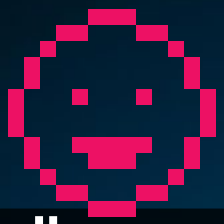
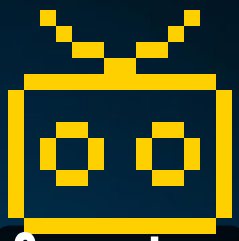
UCI Student Center Board of Advisors



Humans

VS



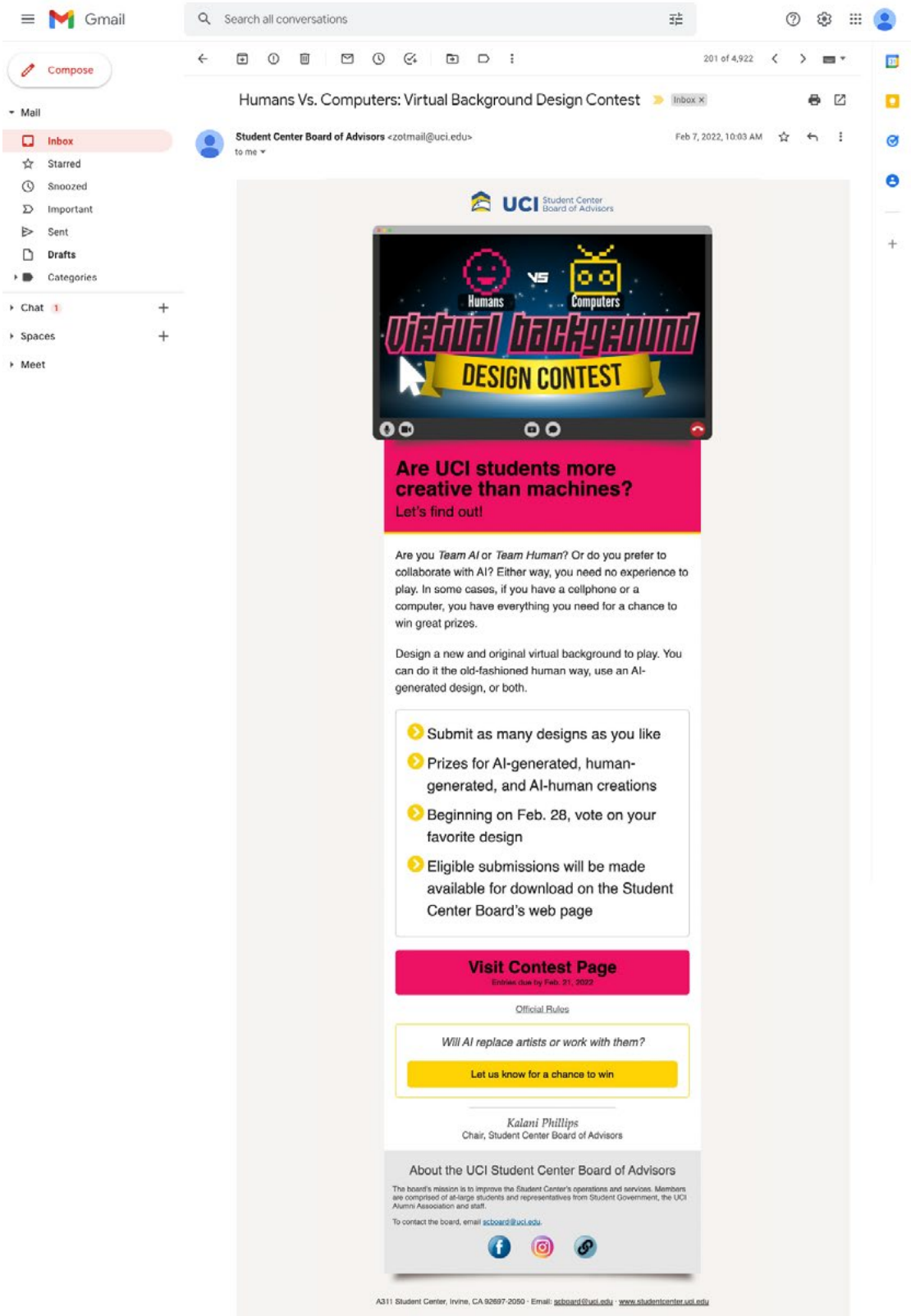
Computers

virtual background

DESIGN CONTEST

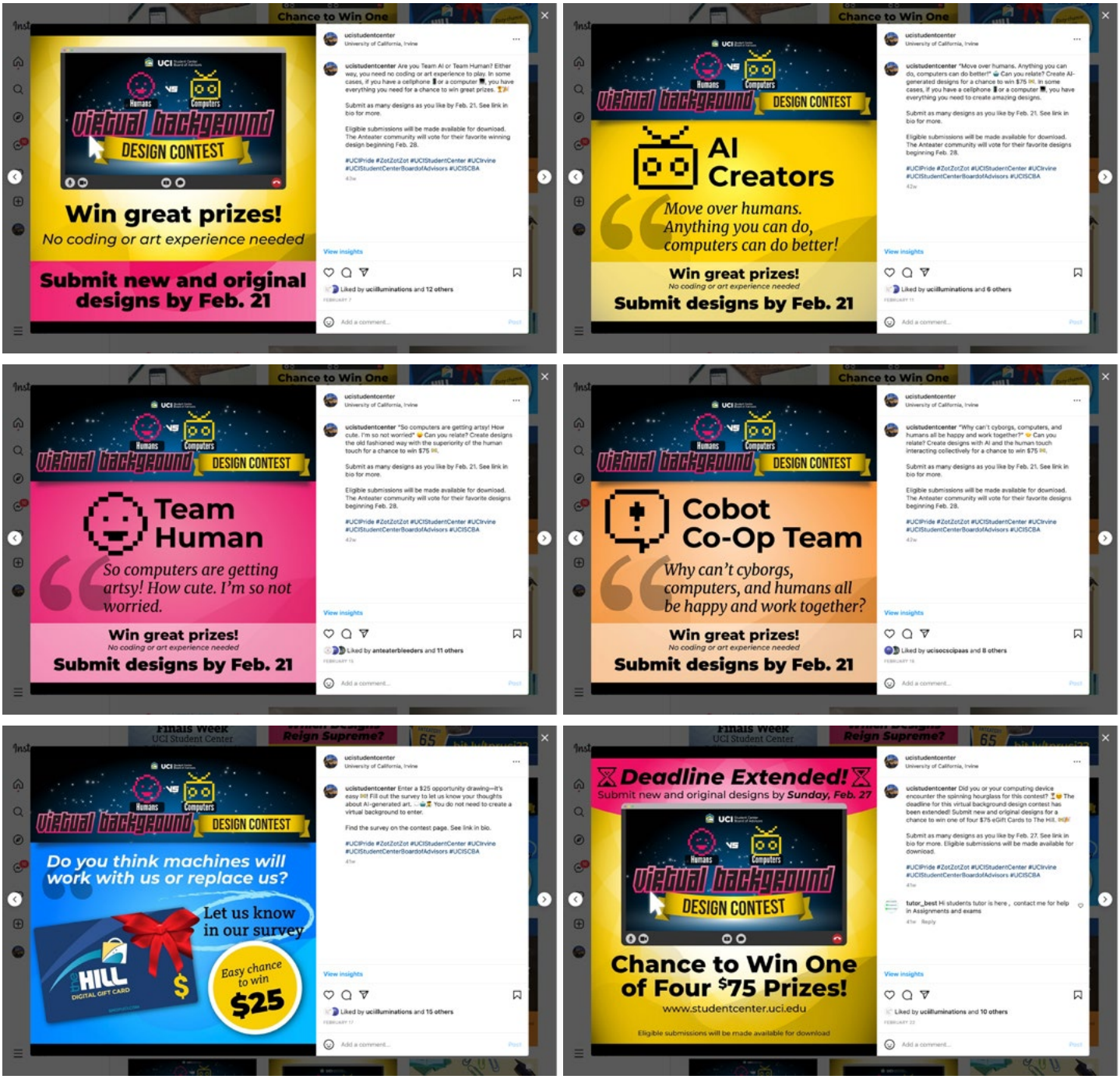
The student-led board of advisors is comprised of at-large students and representatives from Student Government, the UCI Alumni Association, and staff. The virtual background contest was accomplished in collaboration with two-person, full-time marketing staff.

The Contest



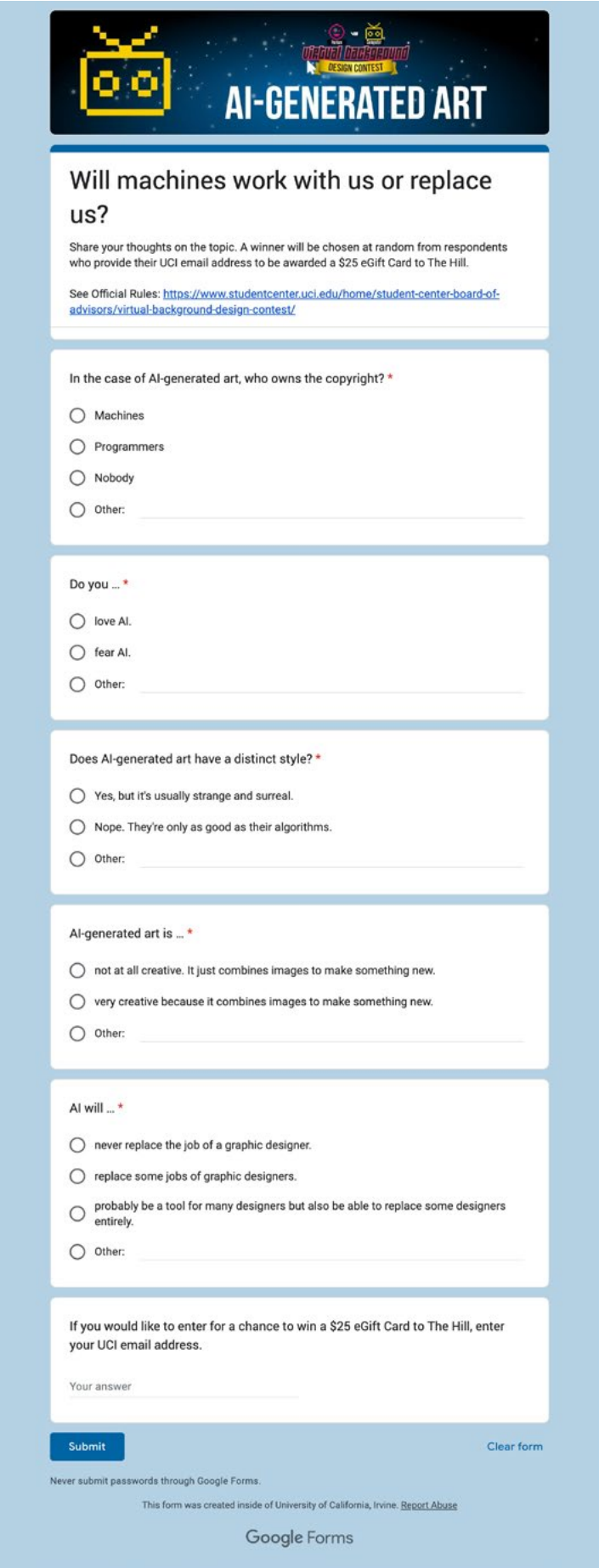
Campuswide email invites students to participate in the design contest

Game page includes the contest's theme, submission guidelines, award categories, official rules, and an optional survey about whether machines will replace humans (survey results below).



Contest deadlines and reminders were posted on social media.

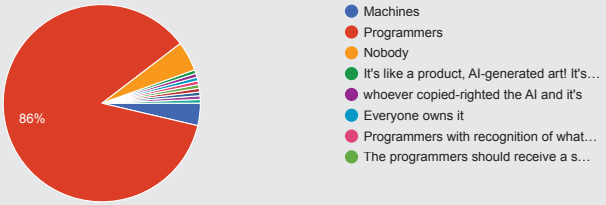
Social media *stories* were a key digital channel for communicating contest deadlines, official rules, and prize opportunities.



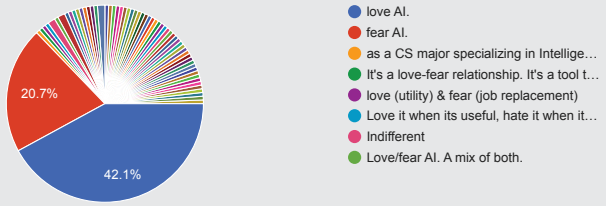
Optional survey gave students an additional way to participate and win prizes. 164 students responded.

Most seem to agree that AI has a distinct and creative style!

In the case of AI-generated art, who owns the copyright?

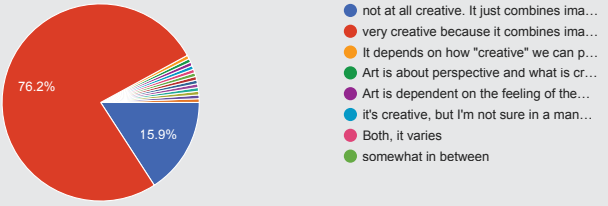


Do you ...

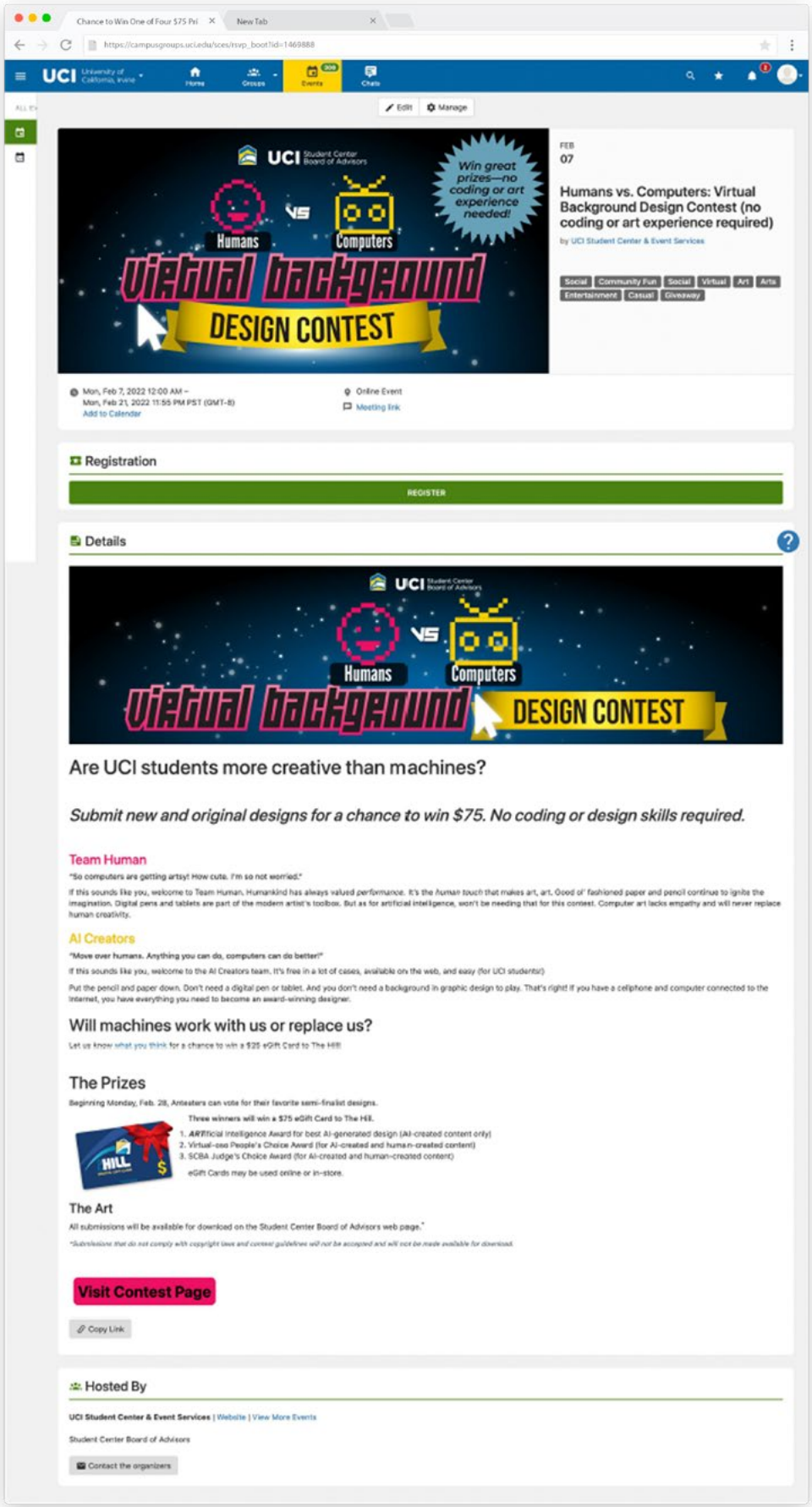


Does AI-generated art have a distinct style?

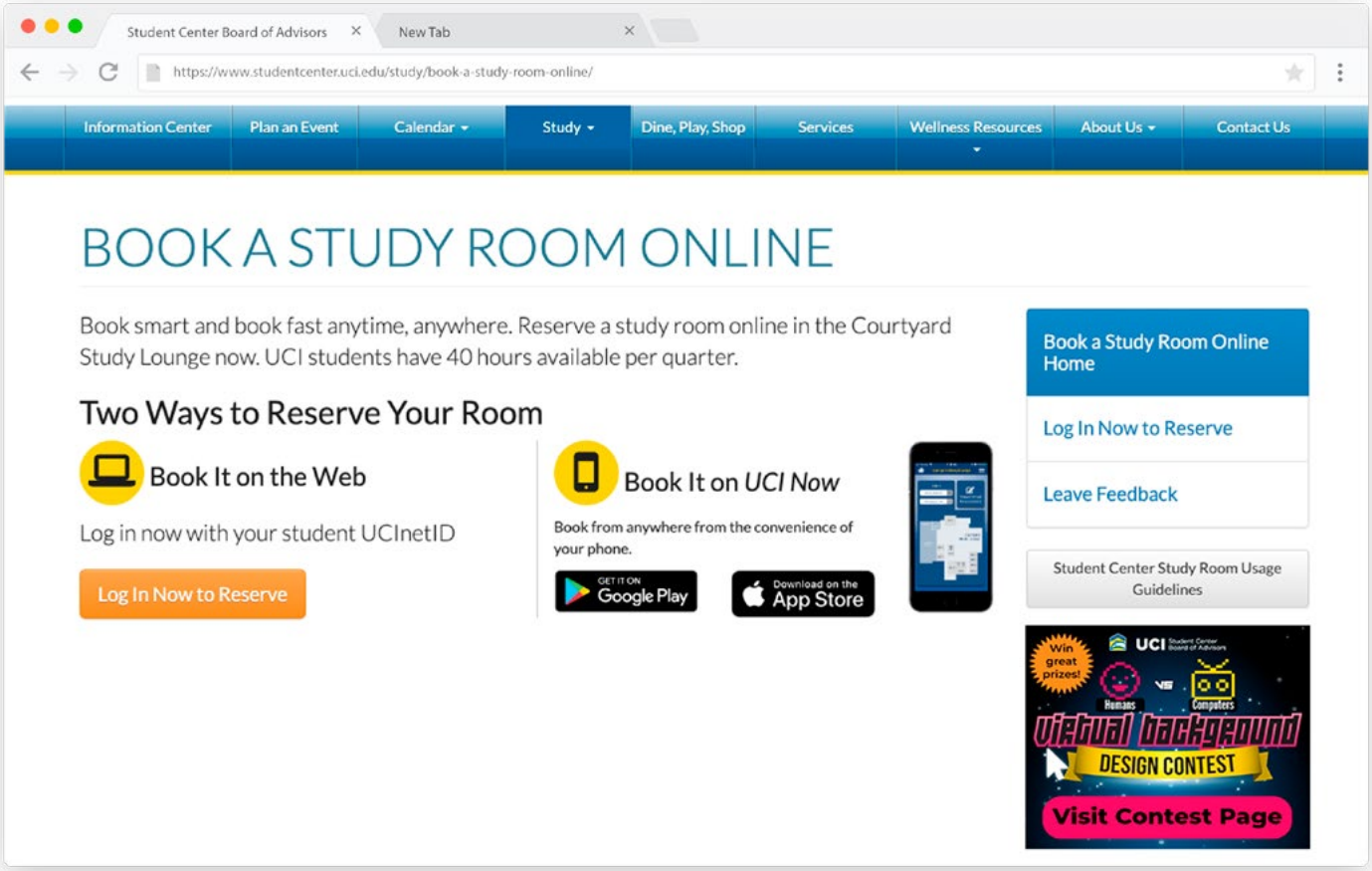
AI-generated art is ...



AI will ...



The event was posted on UCI CampusGroups, a campuswide engagement platform.



A web ad was placed on the popular study room online booking page

The contest was featured on the front page carousel

A shareable web PDF flyer was distributed to various sources, like student *Discord* channels

Advertised on popular UCI Student Center apps like *ZOTFinder* and *UCI Now*

The Official Rules

ELIGIBILITY: The "HUMAN VS. COMPUTER: VIRTUAL BACKGROUND DESIGN CONTEST" is open to UCI students, as that term is defined in PACAOS sec. 14.40, with a valid UCI email address. Opportunity begins at 12:01 a.m. PST, Monday, Feb. 7, 2022 and ends at 11:59 p.m. PST, Sunday, Feb. 27, 2022. All submissions must be new and original artwork or designs and must not use any pre-existing copyrightable or trademarked images, writings, or other proprietary materials. Multiple submissions accepted. A maximum of two (2) allowable semi-finalist designs per person, subject to change and remains the sole discretion of the Student Center Board of Advisors based on the total number of eligible entrants received. By submitting a design for consideration in the "HUMAN VS. COMPUTER: VIRTUAL BACKGROUND DESIGN CONTEST," you agree to take full responsibility for intellectual property, including copyright ownership and/or liability for any alleged infringement and/or unauthorized use. Moreover, by submitting a design for consideration, you grant the Regents of the University of California, including but not limited to Irvine Campus (UC Irvine), a non-exclusive, royalty-free, irrevocable, perpetual, paid-up, worldwide license (with the right to sublicense, to make, have made, copy, modify, make derivative works of, use, perform, display publicly, sell, and otherwise distribute your submissions).

This contest and all submissions shall be governed by the laws of the State of California without regard to any principles relating to conflict of laws.

TO ENTER: Submit new and original virtual background(s) as a digital or video file per artwork guidelines located on the Student Center website at www.studentcenter.uci.edu/home/student-center-board-of-advisors/virtual-background-design-contest before 11:59 p.m. PST Sunday, Feb. 27, 2022. Or email your background(s) as attachments (GIF, PNG, JPEG, MP4, MOV) to Diana Schombert at dianaw@uci.edu and include the name of the submitter, title of work, award category for your submission, computer or website that generated the design (if applicable), a description of the work, student status (graduate or undergraduate), major, and expected graduation year before 11:59 p.m. PST Sunday, Feb. 27, 2022.

Upon contest completion, all submissions in adherence to artwork guidelines will be made available for download on the Student Center Board of Advisors' webpage.

WINNER SELECTION AND NOTIFICATION: One (1) ARTificial Intelligence award for best AI-generated design; one (1) Virtual-oso award for best human-created design; one (1) Cobot award for best AI-human collaboration design; one (1) SCBA Judge's Choice award; one (1) AI-Generated Art survey prize will be selected.

Beginning Feb. 28, 2022, Student Center & Event Services Marketing Team will review all of the designs submitted. Up to and no more than a total 24 semi-finalist designs following artwork guidelines will be selected at random on or around March 4, 2022.

Up to eight (8) semi-finalist designs will be selected at random for each category except the SCBA Judge's Choice award.

Then beginning March 7, 2022 and continuing through March 13, 2022, semi-finalists will be displayed online for voting at www.studentcenter.uci.edu/home/student-center-board-of-advisors/virtual-background-design-contest/.

Only UCI students as defined in PACAOS sec. 14.40 are eligible to vote.

The final winner for the ARTificial Intelligence award for best AI-generated design, the Virtual-oso award for best human-created design, and the Cobot award for best AI-Human collaboration design will be identified by the number of online votes received.

The SCBA Judge's Choice award will be selected by the Student Center Board of Advisors. In any event of a tie, a winner will be determined by a random-generated selection.

Designs submitted to the ARTificial Intelligence Award for Best AI-Generated Design category must be created using AI websites, software, bots or similar technology.

The Virtual-oso award for best human-created design must be created by a human using traditional means of design such as digital pens, tablets, drawings, and similar means.

The Cobot award for best AI-human collaboration design must be completed by combining AI-generated content with traditional human means.

All submissions that adhere to the contest guidelines will be automatically entered into the SCBA Judge's Choice award category. The Student Center Board of Advisors will determine the winner of this category.

An AI-Generated Art survey prize will be selected at random. Must complete survey located at www.studentcenter.uci.edu/home/student-center-board-of-advisors/virtual-background-design-contest/ for a chance to win.

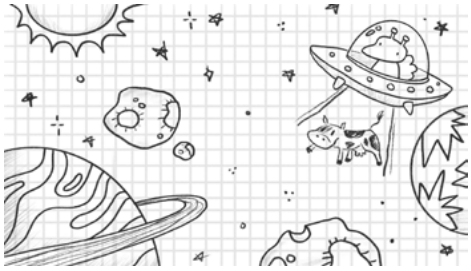
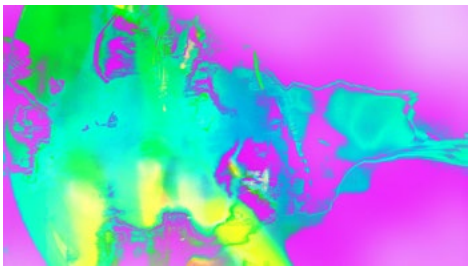
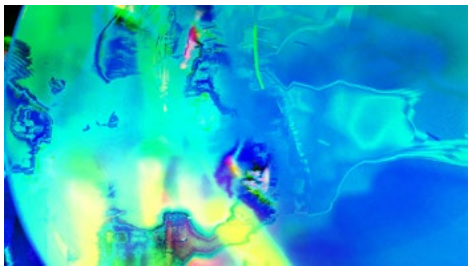
Winners will be notified and announced by March 18, 2022. Prizes will be forfeited and could be re-awarded in the sole discretion of the Student Center Board of Advisors if unclaimed within 48 hours of notification.

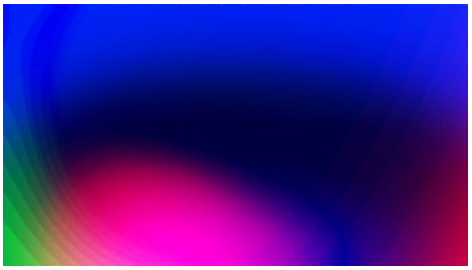
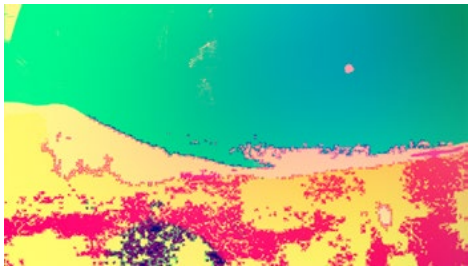
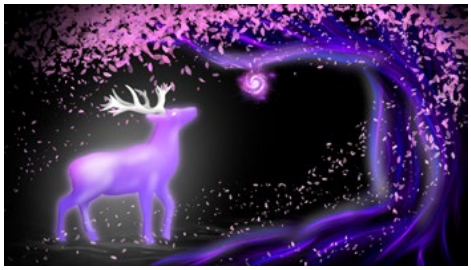
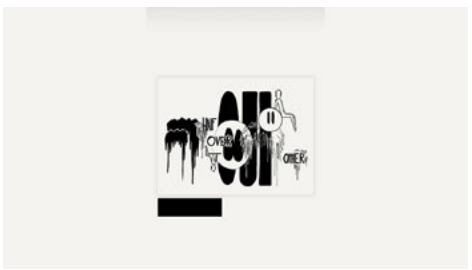
PRIZES: One (1) ARTificial Intelligence award $75 eGift Card to The Hill; One (1) Virtual-oso award $75 eGift Card to The Hill. One (1) Cobot award $75 eGift Card to The Hill. One (1) SCBA Judge's Choice award $75 eGift Card to The Hill. One (1) AI-Generated Art survey $25 eGift Card to The Hill. eGift Cards may be used online or in-store.

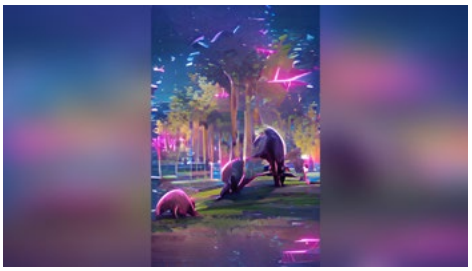
ODDS OF WINNING: Varies based on total number of eligible entrants received.

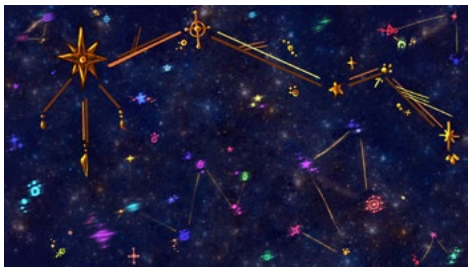
SPONSOR: The Student Center Board of Advisors and the Student Center & Event Services reserve the right to discontinue or change opportunity rules at any time. All inquiries or comments related to the "HUMAN VS. COMPUTER: VIRTUAL BACKGROUND DESIGN CONTEST" should be directed to Brian Petyo, Marketing Manager Student Center & Event Services by email at mpetyo@uci.edu.

Submitted Designs

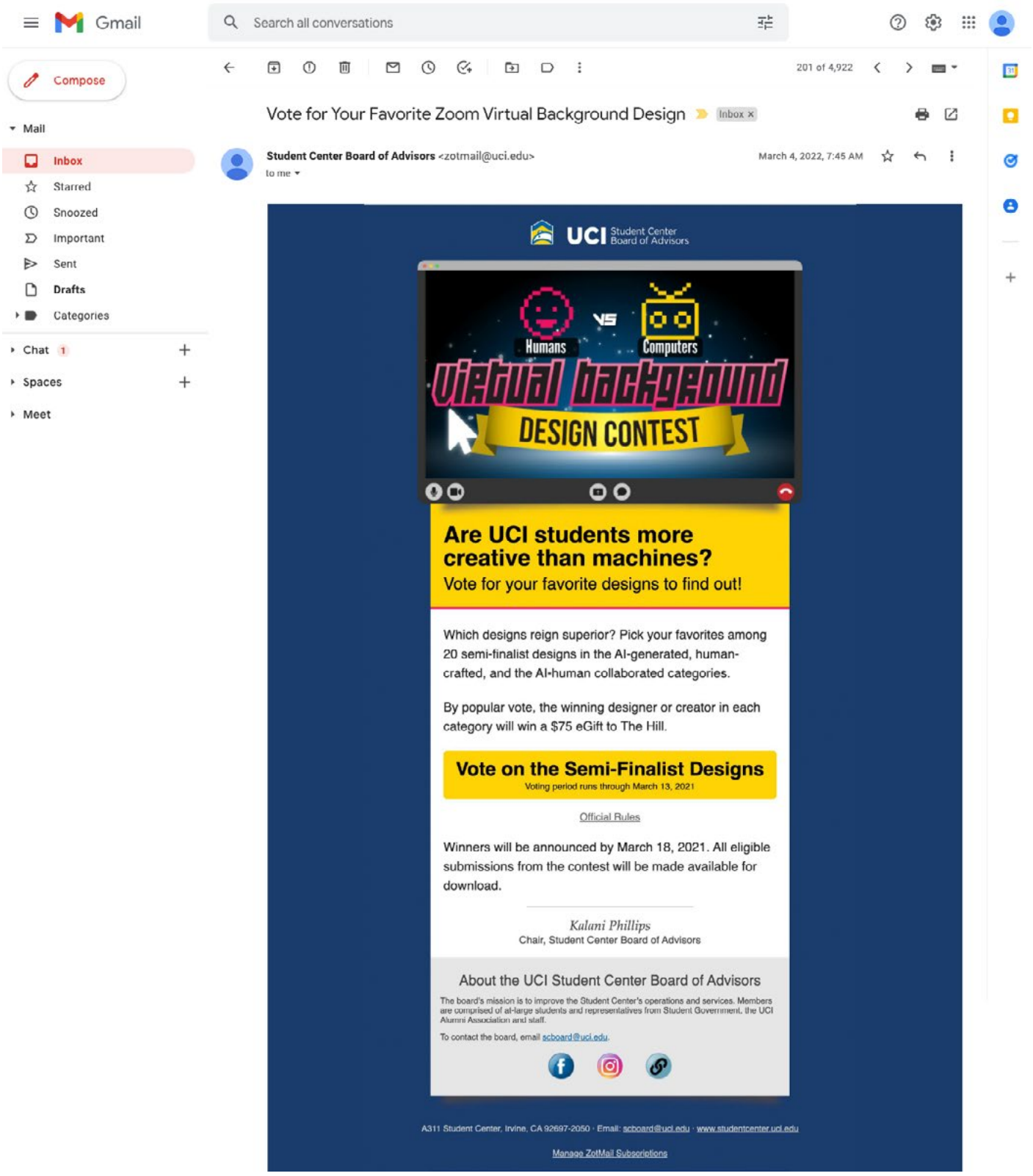







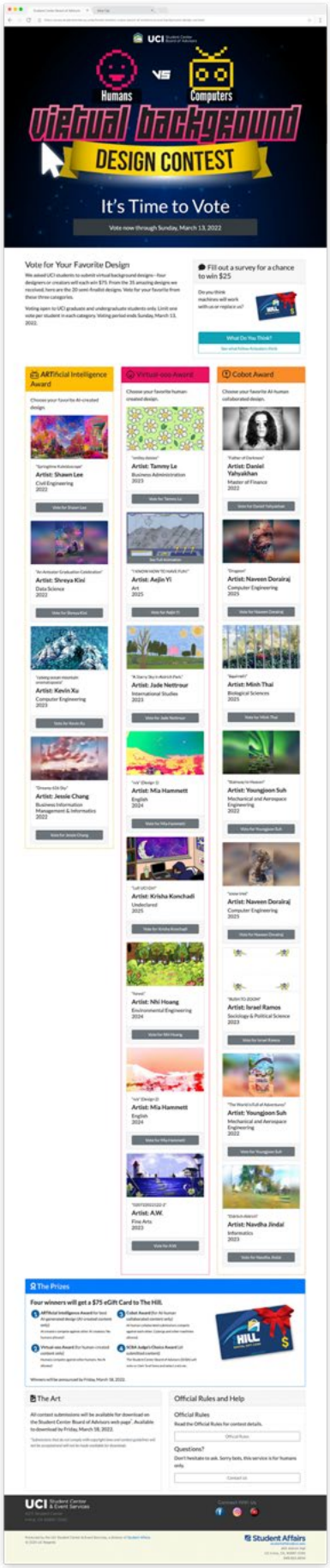


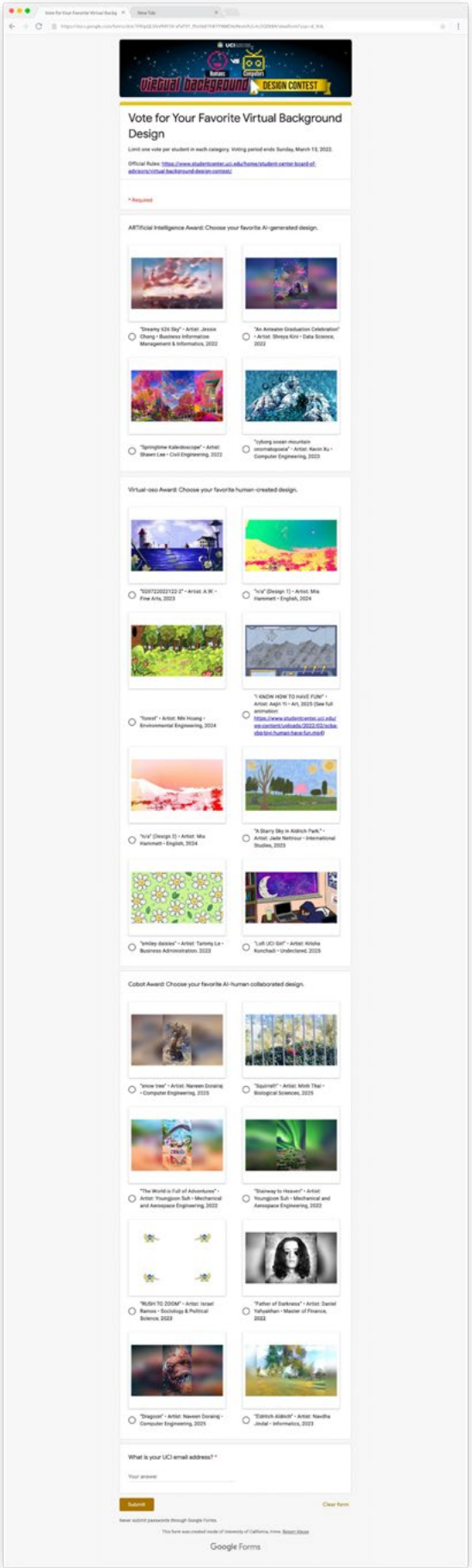
2022

Voting



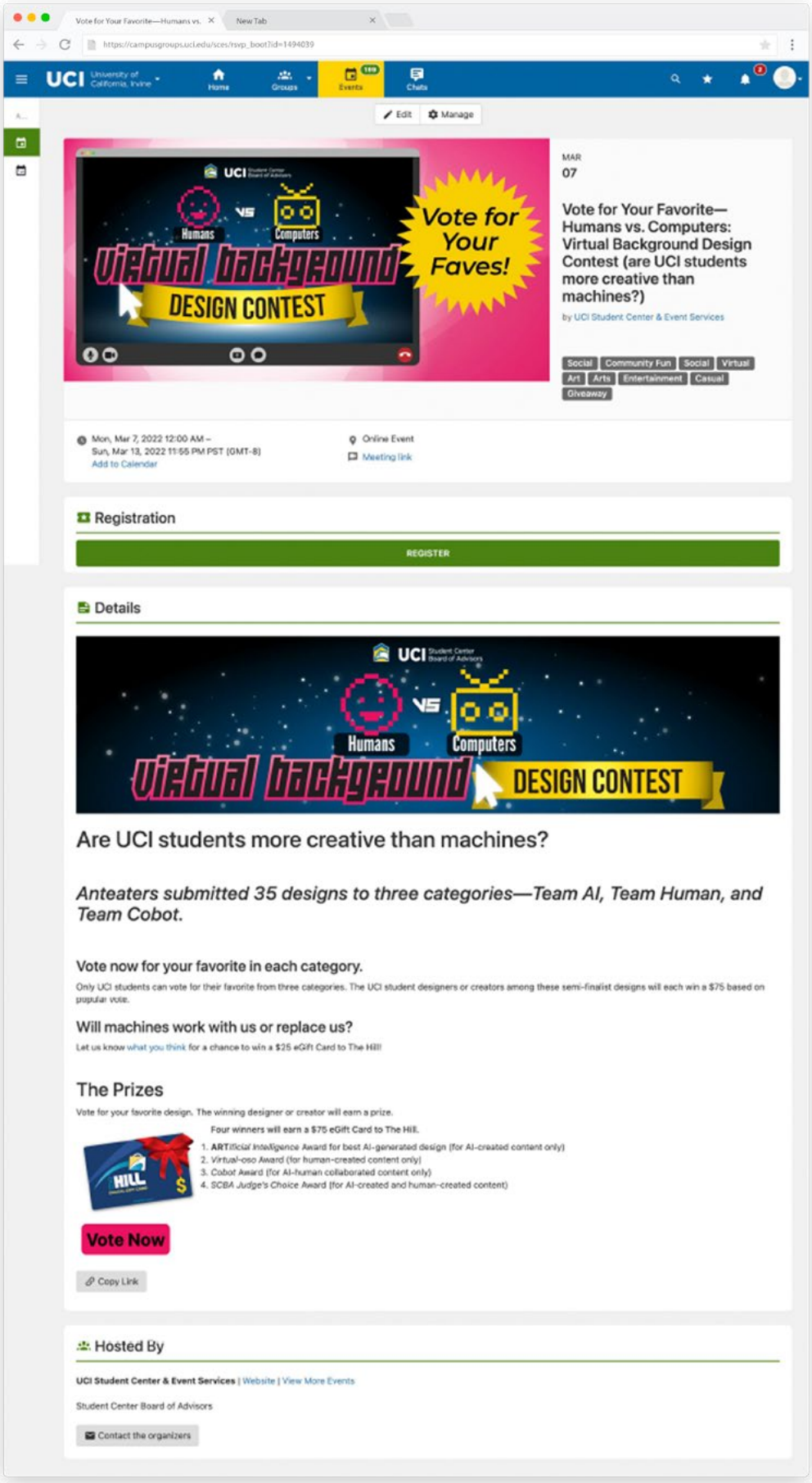
All students were invited to vote for their favorite semi-finalist designs via campuswide email



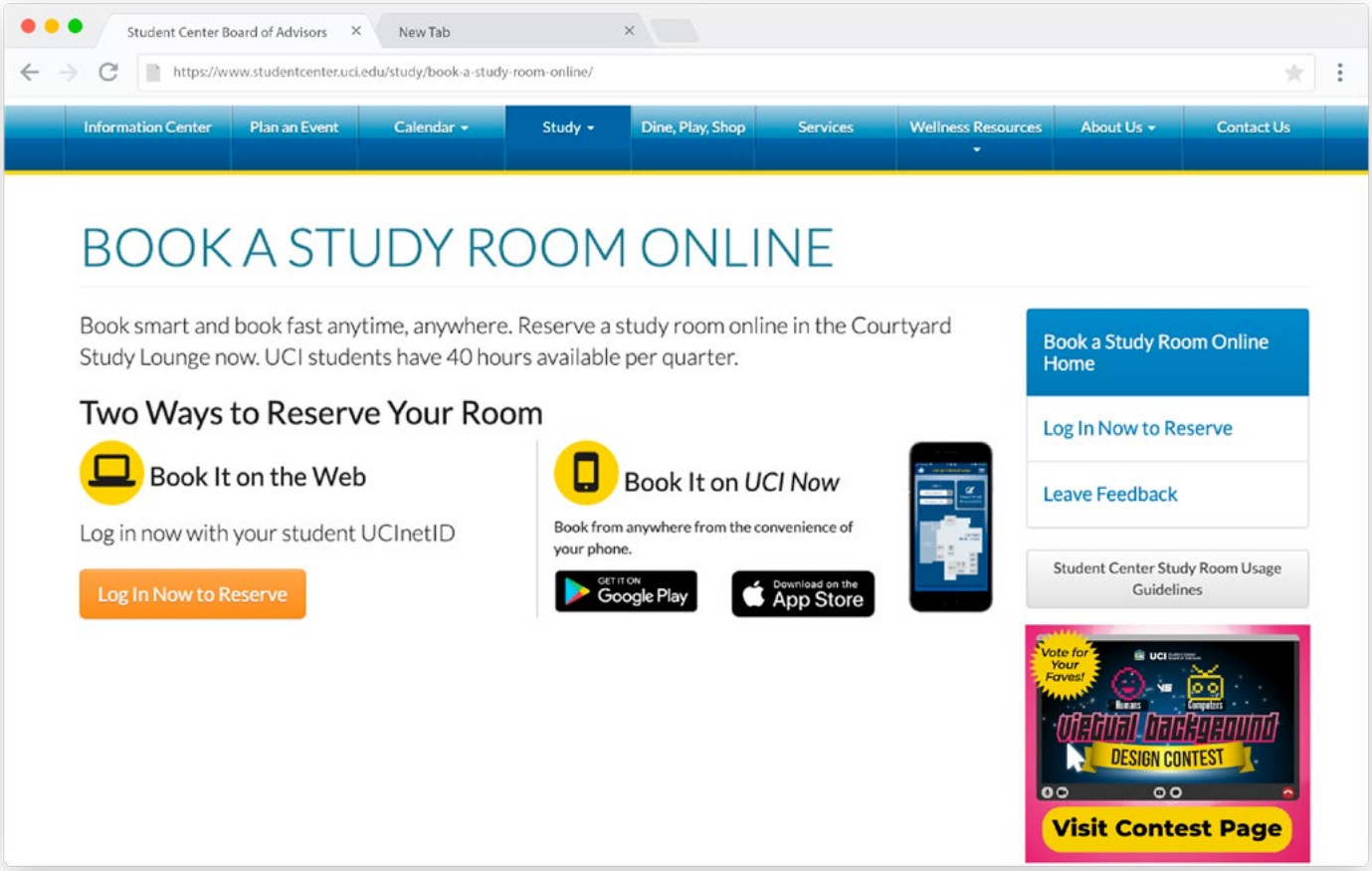


The Student Center Board of Advisors chose up to 12 semi-finalist designs in each of the three categories for students to vote on. These semi-finalist designs were shown on the landing page, and students voted for their favorite on a Google form.

Students were invited to vote for their favorite semi-finalist designs on social media and on LCD displays around the Student Center



Voting was announced on CampusGroups

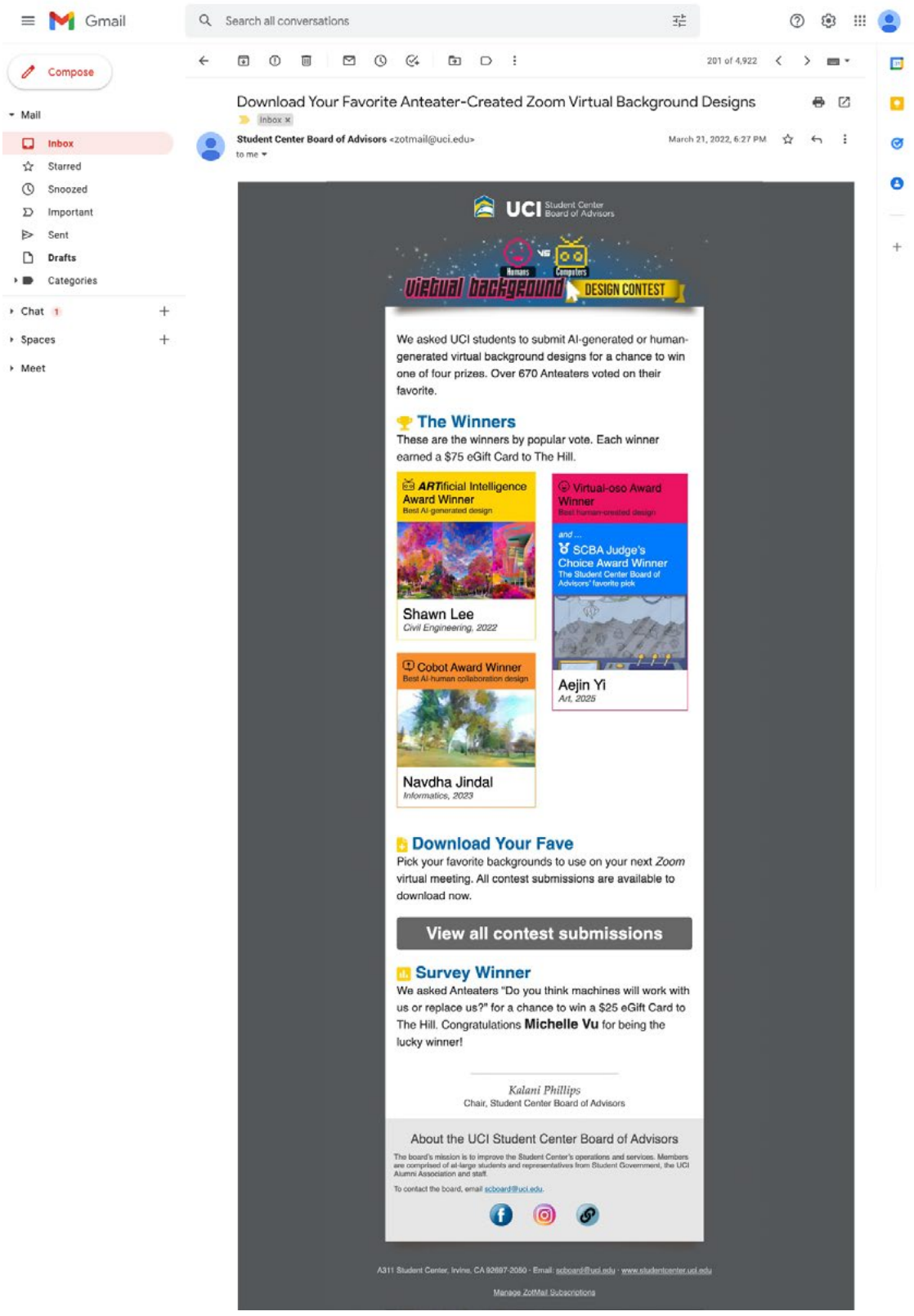


A new web ad was placed on the popular study room online booking page

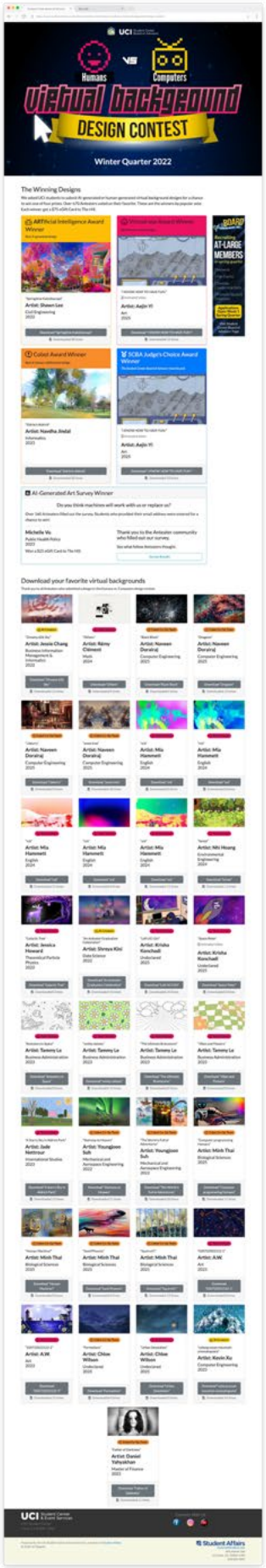
The voting phase was featured on the front page carousel

New PDF flyer was made available to announce voting.

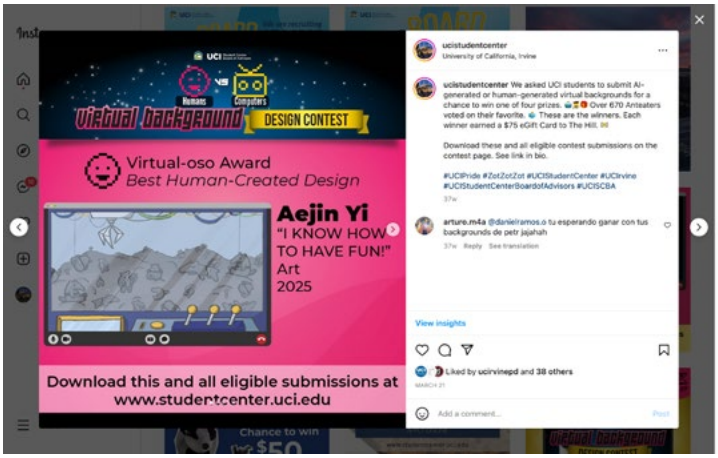
Winners Announced

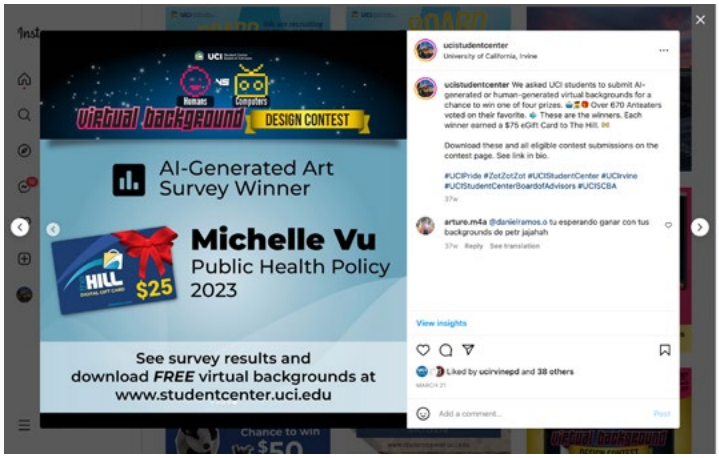


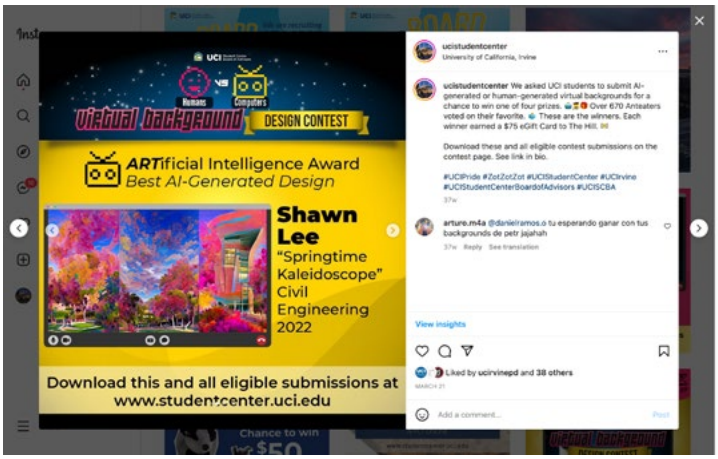
The winning designs were announced via campuswide email and the student community were all invited to download all the eligible submissions

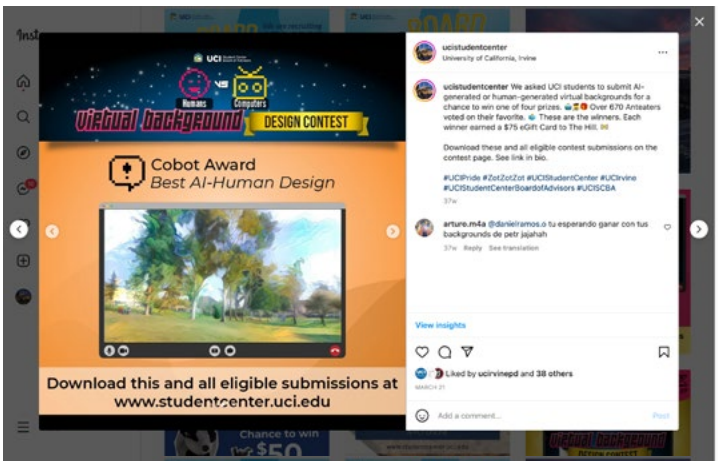


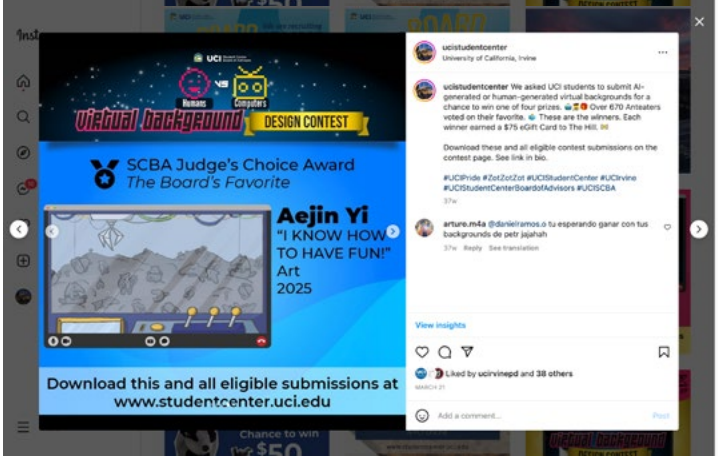
The landing page shows all the winners and all the designs are made available for anyone in the UCI community to use.











Winners announced on social media

UCI Student Center
Board of Advisors