

(455) User Experience Design Team using Adobe XD® (S) – Pilot

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®.

Eligibility

Any Secondary division student member may enter this team event. A team will consist of 2-4 members. Members participating in national level competition must be registered for the event, prior to submission deadline for technical judging. Teams must participate in both parts of the competition in order to be ranked.

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*.

Member must supply

Digital presentation equipment

Video projector (optional)

Props (optional)

Carry-in and set-up of equipment must be done solely by the member and must take place within the time allotted

No Internet access will be provided on-site at NLC; however, members may provide their own access to be used only for their presentation to the judges

Member must bring all supporting devices (e.g., extension cords, power supply, etc.)

Business Professionals of America assumes no responsibility for hardware/software provided by the member. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate teamwork skills needed to function in a virtual branding environment
- Develop promotional cross-medium strategy
- Demonstrate awareness of requirements of target audience (prospective customers)
- Demonstrate awareness of accessibility concerns
- Demonstrate teamwork skills needed to function in a business setting
- Demonstrate interconnected cross-medium design plan, inclusive of brand and style consistency
- Apply principles of design and rules for proper layout in developing presentation
- Use principles of design, layout, and typography addressing multiple screen sizes
- Test usability and ease of use with others to practice engaging your target audience for designing a good user experience
- Demonstrate a balanced use of interactivity and animation to bring life to designs, but not to distract
- Demonstrate effective persuasive and informative communication and presentation skills

Resources Provided

- UI Platform Kits for Adobe XD®
 - <https://www.adobe.com/products/xd/features/ui-kits.html>
- Creating and sharing multiple flows in Adobe XD®
 - <https://www.adobe.com/products/xd/learn/collaborate/stakeholder-review/creating-sharing-multiple-flows.html>
- Working with a team in Adobe XD®
 - <https://www.adobe.com/products/xd/learn/collaborate/stakeholder-review/working-with-teams.html>
- Share selected artboards
 - <https://www.adobe.com/products/xd/learn/collaborate/stakeholder-review/share-selected-artboards.html>

Specifications

- This is a pre-submitted event. See instructions for submissions.
- Submit the three (3) clickable URLs to the three (3) Adobe XD® projects, Works Cited, and signed [Release Form\(s\)](#) in a combined PDF file to: <https://presubmit.bpa.org>, **no later than 11:59 p.m. Eastern Time, on April 1, 2022.**
 - For each of the three designed deliverables (web, mobile app, social media), you will be creating a shareable link to the prototypes you create in Adobe XD®. You'll submit 3 shareable links for review: one shareable prototype or artboard link for the landing page, one for the mobile app experience, and one for the social media campaign.
- The team is responsible for securing a signed [Release Form](#) from any person whose image is used in the project.
- Members will receive an automated response confirmation at the time of submission. Individual confirmation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions
- No fax or mailed copies will be accepted.

- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions will *not* be accepted.
- Only one (1) team member should complete the submission.
- The length of the presentation will be no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.
- One (1) copy of the Works Cited must be submitted at the time of the presentation at NLC at both the Preliminary and Final Competition.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- All materials, other than the required submission materials may *not* be left with judges.

Method of evaluation

Application

Technical Judges' Rating Sheet

Presentation Judges' Rating Sheet

Length of event

No more than three (3) minutes set-up

No more than ten (10) minutes presentation time

No more than five (5) minutes judges' questions

Please note: Those teams who wish to receive judges' comments must submit an e-mail address at the time of submission.

This event is sponsored by:



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Judge Number _____

Team Number _____

Technical Scoring Rubric

| | | |
|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------|
| Team Violated the Copyright and/or Fair Use Guidelines | <input type="checkbox"/> Yes (<i>Disqualification</i>) | <input type="checkbox"/> No |
| If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below: | | |
| | | |

| Items to Evaluate | Below Average | Average | Good | Excellent | Points Awarded |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|-----------------|------------------|----------------|
| Team submitted the correct information and in the correct format. <ul style="list-style-type: none"> Signed Release Form(s), Works Cited, URLs to the three (3) Adobe XD® projects in one (1) combined PDF <i>All points or none are awarded by the technical judge.</i> | | | | 10 | |
| Content Aligns to topic, depth of research | 1-15 | 16-25 | 26-35 | 36-50 | |
| Technique Aesthetic use of colors and fonts, Consistent Format, Visually Organized | 1-5 | 6-10 | 11-15 | 16-20 | |
| Creativity/Originality | 1-5 | 6-10 | 11-15 | 16-20 | |
| Influence Influences audience, gains attention, and has eye appeal | 1-5 | 6-10 | 11-15 | 16-20 | |
| Innovative Technology Variety of form factors are represented (desktop, mobile app) to demonstrate cross-platform branding | 1-5 | 6-10 | 11-15 | 16-20 | |
| Grammar Spelling, Punctuation, and Usage | 0 (3+ errors) | 5 (2 errors) | 10 (1 error) | 20 (0 errors) | |
| Considerations of user flow for an intuitive and enjoyable user experience | 1-5 | 6-10 | 11-15 | 16-20 | |
| TECHNICAL SCORE (180 points maximum) | | | | | |

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Presentation Scoring Rubric

| Items to Evaluate | Below Average | Average | Good | Excellent | Points Awarded |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|----------------|-------------|------------------|-----------------------|
| Oral presentation/stage presence/delivery | 1-5 | 6-10 | 11-15 | 16-20 | |
| Content of presentation (inspiration for the theme, concept development, software used, technology used, & specifications of design) <u>NOTE: It is highly recommended to use the Adobe XD® Presentation Plugin.</u> | 1-15 | 16-25 | 26-35 | 36-50 | |
| Effectiveness of presentation | 1-5 | 6-10 | 11-15 | 16-20 | |
| Answers to judges' questions | 1-5 | 6-10 | 11-15 | 16-20 | |
| TOTAL PRESENTATION POINTS (110 points maximum) | | | | | |

TOTAL MAXIMUM POINTS = 290