

Guidelines for Participants of the Online Competition in Design (Grades 10–11) Held as Part of the HSE International Olympiad – 2023

1) General information about the online competition in Design: organization and participation

1. The Olympiad competition in Design will be held online in two rounds:

- Round 1: from December 19, 2022 to January 29, 2023:

– Preparation of creative projects by the participants who completed the mandatory online registration on the Olympiad's website in line with these Guidelines published on the Olympiad's website

- From January 19 to January 29, 2023: submission of creative projects to HSE University in line with these Guidelines (see Paragraph 3 below)

- Round 2: from January 30 to February 09, 2023: online interview about creative works with participants who progressed to Round 2 in line with the information and timetable posted on the Olympiad's website. Instructions on interviews and their timetable will be forwarded to participants by e-mail as specified in their registration forms. (The interview does not require any special preparations on behalf of the participants.)

2. The Olympiad tasks include a *creative project* on one of the proposed subject topics in the field of Design (see descriptions of topics below, Section 2). The project should include two files:

- Project cover page — vertical layout, with an aspect ratio of 1:1.41 (for instance, 1,000 x 1,410 px), which will serve as a preface for the remaining project parts
- Project presentation – up to 15 slides with horizontal images (for instance, 1,410 × 1,000 px) on a selected topic

3. Participants should upload their works in line with the Guidelines published on the *Olympiad webpage of the HSE Art & Design School website* - <https://school-portfolio.hse.ru/mom2023>.

To upload a project, participants should enter the e-mail they indicated during registration to take part in the Olympiad and receive an access code to log in to their Olympiad account. Participants should enter their e-mail and access code to complete authorization and click the **Submit Project** button to go to the project upload page. Next, they should follow the guidelines posted on that page.

Each completed project should be uploaded as a multi-page pdf file. If necessary, participants may add an abstract for their project (up to 700 symbols) in the **Project Abstract** field of the upload form. Files can be uploaded once as an e-document from the upload page in the participant's account.

Projects may be implemented with the use of computer techniques or manually. In the latter case, they must be scanned and converted into an e-document.

Please bear in mind that all Olympiad papers will be made publicly available on the HSE University website (*on the Olympiad webpage of the HSE Art & Design School's website*).

4. Creating a project (maximum score is 100 points)

- ✓ When preparing a creative project (in line with the Guidelines posted on the Olympiad's website on December 19, 2022), participants must:
 - Select one of subject areas in the field of Design: Design Communications, Animation and Illustration, Environmental Design, Interior Design, CGI and Visual Effects, Media and Design, Comic Books, Digital Product Design and Promotion, Design and Programming, Design and Contemporary Art, Event Design: Theatre and Performance, Game Design, Fashion Design, Fashion Photography, Branding in Fashion.
 - Based on the selected subject area, determine a topic to be explored and complete a series of works on the given topic (from six to 12).
- ✓ Project topics shall be selected independently and must fully demonstrate the creative potential and artistic thinking of the participants.
- ✓ Projects must feature consistency in style, fully addressed concepts, the original author's conception, a harmonious colour scheme and overall composition.
- ✓ Works may be implemented in any technique but should be generally consistent in style and cover a single, overarching theme.
- ✓ **Participants of the Olympiad in Design can start working on their creative projects on December 19, 2022** and submit their completed works to HSE University during the Olympiad (from January 19 up until 23:59 on January 29, 2023) in line with Paragraph 3 (above).

2) List of subject areas for creative projects in the field of Design

1. Design Communications

- A series of posters
- Corporate identity
- A series of covers
- Outdoor ads
- Commercial package
- Infographics
- A series of font compositions
- A series of covers – for music, books, magazines

2. Animation and Illustration

- A series of cartoon or computer game characters shown in a relevant context
- A series of frames for a cartoon or computer game
- A series of illustrations for a book or magazine
- A series of illustrations on a free topic
- A comic book (6 or more pages + cover)

- A board game (if you have only one playfield, additional elements from the game set should make up a series)
- A cartoon (accompanied by 6–12 screenshots)
- A series of gif animations (video postcards, screensavers, cut scenes for a game, etc.)
- A series of characters presented in video business cards
- A series of turnarounds with sculptures / 3D scenes / locations
- A series of monumental illustrations for public spaces or transport on mock-ups
- A webcomic or landing page with interactive or gif animation
- An interactive online quest / minigame based on a ready-made engine

3. Environmental Design

- A series of spatial visualizations
- A series of stage set sketches for one or more performances
- Stage set layouts
- Sketches or layouts for a series of interior elements
- A series of images for facade design
- A series of objects
- A life-size environmental object accompanied by a series of photographs/images/sketches of this object

4. Interior Design:

First, participants are invited to select one of the proposed focus areas, for example:

- Residential interior design, in particular, interior design for an apartment or a house with such interior elements as furniture, lamps, accessories, carpets, wallpaper, curtains, etc.
- Public interior design, in particular, entertainment, exhibition spaces, museums, educational, administrative, medical, sports facilities, hotels, cafes, restaurants, etc.

After selecting the topic, the participant should create a project on this topic, for example:

- A series of spatial visualizations
- Sketches or layouts for a series of interior elements
- A series of objects
- A life-size interior piece accompanied by a series of photographs/images/sketches of this object

5. Design and Programming:

Participants need to come up with a digital product concept and demonstrate it in a 6–15 slide presentation. The selected product can be either very close to reality and ready for potential launch or completely imaginary.

It's up to the participant to determine the type of the digital product. This may be an online service, a mobile app, or a virtual/augmented reality app.

The participant may select any area of application for their digital product, for example:

- Education and science
- Social services

— Services, tools

— Art, etc.

6. Design and Contemporary Art

A series of works (6–12) in the following formats: genre painting, graphics, collage, sculpture, objects, photographs, land art (layouts or sketches), video art, installations (layout or sketch) on the following topics: fragility; utopia; big and small; city; antiquity; clock/watch; library; world structure; supermarket; emptiness/void.

7. Game Design

- A board game with original rules and element design
- A video game concept with game mechanics flowcharts and sketches of game screens
- A game level map explaining the logic behind the game events and showing the environmental design
- A series of characters for a computer game (their appearance should reflect the game mechanics – the player's actions that have important implications for gameplay)
- An art installation reflecting the game mechanics
- A video trailer or game walkthrough, screenshots, and concept overview
- A comprehensive exposition, including illustrations, playfields, game elements, merchandise, memorabilia, etc.

8. Event Design. Theatre and Performance

- A series of sketches showing stage set design for traditional or site-specific venues for one or more works of art, texts, plays
- A stage set layout + a series of stage set sketches for traditional or site-specific venues for one or more works of art, texts, plays
- A series of costume sketches for one or more theatrical performances / films

9. CGI and Visual Effects

- A series of characters for a cartoon or computer game shown in a relevant context with a background or as a storyboard
- A series of frames for a cartoon or computer game
- A series of costume sketches for theatrical productions / films
- 3D models of objects/characters (accompanied by 6–12 screenshots)
- 3D video (reel) up to 1 minute long (accompanied by 6–12 screenshots)
- A cartoon (accompanied by 6–12 screenshots)

10. Digital Product Design and Promotion

Participants need to come up with a digital product concept and demonstrate it in a 6–15 slide presentation. The selected product can be either very close to reality and ready for potential launch or completely imaginary.

It's up to the participant to determine the type of the digital product. This may be a web service, a mobile app, a special web project, a series of web publications, etc.

The participant may select any area of application for their digital product, for example:

- Education and science
- Social services
- Services, tools
- Art, etc.

The presentation of the digital product concept should include:

- An overview of the idea
- Product mechanics or user experience scenarios or flowchart (plan) in the case of web publications
- Interface: screens with explanations, links to the prototype or project on Readymag
- Corporate identity or an advertising campaign or a series of advertising posters

11. Media and Design:

Participants need to develop a concept of their own magazine/journal and create a series of covers for a few magazine/journal issues (6–12 pieces) that would reflect the main editorial theme of the publication as well as a series of magazine/journal spreads for one issue. The spreads should clearly reflect the magazine/journal content, so the participant needs to come up with headings for featured materials. Dummy text can be used to fill up the rest of the page.

The magazine/journal concept should include the title, logo, overview of the idea, theme and visual style, target audience portrait (up to one printed A4 sheet).

12. Comic Book:

- A comic book (6–12 pages)
- A series of separate comic strips (6–12 strips) with a cross-cutting theme

13. Fashion Design:

- An apparel collection project, i.e. a series of clothes design sketches and (optionally) one finished product (for example, a T-shirt, apron, dress, scarf), and/or photos of finished product

- An accessory/jewellery collection project, i.e. a series of sketches and (optionally) one finished product and/or photos of the finished product
- A series of costume sketches for a famous literary work, film, or play
- A series of collages representing a study of a historical period in fashion, creative work of a designer or a fashion house

14. Photography

- Staged fashion photography (a series of photographs with fashion models) showing photographic and stylistic solutions
- Portrait photography/videography, i.e. a series of photographs (or videos) of one or more characters united by a cross-cutting theme or artistic solution
- Object photography/videography, i.e. a series of photographs (or videos) of objects united by a cross-cutting theme or artistic solution
- Documentary photography/videography, i.e. a series of photos (or videos) on a given topic selected by the participant

15. Branding in Fashion

- A fashion magazine project, i.e. a series of spreads, photos and text with overarching design
- Staged fashion photography (a series of photos of fashion models or characters) showing photographic and stylistic solutions around a selected topic
- A fashion brand/store project, i.e. a presentation, a series of sketches and/or photos with overview of the author's concept
- A presentation containing a study of a historical period in fashion, creative work of a given designer or fashion house

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