

INNOVATEX 4.0 – Presidency University

MakerSpace Cluster | Pixel Craft Rule Book

Event Overview

FIELD	DETAILS
EVENT NAME	UI / UX PIXEL CRAFT : ULTIMATE PRODUCT DESIGN CHALLENGE
CLUSTER	MAKERSPACE CLUSTER
EVENT TYPE	MINI-HACKATHON
MODE	OFFLINE
TEAM SIZE	TEAM OF 4 MEMBER
DURATION	6 HOURS

Event Overview – Participant Tasks & Objectives

Participants will work in teams to design and develop a complete high-fidelity UI/UX solution for a real-world application or website within a fixed timeframe. The challenge involves analyzing user needs, creating wireframes, designing intuitive interfaces, and building seamless user flows, all executed using Figma. The event emphasizes collaboration, creativity, and user-centric thinking while simulating real-world design workflows under time constraints. Through this experience, participants will strengthen teamwork, enhance practical design skills, and gain valuable exposure to professional UI/UX practices.

Design / Technical Specifications

1. Platform & Tools

- All designs must be created exclusively on Figma.
- Participants must use their own laptops for the competition.
- Internet access will be provided only for design reference and collaboration, not for copying designs.

2. Design Constraints

- The UI/UX solution must be high-fidelity, covering:
 - Wireframes
 - UI components
 - Complete user flow and navigation
- Designs must be original and created entirely during the event duration (6 hours).

3. Permitted & Prohibited Components

Permitted:

- Manual design using Figma tools
- Custom components created by the team
- Self-designed icons, layouts, and visual elements

Prohibited:

- Pre-built UI kits, templates, or design systems
- Copied or replicated designs from existing applications/websites
- AI-generated designs or auto-generated layouts
- Importing external assets that are not self-created during the event

4. Rules on Pre-Existing Work

- No pre-designed screens, wireframes, or assets may be used.
- Teams must start with a blank Figma file at the beginning of the event.
- Any form of external assistance, prior preparation, or reuse of past designs will lead to disqualification.

5. Event-Specific Requirements

- The design must follow modern UI/UX principles, including:
 - Accessibility considerations
 - Consistent typography and color usage
 - Clear navigation and usability
 - The final submission must be a valid Figma link, submitted before the deadline.
 - Teams must be prepared to justify design decisions during the presentation.
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General Guidelines

- Participants must strictly adhere to the event schedule, instructions, and all submission deadlines announced by the organizers.
- Each team is responsible for bringing and maintaining their own laptops, chargers, and required accessories, unless explicitly stated otherwise by the organizing committee.
- All designs must be developed entirely from scratch during the event duration. Any form of prior preparation, reuse of existing designs, or external assistance is strictly prohibited.
- Teams are required to document their work clearly, including:
 1. Problem Statement
 2. Design Approach and Tools Used
 3. Challenges Faced and Solutions Implemented

- The organizing team will provide basic power supply and internet connectivity for event-related activities.
 - Any unsafe, unethical, or misconduct-related behavior—including plagiarism, misuse of tools, harassment, or violation of institutional rules—will result in immediate disqualification.
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Safety Rules

- Participants must use their own laptops and follow safe device-handling practices, including avoiding overcharging, using proper ventilation, and keeping liquids away from electronics.
 - Only legitimate, licensed, and secure software/tools (Figma and supporting utilities) may be used — no cracked, harmful, or unauthorized software is permitted.
 - Maintain a safe and respectful working environment by keeping the workspace clean, free from physical hazards, and ensuring cables and chargers do not cause tripping or electrical risks.
 - Participants must follow instructions from organizers, volunteers, and judges at all times, especially related to time limits, submission rules, and safety announcements.
 - Any form of misconduct — including cyber-misuse, device tampering, data theft, harassment, or violation of institutional safety rules — will result in immediate disqualification.
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Event Rounds / Structure

ROUND	DESCRIPTION	DURATION
ROUND - 1	Design Sprint Phase 1 Teams analyze the given problem statement, conduct user research, ideate concepts, and create low- to mid-fidelity wireframes in Figma.	3 HOURS

ROUND - 2	Design Sprint Phase 2 Teams build high-fidelity UI screens, finalize user flows, refine visuals, and prepare the final design for submission and presentation.	3 HOURS
FINAL EVALUATION	Teams present their designs to the judging panel, explain design decisions, submit the Figma link, and receive feedback.	10 MINUTES



Submission Guidelines

Final submissions must include the following:

Figma Design Link

A complete high-fidelity UI/UX design covering wireframes, UI screens, and user flow.

Design Presentation (PDF / PPT)

A brief presentation explaining:

- Problem statement
- Design approach and process
- Key UI/UX decisions and user flow

Design Documentation (Optional but Recommended)

A short report outlining challenges faced, solutions implemented, and feasibility considerations.

Source code or hardware schematics are NOT required, as this is a design-focused (UI/UX) challenge.



Submission Deadline

All submission materials must be uploaded/shared before the announced deadline. Late or incomplete submissions will lead to disqualification.

Judging Criteria

Criteria	Weightage
Innovation & Creativity	25%
Technical Implementation	25%
Feasibility & Accuracy	20%
Presentation & Communication	15%
Impact / Relevance	15%

Scoring Overview

PARAMETER	MAX POINTS	EVALUATION
USER EXPERIENCE & USABILITY	50	Intuitive avigation, clarity of user flow, accessibility, and overall ease of use
UI / VISUAL DESIGN QUALITY	25	Layout consistency, typography, color usage, spacing, and visual hierarchy Design Feasibility & Compliance
Design Feasibility & Compliance	15	Practical implementation potential, adherence to rules, originality, and UI/UX principle

Innovation / Aesthetics	10	Creativity, uniqueness of concept, and visual appeal
TOTAL	100	-

Penalties & Disqualifications

Violation	Penalty
Late Submission	-10 Points
Use of Pre-built Designs, Templates, or External Assets	-20 points or Disqualification (based on severity)
Incomplete Submission	-20 Points
Violation of Event Rules or Design Constraints	-10 to -20 points
Unsafe, Unethical, or Misconduct-Related Behavior (plagiarism, harassment, misuse of tools)	Immediate Disqualification
Repeated Rule Violations	Permanent Ban from current and future editions

Awards & Recognition

Category	Prize	Remarks
1st Prize	₹20,000	Winner
2nd Prize	₹15,000	Runner-up
3rd Prize	₹10,000	Technical Merit

Event Team

Role	Name	Department / Club	Contact
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Faculty Coordinator	Dr. Divyarani M.S	Professor & Deputy Director, Makerspace	-
Event Lead	Samhith V Gupta	Computer Science Engineering	91649062621
Technical Mentor	Rishi Mailoorkar	Computer Science Engineering	8310341267
Logistics & Media Lead	Madhan B V	Computer Science Engineering	8088228909



General Instructions

- All participants must strictly follow the rules, regulations, and policies of the university and the Makerspace cluster.
 - Participants are expected to maintain professionalism and respect toward judges, organizers, fellow participants, and support staff at all times.
 - Any form of plagiarism, reuse of existing designs, or unethical practices will result in immediate disqualification.
 - The decisions of the judging panel shall be final and binding, and no appeals will be entertained.
 - Participation certificates will be awarded to all teams that comply with the event rules and complete valid submissions.
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