Deadline: February 22nd, 2021 at 5 pm (extended deadline)
Website: https://engage.art/augmentedgood

Competition Description

The world faces a looming climate crisis. New ways to raise awareness and galvanize action, as well as make cities smarter and more efficient, are a key part of the puzzle. Youth are the future leaders who have inherited the climate crisis that they are critical in solving. By challenging Western students to think of climate through the lens of arts, culture, science and technology, we hope to foster critical thinking about the interconnectedness of the planet and our roles as stewards of its future - while creating inspirational experiences to be shared with others.

Together with the Center for Environment and Sustainability, the Faculty of Science, and the EXAR team, Western students get a chance to express art as both entertainment and education through digital augmented reality stories. In the Augmented Good competition, students will put forward their idea on how we can convey important information about environmental issues by using augmented reality to create engaging and immersive experiences. Western will then work with EXAR studios to the winning proposal to life on Western's campus!

Eligibility

- All current Western students (graduate and undergraduate) from any department are eligible to apply.
- Students can apply as individuals or in teams of up to four people

Note: No prior experience with augmented reality is needed for the competition. You just have to come up with an idea for the competition.

Project overview

Step 1: Find an environmental issue you're passionate about

You can choose any global environmental issue you want including but not limited to biodiversity loss, air pollution, plastic pollution, fast fashion, and greenhouse gas emissions. It is completely up to you!

Step 2: Submit individually or as a team of up to four people

Decide whether you would like to submit as an individual or work with a team to develop an idea. Teams may be comprised of any Western students and proposals will not be assessed on the number of team members.

Step 3: Collect data from reliable and reputable sources

A vital component of this project is to source your data from reliable and reputable sources. You can use a wide range of sources for your proposal including:

- the scholarly literature
    - [Web of Science](#) and [Google Scholar](#) are two search engines you can use to look for scholarly literature on your proposal

- open data sources
    - [Government of Canada open data (Nature and the Environment)](#) has thousands of open datasets from the Canadian government relating to the environment. Use the search bar to find a dataset relevant to your idea (e.g., clean energy)
    - [Ontario Government open data](#) contains hundreds of datasets on the environment
    - [World Bank Open Data](#) contains global information about national environmental metrics

- government websites
    - [Statistics Canada](#) has reports and analysis across a range of environmental issues

- reliable statistics from reputable environmental non-governmental organizations (e.g., [World Wildlife Fund](#), [Oceana](#))

These are just *some* examples of where you can find data on your topic. You are free to search for other data sources as long as you feel they are from reliable and reputable sources.

Step 4: How can your proposal be represented in augmented reality

Augmented reality allows us to place digital 3D models in the environment as if they were actually there! For this competition you need to think about how we could use augmented reality to tell a compelling story about an environmental issue. Consider how you could use 3D objects in the environment to convey immersive information about your project idea. A simple example might be suggesting that we turn University College into a giant water bottle that is scaled to show how much plastic pollution goes into the oceans each year. See the [Engage ARt](#) website for more examples of AR.
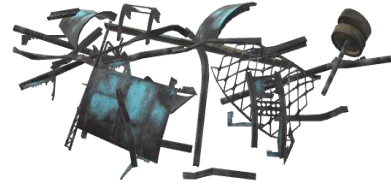
Here are some other 3D models that could help represent your idea, but you are not limited to 3D models in existence and you may suggest the development of a set of 3D models that together would tell an immersive story.

Deforestation and habitat loss   *Endangered species*   *Waste*

You can get as creative as you like with as many models as you think are needed. We encourage you to also think about animation and interaction - remember that this is a showcase for an audience to see!

Step 5: Create a 2-minute video

In a short video, you should introduce the environmental issue and then lay out your proposal for creating an augmented reality experience that will help convey information and awareness about it. Focus on highlighting why you think this issue is important to talk about and why you think augmented reality could help us spread awareness and understanding about the topic. Videos can be captured on your mobile phone or via webcam. Please upload your video to Google Drive or Onedrive and then provide an open link to that video so the assessors can view it.

Assessment criteria

Proposals will be assessed by a panel composed of representatives from Western and EXAR Studios for:

➢ Creativity of your proposal and proposed idea
➢ How well the idea makes use of augmented reality to tell the story
➢ Quality of your research, and how well is data translated into the medium of AR

You can complete an application here or by going to https://engage.art/augmentedgood.

Competition timeline

February 22nd, 2021 (extended deadline)	Applications due
February 26th, 2021	Decisions on finalists released
March 19th, 2021	Presentations from finalists
April 8th, 2021	Winner announced

Questions

If you have any questions about the competition please email the Western Coordinator - Dr Paul Mensink, paul.mensink@uwo.ca