



DRIVEN BY DESIGN 2024

PRIZE

1st place: 10 000 PLN

2nd place: 3 000 PLN

3rd place: 1 000 PLN

Reacting to a new era of needs....

Self-driving cars are gaining momentum, with companies investing heavily in research and development to achieve fully autonomous vehicles. This trend requires, on the one hand, the incorporation of advanced sensors, software and infrastructure to facilitate autonomous capabilities but, on the other, it must win the hearts of new audiences with its design and functionality

WHAT DO YOU NEED TO DESIGN:

For this project, we're tasking you solely with designing a car dashboard. Leveraging our company's experience in collaborating with students, we're relying on your creativity. Unleash your project to astonish, surprise, and inspire us. No rules apply here. Craft a modern and futuristic car dashboard with any elements and using any technique or program of your choice.

WHO CAN PARTICIPATE?

Students of design faculties - (both- bachelor and master) and this year graduation students. Projects can be prepared in groups of maximum 3 persons.

DEADLINE:

Participants are required to send their project to academy@spline.pl by 31 July. In the email, please include your name, university, email, final project work.

PLEASE SUBMIT:

- At least 2 - 4 boards in 100x70cm format (pdf, tiff or jpeg in 150dpi resolution)
- Poster should include:
- Visualisation of concept
- Clear definition of your vision
- User usability of interior
- Used materials and their principles
- How a process of using a car in different situation

To have successful submission, you need to also send a 3D file of your interior in: fbx, obj, blend, max, step or stl format.

Additionally (nice to have):

Animation in format(avi or mp4)

In September and October, we will be contacting the finalists to prepare them for the final exhibition, which will take place in November in Katowice. Then the official awarding of prizes in the contest will be made.

JUDGING PARAMETERS:

- User Experience: Comfort, accessibility, and personalization.
- Innovation: Creativity in design and functionality.
- Safety and Well-being: Implementation of safety features and health monitoring systems.
- Aesthetics: Visual appeal and sensory experience.

Competition entries will be judged as a whole. That is, the interior of the car. No emphasis on favoring works that include only the dashboard, only the UI/UX of the interface, etc. We are counting on creativity, so the quality and originality of the work will be the main determining factor in the evaluation.

We understand that many of you may not have experience in automotive matters. That's why we provide a brief (not mandatory for your projects) overview of what you might find on a typical car dashboard:

STEERING WHEEL

CLUSTER

Typically situated at eye level for the driver, directly in front or in the middle of the dashboard:

- Speedometer
- Time
- Navigation (road details, speed limit on the road)
- Currently distance
- Energy information (for example if it's an electric car: battery level, mode, and recuperation)
- Temperature
- Tell-tell (Warning lights and indicators)
- Icons

IVI (IN-VEHICLE INFORMATION)

Found in the middle part of the dashboard, it accommodates additional equipment such as:

- Navigation system
- Music/radio
- Widgets
- Icons

HVAC (HEATING, VENTILATION, AIR CONDITIONING)

Panel where you can control airflow and temperature:

- Temperature
- Mode
- Airflow direction
- Air conditioning
- Heating
- Cabin air temperature controls
- Steering wheel, front screen or seat heating

IVI and HVAC can be combined