



Clarification on the New BiG Challenge Digital Awards 2017

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Best Use of Digital Resource Award

This is defined as the best use of a digital product to elevate a none digital product to a professional level.

For example using a software programme to design and create a product's packaging or advertising or use of a digital resource to enhance a physical product i.e. a printed card or t-shirt design)

Examples of the items that will be considered for this prize:

- A suite of marketing materials with matching brand which has been designed using any digital software, this could be professional software such as Photoshop, Illustrator or Indesign but could also be Powerpoint, Paint, Word or any other computer software used to create packaging and marketing materials.
- A printed product such as a t-shirt, post card or mug where the design has been created using a software package.
- Photographs or images that have been altered, adapted or edited using a soft ware package
- Commerce or information based websites and/or digital media that enhance the product, service and business
- Digitally designed packaging that enhances a none digital product.

How and who will judge?

The top 10 entries will be selected from the final reports received in February 2018. This decision will be based on how the use of digital resources has enhanced a none digital product. E.g created professional looking packaging or generated more sales through a website. In the case of physical examples e.g. packaging or printed products, shortlisted entrants will be asked to provide an example for judging. In the case of online resources, links and evidence of generated sales must be provided.

The final winner will then be selected by the sponsors

A Best Digital Product Award

This award will be given to a team who has produced the best digital product, (eg. apps, services based websites, Raspberry Pi or 3D printed products)

Examples of products that will be considered for this award:

- Digital apps for mobile phones, tablets or computer systems
- Service based websites
- 3D Printed products and prototypes
- Products utilising Raspberry Pis or similar technology
- Software based products e.g computer games

How and who will judge?

All digital products will be automatically entered into the competition. All entrants must provide either a link to download the product in the case of websites or Aps on an example of a physical product such as a 3D printed example. Judging will be based solely on the product and not the business case stated in the final report.

The winner will be selected by experts in the field, ideally as part of a team identified by the sponsors

Best Website Award

This will be awarded to the best overall website in terms of content and design.

The website does not have to have generated sales but should have the potential to do so.

How and who will judge?

The category will be judged by an expert web designer who will consider the following:

- Content and Copy
- Overall design and branding
- Originality
- Customer Experience