendly, visually appealing, and effective in delivering a positive experience.

Participation

- The participants must be the undergraduate students of *nec*.
- UI/UX design competition is open only to individual participants.
- The individual must register online for participation.

General Rules

1) Theme: At the onset of the event, a surprise theme prompt will be revealed, setting the stage for participants' creative journey.

2) Submission Requirements: Participants can submit designs for websites, mobile apps, software interfaces, or any interactive digital platform. Submissions should include both UI and UX components.

3) Submissions can be wireframes, prototypes, or finished designs. A brief explanation of the design concept and any notable features should accompany the submission.

4) Format: Designs should be submitted digitally in a common format, such as PDF, PNG, or interactive prototypes using tools like Figma, Adobe XD, or InVision.

5) Intellectual Property: All submitted designs must be original and not infringe on the intellectual property rights of others. Plagiarism will result in disqualification.

6) Judging Criteria:

- **Creativity and Innovation:** Uniqueness of the design concept and creative use of UI/UX elements.
- **User-Centered Design:** How well the design addresses the needs, preferences, and expectations of the target audience.
- **Visual Appeal:** Aesthetics, color scheme, typography, and overall visual coherence.
- **Functionality and Usability:** Intuitiveness of the design, ease of navigation, and overall user experience.
- **Technical Feasibility:** The practicality of implementing the design within real-world constraints.
- **Adherence to Theme:** How well the design aligns with the competition's theme.

- ➤ **Navigation:** Is the navigation logical and easy to understand? Can users quickly find what they are looking for? Is the hierarchy of information clear?
- ➤ **Story Telling:** Does the design effectively communicate a narrative or story?

7) Submission Deadline: A clear submission deadline will be communicated to participants. Late submissions will not be accepted.

8) Timing: Participants will have a two-hour time limit to complete their designs in the competition.

9) Use of Submissions:

By submitting a design, participants grant the organizers the right to showcase their work for promotional and educational purposes.

Awards

- ➤ Winner will be awarded NRs. 10,000/-
- ➤ First Runner Up will be awarded NRs. 5,000/-
- ➤ Other participants will get Certificate of Participation.

Note

- ➤ The project exhibition organizing committee has right to change the guidelines as per necessity.

Contact Persons

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