# Preparation Materials for Participants in the HSE International Olympiad - 2024 in the Field of Design

## 1. Methodological guidelines for participation and preparation of creative projects

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

- **Round 1: from October 16 to November 25, 2023** – preparation and submission of creative projects to HSE University as per the instructions on the Olympiad's website;

- **Round 2: from December 4 to December 15, 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.

2. Olympiad tasks include a *creative project* on one of the proposed subject topics in the field of Design (see descriptions of sections below, p. 2). The project consists of 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 works;

- presentation of a project – up to 15 slides with vertical images (for instance, 1,410 × 1,000 px) on a selected topic.

3. Participants should upload their works **from November 14 to November 25, 2023** following the instructions posted on the **Olympiad webpage on the HSE Art&Design School website, whose address will be posted on the Olympiad's website on November 14, 2023**. To upload their projects properly, participants must carefully read detailed instructions, which are on the Olympiad homepage.

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 size) in the "Project Abstract" field in the upload form. Files are uploaded one time as an e-document using the upload page in the participant's account.

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

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

**4. Creating a project (maximum score is 100 points)**
- ✓ When preparing a creative project (following the instructions, which are posted on the Olympiad's website on October 16, 2023), participants must:
- select subjects under the field of Design – Design Communications, Animation and Illustration, Environmental Design, Interior Design, Design and Programming, Design and Contemporary Art, Game Design; Event Design: Theater and Performance; CGI and Visual Effects; Digital Product Design and Promotion; Media and Design; Comic Book; Fashion Design; Photography; Branding in Fashion.

- based on a selected subject area and its focus, determine a topic to be explored and <u>complete a series of works on the given topic</u> (from six to 12);
- ✓ Project topics shall be selected independently and must fully demonstrate the creative potential and 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 with the application of any technique, but they should generally be consistent in style, while also covering a single, overarching theme.

## 2. List of subject areas under the field of Design for creative projects

1. Design Communications
2. Animation and Illustration
3. Environmental Design
4. Interior Design
5. Design and Programming
6. Design and Contemporary Art
7. Game Design
8. Event Design: Theatre and Performance
9. CGI and Visual Effects
10. Digital Product Design and Promotion
11. Media and Design
12. Comic Book
13. Fashion Design
14. Photography
15. Branding in Fashion