UNI

Turn Back Time

Reimagining alternative realities in present day context.



Fig: 1 *– Crossroads – A path of multiple possibilities visited by everyone – An illustration*

Premise

Every path mankind has taken so far is a result of many tiny forked alternatives where one was chosen over the other and that iterated over millenniums to shape our lifestyle today.

It is that experience of making choices/decisions that have taught us most of our lessons today that we pass on to people and it is the basis of wisdom mankind has developed so far. Evolution has something that has spanned overages and not a few years, and these layers continue to shape us every day.

But human nature is sophisticated and has continued to baffle sociologists for ages. **The fear of making risky choices referring to conventional mindset evidently contains a human mindset a lot.** Invisible boundaries, divisions, orthodox ideas - all at the expense of

stability and survival. Which shapes how and what our world has become.



***Fig: 2** – Cities wearing the same look world over*

Identities

When we see our cities in this context, our accrued urban planning and collective construction knowledge has led us to a junction where most cities around the world are starting to look similar.

This in a way springs back to the mindset we discussed earlier of conforming **to 'What works - Still works'. The functional and economy-oriented outlook has silently stagnated our imagination in urban environments around the world in general. The idea of this challenge is to shake our perception of urban environments today to civilizations that have existed in the past.**

The questions:

What if we had a time machine to move the present-day scenario to a situation that could have happened with different life choices we took as a community? What if we could shake this preconceived notion of the urban environment and connect a past fork situation to the present?



***Fig: 3** – What if we could explore alternative realities – An illustration*

Brief

Let's take some of the common stores we see today and place them in a medieval context. What would Subway or Big bazaar look like if it was the Chola period? What would a Rajputana railway station look like? Such questions tend to make our thoughts run wild and also bring up some important questions like where we lost most of our culture and why.

The challenge here is to show what one of today's public spaces would have looked like if they were built during old times or in other words – An alternative reality.

The design brief is to visually recreate a modern multi-level shopping mall in a cross over between Greek and Indus valley civilization. Recreate illustrations of different elements of a shopping mall with merger of materials and aesthetics between these two time periods only.

The aim is to make it relatable to today's times but in a different time period.

Objectives

The design brief is to visually recreate a modern multi-level shopping mall in a cross over between Greek and Indus valley civilization.

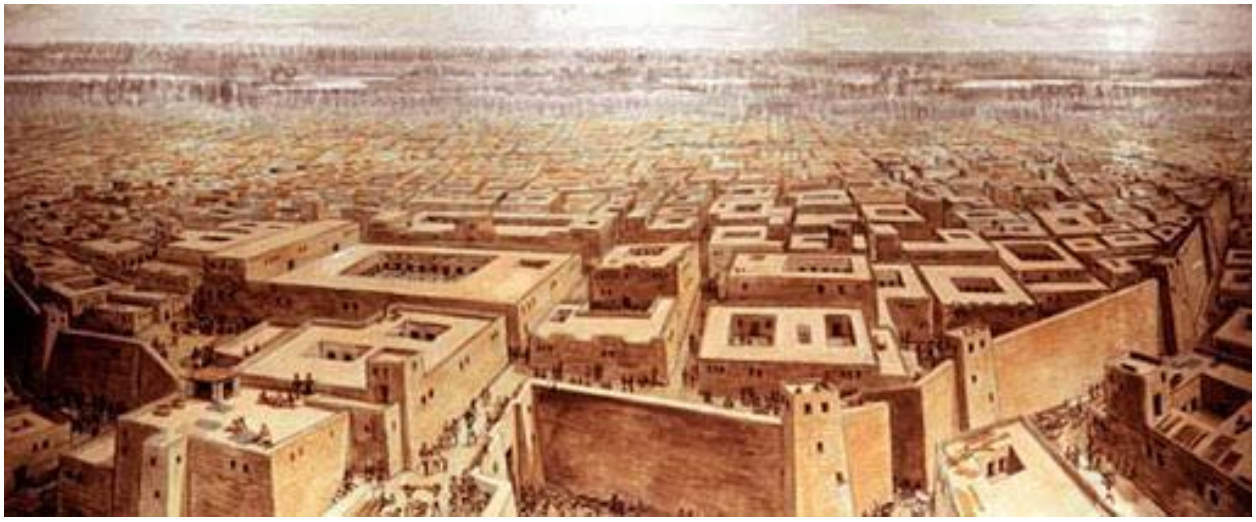


***Fig: 4** – Indus Valley Civilization aerial view – An artist's interpretation*



***Fig: 5** – The peak of Greek civilization – An artist's impression*

The challenge is visual-oriented hence, hence your imagination can soar. The idea is to reimagine the interior spaces, features, experiences, trade and commerce in a light-based way of the past as if civilizations never vanished until today.

How can brands of today be interpreted in their priorities? How can civilizational qualities be induced into commerce centuries later? You can submit one large view with small details cropped out and explain for clearer understanding. Include process level sketches as well.

How to submit?

Read all the competition rules and details from the sidebar, and hit **register**. You can pay the entry fee and book your registration right away. The additional resources directly unlock as soon as you register on your dashboard. Once you are ready with your project - begin uploading from the dashboard and follow this tutorial to submit. You can add your team members to your project while submitting it.

Discover the full submission tutorial here: https://to.uni.xyz/uploadtutorial

Submission Requirements

You have to deliver a graphic/visual outcome representing the given subject, based on the following outlines.

Only one final graphic design needs to be submitted. The image should be of size **[2800px x 3500px]** in portrait or landscape digital format (JPEG only). On the same sheet format, the design process/iterations that lead to the final graphic should be depicted sequentially in the image below. You can upload the design process/iterations in the form of multiple images after the final graphic design is uploaded.

You can decide a suitable number of images to explain your design process. The number of images is not a benchmark for scoring - the clarity of the process will be.

The images should be less than 15MB each. (Do not submit PNG format)

The graphic should have a title under which it would be uploaded as a project on the UNI platform. The title also has to be incorporated on the main graphic sheet and should be designed suitably with relevant typography.

Minimum requisite submission is the final graphic outcome on a sheet of the given size, along with:

- A title + Cover image of the graphic submitted
- A short description of the Graphic as a journal article.
- Some images depicting the process/iterations for arriving at the final outcome
- A journal article based on the guidance document and your illustration.

* A thumbnail of the graphic so designed would be derived from the graphic itself by cropping for display on the tab of the web feed. Participants need to bear this in mind and design and compose their graphic and title on it suitably.

Additional Resources

This competition contains additional resources that contain a set of files useful to complete the competition submission. This folder is made available on your profile dashboard automatically as soon as you register.

This additional resource folder of this competition contains:
Submission Format files in PSD | AI | InDD & Guide to Journal Section + Questions.

Learn more on https://uni.xyz/competitions/turn-back-time/info/about

Base Rules

+ The competitions are open for students and professionals from all the disciplines of design.

+ The team limit for this competition is 2 members maximum per team.

+ You can register more than one team but they have to be registered separately.

+ Ensure that the final sheets submitted do not include your name or any other mark of identification.

+ Your submission is linked to your UNI user account which stands as your identification, we do not have any identification codes.

+ This is a design idea challenge only. There is no built commission/realization associated with the problem.

+ In case of publication in the yearbook, we will reach out separately for selected entries.

+ The use of lassoed graphics lifted from an existing image is limited to half of the total graphic. (The guidelines are indicative, and are placed only to reduce plagiarized artworks – any infringement detected or reported will be notified, and may be removed from competition if found guilty)

Pro Tips

+ Use exploded views to discuss multi-levelled conceptual models better.
+ Mention sheet number on the corner of every sheet.
+ Plagiarism of any idea/form/design/image will be disqualified with a notice.
+ All the sheets or images will be viewed on a digital device. e.g. Laptop screen or projector. Uploaded sheets or images will not be physically printed for evaluation. The submission hence should be prepared for digital viewing only.
+ Submit JPEG images only. (PNG will not function)

Disqualification

The competition is protected by our disqualification policy to support fair play in a competitive environment like UNI. Participants are requested to stick to the details in the brief and connect with the curatorial committee on contact@uni.xyz in case of doubts or revisions.

The particular challenge has some special conditions (eg. Lassoed graphics) – hence, if any queries reach out to us for any information in place of assuming.https://competitions-uni.s3.amazonaws.com/0/349/Download/team212021-06-25T10-04-000000.pdf

Please check the link above for details. Failure to adherence may lead to soft or hard disqualification based on the violation.

Judging Criteria

The entries will be judged by an international jury of the competition on the following criterions:

Presentation: The fundamental to a good entry is a visual delivery of ideas.

Concept/Idea: Quality of thought and intent in the pre-design phase.

Design Outcome The final illustrative outcome of the solution.

The judging panel can also add other criterions based on their internal discussions - which will be in line with the problem statement. Participants are advised to fulfil the above-given criterions first in their design. Names of the jury panel will be announced soon.

Prizes / Deadlines / Registration

For complete information on active prizes and details on the entry fee, visit the Awards & Fees section of the competition here:- **Awards&Fees**

Learn more about this competition here:
https://uni.xyz/competitions/turn-back-time/info/about

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