

<b>PROJECT OVERVIEW STATEMENT</b>	<b>Project Name</b> Interactive Arts and Technology Competition	<b>Project No.</b> 005	<b>Project Manager</b> Not yet assigned
<b>Opportunity</b> The IAT students at Surrey need an outlet. There are currently no student run or organized design competitions. They study and that's it.			
<b>Goal</b> Create a 1-2day IAT/Design oriented event with this years aim a Surrey only focus, perhaps next year we could expand to include other schools (enterprise style). Get a ton of sponsors – easy sell!! We can give them information on a company and its goal/core/mission and get them to create a brand for the company in a certain amount of time (Use Phat Fixx or some other SBI business). Game design competition of some sort to. We could get Sponsors/Professors/Businesspeople to judge for the competition too!			
<b>Objectives</b> <ul style="list-style-type: none"> <li>• Discover if there is a need or want of this project</li> <li>• Find a PM</li> <li>• Delegate priorities – this is a big event – 3-6 Team members needed.           <ul style="list-style-type: none"> <li>○ External/marketing sponsor inquiry</li> <li>○ Competition rules and regs</li> <li>○ School Approval Processes?</li> <li>○ Internal Student side marketing</li> <li>○ Advertising in local papers</li> </ul> </li> </ul>			
<b>Success Criteria</b> Attract 50-100 IAT students to this competition Raise numerous donated prizes from Software and design companies. Get revenue from Sponsors for the project (Need a big project sponsor, ie: EA Design competition...) Partnership to ensure sustainability? Make it an annual surrey event.			
<b>Assumptions, Risks, Obstacles</b> <ul style="list-style-type: none"> <li>• Students may be to busy to do event.</li> <li>• No donations/prizes could be offered</li> <li>• Judges or criteria could be hard to establish</li> <li>• Copyright issues</li> </ul>			
<b>Prepared by</b> Gavin Norquay	<b>Partners:</b> Maybe, IATSU if not DOA.		<b>Date</b> May 23, 2007
SIFE CRITERION 2, 4(?), 6			