

Toy Design Competition 2011 (Trex Design Category)

1. Introduction

Trex is a canvas art toy originated and marketed by Play Imaginative Pte Ltd. Measuring 3-inches in height, this designer figure can be personalised in a variety of styles by different designers and artists working with different mediums. Trex embodies instant charm, personality and a distinctive character that is wholesome, fun, cosmopolitan, modern, hip and trendy. It speaks multiple languages and transcends territorial borders, reaching out to audiences at all levels without barriers.

Once again, secondary school students will have their chances to design their very own Trex as they will be invited to design graphic for the Trex figure. This will provide an avenue for them to unleash their creativity and innovativeness in the graphic design arena.

This Toy Design Competition 2011 is organised by the Singapore Polytechnic's School of Mechanical and Aeronautical Engineering, sponsored by the Hewlett-Packard Singapore (Sales) Pte Ltd and Autodesk Asia Pte Ltd, and supported by the DesignSingapore Council and Play Imaginative Pte Ltd.

2. Competition Rules

- 2.1 The competition is open to all Secondary School students in Singapore.
- 2.2 The number of students in each team should not be more than 2.
- 2.3 Each individual or team can submit more than one entry.
- 2.4 Participants are to download the templates at www.sp.edu.sg/schools/mae/.
- 2.5 For the graphic being created
 - do not use gradient colours in your designs.
 - keep to a maximum of 7 colours.
 - fill up the information in the boxes before submitting.
 - do not change the logos under the feet, but you may change the colours to contrast with the feet.
 - make sure you design on all the views.
- 2.6 The top three winning teams should be prepared to give a short presentation on their winning entries in next TDC official launch when called upon by the Organising Committee.

3. Competition Details & Prizes

- 3.1 The submitted entries will be judged and ranked by a panel of judges formed by the Organising Committee and Play Imaginative.
- 3.2 The prizes are:
- | | |
|-----------------------|--------------------------------|
| 1 st Prize | Cash \$350 + Trophy for School |
| 2 nd Prize | Cash \$200 + Trophy for School |
| 3 rd Prize | Cash \$100 + Trophy for School |
| Merit Awards | Cash \$50 x 7 |
- 3.3 All participating and winning students will receive certificates.

4. Judging Criteria

- 4.1 All submission will be judged based on:
- Originality and Creativity 50%
 - Appearance (Colour and Rendering) 50%

5. Registration & Final Submission

- 5.1 Participants are to register using the forms available in the TDC.11 website at www.sp.edu.sg/schools/mae/ and submit a hardcopy to their teacher I/C. The teacher shall then collate and email or fax all the forms to the Organising Committee by **28 February 2011**.
- 5.2 All participants shall submit their entries through their teacher I/C to the Organising Committee by **06 May 2011** for judging.
- 5.3 The Title, Name of Student(s) and Name of School must be clearly written on the space provided in the template.
- 5.4 All submitted items will not be returned and will be the properties of the organising committee.
- 5.5 All works submitted should be original and should not have been awarded by the organiser of another similar competition before.
- 5.6 All participants are responsible in ensuring their submission will not infringe existing copyright/patent law.
- 5.7 The Organising Committee or sponsor is not liable for infringement or abuse of any design as a result of entry in this competition or as a result of subsequent publicity.
- 5.8 Entries that do not meet the competition rules will be disqualified.

6. Seminar for Students

- 6.1 The Design Thinking Workshop will be held for all participants at the Singapore Polytechnic on the **14th March 2011 from 9.00am to 11.00am**.

7. Announcement of Results

- 7.1 The winners and their ranking will be announced during the Toy Design Competition 2011 Prize Presentation Ceremony to be held in Singapore Polytechnic Auditorium on [27 July 2011](#).
- 7.2 In event of a tie, the organising committee reserves the right to redistribute the prizes.
- 7.3 All decisions made by the judging panel are final

If you have any query, please contact:

Organising Chairman:	Mr Peter Lo Sai Ho
Tel:	6772 1552
Email:	PeterLo@sp.edu.sg

or

Organising Dy-Chairman Co-ordinator:	Mr Choy Fook Seng
Tel:	6772 1543
Email:	fookseng@sp.edu.sg

or

Trex Design Category Leader:	Mr Cheung Kim Kwong
Tel:	6772 1539
Email:	kkcheung@sp.edu.sg