RULE BOOK

10. Pixel Craft- UI/UX Design Challenge

TASK:

This competition will test your creativity, problem-solving skills, and design thinking. Each team will be given a topic on the spot from one of the five pre-determined themes and must create a high-fidelity Figma design within the given time.

Event Structure

- Teams will be assigned a random topic from one of the **five themes** at the start of the event.

- The design must be created using **Figma** only.

- The total duration for designing will be **4-5 hours**.

- Teams are expected to present their designs at the end of the competition.

- Judges will evaluate the designs based on specific criteria.

Themes

The event will have five themes. The topics will be chosen by the Team Leader at the start of the event through chit system. Themes include:

1. **E-commerce & Shopping**

2. **Healthcare & Well-being**

3. **Education & Learning**

4. **Social Networking & Community**

5. **Metaverse and AI**

GENERAL GUIDELINES:

- All designs must be **original** and created during the event.

- Teams must stick to their assigned topics and themes.

- No use of **pre-made templates** or copied designs is allowed.

- Teams should follow a structured design approach, including wireframes, UI components, and user flows.

- Collaboration within teams is encouraged, but **external assistance is not allowed**.

- Teams must submit their **Figma file link** before the deadline.

- Presentation time will be limited to **10 minutes per team**.

❖ Judging Criteria

Designs will be evaluated based on the following criteria:

1. **Creativity & Innovation (15%)** – How unique and creative is the design solution?

2. **User Experience (20%)** – Is the design intuitive and user-friendly?

3. **Aesthetics & Visual Appeal (25%)** – How well does the design follow UI/UX principles?

4. **Functionality & Feasibility (15%)** – Can this design be realistically implemented?

5. **Presentation & Justification (25%)** – How well is the design idea presented and justified?

❖ Disqualification Criteria

Teams may be disqualified if they:

- Violate any of the event rules.

- Submit **plagiarized** or **AI-generated** designs.

- Fail to submit their design before the deadline.

- Engage in any form of misconduct.

➢ Important Notes

- Participants must ensure they have access to Figma.

- The decision of the judges will be **final and binding**.

- The organizers reserve the right to modify the rules if necessary.