

Hack@Brown2020

- * Hack@Brown is an annual hackathon that invites individuals of all backgrounds and skills to create with design and technology. Across from Brown and RISD, a new brand identity is created with the theme of the year Garage.
- * My role includes creating: 3D visuals, social media profile, registration page, event and promotional posters.

category Branding, UI/UX

duration 2019–2020

team Lulian Ahn, David Charatan, Samaaya Jayamaha,
Ryan Kang, Miranda Mo, Christine Wang

software Adobe Create Suite, Cinema4D, Figma

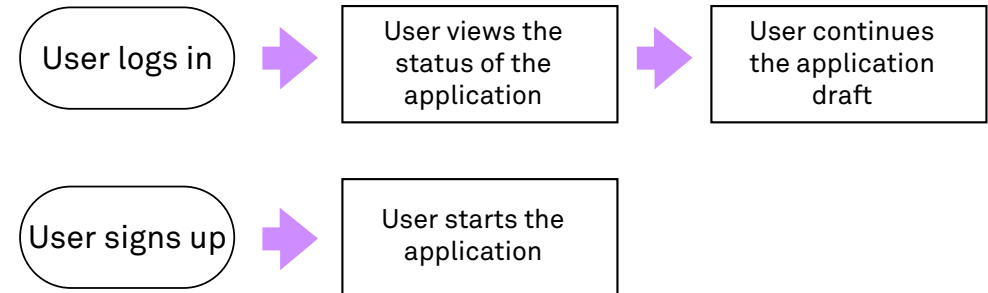
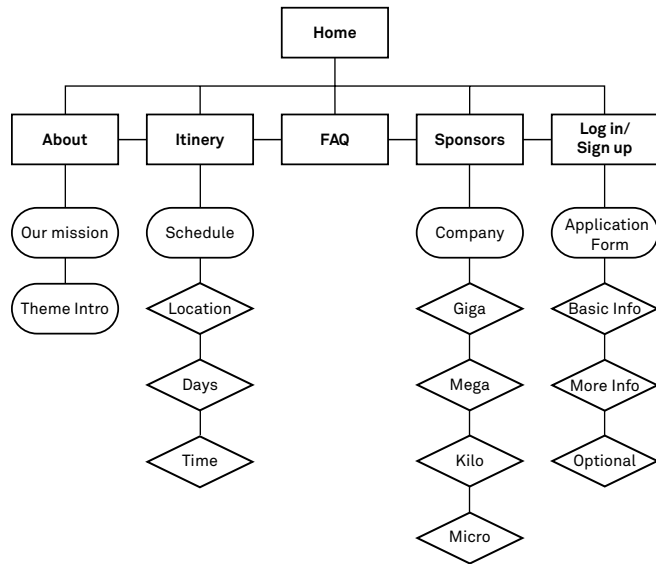


Problem

The label “hackathon” comes with a stereotype that people are competitive and prioritizes winning the prize, rather than the experience. This deters non-computer science and first-timers away from participation.

How can we create a culture of inclusivity and growth to encourage even those who never coded before and are underrepresented in technology industry to join Hack@Brown?

Analysis



Goals

- * Maintain a cohesive design visually and thematically
- * Cultivate the “Garage” entrepreneurial spirit
- * Contextualize a startup environment
- * Celebrate the creating process
- * Focus on inclusive + accessible design

User Objectivity

FOR A USER

- * Register for the hackathon
- * Look for a host
- * Get information about the details of the event

FOR A STAFF

- * Receive accurate information from the users
- * Provide accommodation case by case
- * Keep a record of biographical data
- * Prepare appropriate workshop

Challenges

- * Seamlessly integrate our 3D imagery into the website
- * Creating a responsive framework for the website
- * Diverging from the vertical directionality of the landing page
- * Inclusive design for first-time and underrepresented group of people within the industry

Functional Revision

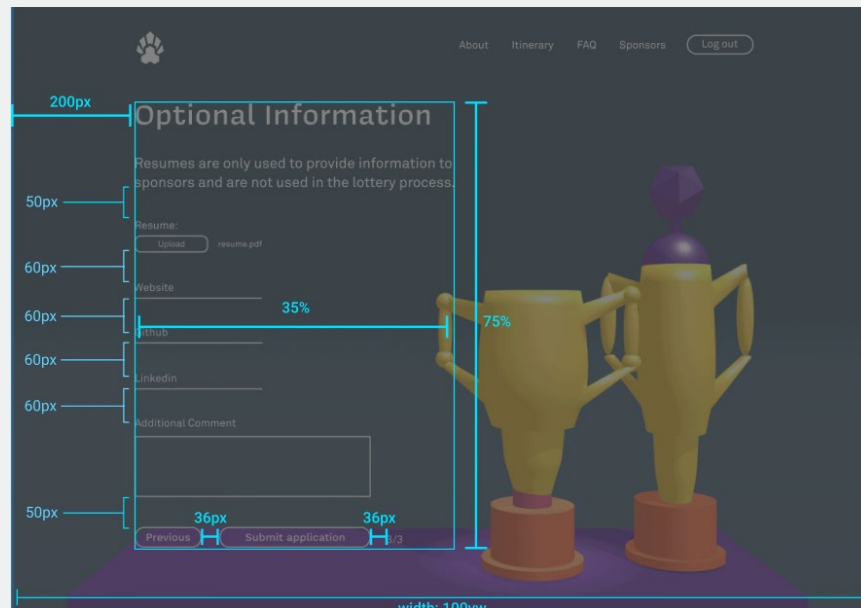
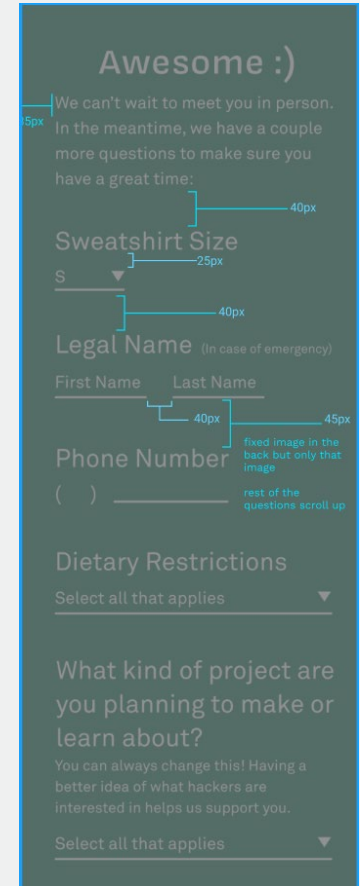
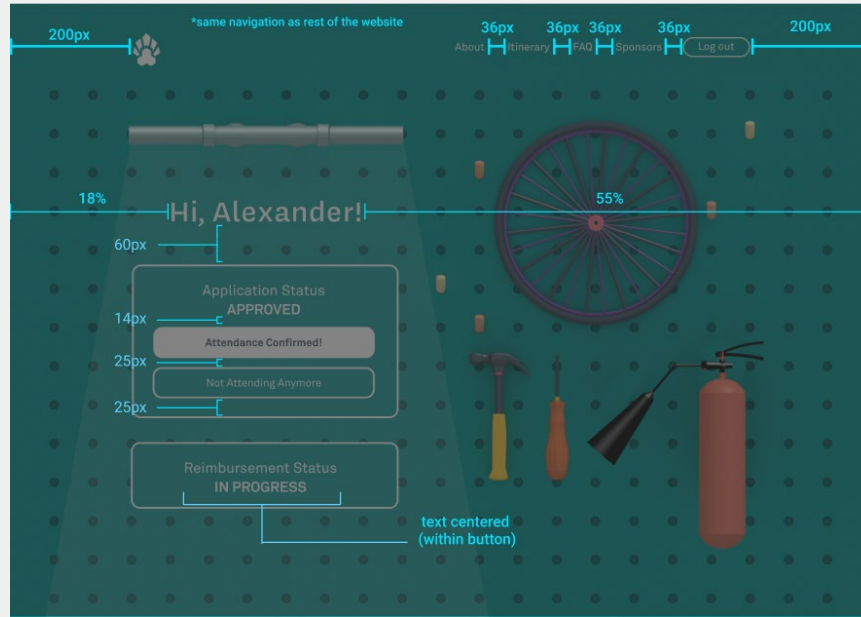
1. Created the illusion of full bleed images. Each section of the landing page had a new background color and accompanying rendered scene
2. Made renderings transparent and placed on top of solid color background, so the imagery and text could fit any screen size
 - a. Needed images and text content to be able to move around without ruining the seamless effect
3. Designed the registration form to move horizontally to seem like one long scene

Content Revision

Researched multiple gender/race inclusive surveys, including the US Race and Ethnicity Census to achieve appropriate content

1. Forwent the convenient checkboxes for a multi-select drop-down menu to include more identification choices
2. Included the option for participants to not disclose their race/gender and added 5 more choices to each category, including a self-describe option.
3. Designed a better layout for consistency and visual hierarchy

Skeleton



*Past Version

We ask the following to know more about who is attending our event. All of the following fields are optional.

Race?

Non Hispanic White Black Middle Eastern
 Latino/Hispanic Pacific Islander Native American
 East Asian South Asian Other specify _____


Gender?

LinkedIn? _____

GitHub? _____

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*Current Version

 [About](#) [Itinerary](#) [FAQ](#) [Sponsors](#) [Log out](#)

More Information

We ask the following to know more about who is attending our event.

Race? (Select all that applies)

Non Hispanic White Black/African Native American
 Latino/Hispanic Middle Eastern Other specify _____
 East/South Asian Pacific Islander Prefer not to say

Gender? (Select all that applies)


Male Transgender Two Spirit
 Female Non-conforming Other specify _____
 Non-binary Intersex Prefer not to say

How did you find out about us? ▾

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01-02
Content Revision

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More Information

We ask the following to know more about who is attending our event.

Race (Select all that applies)

▾

Gender? (Select all that applies)
 Female
 Male
 Non-binary
 Transgender
 Non-conforming

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Race? (Select all that applies)

Non Hispanic White
 Latino/Hispanic
 East/South Asian
 Black/African
 Middle Eastern
 Pacific Islander
 Native American
 Other: _____
 Prefer not to say

[Save](#)

Gender? (Select all that applies)

Female
 Male
 Non-binary
 Transgender
 Non-conforming
 Intersex
 Questioning
 Other: _____
 Prefer not to say

[Save](#)

*Past Version

Awesome!

We can't wait to meet you in person. In the meantime, we have a couple more questions to make sure you have a great time:

Sweatshirt Size

S
 M
 L
 XL

Phone Number

() _____

Dietary Restrictions

Vegetarian
 Vegan
 Kosher
 Halal
 Nut Allergy
 Shellfish Allergy

Legal Name
(In case of an emergency)

First Name _____ Last Name _____
 Ryaj _____

What kind of project are you planning to make or learn about?

You can always change this, and it's okay not to know yet! Having a better idea of what hackers are interested in helps us support you.

Web Application
 iOS Application
 Android Application
 Hardware Hack
 Undecided

Need somewhere to stay before or after the hackathon?

Hack@Brown is more than happy to host students who will be arriving early on Friday or leaving late after Sunday. We have plenty of sleeping spaces and air mattresses during the hackathon, but we also have a limited number of spots for staying in a dorm Saturday night. If you require housing, we will send you a form to match you with a Brown/RISD student in the weeks preceding the hackathon.

I need a host
 I don't need a host

Are you a Brown student living on campus?

Are you willing to host a hacker?

All you need is a place on the floor & we'll provide everything else (air mattresses, blankets, etc). We'll send out a form asking for more details in the following weeks.

Why should you host?

- You'll get to meet a new friend from across the country!
 - You'll get to show them how cool Brown students are and why Providence was named the coolest city in the US by GQ in 2015.
 - Someone will be really grateful that you gave them a warm place to stay and a place to shower. We can all agree that showers are great.

Yes! I'll host a hacker

Please read over the Hack@Brown code of conduct.

*Current Version

Awesome :)

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S ▾

Legal Name (In case of emergency)

First Name _____ Last Name _____

Phone Number

() _____

Dietary Restrictions

Select all that applies ▾

Vegetarian
 Vegan
 Kosher
 Halal
 Nut Allergy
 Shellfish Allergy

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03 Content Revision

Takeaways

In the end, the hackathon was a success!

We had >400 participants and >1500 unique users at peak on the website. It was a truly humbling experience and I loved my team!

To improve design and brand awareness for next year, I will:

- * Storyboard the user journey to improve UX flow
- * Adapt 3D renderings onto products — tote bags, hats, etc.