REAL TRANSFORMATION DESIGNATHON
Powered by Dell Precision
In the spirit of Dell Technologies Forum 2019 – Enabling Real Transformation, introducing..

“SMARTER BY DESIGN”

Technology is fast demolishing all existing constraints of form, function & aesthetic, across creative processes and pursuits.

Designers, enabled by cutting-edge design technology, can now design..

Intelligent
(Spatial Design)

Intuitive
(Product Design)

Immersive
(Motion Design)

Spaces that are more intelligent, in their construction and usage.

Products that are highly intuitive, in their interactivity and purpose.

Content that is more immersive, in its experience and intent.
THE CONTEST BRIEFS

Create a VFX or animated film intended to create an immersive story experience on the theme ‘tech enhanced reality’.

- Identify the target audience of your solution
- Develop the story, the narrative & screenplay to describe the immersive experience.

Expected output

- 3D renders of your design, presented in a self running power-point presentation (.ppx format).
- Clearly indicate,
  - The target audience and its problem statement
  - The design concept
  - How is the concept smarter by design?

SAMPLE OUTPUT

An immersive and interactive 360 VR experience that brings the museum to life.

https://www.youtube.com/watch?v=p86gh2HEsp0