2024 DESIGN EXPO

Student Information Session
3/21/24

mtu.edu/enterprise
1. Design Expo Schedule
2. What to expect on the day of the Design Expo
3. The video presentation
4. Posters/Visual aids at the table
5. Design Expo Awards
6. Q&A
Thank you for registering for the 2024 Design Expo

What is Design Expo:
Design Expo features student design projects from throughout Michigan Tech, including Senior (Capstone) Design classes, Enterprise Program teams, Fundamentals of Engineering class projects, and various projects from other departments around campus.

Date: April 16, 2024

Student Showcase
Time: 10 am - 2 pm
Location: The Van Pelt Opie Library & MUB Ballroom

Social Hour and Awards
Time: 2:30pm - 4:30pm
Location: Rozsa Center for Performing Arts

mtu.edu/expo
enterprise program
Schedule of Events at Design Expo

Sunday, April 14, 2024 @ NOON
Deadline for video submissions

Monday, April 15, 2024
Virtual Student Showcase – Project videos go live
Time: 2:00 pm
Location: Design Expo Website

Tuesday, April 15, 2024
Student Showcase – In person interaction with judges
Time: 10 am - 2 pm
Location: The Van Pelt Opie Library & MUB Ballroom

Social Hour and Awards Ceremony
Time: 2:30 pm - 4:30 pm
Location: Rozsa Center for Performing Arts
Design Expo Workshops

Design Expo Workshops conducted by the Van Pelt and Opie Library

Completed Workshops
- Explain Your Project to Anybody
- Posters, Images & Visualizations
- Video Creating & Editing

Remaining Workshop
**The Finishing Touches**
- Location: Library East Reading Room
- When: 2:00 pm - 3:00 pm
- Date: April 4(Thursday)
- Description: Refresh on details about how to present your work for the Design Expo and other end-of-year presentations. Get last-minute feedback for a winning project and work on the details of your project and video with company!
WHAT TO EXPECT ON THE DAY OF DESIGN EXPO

Set-up
Your team may begin setting up your booth as early as 8:45 am. Set up must be complete by 9:45 am (15 minutes before the start of Expo)

Kick-off
Design Expo will start at 10 am. To kick off the event, a short welcome will be delivered by the Design Expo committee. (About 20 minutes)

Attire
The dress code for Design Expo is business casual or business professional. Team-branded attire is acceptable. Sticker name tags will be provided.
WHAT TO EXPECT ON THE DAY OF DESIGN EXPO

Student Showcase
The student showcase starts once the welcome ends and will last until 2 pm.

Table Location
Your team will be assigned to either the Library East or Opie Reading Room

Social Hour
Starting at 2:30 p.m., you are invited to a social hour at the Rozsa Center for the Performing Arts. There will be light refreshments, entertainment, and door prizes.

Awards Ceremony
At 3:30 p.m., we will begin the Design Expo Awards Ceremony, where student teams will be recognized, and more than $3,000 in cash will be awarded.
WHAT TO EXPECT ON THE DAY OF DESIGN EXPO

Judges
Your team will be assigned 3 - 5 judges. These judges will review your video and booth. Judges are not guaranteed to be content subject experts.

Michigan Tech Community
You can expect to see Michigan Tech students, faculty and staff, and campus administrators.

Campus Visitors
Due to the visibility of this event, you will likely see campus visitors from tours and the local community.
WHAT TO EXPECT ON THE DAY OF DESIGN EXPO

Industry Sponsors and Alumni
Many sponsors, industry professionals, and alumni travel especially to serve as Design Expo judges and attendees.

Local K-12 Students
In partnership with Admissions and The Center for Educational Outreach, 8th graders from Houghton and Calumet schools have been invited to check out the Design Expo.

Families of Participating Teams
We invite your families to join in the Design Expo fun and celebration!
THE VIDEO PRESENTATION

What should teams focus on?

• What problem(s) did you tackle? Help viewers understand the problem your team is addressing.

• Your team's solutions offer a brief description of your team's solutions.

• Concise conclusion What 1 or 2 conclusions should viewers know?

• Recommendations moving forward let viewers know what 2 or 3 steps you (or a future team) plan to take next.

• The content (both audio and visual elements) is organized logically and flows well from start to finish.
THE VIDEO PRESENTATION

Start your videos early. Don't stress on the day videos are due

PLAN AHEAD
- Consider making a script
- Add images & videos, consider recording software early
- Consider lighting and record in a quiet space

VIDEO DURATION
Senior Design & Project Teams 4 mins or less Enterprise 8 mins or less

ACCESSIBILITY MATTERS
This means:
- Description of visuals
- Captions
- Captions
VIDEO SUBMISSIONS Due April 14, 2024, by NOON

Be sure to consider:

- Confidential or proprietary information
- Intellectual property
- The use of your sponsor’s name and logo
- Be sure to consider looking over your project agreement before finalizing your video

This will affect not only the current project but future projects, too
Please submit your video, video concept, or presentation to your sponsor before you submit your final work for the Design Expo.

Your team’s video needs to consider technical content but need not do a deep dive into the technical aspects of your project.

Submit an MP4 file. Helps us with uploading to YouTube Design Expo channel.
POSTER/VISUAL AID
(On the day of Design Expo)

Don't Panic or Overthink the Visual Aid

Get Creative:
Bring elements of your project. Some teams may be able to bring a piece or all of their project to display.

Focus on Visual Data:
Grab video and images now. While testing, building, and modeling your projects now, try to take videos and pictures in real time.

Engage the Conversation:
Get comfortable talking about your work. Your focus should be more on a conversation with attendees than on them reading a poster and then asking questions.
JUDGING PROCESS

Video Judging (remote)
Video judging will begin on Monday, April 15. Judges will receive a ballot from RocketJudge, an online judging platform.

Q&A Judging (in-person)
Q&A judging will be in-person on the day of Design Expo (April 16). You will have the same judges assigned to your video and Q&A session.
Design Expo Awards

**Senior Design Awards**  
Based on Video Submissions  
First place - $400  
Second place - $250  
Third place - $150  
Honorable mentions (4) - $100

**Enterprise Awards**  
Based on Video Submissions  
First place - $500  
Second place - $300  
Third place - $200  
Honorable mentions (1) - $100

**Image Contest**  
Based on Team Photos  
First place - $100  
Second place - $100  
Third place - $50
Judging Criteria

ORGANIZATION AND FLOW
The content (both audio and visual elements) is organized logically and flows well from start to finish.

CONTENT
(What) The team’s purpose and objective(s) are clearly stated
(Why) The significance of the project work is clearly communicated
(How) The team’s proposed solution(s) is/are clearly communicated
Results, conclusions, and future work (if applicable) are clearly communicated and explained

The content (both audio and visual elements) supports the team’s decisions, solutions, results, and conclusions

DELIVERY/NARRATION
The message is clear, coherent, and articulate
The team uses appropriate language choices
The message is engaging and draws interest

QUESTIONS AND ANSWER
Did the presenter(s) demonstrate a clear understanding and knowledge of the various aspects of their project and result when questioned?
Enterprise Program Awards

**Student Awards**
Based on Nominations

- Outstanding Leadership - $100
- Rookie Award - $100
- Innovative Solutions - $100

**Faculty/Staff Awards**
Based on Nominations

- Outstanding Enterprise Advisor - $100
- Outstanding Sponsor - $100
- Behind the Scenes - $100
- Module Master - $100

**Innovation Awards**
Based on Nominations

- First place - $250
- Second place - $150
- Third place - $100

To be eligible, Enterprise students must apply by April 5th at 11:00 pm.

For more details and nominations:
https://www.mtu.edu/enterprise/scholarships-awards/enterprise-awards/

To be eligible, Innovation Award students must apply by April 9th at 11:59 pm.
What is the Innovation Award?

The innovation award is an award given to enterprise or senior capstone teams who have demonstrated the market potential of their innovative approach.

To be eligible you must apply by April 9th, at 11:59 pm.

Prizes are as follows:
1st - $250
2nd - $150
3rd - $100
How do I know if our team is qualified to apply?

If you have developed a new technology, process or system that has market potential, you are eligible.

Enterprise teams and Senior Capstone teams have applied in the past.
How will our innovation be judged?

The judges rubric will cover five areas:

- Outline the problem that you are addressing with your technology
- Who are your customers?
- Distinction over other solutions – i.e., is it novel?
- Value proposition to end-users
- What is your defined plan to move forward?
We have a fun, new contest for all Enterprise teams registered for Design Expo to win a special prize. CTech Manufacturing has graciously volunteered to give away one of their rolling tool carts (see example) at Design Expo in what we are calling the First Annual Champions of Organization Award!

**Eligibility Criteria:**
1. Must be an Enterprise team registered to participate in Design Expo 2024
2. Fill out the entry form and supply the necessary information - one per team (only).

All entries will be reviewed by CTech Manufacturing and their charitable foundation the Intelligent Future Foundation. Finalists will be interviewed at Design Expo.

All entries are due by 11:59 PM on April 7th.

The winner will be announced at the Design Expo Awards Ceremony, and the cart will be made available to the winning team immediately!
Questions?

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www.mtu.edu/enterprise/involved/expo/team-info/