F:unKT
Interaction Design
Awards '18

K.I.S.S. (Keep it Simple. **Sure?**)

1.1 Simplicity = Effortless?

As interaction design booms everyday, reaching new heights and developments, it promises us a life so comfortable and user centric that we probably won't even need to move a muscle. With rampant growth in technology, designers started to capitalize on this and built innovations that felt straight out of a science fiction movie.

Come to think of it, is interaction design making our lives easy or sluggish? Do we care about the deeper meaning or any unintended consequences to what we create?

When we look for simplicity, this is what pops in our head: How can we make human lives easy and effortless? But this is happenning in an environment of innovation which is driven by consumerism and economic returns. We often tend to overlook aspects that don't fit in this equation. Most certainly things which are humane and do not have a commercial value. Are we sure that is just the simplicity that we want?

Which again brings us back to the idea of asking 'Why?'. When we see design in a broader picture beyond technology and business, that's when a design is bare, in its actual form and reflects it's purpose. And many times it's here where it develops those primary 'questions' of its existence, where you can actually see or understand its true motive, if not purpose.

This is the 'simple' being misinterpreted today with growing absence of delight in doing, building things. Shouldn't design symbolize relationships with **ourselves**, our **counter parts** and **society?**

Is interaction design making our lives easy or making it sluggish?

F:unKT

By ourselves we mean – How can our design enrich our lives and enable us to do, feel and experience better?

By counter parts we mean – How can design help us strengthen our existing relationships and nurture new ones?

By society we mean – How can design help us organise into communities that are balanced on social-economic-environmental spectrum?

How can interaction enrich relationship with ourselves, our counter parts and society?

F:unkT

1.2 Design ≠ Problem solving. **Not always.**

Sounds weird right? As designers we usually place ourselves at a noble position of problem solvers, which enables us to easily discard all other arguments which do not support reaching from A to B. Many times this journey from A to B is over simplified, and so rapid, that process doesn't even raise enough relevant questions.

But aren't we forgetting that **beauty of design can also be about roaming between A to B?**

It can be safely stated that a good design = Finding more problems + More options + More secret sauce + Getting confused.... et cetera and getting lost somewhere, sometimes not even being found. But this equation can rarely be related only with problem solving.

As Victor Papanek says in *Design for the real world – "Because design as a problem- solving activity can never, by definition, yield one right answer: it will always produce an infinite number of answers, some "righter" and some "wronger." The "rightness" of any design solution will depend on the meaning and which we invest the arrangement."*

Designers do not just solve problems, they also discover them. – Ralph Ammer

If **simplification isn't the ultimate design solution**... Then what is it?

F:unkT

1.3 Process is true - Everything is relative

Without rejecting the concept of simplicity, which has done miracles in movements/ideas like less is more, minimalism, essential only, etc, we want to shift focus to the idea of delight in **doing and creating** beautiful things. Because we find common ground, when we let the **process dictate the design**, and not filters, parameters, economics or assets.

Where humane finds good fit between business and technology. Where designing as an evolution, leads to vivid possibilities. Where these underlying ideas are the inspiration for coming generations and not just the final product.

At **F:unkT Awards** we are celebrating products that have evolved out of reflective design processes and enrich human life in various ways.
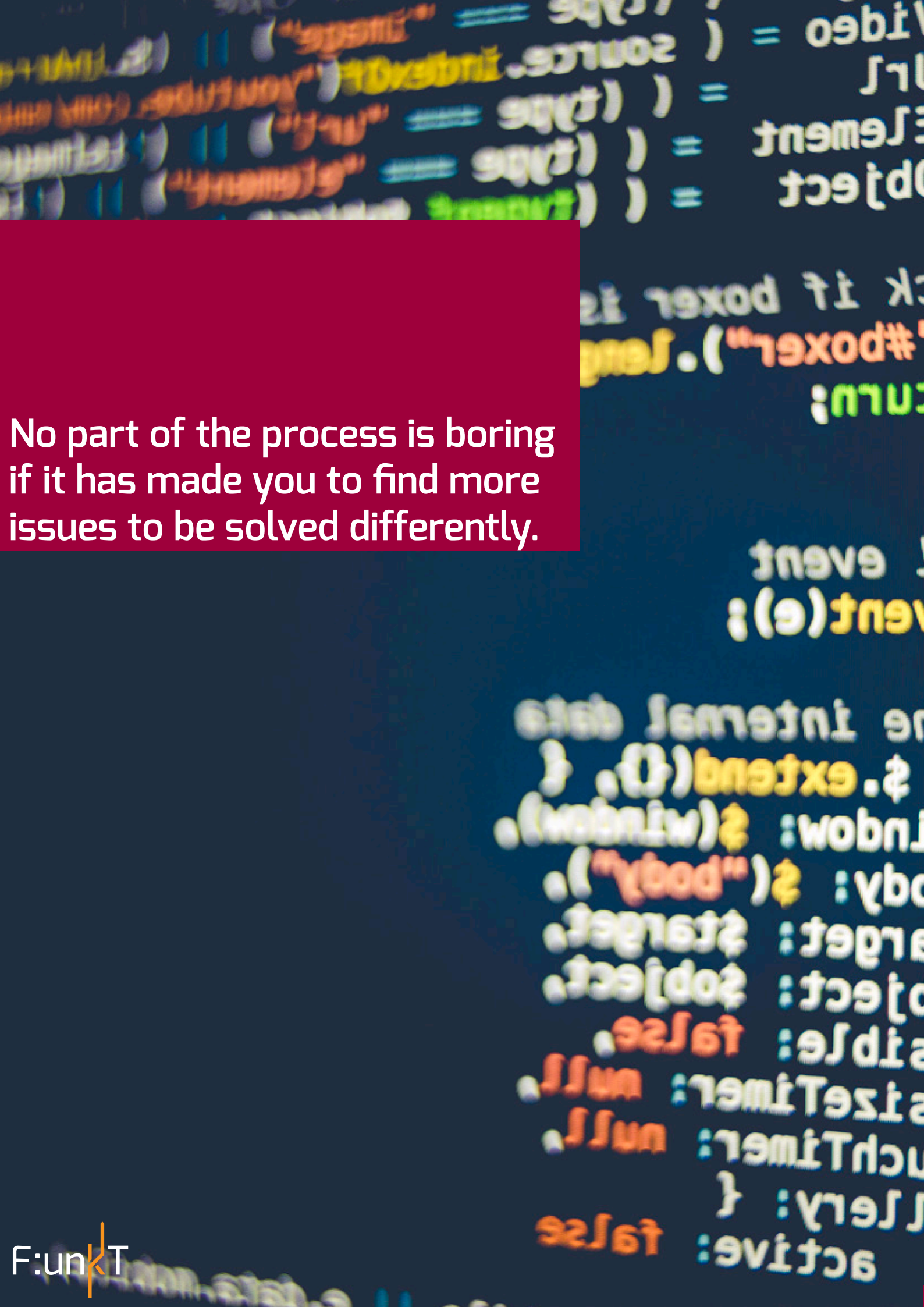
We want to make it clear that, **we are not against use of technology or simplification**, but the key to both lies in the **paths you take** to reach the product.

That being said lays down the most essential criteria. It does not matter if you are from a designated interaction design background or not, the awards are open to all the designers from any disciplines, who have designed things which they feel has made or attempted to make human lives better.

You can be an industrial designer, or a wood worker, or an architect, or a textile designer, or a print/media designer or maybe someone who is just enthusiastic about creating things this podium is for you!

At F:unkT Awards we are celebrating products that have evolved out of reflective design processes and enrich human life in various ways.

F:unkT

No part of the process is boring if it has made you to find more issues to be solved differently.

2.1 Entry Requirements

The detailed requirements of the entries are as follows:

1. Registration

2. A minimum of 10 Jpeg images and/or 3minute video with information about your project where you describe your project.

The images has to be composed in a web presentation format, where it explains a small aspect of project per image. Avoid use of alot of text, and put your textual ideas/concepts/descriptions in Q&A sections. The submission requirements do not have an upper limit on image count, but ensure that you use only necessary amount of pictures.

The video does not need to be of production quality, but it is advised to cover the basic ideas listed below clearly. A very simplistic narration and lucid working principles ideas / concepts explained verbally or through certain static visuals can be a good starting point.

The presentation must speak about the following aspects:

The user it is addressed to, Issues / Ideas / Opportunities the design is addressing / What was the project's design process? / What is the result of the design product.

3. Description of the project

A 200 word description of the project where you explain how your design fits into a given category.

4. A cover picture

Size - 1920 x 1080 this will be used for thumb nailing and as a project cover for your web presentation. So make sure this image is one of your best ones.

5. Process sketches – Clips – Decisions – Stages – Iterations

This is the most essential part of the project where you get to explain all between the lines ideas through abstract sketches, or logics devised for a particular interaction to work, or maybe as simple as information structuring. No part of the process is boring if it has lead to problems to be solved differently. These process level ideas not only gives our jury a clear picture about your efforts, has the ability to inspire other viewers as well (If you display your project publicly).

We are aware of the fact that explaining processes can be a challenge considering constraints and may consume significant attention span on the project page hence we would advise to make this part as concise as possible. Process is important, but challenge here is to filter and craft the information to make it relevant to the audience.

There are primarily 3 categories for judging for F:unKT awards i.e. Students, Professionals and People's choice.

F:unKT

2.2 Eligibility and details

1. The awards are open to students and professionals of all disciplines, including interaction design.

2. To invite inclusive participation there are no fees for student level entries, and a nominal fee for professional participation.

3. Student level include individuals enrolled in a full time Bachelor's/ Undergraduate, Master's/Undergraduate and Ph.D programmes worldwide.

4. All work submitted shall be original, and participant shall have all the rights of the submitted content.

5. Eligible age limit for participating is 18years (minimum) and 40years (maximum).

6. Students participating in the contest will require to produce a certificate of bonafide from their universities as a proof of enrollment in an academic programme, during the date of submission.

7. The awards are open to all nationalities around the world.

8. Idea / Concept, Under development level projects as well as built / developed projects are eligible.

9. Professionals can submit their previous student level works (modified/ unmodified), but these projects will be evaluated under professional category.

10. Team level/Individual participation is permitted.

2.3 Submit your entry

You can submit as many projects as you like but each project must be submitted separately.

2.4 Team or Individual

Individual entries as well as team entries are permitted. But each project shall be entered separately.

2.5 Fees

To invite inclusive participation there are **no fees for student level entries**, and **a nominal fee for professional participation.** Details of the fees can be found out in timelines section.

Each small step brings huge definition to your end product. They. Matter.

F:unKT

Celebrating the best of interaction design, with the best minds around the globe.

3.0 Preliminary Round

To facilitate the awards, and invite the best entries from all around the globe the process is staged in two parts. This section will talk about the first online stage.

3.1 Online presentation

This round involves submission of entries online on our submission portal where the entry will be open to participants as a web presentation. You may modify / edit / change your entries till the end of submission deadlines. It is your call to when to put the entry live on the portal, hence you can experiment with the submission forms and Q&A segments before you put your submission for display.

Tip: It's advised you submit your project earliest and enable it for display publically as soon as your key elements stated above are covered, so that it can build engagement and strike a conversation for more chances to excel in public voting round. You can always add, modify and remove things till the submission deadline as per timeline.

3.2 Public voting round (Optional)

This round will start once the submission of entries are over. This round of participation is open on free will. We understand there might be confidentiality concerns in a few under progress projects, hence if you wish to keep your project private and not opt into public voting you are free to do so. The public voting round will decide the shortlist of the people's choice category. **This round will select 10 best student and professional projects which has the maximum number of public votes.**

Tip: Once the public voting begins you can share your projects as much as possible to increase your chances to get shortlisted in this category.

3.3 Jury Shortlisting

This sub-stage begins simultaneously with public voting internally by our esteemed jury panel. The panel will go through all the entries submitted and declare a shortlist based on student and professional categories. The selection will be derived on judging criterias set by the panel. **20 best students and 20 best professionals will be selected in the jury shortlist.**

By the end of this internal round, both (jury and public voting) the shortlists will be announced online at the designated dates on the timeline.
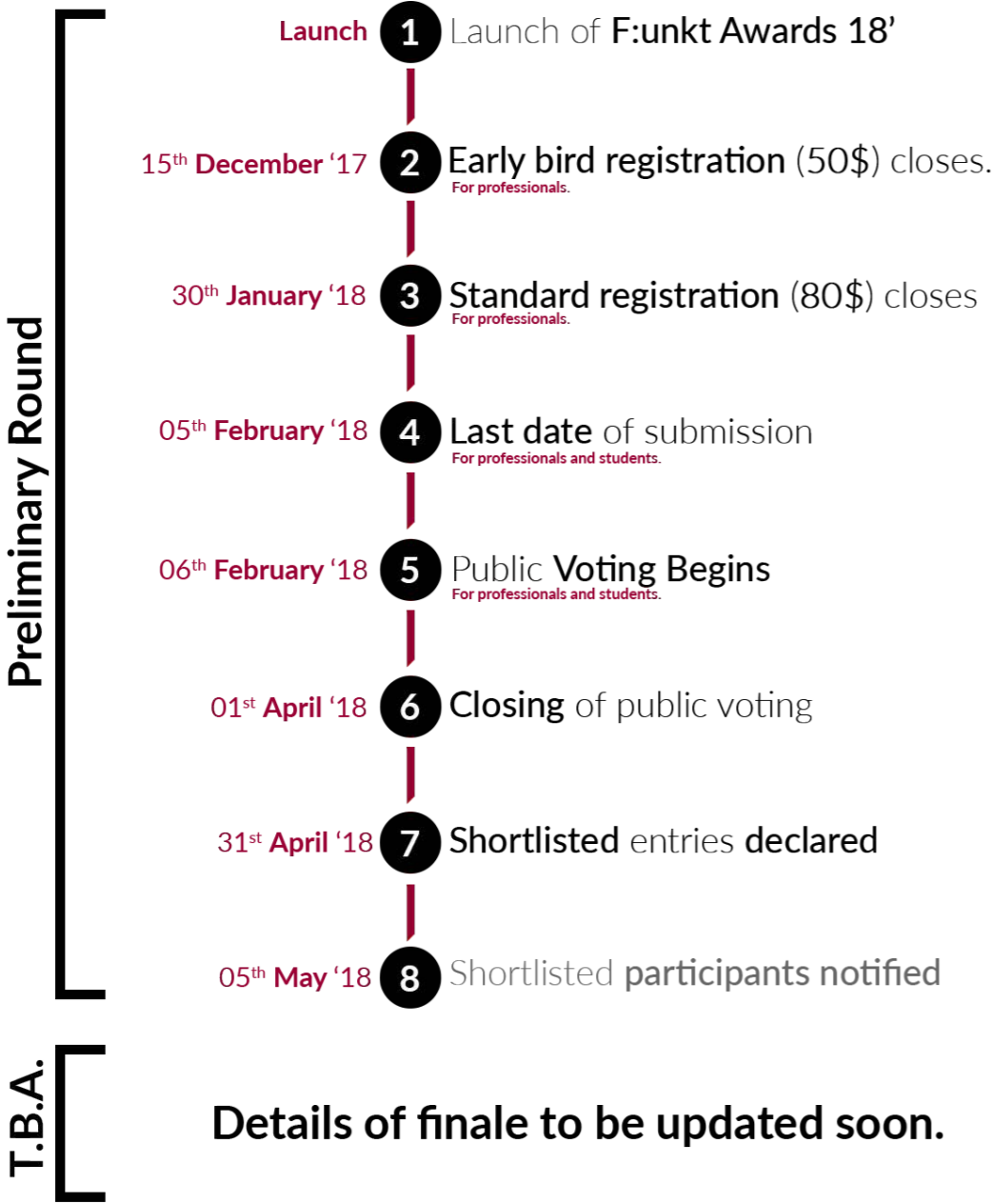
F:unKT

4.0 Further stages

The details of this stage shall be communicated with our shortlisted participants, and shall be updated on the website soon.

4.1 Expert Panel Jury - Final Scoring
4.1 Public Exhibition
4.3 F:unkt Meet '18 - Award ceremony

5.0 Timelines

The competition is divided into three stages, mainly submission, voting, and exhibition/awards. Timeline of the competition is as follows.

Preliminary Round

Launch **1** Launch of **F:unkt Awards 18'**

15th **December '17** **2** **Early bird registration** (50$) closes.
For professionals.

30th **January '18** **3** **Standard registration** (80$) closes
For professionals.

05th **February '18** **4** **Last date** of submission
For professionals and students.

06th **February '18** **5** Public **Voting Begins**
For professionals and students.

01st **April '18** **6** **Closing** of public voting

31st **April '18** **7** **Shortlisted** entries **declared**

05th **May '18** **8** Shortlisted **participants notified**

T.B.A.

Details of finale to be updated soon.

Your ideas can set the benchmarks for interaction design community in the future.

F:unkT
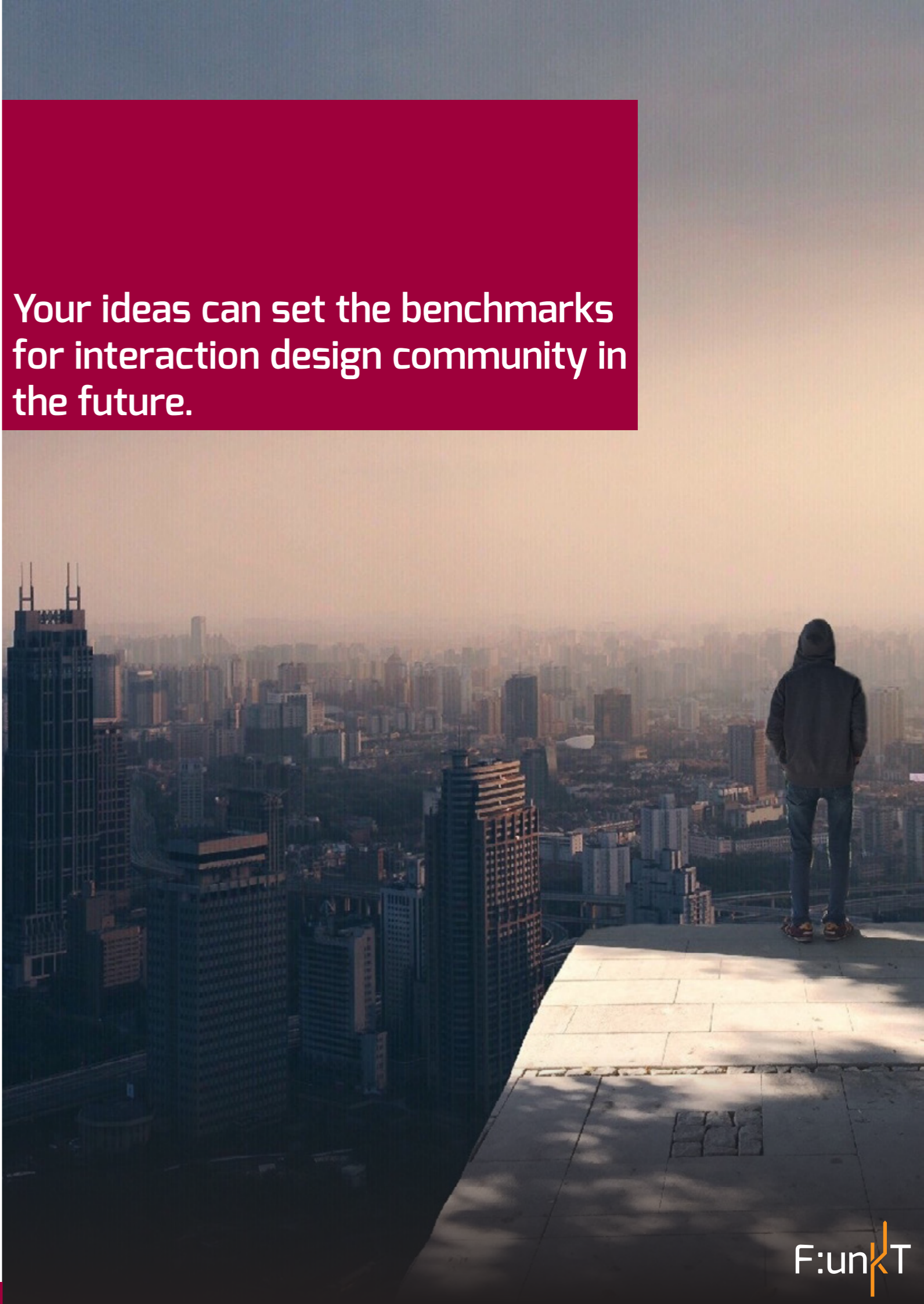
5.0 Judging criteria

1. Evaluation of entries are dependent on juror's discretion.

2. Entries will be evaluated on some general criteria of evaluation e.g. Concept, Design process, Creativity, Functionality, Aesthetics, Innovation etc.

3. These criteria will not be the only criteria of evaluation and juror's may include or exclude such factors depending on the nature of the project.

4. Jurors will look upon the depth of research and quality of design of the project, issues opportunity it addresses and has the project met them / able to meet them.

5. Design process of the project.

6.0 What do you win?

There are three big titles in the lined up for F:unKT Awards '18 this year. All the award winners and shortlisted participants will get featured in F:unkT Awards 18' Yearbook.

The three awards, are as follows with perks for shortlisted entrants as mentioned below:

Stu (Student Winner): Sponsored ticket* to F:unKT Meet '18, Award + Certificate, Publication in F:unkt Bind yearbook, Presentation opportunity at F:unKT Meet'18, Exhibition of Entry.

Pro (Professional Winner): Sponsored ticket* to F:unKT Meet '18, Award + Certificate, Publication in F:unkt Bind yearbook, Presentation opportunity at F:unKT Meet'18, Exhibition of Entry.

F:unKT choice (People's Choice Winner): Sponsored ticket* to F:unKT Meet '18, Award + Certificate, Publication in F:unkt Bind yearbook, Presentation opportunity at F:unKT Meet'18, Exhibition of Entry.

Shortlisted Entrants (Both categories): Registration ticket for F:unkt Meet '18, Certificate, Publication in F:unkt Bind yearbook, Exclusive Web Presentation, Exhibition of Entry.

*Conditions apply. Find detailed fine print in terms and conditions.

Most importantly the above title holders will be the be foundation of F:unkt Interaction Community.

A spectra of the best in interaction, built for you and by you.

F:unkT
Interaction Design
Awards '18