

# IMAGINE CUP 2012 WINDOWS METRO STYLE APP CHALLENGE RULES & REGULATIONS

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## OVERVIEW

We've reimaged Windows and we can't wait to see what you can do with it!

The explosions of social technologies, cloud-based services, and access to web services through apps have given people around the world powerful new ways to connect and share. Modern computing focuses much more on people and apps than on the operating system. These changes in the landscape have motivated us at Microsoft to make some of the most significant changes to Windows ever. We reimaged Windows and unveiled a preview for the world for the first time in September 2011: "Windows 8"!

With Windows 8, we've created a new and beautiful Metro style interface, which lets you find the information important to you, embodies simplicity, and gives you control. We've built it for touch from the ground up to help you do what you want quickly and naturally. Most importantly, we built Windows 8 to give passionate developers like you a platform to create a whole new generation of full-screen Metro style apps that are based on modern web standards and will be available through the new Windows Store.

Metro style apps are the center of the Windows 8 experience and **great apps start with you!** The Imagine Cup 2012 Windows Metro Style App Challenge will test your Team's ability to design and build a Metro style app that takes advantage of Windows 8 features and design principles to deliver an experience that solves one of the world's toughest problems and wows not only us but those across the globe. We're bringing the platform. You bring the idea!

All apps must adhere to the [Imagine Cup 2012 Theme](#): "Imagine a world where technology helps solve the toughest problems". You can choose any topic that highlights how technology can impact our lives to make them better. In addition to the resources on the 2012 Theme page, you could check out the [United Nations Millennium Development Goals](#) ("MDGs") for inspiration. Including the MDGs in your project is completely optional, but they might help you identify some of the toughest challenges in the world today.

If you choose to compete in this Challenge, then you agree that your participation is subject to the following:

- [The Imagine Cup Official Rules](#)
- The Imagine Cup Windows 8 Challenge Rules and Regulations described below

If there are any inconsistencies between the Imagine Cup Official Rules, the [Imagine Cup Terms of Use](#), the [Imagine Cup Code of Conduct](#) and/or these Challenge Details, the [Imagine Cup Official Rules](#) will govern.

## WHAT ARE THE START AND END DATES?

This Challenge starts at 00:01 Greenwich Mean Time (“GMT”) on 19 January 2012 and ends at 23:59 GMT 3 May 2012 (“entry period”).

The overall Challenge Period consists of two (2) separate rounds as described below. Each round has unique entry requirements. All required entry deliverables must be received within the designated round in order for your entry to be eligible for judging. All competitors must successfully complete Round 1 before continuing in the Challenge.

<b>ROUND</b>	<b>START DATE (all times 00:01 GMT)</b>	<b>END DATE (all times 23:59 GMT)</b>
<b>Round 1 – Qualifying Quiz</b>	19 January 2012	6 March 2012
<b>Round 2 – Design and Development</b>	13 March 2012	3 May 2012

The Challenge sign-up period begins 19 January 2012 at 00:01 GMT, and ends 6 March 2012 at 23:59 GMT.

## CAN I ENTER?

You are eligible to enter this Challenge if you meet the Eligibility Requirements set forth in the “Eligibility Criteria” section of the [Imagine Cup Official Rules](#).

## HOW DO I ENTER THE CHALLENGE?

If you wish to participate in this Challenge, you must sign up as instructed during the Challenge sign up period. To sign up, visit [Imagine Cup](#).

A Team may consist of a single student or as many as four (4) eligible students. Your Team does not need to consist of members who are legal residents of the same country/region, or students at the same academic institution, but your Team can only represent one (1) country/region and at least one (1) of the Team members must be a legal resident of the represented country/region. To qualify as a valid Team member, each individual must register and form a Team no later than the closing date of Round 1. We will not accept changes to a Team beyond this date.

It is recommended, but not required, that you have one (1) mentor in addition to your four (4) Team members. Limit one (1) mentor per Team. A mentor can be from an educational institution, a not-for-profit organization or a private sector company. To qualify as a valid mentor for a Team, this individual must register as the Team’s mentor no later than the closing date of Round 1. We will not accept changes to a Team’s mentor beyond this date.

For additional important details regarding signing up for a competition, please see the requirements set forth in the "Team and Individual Competitions" section of the [Imagine Cup Official Rules](#).

## ENTRY MATERIALS OVERVIEW

During each designated round, your Team must submit the entry materials described below:

### Round 1 – Qualifying Quiz

During Round 1, teams will need to complete and pass at least one (1) quiz during one of the six (6) quiz periods. The specific quiz times will be announced on the Windows Metro Style App Challenge Competition page. The quiz dates are as follows:

Quiz	Date and Time (all times 00:01 GMT)
Quiz 1	31 January 2012
Quiz 2	7 February 2012
Quiz 3	14 February 2012
Quiz 4	21 February 2012
Quiz 5	28 February 2012
Quiz 6	6 March 2012

The quiz questions will test your knowledge around Windows 8 "system" and Windows 8 "applications". Each quiz will have a unique blend of questions on each topic.

The Windows Metro Style App Challenge Round 1 Quiz is a Team effort. Teams will be able to register and take the online quizzes at any time during any of the six (6) quiz dates. To take a Windows 8 Challenge Quiz, your Team will need to do the following:

- Each Team member will need to register at [imaginecup.com](http://imaginecup.com), sign up for the Windows Metro Style App Challenge, and join the Team you're creating together.
- Each Team member should attempt to take the Windows Metro Style App Challenge quiz during the specified time on behalf of the Team. Your Team can take the quiz together and collaborate to provide answers to the questions, or you can take the quizzes individually.
- Teams will be given 60 minutes to take a 30 question quiz within a scheduled quiz date. It does not matter what time a Team starts the quiz. Teams will have 60 minutes or until the end of the 24-hour quiz time to complete the quiz, whichever comes first. For example, if your Team begins the quiz early in the 24-hour quiz time, you will have 60 minutes to complete the quiz. However, if you start the quiz 45 minutes before the end of the 24-hour quiz period, you will only have 45 minutes to complete the quiz during that quiz period.
- Each Team can take as many quizzes as they like during the Windows Metro Style App Challenge Round 1 period, although each Team can only take one quiz during each 24-hour quiz period regardless of which Team member logs into the quiz.
- One (1) of your Team member's scores must be 15 or higher (or 50% correctly answered questions) in order to advance to Round 2.
- Once your Team has advanced to Round 2, there is no need to take additional quizzes, but your Team is welcome to do so if you would like to continue testing your Windows 8 knowledge.

- If your Team passes a quiz successfully, your Team name will appear in the Leaderboard as advanced to Round 2 after the completion of a quiz period. The score displayed in the Leaderboard will be the highest score achieved by any Team member taking the quiz.
- Teams who advance to Round 2 will not receive an official communication regarding their advancement to Round 2 until after Round 1 has ended.

## **Round 2 – Design and Development**

To have an eligible Round 2 entry you or your Team must design and build a Windows Metro Style App and submit each of the following two (2) entry materials by the closing date of Round 2.

1. One (1) App Design Summary Template
2. One (1) App Demo Video

The maximum file size for the Round 2 submission is 250MB. Instructions for how to upload the entry are detailed in the [How Do I Submit My Team's Entry](#) section of these rules.

## **ENTRY MATERIALS REQUIREMENTS AND DEFINITIONS**

Following is a Glossary of Terms for all entry materials, along with the specific content and technical requirements. Each round has unique entry requirements, described below. All required entry deliverables must be received within the designated round in order for your entry to be eligible for judging.

### **Round 2 – Design and Development**

If your Team advances to Round 2, you will be challenged to design and build a working Metro style app. You will deliver the concept for your app by submitting an App Design Summary Template for your app. To have an eligible Round 2 entry you or your Team must submit the following two (2) entry materials by the closing date of Round 2.

**At the start of Round 2, you'll receive direct access to a Windows 8 resource pack, which will point to information and materials that will help you build your Metro style app.**

### **Metro Style App Design Summary Template**

The *Metro Style App Design Summary Template* is a PowerPoint document that describes your Team's app, the intent of your app, and which details how you leveraged Windows 8 platform features and Metro style design principles, and how it aligns to the [Imagine Cup 2012 Theme](#). You must include additional attributive information relating to third party content per the technical requirements below. Your Team is required to utilize the [Windows Metro Style App Challenge App Design Summary Template](#) which you can download [here](#).

Technical Requirements:

1. Your Team must use the [Windows Metro Style App Challenge App Design Summary Template](#). Your Team's app showing screenshots of your app in progression through your defined user scenarios.
2. Your Team's app must run in the latest Windows build which is publicly available when Round 2 begins. You may start designing and developing your app using the Windows 8 Developer Preview build but please be aware that as the Developer Preview build is an early technical preview build, your Team's app may require changes in order to run on a newer build.
3. The content of the app must address a social cause connected to [Imagine Cup 2012 Theme](#): "Imagine a world where technology helps solve the toughest problems".
4. Your Team must provide a name for your app. The name must be in the English language.

5. The Metro Style App Design Summary Template must be submitted in the English language. If a translator is needed, you are responsible to procure and to make use of one.
6. The Metro Style App Design Summary Template file format must be either a .PPT or .PPTX file. This option does not allow .JPEG or .PDF submission files.
7. **Important note about Copyright:** Your Team's entire entry must only include material (including source code – both open source and third party sourced, user interface, music, video or images) that you own or that you have permission from the copyright/trademark owner to use. Your Team's entry may not include copyrighted materials (such as source code, user interface, background music, images or video) unless you own or have permission to use the materials. Ownership is not defined as purchasing a CD at a music store for replay, playing a copyright recording on your guitar or repurposing an app's user interface - your Team's entry will be disqualified if copyrighted materials, including but not limited to these examples, are a part of your entry without appropriate licensing or permissions. If you do use permissible copyrighted materials, you must include the permissions information by citing the artist/creator and license information in the App Summary Template. Note that even material released under sites such as Creative Commons, common open source code licenses, and other similar licensing may need permission or acknowledgement as per the specific license. Note: your team's entry will be disqualified if permissions information is not included as per the requirements in the specific Competition Rules.

Helpful Tip:

1. Your Team's Metro Style App Design Summary Template should be loaded into a .ZIP file along with the Metro Style App Demo Video, and this is what you'll submit for Round 2.
2. This is your opportunity to tell your app's story! Show the judges your innovative and creative app through your App Design Summary Template.

### **Metro Style App Demo Video**

The *Metro Style App Demo Video* provides an opportunity for your Team to present your app to the judges. Your Team should show the app in action, demonstrate key scenarios used by the target audience and explain the architecture of your app. Since this is the Imagine Cup Windows Metro Style App Challenge, please be sure to include the Windows 8 platform features which were utilized and why.

The video must demonstrate that your Team's app runs on the latest Windows build which is publicly available when Round 2 begins, is launched from the Windows 8 start screen and uses the new Windows 8 app model. Beyond that, this is your opportunity to demonstrate how you've leveraged the Windows 8 platform to build a Metro style app that addresses the [Imagine Cup 2012 Theme](#). For example, you may show that your app has a live tile or uses a contract to share with other apps.

Technical Requirements:

1. The video length must not exceed five (5) minutes, including the Imagine Cup Intro and Outro Clips. The Imagine Cup Intro and Outro Clips are located here or can be downloaded at [imaginecup.com](http://imaginecup.com):

16:9

[Intro Clip – 30 fps](#) (1.7 MB)

[Outro Clip – 30 fps](#) (1.7 MB)

NTSC Format:

[Intro Clip – 30 fps](#) (1.5 MB)

[Outro Clip – 30 fps](#) (1.5 MB)

PAL Format:

[Intro Clip – 25 fps](#) (1.3 MB)

2. Your Team's Metro Style App Demo Video must clearly address each of the judging criteria outlined below.
3. The emphasis of the video must be on the app itself. Video production quality will not be judged.
4. The video must be submitted as a .wmv file. We recommend creating your video using Microsoft Expression Encoder 4 Screen Capture which is available to students for free at [DreamSpark](#).
5. Please note the Metro Style App Video must be solely the work of the team, including but not limited to, the actual filming, editing, graphic design, etc. of the video.
6. The audio of the actual entry (your Team's video) can be in any language, but if the audio is not in the English language, then the video must have English subtitles in order to be eligible. If a translator is needed, you are responsible to procure and to make usage of one. NOTE: your Team's entry will be disqualified if it is not submitted in the English language or if subtitles are not used for non-English audio.
7. Your Team's app must run in the latest Windows build which is publicly available when Round 2 begins. You may start designing and developing your app using the Windows 8 Developer Preview build but please be aware that as the Developer Preview build is an early technical preview build, your Team's app may require changes in order to run on a newer build.

## HOW DO I SUBMIT MY TEAM'S ENTRY?

### Round 1 – Qualifying Quiz

Sign in to [imaginecup.com](http://imaginecup.com) and navigate to the Windows Metro Style App Challenge page and complete any of the available quizzes with a score of 15 or higher before the close of Round 1.

### Round 2 – Design and Development

If your Team advances to compete in Round 2, submit your entry for Round 2 via the entry panel of [the Windows Metro Style App Challenge page at imaginecup.com](#) no later than then closing date of Round 2. The submission form on this page will include the following fields below. These fields are independent of your submission components and may be used by Microsoft to show your entry to the public if you are selected as a winning team. All fields below are required.

1. **Entry File (Metro Style App Design Summary Template and Metro Style App Demo Video):** Load your entry materials into a .ZIP file. The maximum file size for the Round 2 submission is 250MB.
2. **Thumbnail:** This is an image which is a small representation of your entry. We recommend you use your app's tile image. There are no size requirements for your Thumbnail.
3. **Entry Title:** This title will represent the name of your app. It must be submitted in the English language and is limited to a maximum of 100 characters including spaces.
4. **Entry Description:** This is a statement describing your Round 2 Entry. It must be submitted in the English language and must not exceed four (4) sentences.
5. **Technologies Used:** Please list the technologies you have utilized in your submission. This must be submitted in the English language.

## ENTRY LIMIT

We will only accept one (1) entry per Team. A competitor may not be a member of more than one (1) Team in the Windows Metro Style App Challenge.

## HOW WILL ENTRIES BE JUDGED?

### Round 1 – Qualifying Quiz

At the conclusion of the Round 1 Entry Period, every eligible Team who achieved a valid score of 15 or higher (or 50% correctly answered questions) on any single Round 1 quiz will advance to compete in Round 2 of the Windows Metro Style App Challenge.

### Round 2 – Design and Development

At the conclusion of the Round 2 Entry Period, all eligible entries received will be reviewed by a panel (or panels) of international judges based on the unique criteria listed below. The Round 2 judging process will determine the top three (3) Teams, one (1) per country/region, that will be declared the First, Second, and Third place winners of the Imagine Cup 2012 Windows Metro Style App Challenge.

### Round 2 – Design and Development Judging Criteria

Criteria	Description	Weighting
Imagine Cup 2012 Theme	How well does the app adhere to the <a href="#">Imagine Cup 2012 Theme?</a>	20%
Metro Style Design and User Experience	<p><a href="#">Metro-style design</a> is an important part of building a great Windows 8 Metro style app. Apps must place a focus on great user experience and design.</p> <p>Key elements for your Team to address:</p> <ul style="list-style-type: none"> <li>• Tailored User Experience – Does the app have clear user experience goals and well-defined user scenarios?</li> <li>• Metro styling – Does the app use typography and whitespace to organize the content and provide a consistent structure?</li> <li>• Layout – Are the UI elements and content placed on a grid to create a structured and consistent layout?</li> <li>• Interactions – Can content be manipulated directly? Are additional commands placed in the app bar?</li> <li>• Navigation – Is the UI designed to let users focus on the current view? Is additional chrome minimized and tucked away in transient UI? Did you use Semantic Zoom where appropriate?</li> <li>• Fast &amp; Fluid – Is the app designed for touch? Did you use animations to create a sense of fluidity and continuity in the app?</li> </ul>	20%

Windows 8 Platform	<p>How does your Team's app leverage Windows 8 platform features to create a unique and powerful solution?</p> <p>Your Team's app must be a Metro style app, which launches from the Windows 8 start screen and your app must use the Windows 8 app model.</p> <p>The judges will be looking for creative and effective use of the Windows 8 app model and new platform features. Key areas for making use of the Windows 8 platform are listed below:</p> <ul style="list-style-type: none"> <li>• Views – Does the app adjust to different screen resolutions and orientations? Is there a customized snap view?</li> <li>• Contracts – Does the app make use of contracts as appropriate to the defined user scenarios?</li> <li>• Tiles – Does the app make effective use of a live tile to show dynamic, personalized content?</li> <li>• Notifications – Does the app use notifications appropriately and effectively to convey important information to the user?</li> <li>• Roaming – Does the app use cloud services to roam data or settings?</li> </ul>	20%
Originality & Innovation	<ul style="list-style-type: none"> <li>• How unique and original is your Team's idea?</li> <li>• How does your Team's app make innovative usage of the Windows 8 platform?</li> </ul>	20%
Presentation & Polish	<ul style="list-style-type: none"> <li>• How well did your Team describe and present your app in the app demo video?</li> <li>• Was your Team able to articulate the architecture of the app? Did you highlight the Windows 8 platform features and services which your Team has leveraged?</li> <li>• How polished is the user experience as shown in the app demo video?</li> </ul>	20%

## PRIZES

**Round 1** – The top three (3) winning teams will receive a trip to Sydney, Australia to be recognized at the Imagine Cup 2012 Worldwide Finals in July 2012. Trip includes round trip coach airfare from a major airport closest to each competitor's home, standard hotel accommodations, and select meals and activities.

Additionally, each winning team will receive the following cash prizes:

- **First Place:** \$8,000 USD, to be divided equally among each officially registered member of the Team
- **Second Place:** \$4,000 USD, to be divided equally among each officially registered member of the Team
- **Third Place:** \$3,000 USD, to be divided equally among each officially registered member of the Team

One (1) Mentor\* per Worldwide Finalist Team will be provided with travel to attend the Imagine Cup 2012 Worldwide Finals in Sydney, Australia in July 2012. Trip includes round trip coach airfare from the major airport closest to Mentor's home, standard hotel accommodations, select meals, and activities.

\* Mentors will not be awarded any portion of the monetary prize winnings listed above.