



Michigan Tech

2024 DESIGN EXPO

design
expo 2024

Student Information Session
3/21/24

enterprise program

mtu.edu/enterprise

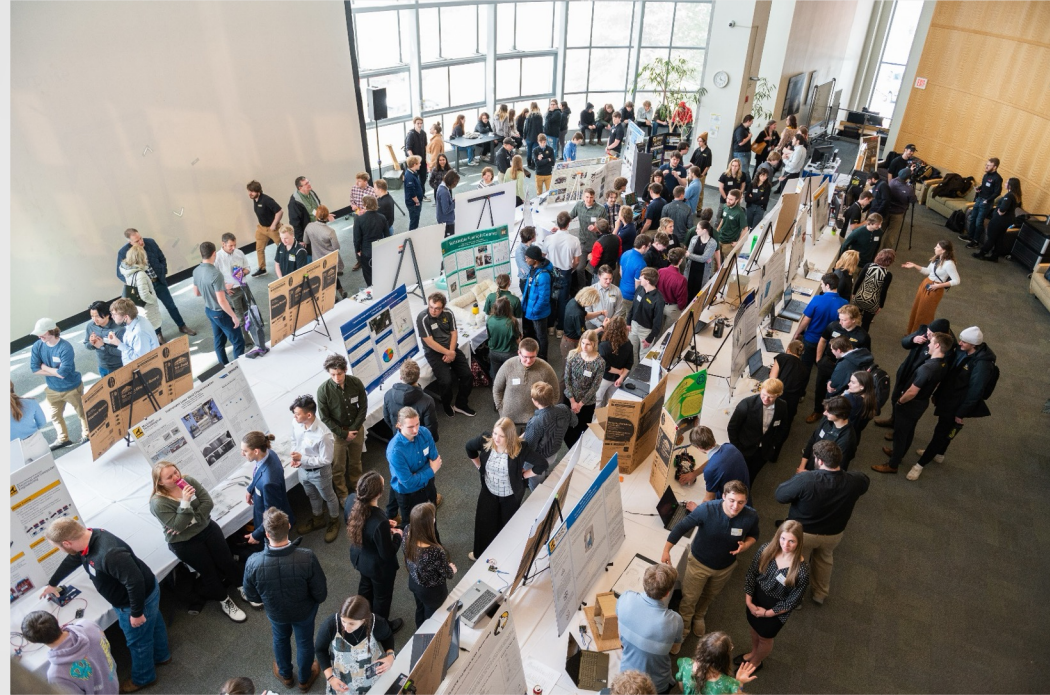
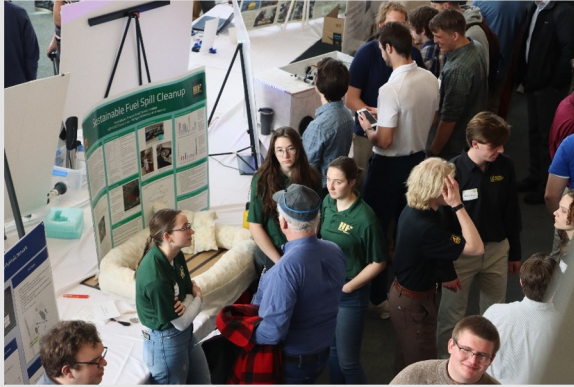


Agenda for today



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

Design Expo 2023





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

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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

PROJECT SPONSOR CONSIDERATIONS

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



SUBMISSION DUE DATE

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



**Husky
Innovate**

Pavlik Honors College • Innovation & Commercialization • College of Business

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.



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How will our innovation be judged?



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Pavlis Honors College • Innovation & Commercialization • College of Business

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?



Champions of Organization Award

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).

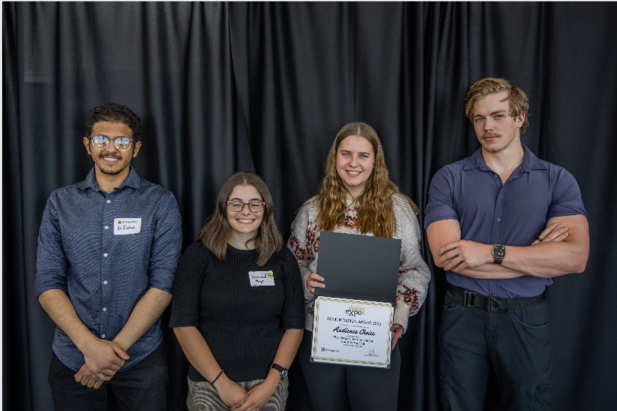
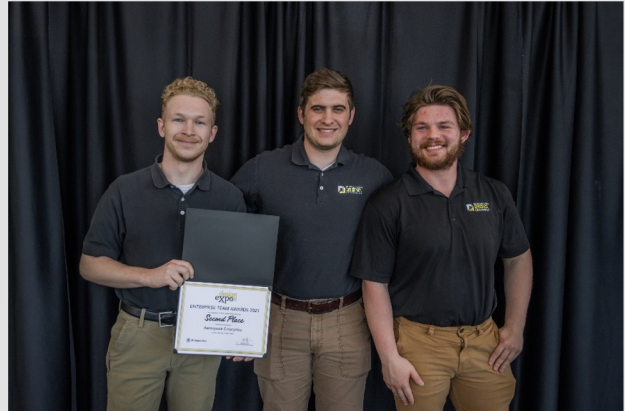
All entries will be reviewed by CTech Manufacturing and their charitable foundation the Intelligent Future Foundation. Finalists will be interviewed at Design Expo.

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!



Design Expo 2023 Awards Ceremony





Questions?

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