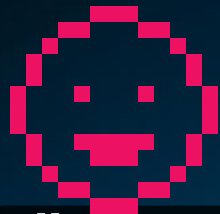


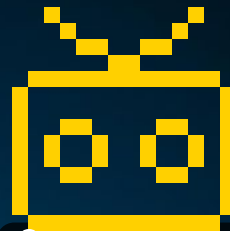


UCI Student Center
Board of Advisors



Humans

VS



Computers

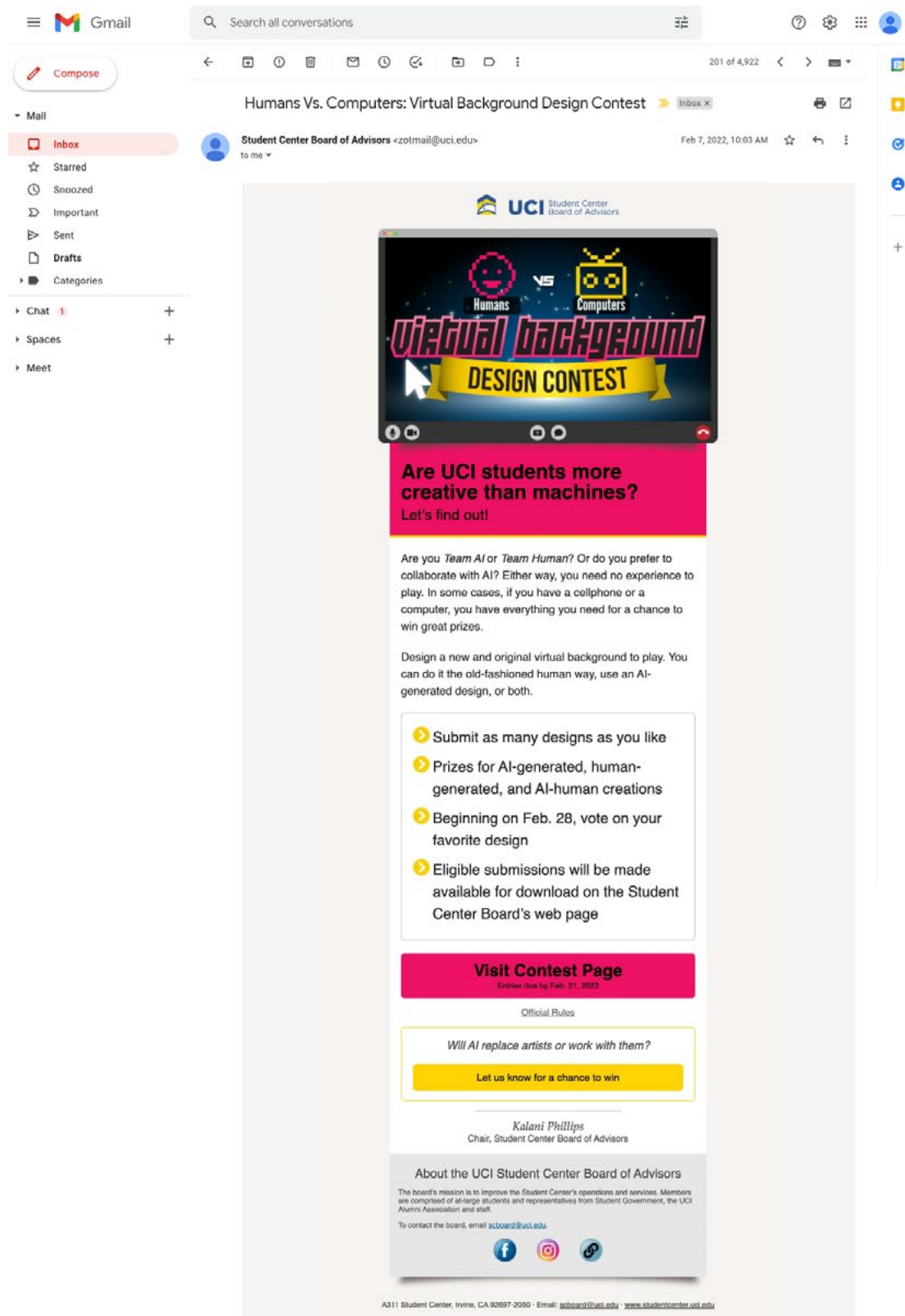
Virtual Background



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.

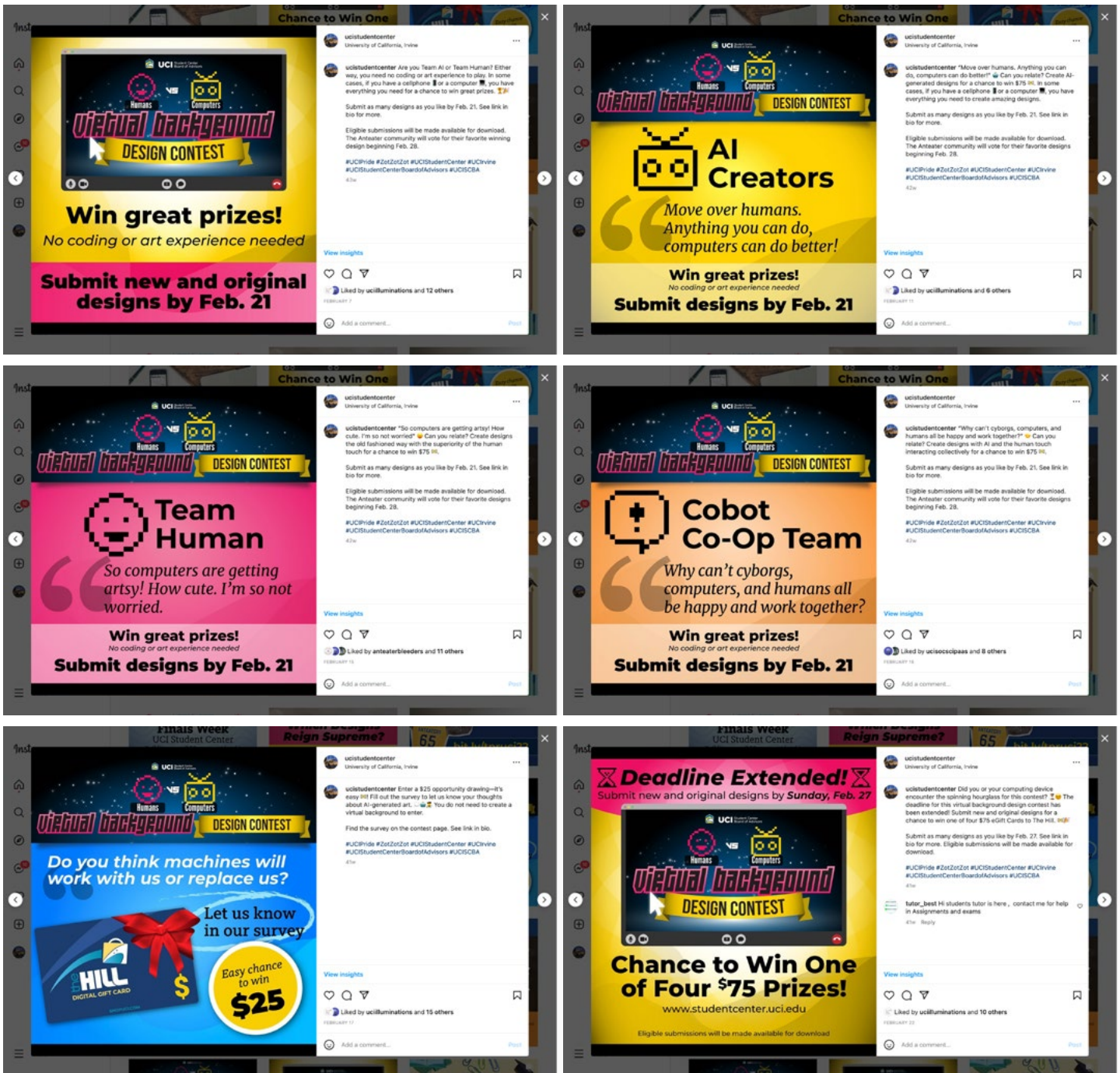
The Contest



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.



AI-GENERATED ART

Will machines work with us or replace us?

Share your thoughts on the topic. A winner will be chosen at random from respondents who provide their UCI email address to be awarded a \$25 eGift Card to The Hill.

See Official Rules: <https://www.studentcenter.uci.edu/home/student-center-board-of-advisors/virtual-background-design-contest/>

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

- ☐ Machines
- ☐ Programmers
- ☐ Nobody
- ☐ Other: _____

Do you ... *

- ☐ love AI.
- ☐ fear AI.
- ☐ Other: _____

Does AI-generated art have a distinct style? *

- ☐ Yes, but it's usually strange and surreal.
- ☐ Nope. They're only as good as their algorithms.
- ☐ Other: _____

AI-generated art is ... *

- ☐ not at all creative. It just combines images to make something new.
- ☐ very creative because it combines images to make something new.
- ☐ Other: _____

AI will ... *

- ☐ never replace the job of a graphic designer.
- ☐ replace some jobs of graphic designers.
- ☐ probably be a tool for many designers but also be able to replace some designers entirely.
- ☐ Other: _____

If you would like to enter for a chance to win a \$25 eGift Card to The Hill, enter your UCI email address.

Your answer

Submit

Clear form

Never submit passwords through Google Forms.

This form was created inside of University of California, Irvine. [Report Abuse](#)

Google Forms

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!

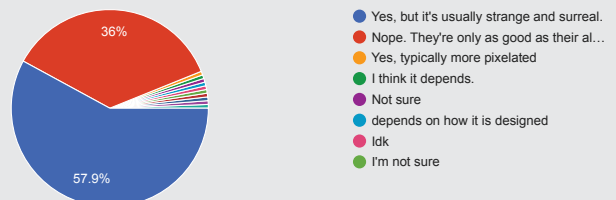
In the case of AI-generated art, who owns the copyright?



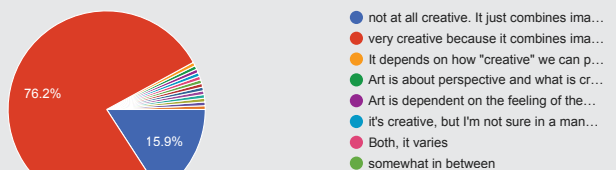
Do you ...



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.

Chance to Win One of Four \$75 Priz

New Tab

https://campusgroups.uci.edu/sces/rsvp_bootId:1469888

UCI University of California, Irvine

Home

Groups

Events

Chat

ALL IT

EDIT

Manage

UCI Student Center Board of Advisors

Win great prizes—no coding or art experience needed!

Humans vs. Computers

virtual background DESIGN CONTEST

Mon, Feb 7, 2022 12:00 AM – Mon, Feb 21, 2022 11:55 PM PST (GMT-8)

Add to Calendar

Online Event

Meeting Link

Registration

REGISTER

Details

UCI Student Center Board of Advisors

Humans vs. Computers

virtual background DESIGN CONTEST

Are UCI students more creative than machines?

Submit new and original designs for a chance to win \$75. No coding or design skills required.

Team Human

"So computers are getting artsy! How cute. I'm so not worried."

If this sounds like you, welcome to Team Human. Humankind has always valued performance. It's the human touch that makes art. Good ol' fashioned paper and pencil continue to ignite the imagination. Digital pens and tablets are part of the modern artist's toolbox. But as for artificial intelligence, won't be needing that for this contest. Computer art lacks empathy and will never replace human creativity.

AI Creators

"Move over humans. Anything you can do, computers can do better!"

If this sounds like you, welcome to the AI Creators team. It's free in a lot of cases, available on the web, and easy (for UCI students)


Put the pencil and paper down. Don't need a digital pen or tablet. And you don't need a background in graphic design to play. That's right! If you have a cellphone and computer connected to the Internet, you have everything you need to become an award-winning designer.

Will machines work with us or replace us?

Let us know what you think for a chance to win a \$25 eGift Card to The Hill!

The Prizes

Beginning Monday, Feb. 28, Antesters can vote for their favorite semi-finalist designs.



Three winners will win a \$75 eGift Card to The Hill.

1. Artificial Intelligence Award for best AI-generated design (AI-created content only)
2. Virtual-osa People's Choice Award (for AI-created and human-created content)
3. SCBA Judge's Choice Award (for AI-created and human-created content)

eGift Cards may be used online or in-store.

The Art

All submissions will be available for download on the Student Center Board of Advisors web page.

*Submissions that do not comply with copyright laws and content guidelines will not be accepted and will not be made available for download.

Visit Contest Page

Copy Link

Hosted By

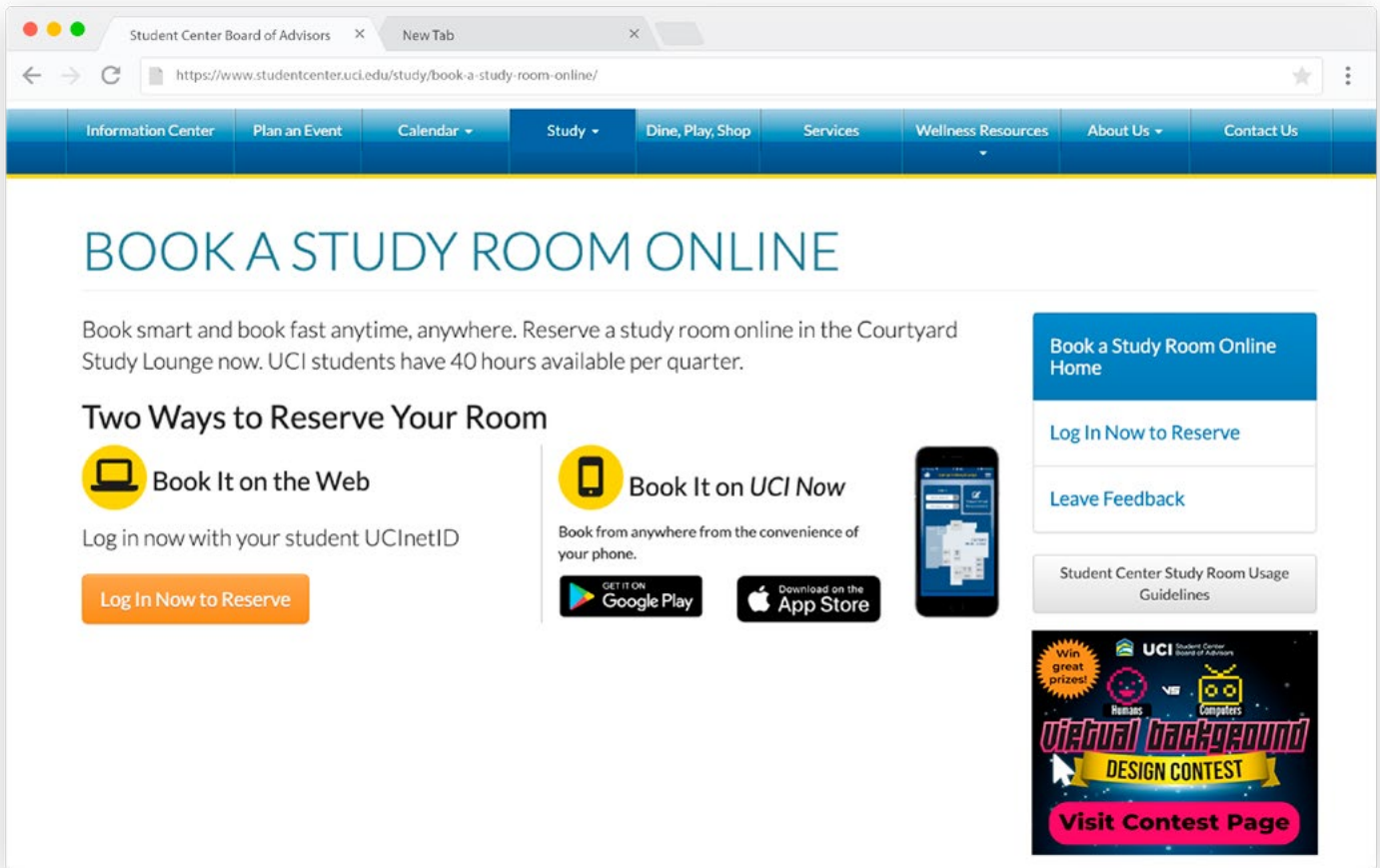
UCI Student Center & Event Services | Website | View More Events

Student Center Board of Advisors

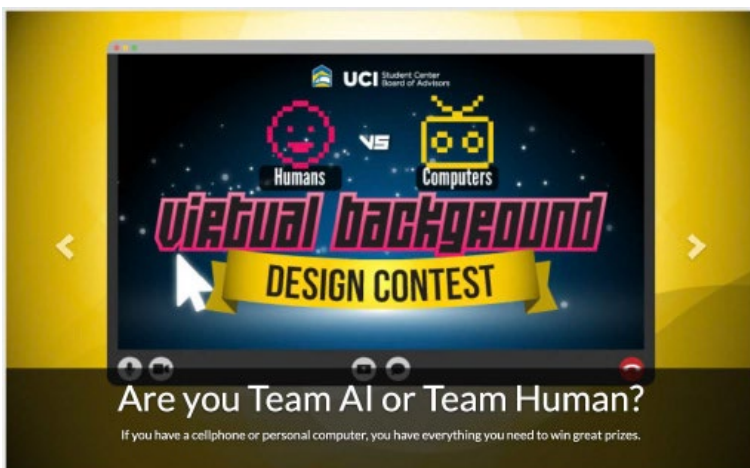
Contact the organizers

Student Center Board of Advisors' Humans v. Computers Virtual Background Design Contest

7



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



The contest was featured on the front page carousel

Win great prizes!

No coding or art experience required



Are UCI students more creative
than machines? Let's find out!

**Submit new and original
designs by Feb. 27**

Eligible submissions will be made available for download

www.studentcenter.uci.edu

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.

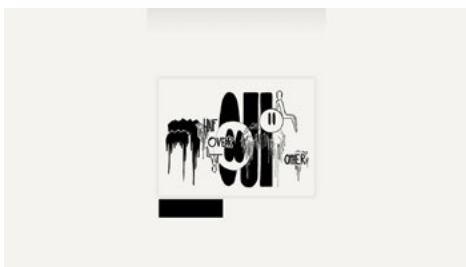
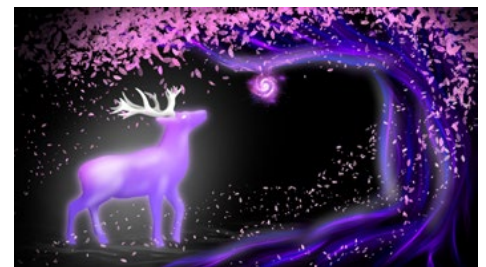
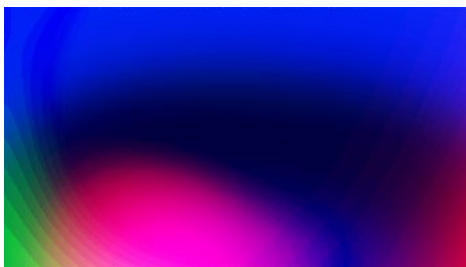
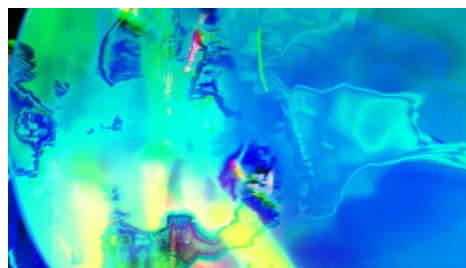
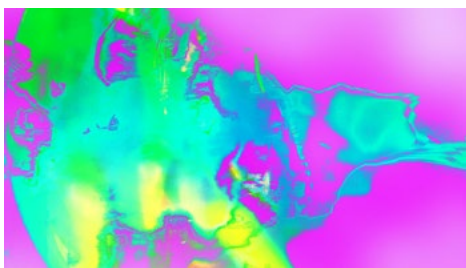
Winners will be notified and announced by March 18, 2022. Prizes will be forfeited and could be re-awarded in the sole discretion of the Student Center Board of Advisors if unclaimed within 48 hours of notification.

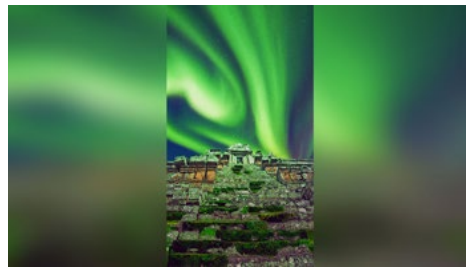
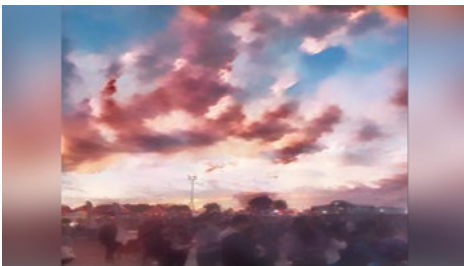
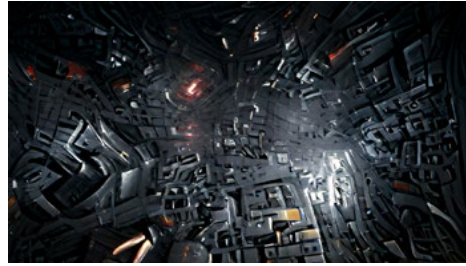
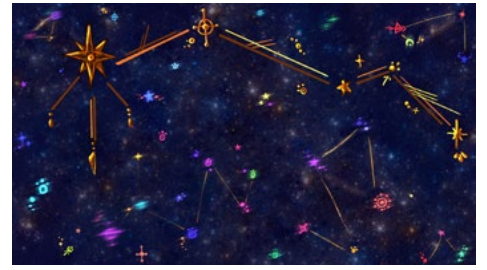
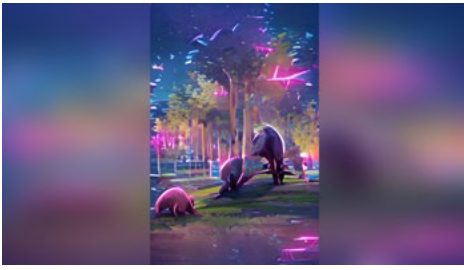
PRIZES: One (1) ARTificial Intelligence award \$75 eGift Card to The Hill; One (1) Virtual-oso award \$75 eGift Card to The Hill. One (1) Cobot award \$75 eGift Card to The Hill. One (1) SCBA Judge’s Choice award \$75 eGift Card to The Hill. One (1) AI-Generated Art survey \$25 eGift Card to The Hill. 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





Voting

The screenshot shows a Gmail interface. The left sidebar includes a 'Compose' button and a 'Mail' section with links to 'Inbox', 'Starred', 'Snoozed', 'Important', 'Sent', 'Drafts', and 'Categories'. Below these are 'Chat', 'Spaces', and 'Meet' sections. The main email area displays a message from 'Student Center Board of Advisors <zotmail@uci.edu>' dated 'March 4, 2022, 7:45 AM'. The email subject is 'Vote for Your Favorite Zoom Virtual Background Design'. The email content features a graphic with a pixelated smiley face labeled 'Humans' and a pixelated robot head labeled 'Computers', separated by 'VS'. Below this is the text 'virtual background DESIGN CONTEST'. The email body asks 'Are UCI students more creative than machines?' and encourages voting. It mentions 20 semi-finalist designs in three categories: AI-generated, human-crafted, and AI-human collaborated. It states that the winning designer or creator in each category will win a \$75 eGift to The Hill. A yellow box highlights 'Vote on the Semi-Finalist Designs' with a voting period through March 13, 2021. A link to 'Official Rules' is provided. It also states that winners will be announced by March 18, 2021, and all eligible submissions will be made available for download. The email is signed by 'Kalani Phillips, Chair, Student Center Board of Advisors'. At the bottom, there is a section 'About the UCI Student Center Board of Advisors' with a mission statement and contact information. Social media icons for Facebook, Instagram, and Spotify are also present.

Vote for Your Favorite Zoom Virtual Background Design

Student Center Board of Advisors <zotmail@uci.edu>
to me

March 4, 2022, 7:45 AM

UCI Student Center Board of Advisors

Humans VS Computers

virtual background
DESIGN CONTEST

Are UCI students more creative than machines?
Vote for your favorite designs to find out!

Which designs reign superior? Pick your favorites among 20 semi-finalist designs in the AI-generated, human-crafted, and the AI-human collaborated categories.

By popular vote, the winning designer or creator in each category will win a \$75 eGift to The Hill.

Vote on the Semi-Finalist Designs
Voting period runs through March 13, 2021

[Official Rules](#)

Winners will be announced by March 18, 2021. All eligible submissions from the contest will be made available for download.

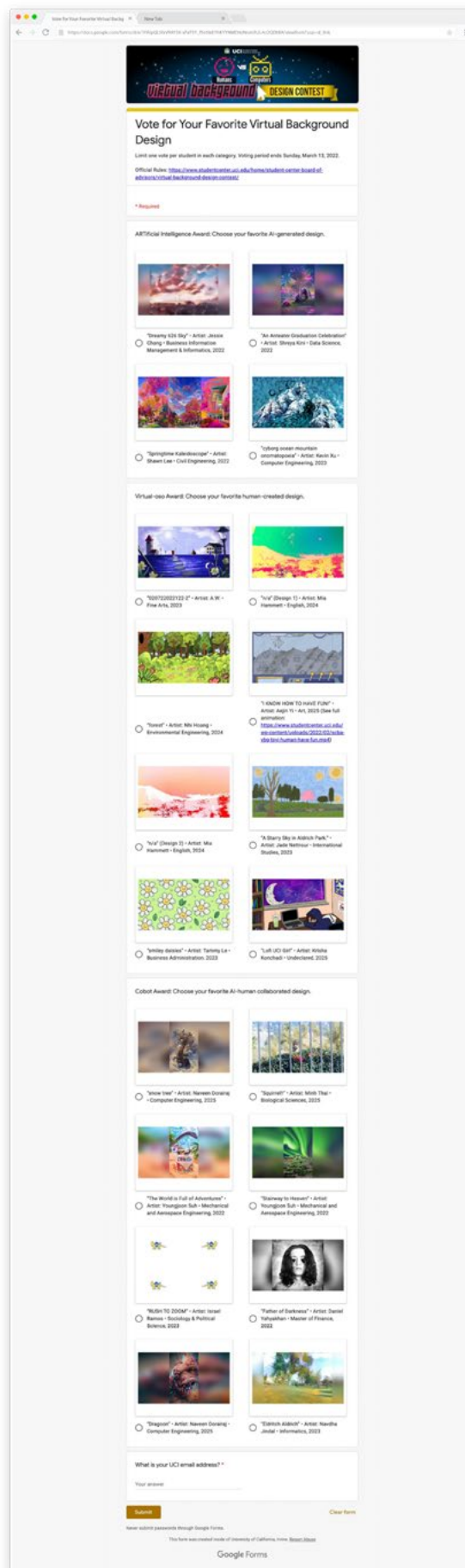
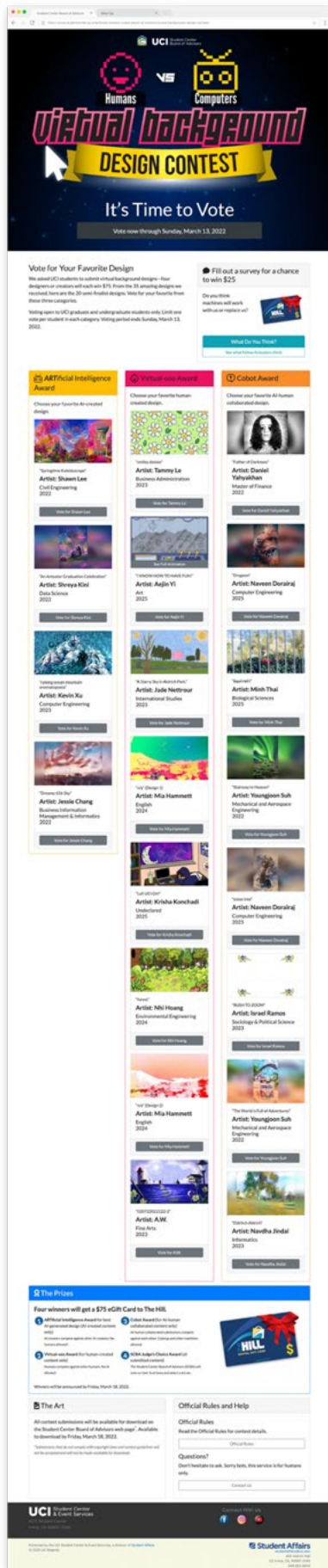
Kalani Phillips
Chair, Student Center Board of Advisors

About the UCI Student Center Board of Advisors
The board's mission is to improve the Student Center's operations and services. Members are comprised of at-large students and representatives from Student Government, the UCI Alumni Association and staff.
To contact the board, email scboard@uci.edu.

[Manage ZotMail Subscriptions](#)

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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


Vote for Your Favorite—Humans vs. Computers

UCI University of California, Irvine

Home Groups Events 159 Chats

https://campusgroups.uci.edu/sces/rsvp_boot?id=1494039

Edit Manage



MAR 07

Vote for Your Favorite—Humans vs. Computers: Virtual Background Design Contest (are UCI students more creative than machines?)

by UCI Student Center & Event Services

Social Community Fun Social Virtual Art Arts Entertainment Casual Giveaway

Mon, Mar 7, 2022 12:00 AM – Sun, Mar 13, 2022 11:55 PM PST (GMT-8)


Online Event

Add to Calendar Meeting link

Registration

REGISTER

Details



Are UCI students more creative than machines?

Anteaters submitted 35 designs to three categories—Team AI, Team Human, and Team Cobot.

Vote now for your favorite in each category.


Only UCI students can vote for their favorite from three categories. The UCI student designers or creators among these semi-finalist designs will each win a \$75 based on popular vote.

Will machines work with us or replace us?

Let us know *what you think* for a chance to win a \$25 eGift Card to The Hill!

The Prizes

Vote for your favorite design. The winning designer or creator will earn a prize.



Four winners will earn a \$75 eGift Card to The Hill.

1. ARTificial Intelligence Award for best AI-generated design (for AI-created content only)
2. Virtual-cso Award (for human-created content only)
3. Cobot Award (for AI-human collaborated content only)
4. SCBA Judge's Choice Award (for AI-created and human-created content)

Vote Now

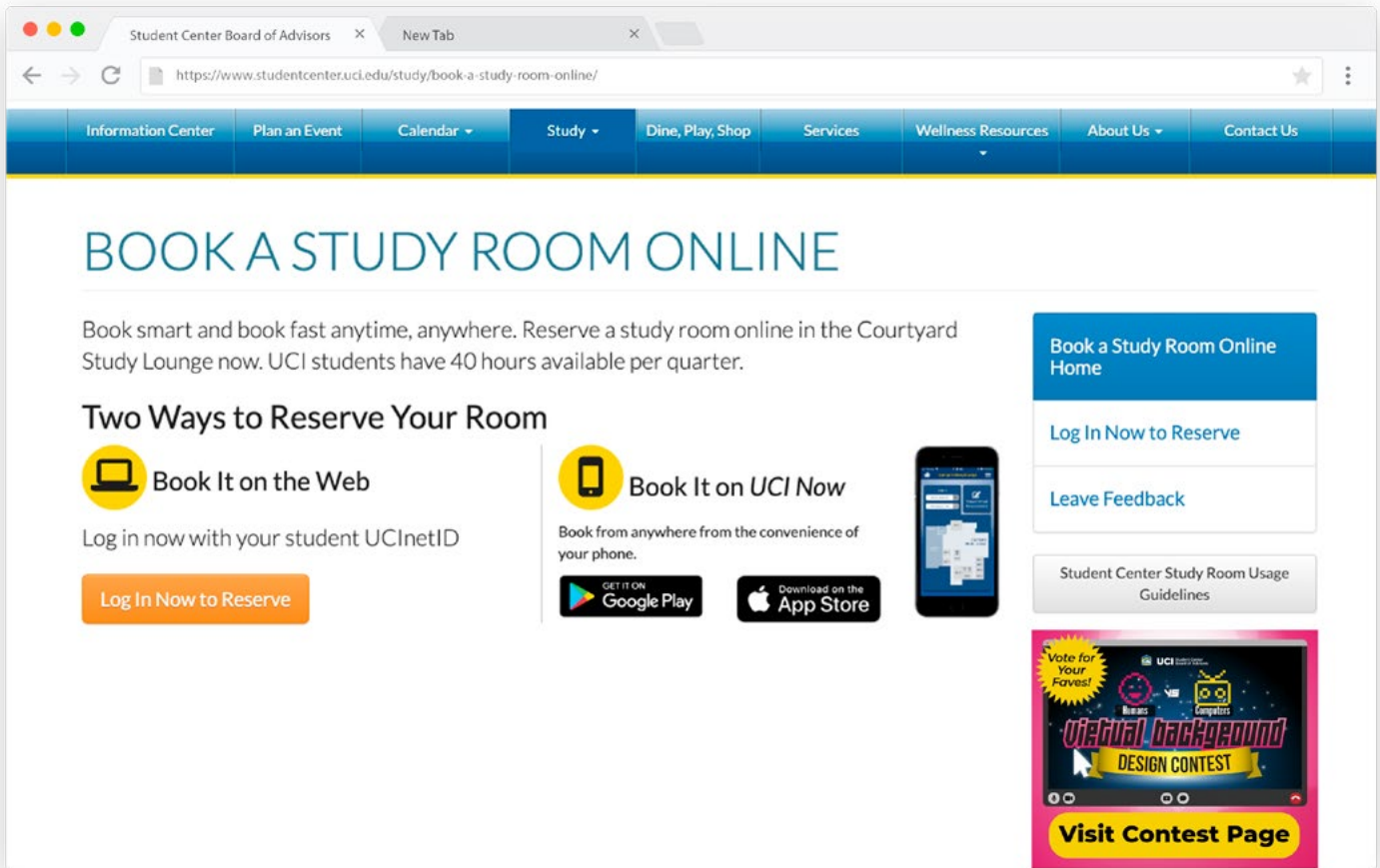
Copy Link

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UCI Student Center & Event Services | Website | View More Events

Student Center Board of Advisors

Contact the organizers



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



The voting phase was featured on the front page carousel

Which Designs Reign Supreme?



Are UCI students more creative than machines? Let's find out!



**Vote for Your Faves
by March 13**

Post thru
March 13

www.studentcenter.uci.edu

New PDF flyer was made available to announce voting.

Winners Announced

The screenshot shows a Gmail interface with a sidebar on the left containing 'Compose', 'Mail', 'Inbox', 'Starred', 'Snoozed', 'Important', 'Sent', 'Drafts', 'Categories', 'Chat', 'Spaces', and 'Meet'. The main email area displays a message from 'Student Center Board of Advisors <zotmail@uci.edu>' dated 'March 21, 2022, 6:27 PM'. The subject is 'Download Your Favorite Anteater-Created Zoom Virtual Background Designs'. The email content includes a header with the UCI logo and 'Student Center Board of Advisors'. Below this is a banner for the 'Virtual Background Design Contest' with 'Humans' and 'Computers' icons. The text states: 'We asked UCI students to submit AI-generated or human-generated virtual background designs for a chance to win one of four prizes. Over 670 Anteaters voted on their favorite.' It then lists 'The Winners' who each earned a \$75 eGift Card to The Hill. The winners are: Shawn Lee (Civil Engineering, 2022) for the Artificial Intelligence Award (Best AI-generated design), Navdha Jindal (Informatics, 2023) for the Cobot Award (Best AI-human collaboration design), Aejin Yi (Art, 2025) for the Virtual-oso Award (Best Human-created design), and SCBA Judge's Choice Award Winner (The Student Center Board of Advisors' favorite pick). A section titled 'Download Your Fave' encourages downloading backgrounds for Zoom. A 'View all contest submissions' button is provided. The 'Survey Winner' section congratulates Michelle Vu for winning a \$25 eGift Card for being the lucky winner. The email is signed by Kalani Phillips, Chair of the Student Center Board of Advisors. At the bottom, there is a section 'About the UCI Student Center Board of Advisors' with contact information and social media links. The footer includes the address 'A311 Student Center, Irvine, CA 92697-3050', email 'scboard@uci.edu', website 'www.studentcenter.uci.edu', and a 'Manage ZotMail Subscriptions' link.

Download Your Favorite Anteater-Created Zoom Virtual Background Designs

Student Center Board of Advisors <zotmail@uci.edu> March 21, 2022, 6:27 PM

Virtual Background Design Contest

We asked UCI students to submit AI-generated or human-generated virtual background designs for a chance to win one of four prizes. Over 670 Anteaters voted on their favorite.

The Winners

These are the winners by popular vote. Each winner earned a \$75 eGift Card to The Hill.

ARTificial Intelligence Award Winner
Best AI-generated design
Shawn Lee
Civil Engineering, 2022

Cobot Award Winner
Best AI-human collaboration design
Navdha Jindal
Informatics, 2023

Virtual-oso Award Winner
Best Human-created design
and...
SCBA Judge's Choice Award Winner
The Student Center Board of Advisors' favorite pick
Aejin Yi
Art, 2025

Download Your Fave

Pick your favorite backgrounds to use on your next Zoom virtual meeting. All contest submissions are available to download now.

[View all contest submissions](#)

Survey Winner

We asked Anteaters "Do you think machines will work with us or replace us?" for a chance to win a \$25 eGift Card to The Hill. Congratulations **Michelle Vu** for being the lucky winner!

Kalani Phillips
Chair, Student Center Board of Advisors

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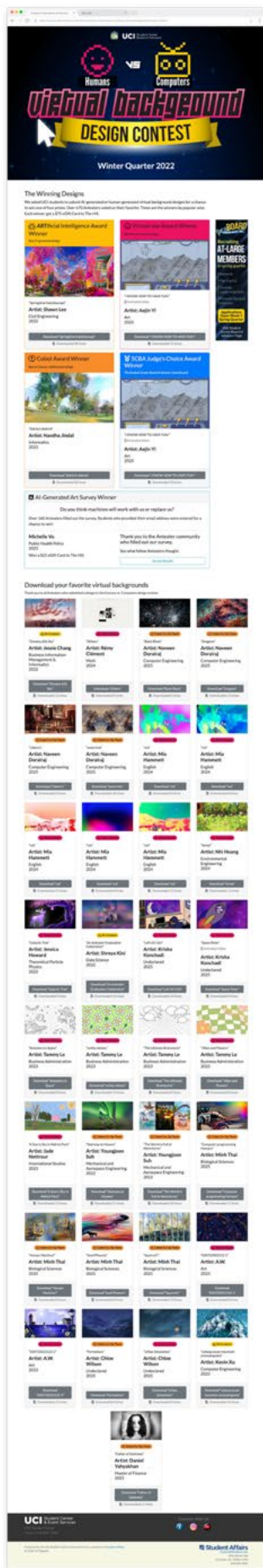
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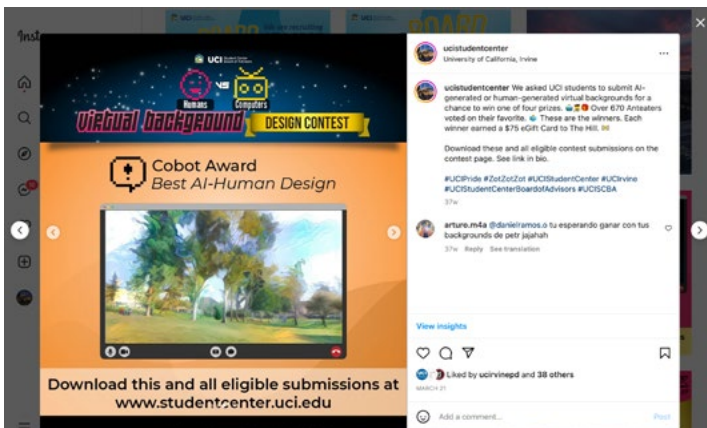
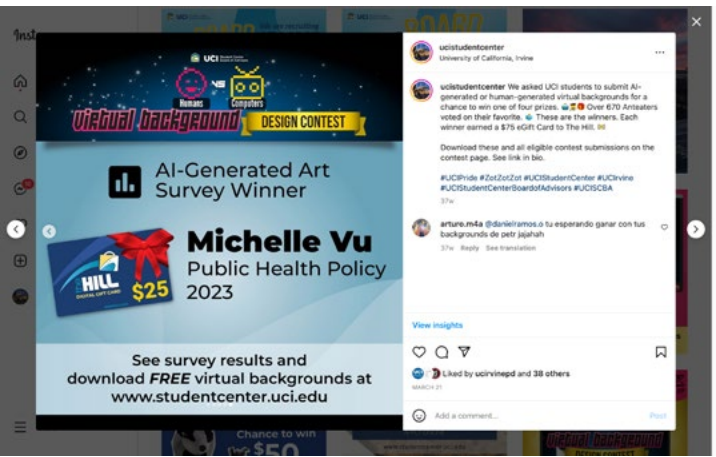
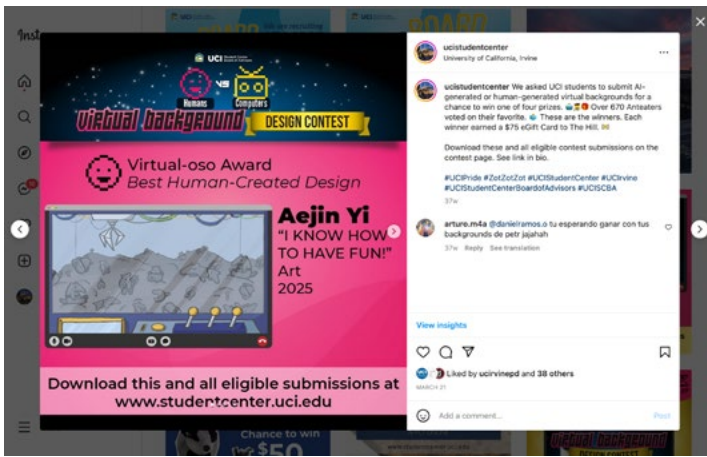
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[Manage ZotMail Subscriptions](#)

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