



Adobe is hosting a Creative Jam at University of Texas!

Creative Jam LIVE is a virtual event focused on student creativity; both in inspiration and practice. We are hosting this event for four University of Texas locations.

From Fri, Nov 6 to Fri, Nov 13 students can compete online with classmates in a fast-paced, live designathon using Adobe XD, our user experience design app.

What is a Creative Jam? Students spend time with an inspiring speaker and an Adobe trainer to learn about Adobe XD to then solve a real-world challenge. Teams get 3 days to solve the problem, using design thinking and user experience principles. Top ten teams present their project to a jury of industry experts for a chance to win a \$250 Amazon Gift Card each (plus bragging rights!)

PRIZES

First Place Team: \$250 Amazon gift card each + Adobe Swag
Second Place Team: \$150 Amazon gift card each + Adobe Swag
Third Place Team: \$50 Amazon gift card each + Adobe Swag
Non-placing Finalist Teams: \$25 Amazon gift card each

PS: No previous experience needed. This experience will look great on a student's resume, AND they can sign up with a friend!

Here is more detailed information of how the event works.

Speaker & Design Challenge Industry speaker provides background on a real-world challenge which sets the stage for the student project.

Bootcamp A short bootcamp is provided as a primer on working with the tools before the challenge is announced. The teams have 3 days to ideate, formulate, design, and build their projects.

Presentations and Judging Top ten teams present their solutions and an expert jury votes based on idea, design quality, and clarity of presentations. Judges provide feedback on the projects to help context and education. The top three winning teams win prizes and bragging rights.

Students get to demonstrate their decision-making process, test their design thinking skills, and learn industry-standard design tools. Spectators can cheer on their favorite teams while watching the event unfold live (or via replay) on the Adobe Creative Jam LIVE Facebook page at facebook.com/adobecreativejam.

Kickoff: Fri, Nov 6 from 6-8 pm
Finale: Fri, Nov 13 from 6-8 pm
Signup at <https://cjam.in/utxjam>

