

RULES & REGULATIONS

Experience the [three-stage online design challenge](#), Build a brand, design a product, and tell its story.

Everything you need to compete is in this rulebook. Read it once before you register and come back to it before each stage deadline.

Who it's for

Students, fresh graduates and working designers in Bangladesh with up to 3 years of experience.

Cost

Free to register, compete and watch. No fees at any stage.

Format

100% online, compete from anywhere in Bangladesh.

Team size

Solo or a team of up to 3 members.

Stages

3 knockout rounds. Only shortlisted participants will move to next round.

You'll need

Any design tool you're comfortable with (Figma, Sketch etc.) and a stable internet connection.

- 1 Who can join This challenge is open to designers in Bangladesh who are early in their journey:
- Students currently enrolled in any program
 - Fresh graduates
 - Working designers with **up to 3 years** of professional experience

- 2 Teams Solo : Just you, start to finish.
Team : Up to 3 members total.
- A few things to keep in mind about teams:
- Lock your team in at registration. You can't add, swap or remove members between stages.
 - Every team member must individually meet the eligibility rules.
 - One person registers as the team lead and is the main point of contact for all submissions and announcements.
 - Each person can be part of only one entry (*you can't compete solo and on a team or join two teams*).

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How the competition works

The challenge runs across **three knockout stages**. Each stage builds on the last and only the participants shortlisted from one stage move on to the next.

Your brand and concept must stay consistent across all three stages. You're not starting over each round. You're taking one idea and pushing it further:

- **Stage 1:** Brand foundations. Establish your concept and visual identity. Deliver a mini brand guide.
- **Stage 2:** Product design. Apply your brand to real screens. Deliver a designed interface.
- **Stage 3:** Prototype and story. Bring it to life and explain your thinking. Deliver a working prototype and a case study.

(The specific brief for each stage will be released to qualified participants at the start of that stage.)

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Originality and fair play

These rules keep the competition fair and make sure the work judges see is genuinely yours.

- Original work, made in the window. All work must be original and created within the challenge window for each stage. Don't submit anything you made before the stage opened.
- No templates or pre-made UI kits. The design work must be your own. Building your own components and design system is encouraged and it's exactly the kind of thinking judges want to see.
- AI is allowed, with disclosure. AI-generated imagery and copy are permitted, as long as you note where and how you used AI in your submission. Be upfront about it.
- Stock assets are allowed, with proper licensing. You can use stock assets if you have the right to use them. Credit sources wherever credit is required.
- One concept, all the way through. Your brand and concept must remain consistent across all three stages.

Submissions that break these rules may be disqualified at the judges' discretion.

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Code of conduct

- Treat fellow participants, judges and organizers with respect.
- Submit your own work and disclose your tools honestly.
- No harassment, plagiarism or attempts to game the process.

Anyone who breaks these standards may be removed from the challenge at the organizers' discretion.

You keep ownership of the work you create. By entering, you grant EchoLogyx Ltd. permission to showcase your submissions. With credit, across the challenge platform, social channels and recap materials. EchoLogyx reserves the right to update these rules if needed. Any changes will be announced on the official platform. Last updated: June 12, 2026

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