

**DELL**Technologies/Forum

**REAL TRANSFORMATION**  
**DESIGNATHON**  
Powered by Dell Precision

# THEME

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)

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

**Intuitive**  
(Product Design)

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

**Immersive**  
(Motion Design)

*Content that is more immersive, in its experience and intent.*



# THE CONTEST BRIEFS

The domain specific challenges to enable tech driven design transformation..



MOTION DESIGN

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>