KYOORIUS STUDENT AWARDS:
DIGITAL DESIGN BY STAR

STAR INDIA – ON THE GO

Product design for a kit that's beautifully functional and functionally beautiful.

BACKGROUND

Star is India's leading media and entertainment companies operating nearly 40 channels in 8 languages and reaches more than 500 million viewers in India and across the globe every week. Its channel portfolio includes India's No. 1 entertainment channel Star Plus, it's leading movie channel Star Gold, Channel [V], Star Jalsha, Star Pravah, Star World, Star Movies, Star Utsav, Life OK, Movies OK, FX, Fox Crime, National Geographic and Asianet amongst others. Star India also has the strongest bouquet of sports channels in the country through Star Sports 1, 2, 3 & 4 with rights for leading sports events in India and around the world.

In the two decades since its inauguration, the Star network has consistently set the benchmark for the industry through innovative programming and investments in leading technologies. With the highest share of viewership across entertainment and sports – Star owns the rights to some of the best content in the country.

In India, as it is across the world, digital, driven by mobile, is fast emerging as a viable alternate for entertainment in India. Even though television is dominant in terms of numbers, the digital medium lends itself to deeper engagement with the consumer. While Star does have a leading presence in digital through starsports.com for Sports, the aspiration is to build similar destinations for other genres and once again play the role of industry leader in changing the way content is consumed in the digital medium.

CREATIVE CHALLENGE

- How should we approach the design system that reflects the way consumers filter content (By channels brands? By shows? By Genres? By Events?).
- How can design solve for keeping the experience simple and yet solve for differences in navigation required for individual genres (movies may be searched differently than sports)? That it solves for easy navigation to familiar content & serendipitous discovery of new content.
- How will the experience change across devices – from Web to Mobile?
- How can we make the experience more engaging and drive more participation from users?

DELIVERABLES

- Design & define the look and feel visuals for Star's premium video content streaming website
- Design and define the user experience for the platform (website) with offerings across languages as well as genres like drama, movies & sports.
- You may also submit ready HTML files as part of your deliverables (optional)

REFERENCES

- Star TV logo pack (relevant channel & brand logos)

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Star

SUBMISSION GUIDE

- A2 size presentation board (40×60 cm) where your work will be mounted.
- The board must be mounted on cardboard and should not be more than 2mm thick.
- This board will be a summary of your entry work. Limit your work to a maximum of TWO boards only.
- It should contain key visuals (maximum 5 visuals) with brief captions (maximum 10 words) and a summary text (maximum 100 words).
- Supporting Entry text must be pasted behind the presentation board, and should not exceed 500 words.
- A Case Film, if appropriate can also be submitted to further support your entry. Please use your discretion to decide whether a Case Film is crucial to explain your project.
- Any Case Film, if submitted must be no longer than 90 seconds. Please encode your video in HQ compressed as a QuickTime file using a H.264 or MPEG codec. The resulting file should have Audio and Video as one file, encoded as PAL no larger that 720p. Output size should be no larger than 500 MB.
- A soft copy of the presentation board along-with a soft copy of each image must be uploaded on the entry site at the time of submission along with supporting Entry text and Case film, if any.

Interactive Materials
- If submitted, interactive work must be Chrome compatible.
- If the work is online, submit the URL. If you can't host the work online, submit a ZIP folder with all the files.
- When you start the online entry form, you'll get an entry number. Use this as the name for the zip folder itself, and at the start of file names for the root folder, index file, and Flash or Shockwave files.
- Submit websites in their entirety as Chrome compatible HTML projects.
- Submit Flash and Shockwave projects embedded in HTML.
- To submit a ZIP file, please upload it to Dropbox (www.-dropbox.com) and then submit the Dropbox link as a URL.

IMPORTANT DATES

Entry collection opens	**20 March 2014**
Entry deadline	**19 May 2014**
Jury session	**June 2014**
Awards ceremony	**Kyoorius Designyatra 2014, Goa**

For enquiries relating to the Kyoorius Student Awards, email awards@kyoorius.com

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KYOORIUS STUDENT AWARDS: TERMS & CONDITIONS

This contest is organized Kyoorius Exchange, a division of Transasia Fine Papers Pvt. Ltd. Having its offices at 2nd Flr, Kohinoor Estate, 165 Tulsi Pipe Road, Lower Parel, Mumbai 400013 hereinafter referred to as "Kyoorius".

Eligibility Criteria

Anyone currently enrolled in a full time education programme is eligible to enter the student awards. You can be enrolled in any education programme — not limited to design or creative programmes.

The student awards are also open to recent graduates if you have graduated between — 1 January 2013 & 31 March 2014.

Entering the Contest

Entry is open to individuals working alone or groups of up to four persons working as a team.

1.1   All members of a team must fit the eligibility criteria outlined above. If you enter as a team, the winning entitlements will be handed to the primary entrant.

1.2   Entrants should register on the Kyoorius Student Awards site, download a brief, generate a response to that brief and submit their work digitally in accordance with the deliverables as laid out in their chosen brief and in accordance with the Submission Guide.

1.3   Entrants can download and respond to as many briefs as they wish; they may also submit more than one response per brief. Each Response is considered a separate entry and will need to be accompanied by the relevant fee.

1.4   All Responses must be the original work of the entrants. Entrants who incorporate any images, writing, music, or other creative material belonging to someone else must obtain the other party's permission. Entrants may be asked to evidence their ownership of the response and should keep dated records of all working materials.

1.5   The entry fee must be paid for every submitted response. All entries must be created, uploaded and paid for by the closing deadline — 21 April 2014.

1.6   All Entries must be submitted via our Online entry system. Physical work where relevant, may be submitted as supporting material only.

1.7   Kyoorius accepts no responsibility for lost or undelivered entry material. Proof of postage does not guarantee that work has been received by Kyoorius.

1.8   In order to assist Kyoorius in promoting the winning work after judging, all entrants are asked to provide or confirm credits for each entry. These must include:

a.   Full names of entrant(s), including all team members

b.   All contact details of entrant(s) — mobile, postal & email address

c.   Full names of tutor(s) (as applicable)

d.   All contact details of tutor(s) — mobile, postal & email address

e.   The name & address of the college or university

1.9   Contact details of winning & nominated entrants will be passed to sponsors, in order to help promote the winning work.

1.10   Kyoorius is under no obligation to refund payments made for either individual Entries or groups of Entries.

Sponsors' Logos and Names

2.1   Sponsors may submit their own branding or that of the sponsors' clients for the purpose of inviting responses. The logos issued to the student may not be used for any commercial or republication purposes.

2.2   All sponsors operate strict controls on the use of their names, trademarks and logos. Any misuse of sponsors brands by an entrant will lead to the disqualification of all that entrant's responses and may expose the entrant to legal liability and subsequent legal claims.

2.3   By submitting a response, entrants agree to use the sponsor branding only in accordance with these terms and conditions, and any prevailing sponsors' terms and conditions.

2.4   The sponsors permit entrants to use the submitted branding for the sole purpose of responding to the brief sponsored by that sponsor.

2.5   Entrants may:

a.   Only use sponsor branding on Responses submitted to the Kyoorius Student Awards 2014;

b.   Include a submitted Response in their personal portfolio after the Nominations have been announced, in exactly the same format as that submitted to the Kyoorius Student Awards 2014.

2.6   Entrants must not:

a.   Use sponsor branding on any other material or for any other purpose;

b.   Upload their submitted Response to any Online location before the Nominations have been announced, whether as part of an open or access-restricted site, unless all sponsor branding is first removed from the uploaded version of the response;

c.   Denigrate sponsors or sponsor branding, subject sponsor branding to derogatory treatment or otherwise bring the sponsor and /or its brands into disrepute;

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d. Do anything to suggest that the entrant is endorsed, associated or otherwise affiliated with the sponsor;
e. Provide or make available sponsor branding to any third party for any purpose.

2.7 For the avoidance of doubt, the sponsors for the Kyoorius Student Awards 2014 are as listed on the briefs page on awards.kyoorius.com/2014/student/.

2.8 For the avoidance of doubt, the sponsor clients for the Kyoorius Student Awards 2014 are as detailed on the individual briefs.

2.9 Entrants who submit a Response that contains any trademark or logo, or other branding other than those specifically submitted by the sponsors, may be asked to re-submit their work without such branding trademark or logo, or other branding other than those specifically submitted by the sponsors, may be asked to re-submit their work without such branding.

Ownership of Your Work

3.1 Entrants retain ownership of their responses submitted into the contest, but where such work incorporates sponsor branding entrants may only use the work for personal references and promotion as part of a portfolio.

3.2 By submitting a response, entrants grant Kyoorius and the relevant sponsor an exclusive license for the duration of copyright protection to reproduce or distribute a reproduction of their entry in all media in order to promote, or act as a historical record of, the Kyoorius Student Awards or a sponsor's involvement with the Kyoorius Student Awards; or as part of any Kyoorius publication (whether Online or offline).

3.3 Entrants agree that, should a sponsor wish to develop or use a response for commercial purposes, the entrant will enter into negotiations with that sponsor to agree terms for such development or usage before negotiating with any other party in relation to the response.

3.4 No additional agreement will be needed for the winning entry. The sponsor of the brief can use the winning entry for commercial purposes.

Judging the Contest

4.1 Kyoorius & D&AD will appoint a jury that shall be composed of judges who, in Kyoorius' sole discretion, have the appropriate qualifications to judge the work. Responses will be considered in accordance with the awards selection criteria. These are:
a. An excellent creative idea;
b. Great craft or execution;
c. Answers the brief.

4.2 Each jury will award a select number of the responses whom the jury considers, in its sole discretion, to be the best responses.

4.3 The jury is not limited in the number of Responses it can award, and similarly there is no guarantee that a jury will grant an award in a category, if they do not feel that work is of the standard required.

4.4 The jury has the right to edit pieces submitted as part of a response and to ask for only certain parts of the response to be displayed or promoted.

4.5 General feedback will be gathered from the jury, and may be made available to view on the Kyoorius Student Awards website when the nominations are announced. Individual feedback will not be available.

4.6 If Kyoorius is made aware of any concerns that a response does not constitute the original work of the entrant, Kyoorius will contact the entrant and ask for evidence that proves the entrant's assertion to be the creator of the work. Kyoorius will also contact credited tutors for further information. Kyoorius will consider the evidence gathered and decide whether to allow the response to remain within the contest or to remove it. Kyoorius' decision is in its sole discretion and is final.

Prizes

5.1 The prizes to be awarded to the winning entry are:
a. One Red Elephant Trophy
b. Cash prize of INR 50,000/-. In case more than one winning entry in response to any brief a cash prize of INR 25,000/- will be awarded to each winning entry.
c. One student pass for Kyoorius Designyatra 2015
d. Entry details in the Kyoorius Awards Annual
e. One certificate for each of the entrants (if part of a team)
f. right to use the relevant Red Elephant Mark

5.2 The prizes awarded to the nominated entries are:
a. Entry details in the Kyoorius Awards Annual
b. One certificate for each of the entrants (if part of a team)

General Points

6.1 Kyoorius reserves the right to make changes to these Terms and Conditions, if necessary, from time to time.

6.2 The Terms and Conditions are subject to Indian law and any dispute that is not resolved by consultation between the parties shall be referred to the courts of Mumbai.

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