

Event Category: Flagship Event

Event Name: RETRO RASH - RETROFITTING AN APPROACH

Name and contact details of the coordinator:

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About the event

RetroRash is a sketching competition which involves creative thinking and conceptualization. In this competition, each participant must select an old/obsolete (retro) or existing product which is not changed in terms of design or working and then need to redesign it by hand sketching to make it look futuristic using a conceptual approach. This competition will provide a good platform to all participants to show their imaginative, creative, and sketching skills.

This competition will be judged by online voting and a panel of Jury which will be headed by a renowned Industrial Designer. All participants will have the opportunity to listen and learn from a renowned industrial designer. Winner of this exciting competition will get cash prizes, goodies and many more...

Objective

Main objective of this competition is to bring creative people from across the globe on one platform and give them a chance to showcase their creative and sketching skills to the world. This competition will inspire all participants to embrace new technology and bring them closer to research and innovation by fun-based engaging activities.

Date of the event

Sept 3rd, 2021

Instructions for participant(s)

The participant must select an old/obsolete (retro) or existing product which is not changed in terms of design or working and then need to redesign it by hand sketching to make it look

futuristic using a conceptual approach. Factors that need to be considered are pollution, natural environment. The candidates can select any one of the following themes:

- A. Public/private modes of transportation (air/water/land) in the next 20 years.
- B. Space travel in the next 50 years.
- C. Innovation in products in next 10 years.

All participants must follow the instructions as mentioned below:

- i. The candidate can use any number of sheets to show their work.
- ii. The sketch should be labeled and working should be explained
- iii. The hand drawn sketches should be scanned and converted to PDF format before submission
- iv. The candidate must submit the work to the email ID as provided by Chandigarh University
- v. The following is the list of attachment that the candidate must submit:
 - a. PDF files of all the sheets containing the hand drawn sketches
 - b. Details as per the format given below:

Name:
Ref Number:
Email ID:
Ph no:
Theme selected:
Product selected:
Number of designs:
Recent color photo of candidate (should not be more than 1mb):

- vi. Participants will submit the work on the day of event.

Registration process

Registration needs to be done with unique ID proof for the event in advance.

Rules and Regulations

- A. The competition has been scheduled on September 3rd and will be a virtual event.
- B. Any School student/ Design students/ Design aspirants and other creative participants from National/International institutes/organization can participate in this competition.
- C. NO Team participation. Everyone must participate.
- D. Registration needs to be done with unique ID proof for the event beforehand.
- E. The top 3 winners will get cash prizes.
- F. Winners also stand a chance to get them featured on our website and get a 30 minutes one to one free career guidance session by the experts.

Judgment Criteria

Best work will be considered on the basis of Online Survey on Social Media (70%) and 5 Members Jury Panel (30%) headed by a Renowned Industrial Designer on the basis of line quality, concept, proportion, futuristic approach and problem solving, rendering, color theory.

The participants will be judged according to the creativity and skills that they showcase in their submissions. The final judgment will be passed on the below criteria:

- a. Quality of sketch
- b. Design approach (futuristic)
- c. Description/details of the concepts

Prizes

1st: Rs. 10000/-

2nd: Rs. 5000/-

3rd: Rs. 3000/-