

IEEE REGION 3 SOUTHEASTCON

Student Branch Promotional Competition RULES

(previously called 'T-Shirt Design Competition')

Starting 2022, the T-Shirt Design Competition is being expanded to allow non T-Shirt entries and is being updated to the name 'Student Branch Promotional Competition'. Aside from offering more opportunities, this change will not impact you if your branch has been following the 2021 T-Shirt competition rules.

The Region 3 Student Branch Promotional Competition will be held annually in conjunction with SoutheastCon. The competition is open to all Region 3 Student Branches, which can submit any of the following:

- T-Shirt design (one submission per branch)
- Lab coat (one submission per branch)
- Student branch website (one submission per branch)
- Mardi gras mask (for 2022 Southeast Con only and only one submission per branch)

What this change means:

1. Student branches can submit one of each of the items. This means a branch can have 4 items entered into the promotional design competition if they want to enter in a t-shirt and a lab coat and a website and a mardi gras mask. Branches can not submit two of a single item though (i.e. you can not submit two T-shirts)
2. Branches can decide which items they want to submit an entry for and do not have to submit an item to each category in order to compete in the competition. If a branch wants to only submit a T-shirt, then that is fine.
3. This competition will have a first, second, and third place winner for each category (therefore for the 2022 SoutheastCon, there will be a total of 12 winners in the student promotional design competition)

Other key items about this competition:

- Students are not required to produce a T-shirt but they certainly can produce a physical T-Shirt for submission.
- All items entered into this competition will have the requirement of the students holding a product design review with a panel composed of at least 3 faculty/staff at their university or IEEE professional section members.
- If students show up at SoutheastCon with a T-shirt and have not done a design review, they will be given the opportunity to find 6 IEEE professionals at SoutheastCon and pitch their design to them. The branch will then have to complete the Design Review Submission process found in these rules but will send in photos of their shirt in place of the ppt design review slides. Students choosing this route need to make sure and get the email contacts for each professional they reviewed with so that they can include them in the design review submission process.

1. TIMELINE

Saturday April 2nd, 2022 at Noon Student Branch Promotional Competition ends/registration deadline

Students can submit their entry to the competition any time up until the closing of the competition.

2. REGISTRATION

There are two registrations that students need to be aware of; conference registration and competition registration. All students competing in student competitions must register for both the conference and the competition. Information for both registrations are as follows:

- 1) Conference registration (i.e. IEEE SoutheastCon 2022 registration)
 - a) At least one member from the student branch must register for the conference registration in order for the university design to be entered into the promotional design competition.

- 2) Student Design Review Competition registration
 - a) Students enter their design item(s) into the promotional design competition by completing the “Design Review submission process and requirements” (see section in these rules for details on the submission process). Students do not need to fill out anything additional to enter into the promotional design competition.
 - b) There are no fees for students to register for this competition (aside from the costs for students to register for the conference)

3. RULES

Each student branch is allowed to enter up to 4 items in the competition (see list of items allowed on the first page of these rules). Each item must include: 1) the IEEE logo and the school name and/or 2) “IEEE SoutheastCon 2022” incorporated into the design.

Student branches must adhere to the IEEE regulations related to the use of the IEEE Logo, which can be found at: <https://brand-experience.ieee.org/guidelines/brand-identity/>

The students must hold a virtual or in person product design review with a panel composed of at least 3 faculty/staff at their university or IEEE professional section members. It will be on the students to find the members for the panel and set up the review. Below are items that should be covered in the design review for each item being submitted to the student branch promotional competition rules.

- What is the target market of the item?
- What are the business goals for this item and how does this concept achieve those goals?
- How is the design tailored to the audience?
- What are the considerations that went into the overall design? (layout, visibility of key elements, their sizes, and colors)
- How did cost play a role in the design?

4. Design Review submission process and requirements

Once the student has completed their design review, the student must send an email to ieeesacregion3@gmail.com with the following format. This email must be sent by the closing date of the Student Branch Promotional Competition:

To: ieeesacregion3@gmail.com
CC: <i>(the email address of who everyone that was part of your virtual review)</i>
Title: <i>(University name) Student Branch Promotional Competition entry of (items you are entering)</i>
Body: <i>(University name) conducted a virtual design review on (date that review occurred) for a (item you are entering into the competition).</i> <i>(1-2 sentences thanking the reviewers for their time)</i> <i>(1-2 sentences stating recommendations the reviewers offered and you found helpful)</i> <i>(if you are entering a website) Our student branch website can be found at the link below:</i>
Attachments: <ul style="list-style-type: none">- Presentation slides used in the design review (can be pdf or ppt) <i>Note: It would be expected that your design review slides have photos of the design you are entering. Therefore, you do not need to attach an image of your design.</i>

**2022 IEEE Region 3
Student Promotional Competition
Judging Criteria**

T-Shirt Judging Criteria	Max Possible Score
Design The entry must incorporate the IEEE branding/logo and must follow all restrictions and competition rules	25
Creativity The entry must innovatively incorporate technology and engineering principles into its design (even in unexpected ways)	25
Identity The entry must represent the school clearly and should promote interaction with the wearer	25
Originality The entry must show uniqueness and not be directly a derivative work of designs submitted in the past (if applicable)	25

2021 IEEE Region 3

