DESIGN JAM SERIES
SPRINT #1: DIGITAL BADGES FOR
NASEF’S SCHOLASTIC FELLOWS PROGRAM
SCHOLASTIC ESPORTS STUDENT LEADER PROGRAM

Digital badges are used as a symbol or indicator of accomplishment, skill, quality, or interest. Traditionally, they have been used in video games to show how players have leveled up but have now increasingly become a way to show professional certifications that can be used to “level up” your career! We want you to help us design a badge for our Scholastic Fellows Program that represents the connection between esports and education.

Design Jam Sprint #1 Challenge: Create three badges for NASEF’s Scholastic Fellows Program! NASEF is seeking Scholastic Esports Student Leaders who can help design badges that can be used on our website, social media and print materials.

Timeline: June 8 -19, 2020

Challenge Details
● Analyze various digital badges from games and/or professional learning programs.
● Read about the NASEF Scholastic Fellows Program. Think about what a badge might contain that represents the program’s goals and accomplishments. Are there colors you would recommend? Are there symbols or shapes of the badge you might want to see?
● Using your preferred medium, create three badge designs that showcase the connection between esports and education.
● This artwork can be digital art - art, graphics, or 3D models created and presented on digital technology (i.e. Adobe Creative Suite, Canva, etc.) or can be fine art - created and presented via an image (PDF, PNG, TFF, JPG, etc.)
● Design requirements:
  ○ The badge should follow the NASEF Branding Guidelines.
  ○ The badge designs should include “North America Scholastic Esports Federation” or “NASEF”
  ○ One badge should include “Scholastic Fellow”
  ○ One badge should include “Scholastic Mentor”
  ○ One badge should include “Scholastic Community Leader”
● Answer the following reflection response: (200 words maximum)
  ○ What are the key elements of your design(s)? What do you like about the designs(s)? What would you change in your next design iteration(s)?
Submission Guidelines:
To be eligible to participate in any of the 2020 NASEF Design Jam Series, all entries must meet the basic requirements:

- Any submission design:
  - Must be your own original work.
  - Must not contain any content that is obscene or offensive.
  - Must not contain your image or any identification markers.
  - Make sure your files are high resolution, not crooked, and can easily be viewed.
  - Accepted file types: JPG, PNG, GIF, or PDF.
  - You may submit up to three images (different angles or details) of each badge design for your submission.
  - Make sure your files are high resolution, not crooked, and can easily be viewed.

- All submissions must include the name and contact information for an adult sponsor. A sponsor can be any adult, but is typically a parent, guardian, esports club general manager or teacher. The adult sponsor will receive a copy of the submission.

- This challenge may be submitted by an individual student or adult sponsor on behalf of a student.

- NASEF reserves the right to use students’ work for marketing and promotional purposes in any and all media.

- All entries must be submitted using our online submission form by 5:00pm PDT on Friday, June 19, 2020.

Selection Process
A panel of NASEF team members, affiliates and partners will review submissions based on the following criteria:

- Format: How well did your design follow NASEF guidelines? Did you follow the formatting requirements?
- Originality: How original is the design? Are there new elements that enhance the design?
- Craftsmanship: What is the quality of the design? What skills were utilized? Did you pay attention to detail?
- Reflection: How did you reflect on your design?

Questions? For any questions, email us at info@NASEF.org or via NASEF Community Discord.