

IEEE REGION 3 SOUTHEASTCON

Student Branch Promotional Competition RULES

(previously called 'T-Shirt Design Competition')

Starting with SoutheastCon 2025, student branches must turn in their physical T-shirt for the competition. 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. Each branch is only allowed one submission of a shirt.

1. TIMELINE

Saturday, March 28th, 2023 at Noon Student Branch Promotional Competition ends/registration deadline: Design review email must be received by this point and a physical t-shirt must be submitted to the registration desk.

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

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 is as follows:

- 1) Conference registration (i.e. IEEE SoutheastCon 2025 registration)
 - a) At least one member from the student branch must register for the conference registration 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 t-shirts to the promotional design competition. Submission is considered complete when the t-shirt is submitted to the registration desk and the presentation is submitted via email. 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 2025" incorporated into it.

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/>

Student branches must also adhere to school logo regulations and any other sponsor or partnership logo regulations their shirt may include.

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 must be recorded and submitted along with the slides. 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 noon on March 28th to enter the promotional design competition:

To: ieeesacregion3@gmail.com
CC: <i>(the email address of everyone who was part of your 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>
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>- A YouTube link to your design review.

2024 IEEE Region 3 Student Promotional Competition Judging Criteria

T-Shirt Judging Criteria	Max Possible Score
<p>Design</p> <p>The entry must incorporate the IEEE branding/logo and must follow all restrictions and competition rules</p>	15
<p>Creativity</p> <p>The entry must innovatively incorporate technology and engineering principles into its design (even in unexpected ways)</p>	20
<p>Identity</p> <p>The entry must represent the school clearly and should promote interaction with the wearer</p>	10
<p>Originality</p> <p>The entry must show uniqueness and not be directly a derivative work of designs submitted in the past (if applicable)</p>	15
<p>Feasibility and Thoughtfulness</p> <p>The design, presentation slides, and presentation video clearly demonstrate clear consideration of requirements such as cost, color, and practicality while aligning with the competition's theme and production feasibility.</p> <p>This part of the rubric is split into 4 sections:</p> <ul style="list-style-type: none"> - Thoughtfulness: <i>The design reflects clear consideration of the competition requirements, including cost constraints, color palette, and material limitations.</i> - Practicality: <i>The design demonstrates an understanding of how it will be implemented</i> - Alignment with Theme: <i>The design aligns well with the competition's theme or purpose while adhering to the specified requirements.</i> - Cost Efficiency: <i>The design uses colors, materials, and techniques that balance creativity with cost-effectiveness.</i> 	<p><u>40 TOTAL</u></p> <p>10</p> <p>10</p> <p>10</p> <p>10</p>

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

Judge Name: _____

#	Shirts	Design [15]	Creativity [20]	Identity [10]	Originality [15]	Feasibility and Thoughtfulness [40]	Total [100]
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
20							