



**USER EXPERIENCE DESIGN TEAM USING ADOBE XD-PILOT**

(455)

**REGIONAL 2022**

**Description**

Marketing in today’s world spans multiple modes of media delivered to the end user via a combination of digital surfaces inclusive of a web presence suitable for desktop and mobile devices, potentially an app, and a social media presence. This event will focus on prototyping digital experiences for a singular brand, with an emphasis on collaboration, designing the user experience, and rationale for design decisions. Teams are required to use Adobe XD®.

**Topic**

Event-based branding and digital marketing campaign: choose your own event! It can be a conference, a music festival, a sporting event, the choice is yours. You are tasked with designing the branding/identity of the event, and using Adobe XD® to:

• prototype the promotional landing page/website for the event (minimum: one (1) landing page designed for a desktop web browser experience)

• prototype a mobile app for attendees to use before and during the event (minimum: five (5) screens of a mobile app, designed for a smart phone or tablet of your choosing)

• design a social media campaign to promote the event (minimum: one (1) artboard for the social platform of your choosing)

Note: Adobe XD® provides you all of the device and platform screen sizes you need to choose from when you are using the Artboard tool to design for web, mobile apps, and social media. Members who do not submit an entry following this topic will be disqualified.

**Judging Procedure**

* As a team of judges, formulate two to three questions to ask at the conclusion of the presentation. Be sure to ask the same questions of each contestant.
* Contestants will present before a panel of judges and timekeeper.
* The length of set-up/wrap-up will be no more than three (3) minutes.
* The length of the presentation will be no more than ten (10) minutes; followed by judges’ questions not to exceed five (5) minutes.
* Excuse contestants upon completion of judges’ questions.
* **There can be no ties in the top ten (10) contestants.** It is the responsibility of the judges to break any ties.
* Administrator will fill out ranking sheet prior to dismissing the judges.
* If more than one (1) section is necessary, finalists will be determined by selecting an equal number from each section.
* Give administrator all Judges’ Scoring Rubrics, Judge Comment Sheets and contest materials.
* No audience is allowed in the contest room.

**Please double-check and verify all scores!**