# 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 and has the following categories:

- T-Shirt design (one submission per branch)
- Lab coat (one submission per branch)
- Student branch website (one submission per branch)

Each branch is only allowed one submission per category but is allowed to submit to more than one category.

If students would like to have their T-shirt and/or lab coat displayed at the SoutheastCon 2024 registration desk then they can drop off the item any time at the registration desk and it will be hung up for display.

## 1. Timeline

**Saturday March 23rd, 2023 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 2024 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 become automatically registered for the promotional design competition when they submit their entry to the promotional design competition. Requirements for submission are laid out in these rules.

**3.**    **RULES**

Each submission design must include: 1) the IEEE logo and the school name and/or 2) "IEEE SoutheastCon 2024" 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/

For each submission, 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 12 PM on March 23rd to enter the promotional design competition. If students are entering the promotional design competition to get bonus points for their team in the hardware competition, the team will not receive the bonus points until they have submitted into the promotional design competition:

| |
|---|
| **To:** ieeesacregion3@gmail.com |
| **CC:** *(the email address of who everyone that was part of your virtual review)* |
| **Title:** *(University name)* Student Branch Promotional Competition entry of *(items you are entering)* |
| **Body:**<br>*(University name)* conducted a virtual design review on (*date that review occurred*) for a *(item you are entering into the competition).*<br><br>*(1-2 sentences thanking the reviewers for their time)*<br><br>*(1-2 sentences stating recommendations the reviewers offered and you found helpful)*<br><br>*(if you are entering a website)* Our student branch website can be found at the link below: |
| **Attachments:**<br>   - Presentation slides used in the design review (can be pdf or ppt)<br>     *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.* |

# 2024 IEEE Region 3
# Student Promotional Competition
# Judging Criteria

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

# 2024 IEEE Region 3
# Student T-Shirt Competition
# Scoresheet

Judge Name: _____

| # | Shirts | Design [25] | Creativity [25] | Identity [25] | Originality [25] | Total [100] |
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| 2 | | | | | | |
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