



## THIS YEAR'S THEME

With this year's theme we are asking you to focus on small interactions that you can improve in a massive way. Think small, rather than solving the world's great wicked problems; we want you to look at the everyday life that surrounds you and how, through design and the creative use of new technologies, you can make it a magical.

We are looking for a well-considered design that creates simple powerful moments. From notification exhaustion, to screen overload, the convergence of our attention on very few and ability to manage the demands impacting our quality of life, or simply to how we share moments of joy. Meanwhile, the technology already exists that could allow us to lead more unencumbered lives where the technology is there to delight and support us only when we need it. We are looking for design solutions that have, as David Rose has said, respect for human capabilities and preferences and fit our human bodies and minds.

What are those everyday problems and opportunities that you see around you? In what situations has technology diminished the pleasure of an interaction, rather than enhancing it? What analog objects could be improved with a layer of thoughtful and relevant new technology?

## AREAS OF INSPIRATION

In addition to gathering insights from the people around you and observing the little problems of everyday life these are just some starting points but don't let this limit your field of vision:

► **Wearable and IoT devices** — How can wearables and other 'smart' objects become a part of our lives without having to even resemble technology? How could these devices enhance our expressive capabilities in a way that would provide value every day? How do new materialities of technologies open the frontiers of interaction frameworks?

► **From the future to today** — What are the latest advances in AI, VR that could blend with our lives today? What social norms could be affected by those futures? What is our ethical role in those designs? What would you actually want VR or AI to help you with every day? How might senses other than sight be enhanced or enabled in new and interesting ways?

► **Different contexts** — Could a hospital visit be enchanting? What elements would you intervene in a classroom to improve the interactions? How might first responders (police, fireman, paramedics) be better suited to help those in need?

The key to this challenge lies in identifying seemingly small problems in your context and creating lasting solutions that will contribute to people's quality of life. Through your proposal we hope you will find ways of redefining our relationship with technology, by imagining it without the constant tensions of "push" and "pull" but rather as timely and delightful.

## HOW TO APPLY

Participants may submit individually or as a pair. To enter the challenge, submit a) 4-minute video plus b) 150-word summary, and c) 2-3 samples of each participant's work.

### Guidelines for the submission.

We would like to see...

- ▶ A clear problem statement and why this is an important problem to solve.
- ▶ A creative narrative that demonstrates your abilities and points of views as designers and expresses how you are looking to push the boundaries of technology to improve the human condition.
- ▶ A rationale for why this idea is the right solution to the problem.

A Video, 4 minutes or less in length, must be submitted. We encourage you to create a custom video for your Student Design Challenge submission, although you can reuse elements from any of your previous work.

Do more than look into the camera and talk. Successful submissions from past years have had a clear point of view, reasonable production value, and visual support of ideas and concepts.

The judges will be looking for interaction/ experience design ability and how you communicate your thinking on the theme, rather than examining any design work you've done to create solutions around the theme.

In the video you should help us understand:

- ▶ What is your background as a designer?
- ▶ Why do you want to come to New York and continue working on this year's theme, "Everyday Magic."

Work samples help the jury to understand both your capabilities as a designer and your approach to problem solving. The 2-3 samples of work may be submitted as either links to PDFs or links to a website. The examples should help us understand:

- ▶ Your design process
- ▶ Results in time-constrained projects
- ▶ Visual presentation & storytelling skills

## WHO CAN APPLY

The Challenge is open to both graduates and undergraduates. Participants may submit individually or as a pair. Participants must be currently enrolled in or have graduated in 2016 from a program in interaction design or a related design field.

We understand that not all parts of the world have formal IxD programs, so if you work in interaction design and are currently a graduate or undergraduate student in any field, you may also participate in the challenge.

## KEY DATES

- |                |                            |
|----------------|----------------------------|
| ▶ November 15  | Submissions Open           |
| ▶ December 15  | Submissions Deadline       |
| ▶ December 27  | Finalists announced        |
| ▶ February 5-7 | Finalists at Interaction17 |
| ▶ February 8   | Winner Announced           |

## APPLY NOW

<http://sdc.ixda.org/apply-now/>