



The *asbe* Foundation

High School Design Challenge 2015-16

Rules and Guidelines for the Design Concept Category

The *Design Concept Category* will ask the student to propose a creatively esthetic design to a given automotive application. The presentation can be made by hand drawn rendering, with any computer graphic program and/or a scale model. The student is to show originality of design and will document the design with supporting explanation of the process he/she went through in its development. Orthographic drawings are not necessary for this category.

Eligibility:

The *Design Challenge* is open to all students, grades 9 through 12, who have an interest in Creative Design. All student contestants are encouraged to research the project before beginning and may seek out advice during this early stage; however the design and submission must be the creation of the contestant. Only one entry per student is permitted. Each school may enroll as many students as they wish.

The *Design Concept Category* problem:

The *Design Concept Category* asks the student to creatively design a fender appliqué for the front fender of a pick-up truck. This will be a concept presentation, rendering or model, of the student's vision of what the fender appliqué would look like. The student will be provided a math model of the front fender in the form of a .stp file. They will begin with this CAD model and will build their design from it using any computer graphics program. Submissions can be made in the form of a computer graphic image, a hand rendering, a model, or a combination of these. For those who don't have access to a computer graphics program or choose to submit a hand rendering, an image will be available as a .pdf file that can be used as a basis for the design. Hand renderings will use the .pdf file image as an overlay to draw their design. Submissions of a model can be full or reduced scale, *i.e.* wood, foam core, plaster, clay, 3D printer etc, but be no more than five pounds in weight. A written document of at least one page describing the thought process, evolution of the design, and/or a description of intent of the design must accompany the submission.

**The rules, guidelines, and CAD files are available for download
When registered on the *asbe* Foundation website: www.asbeFound.org/events
* You will be sent an email with a link to the downloads ***

Format and presentation requirements:

- Entries can be submitted as a hand drawing or rendering, computer graphics drawing, scale model or a combination of any of these. Scale models are not to exceed 5 pounds.

- The design of the fender appliqué itself must not include the name of the school, school logo or otherwise identify the school or school district.
- Entries must include at least a one page explanation of the design process that was used in developing the concept including research, progressive concept sketches etc.
- Only the fender appliqué on the driver's (left hand) side is to be shown.
- Views from different angles can be shown to better explain the design.
- Partial views and detail views can be used if and where needed.
- Entries, either computer graphic or hand renderings should be done so that all of the unique features of the design are easily seen and recognized.
- All computer graphic and hand rendered entries are to be submitted on a single sheet no larger than 24 x 36 inch, D size sheet.
- Student information: student *proper* first and last name and name of his/her school must appear in the lower right hand corner of hand drawn, computer graphic submissions, or on a card attached to the scale model. Student and school information is masked during judging.
- Supporting documents must have the student's name and school shown on the top right corner.

Entries will be judged on:

- Originality of the design
- Aesthetics of the design
- Supporting documentation explaining the design processes
- Adherence to presentation requirements
- Artistic skill

Teachers: To ensure you and your students receive all the latest updates and reminders for the 2016 Design Challenge, register now at www.asbeFound.org/events and download the *Design Challenge* materials.

Students: Inform us of your intention to enter the Design Challenge Competition by January 8, 2016 to be eligible for the competition. Student registrations will be taken starting **December 7, 2015** at www.asbefound.org/events

Due Date: Entries must be received by 3pm Friday, February 19, 2016. Submissions can be mailed or delivered to:

asbe Foundation Design Challenge
 C/O Clare Keenan
 Consultant Services Dept.
 Macomb Intermediate School District
 44001 Garfield Rd.
 Clinton Twp, MI 48038
 Phone: 586-228-3493
 email: ckeenan@misd.net

Student design checklist:

- Read carefully and understand the requirements and parameters of the part to be designed
- Include at least a one page document to describe your design, your thought process, research, or other supporting information
- Read and understand format, presentation requirements, and sheet size
- Refer to the list of considerations concerning how your design will be judged
- Individual students must indicate their intent to enter the Design Challenge Competition between December 7, 2015 and by Friday, January 9, 2016 at: www.asbeFound.org/events
- Drawings must be submitted for judging on or before Friday February 19, 2016

Awards dinner: Winners of the Design Challenge and their teachers will be invited to attend the annual Awards Dinner celebration as our guests. This event will be held on Tuesday, March 22, 2016. Photos of past winners and Awards Dinner speakers are posted on our website.

Awards:

- 1st place \$400 + “Jennings Award” Plaque
- 2nd place \$300 + Certificate of Honor
- 3rd place \$200 + Certificate of Honor
- 4th up to 8th \$100 + Certificate of Honor
- Best in School, \$50 + Certificate of Merit

Questions and Assistance:

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