

PROJECT OVERVIEW STATEMENT	Project Name Interactive Arts and Technology Competition	Project No. 005	Project Manager Not yet assigned
Opportunity The IAT students at Surrey need an outlet. There are currently no student run or organized design competitions. They study and that’s it.			
Goal 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!			
Objectives <ul style="list-style-type: none">• Discover if there is a need or want of this project• Find a PM• Delegate priorities – this is a big event – 3-6 Team members needed.<ul style="list-style-type: none">◦ External/marketing sponsor inquiry◦ Competition rules and regs◦ School Approval Processes?◦ Internal Student side marketing◦ Advertising in local papers			
Success Criteria 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.			
Assumptions, Risks, Obstacles <ul style="list-style-type: none">• Students may be to busy to do event.• No donations/prizes could be offered• Judges or criteria could be hard to establish• Copyright issues			
Prepared by Gavin Norquay	Partners: Maybe, IATSU if not DOA.	Date May 23, 2007	
SIFE CRITERION 2, 4(?), 6			