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## WELCOME TO INOVA '23

Respected Sir/Madam,

On behalf of INDEX, Lahore University of Management Sciences' very own Design & Innovation society, we would like to extend a formal invitation to your institution for the next installment of one of our most distinguished events: INOVA.

As a society, INDEX functions on the simple belief that design and design-thinking are inconceivable assets in today's world. Therefore, by organizing and hosting workshops, competitions, conferences, and more, we strive to provide the current generation of students with the opportunity to foster their creativity and learn how to apply it to their respective futures.

INOVA '23 invites students from all across Lahore to take part in an exhilarating contest based around solving real-world problems faced by companies to push their abilities to design, think and innovate to the absolute limits. Within the domain of this idea, INOVA will be providing students with exposure and the chance to expand their skill set, as well as an amazing tangible prize for the winners.

The event is scheduled to take place from **18th February to 20th February**. As with every iteration before it, INOVA '23 aims to be a beginner-friendly event. For the entirety of the event, our team will be putting in their best effort to ensure that your students come out finding this event to have been a memorable, fun, and competitive experience that helped them grow as individuals.

The exact details of the event, including registration criteria/procedure and contact information, are described in detail in the following pages. Our team looks forward to welcoming your students to INOVA this Spring. Please feel free to contact us in case of any queries, or follow us on Facebook and Instagram for more information.

Sincerely,  
Team INOVA

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## ABOUT INOVA

INOVA '23, the second installation of the successful event held in 2019, is a platform for innovation and design thinking for O and A level students in Pakistan. The event aims to be a beginner friendly competition with the goal of fostering creativity and design thinking in the students with an increased focus on innovation.

The categories of the event are designed to emphasize the students' originality and expressiveness in the chosen contest and to convey to the viewer through their work the innovation behind their designs. Thus, experience also becomes a part of the overall development process for the creator and the viewer.

## EVENT DETAILS

- Each delegation (one school) will be allowed to send as many teams as they want and can participate in as many categories as they want.
- However, they must participate in a minimum of 3 categories to be eligible for the Best Delegation Trophy.
- Each team must consist of 4-6 members and must have one Team Lead.
- Multiple delegates from the same delegation can participate in one sub-category
- Delegates are allowed to participate in multiple sub-categories. However, they must manage these within the event time limits.
- There are a total of 5 main categories and 8 subcategories
- The winner and runner-up of each subcategory will be awarded a trophy and certificate.
- The Best Delegation Trophy will be awarded to the delegation with the most awards
- All delegates will be given a participation certificate.
- All artwork will remain the property of LUMS and INDEX

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## TENTATIVE SCHEDULE

### Day 1

Registrations (9:00-11:00)  
Opening ceremony (11:00-12:00)  
Begin Work on Projects (12:30-2:30)  
Break (2:30-3:30)  
Work on Projects (3:30-6:30)  
Social Event (6:30-8:30)

### Day 2

Work on Projects (10:00-1:00)  
Break (1:00-2:00)  
Workshop (2:00-3:00)  
Break (3:00-3:30)  
Work on Projects (3:30-7:00)  
Project Submission (7:00)

### Day 3

Project Exhibition (6:00-8:00)  
Closing ceremony and Awards distribution (8:00-9:00)

*Dates: 18th- 20th Feb 2023*

*Venue: LUMS Campus,  
D.H.A. Phase 5, Lahore*

## REGISTRATION DETAILS

Delegates can register via the following portal:

<https://forms.gle/riTnE45yHeWXKcJo7>

The Delegate Fee is PKR. 2000 per delegate. Depending on the number of delegates in the delegation, which can range from 4 to 6 delegates, the total amount can range from a minimum of PKR. 8000 to PKR. 12000.

The registration process will only be completed once the payment is made in the following account before the 17th of February 2023.

**Account Number:** 12297900789703

**IBAN:** PK28HABB0012297900789703

**Name:** Hamza Atique

**Bank:** HBL

Additionally, the Head delegate in each delegation must email the receipt or proof of payment to [index@lums.edu.pk](mailto:index@lums.edu.pk) in order so that our team may confirm that the payment has been made and who it is being made for.

For any assistance with money transfers, you can refer to the contact list at the end of this document.

## EVENT CATEGORIES

### 1- Fashion Design

Theme: Costume Design

Details:

- Delegates must use recycled/waste materials as their medium.
- They must submit a wearable dress that's put on a model and submit images.
- Delegates must also submit a minimum of 3 fashion sketches of their design.
- Each team can consist of 2-3 delegates.
- Delegates will have 10 hours, divided over two days to complete their work.

## 2- Game Design

Theme: Pixel Art

Details:

- Delegates must make at least 3 characters, 5 objects, a color palette, and an illustrated game title that would be part of a single game.
- Delegates must also write a write-up of up to 500 words explaining what their game is about
- All work must be original.
- Delegates are free to use any pixel art software.
- Each delegate will have 10 hours to complete their illustration.
- Each delegate must bring their own graphics tablet/iPad and laptop + charger.
- Delegates must submit progress images (jpg/png) at the end of each day.
- Delegates must submit the original design file and a jpg/png in high quality as the final submission.

## 3- Digital Illustration

Subcategories:

- Typography
- Illustration

Themes:

- Typography - Song Lyric Illustration (Any Bayaan or Taylor Swift Song Lyric)
- Illustration – Dreams

Details:

- Each delegate will have 10 hours to complete their illustration.
- Each delegate must bring their own graphics tablet/lpad and laptop + charger.
- Delegates must submit progress images (jpg,png) at the end of each day.
- Delegates can use any digital design software.
- Delegates must submit the original design file and a jpg/png in high quality as the final submission.

## 4- Poster Design

Subcategories:

- Album Covers
- Movie Posters

## Themes:

- Album Covers - Reimagine western album covers in a desi context.
- Movie posters - Reimagine old desi movie posters in a contemporary era.

## Details:

- Each delegate will have 10 hours to complete their poster
- Delegates are free to use any medium they want (traditional or digital).
- Delegates will be only be provided with A3 scholar sheets and must bring all other materials.
- The minimum size is A3 for traditional art posters.
- All reference images must also be submitted with the final submission.
- In the case of digital posters:
  - Delegate must bring their own graphics tablet/Ipad and laptop + charger.
  - Delegates must submit progress images (jpg,png) at the end of each day.
  - Delegates can use any digital design software.
  - Delegates must submit the original design file and a jpg/png in high quality as the final submission.

## **5- Traditional Art**

### Subcategories:

- Still Life
- Portraits

### Themes:

- Still Life – A Students Life
- Portraits – Nostalgia or Futuristic Portraits

### Details:

- Each delegate will have 10 hours to complete their artwork
- Delegates are free to use any traditional art medium they want
- Delegates will be only be provided with A3 scholar sheets and must bring all other materials, including any other sheet that they may need
- The minimum size is A3 for all artwork
- Delegates are free to interpret the themes in any way they want
- All reference images must also be submitted with the final submission
- For Still Life:
  - One standard setup will be available but delegates are encouraged to bring their own objects
  - Delegates must submit an image of their setup with the final submission

## TERMS OF APPLICATION

The following terms are included in the application form and a copy has been detailed here as well. Delegates must consent to the clauses in order to participate in the event. These terms mainly act as a code of conduct when on campus grounds and basic guidelines when participating in the competitions such as no plagiarism, bullying, etc. We strongly recommend that each delegate read this section of the form carefully and please contact us if they have any questions.

- All delegates acknowledge that it is his/her responsibility to hand in the submissions for each category they choose to participate in.
- All delegates acknowledge that upon completion of this application, they must make the payment to the given bank account by the 17th of February 2023. The Head delegate acknowledges that the responsibility to email the proof of payment (receipt) to [index@lums.edu.pk] lies with him/her in order to complete the application process.
- All delegates acknowledge that by paying the fee, he/she is booking a seat in their chosen categories, regardless of whether they choose to attend.
- All delegates acknowledge that it is his/her responsibility to communicate to the host party if there is any change in the above information. If a delegate requests a change in their chosen categories, it is at the discretion of the host party to accommodate the delegate where possible.
- All delegates acknowledge that any manner of cheating or plagiarism, upon investigation, will result in expulsion from the concerning competition.
- All delegates are expected to behave in a manner that values respect, politeness, miscellany, opportunity, and inclusiveness, to assure the development of both the individual and the other delegates.
- All delegates are expected to follow guidelines put forth by the host team during the event.
- All delegates are expected to abstain from harmful actions including:
  - Misuse, Abuse, or Destruction of University Property. (In cases such as this, the host team or university can issue a fine to the delegate)
  - Disruptive behavior, Discrimination, Abusive language, Abusive actions, Bullying, Harassment or Threatening



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- Unauthorized Audio/Video Recording (In cases such as this, the delegate is expected to comply if requested to delete the file)
  - Attempting to bring or the use of alcohol, drugs, other intoxicants, firearms, explosive material, hazardous material
  - All delegates acknowledge that engaging in the above actions may result in them being expelled from the competition(s). Furthermore, if the hosts determines any delegate(s) to be a risk of harm to other delegates or the LUMS community, the delegate(s) may be removed from campus grounds.



**More Information can be found on the following pages:**

Website: <https://inova.lums.edu.pk/>

Instagram: @inovalums

Facebook: <https://www.facebook.com/indexlums/>

**You can also contact a Human Resources officer through the following:**

Primary Email Address: [index@lums.edu.pk](mailto:index@lums.edu.pk)

Alternative Email Address: [index.lums@gmail.com](mailto:index.lums@gmail.com)

*(We usually respond within 24 hours)*

Phone Number for urgent contact:

+92 333 5107121 (Rabia Zahid - Director HR)

+92 300 4111898 (Umar Saeed Cheema - General Secretary)