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ISI/CPE/PRO/200/AMDC2014 (10)



REFER TO DISTRIBUTION LIST

YBhg. Tan Sri/Datuk/Dato' Paduka/Dato'/Datin/Prof./Dr./Tuan/Puan,

INVITATION TO JOIN AUTODESK MALAYSIA DESIGN COMPETITION 2014

The above subject refers.

Prestariang Systems Sdn Bhd and Autodesk Malaysia once again bring you the Autodesk Malaysia Design Competition 2014 (AMDC2014). This year, AMDC is back with whole new theme "**GO BEYOND**", focusing on sustainable design and innovative ideas beyond the current trends.

This competition is open to all full-time **UNDERGRADUATE** and **POSTGRADUATE** students who are studying in higher learning institutions in Malaysia.

Participants are required to register for the competition latest by 15 September 2014.

We would greatly appreciate if you would distribute this information to any and all student groups on your campus that may be interested in participating.

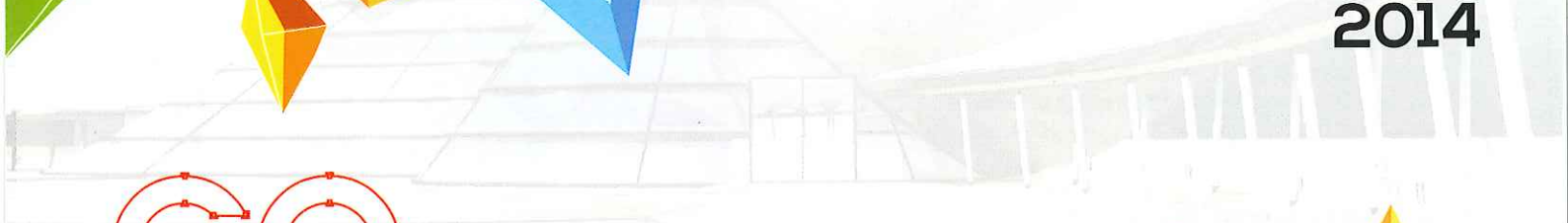
For more detail information and registration online please visit AMDC web portal at <http://amdc.myaidea.com.my>

Should you have any enquiry please do not hesitate to contact Mrs Nafisah 03-83148426 or e-mail to prestariang.AMDC@gmail.com

We look forward to your positive response and will encourage your students to participate in this competition.

Thank you.

With best regards
AMDC2014 Secretariat



AMDC

AUTODESK MALAYSIA DESIGN COMPETITION
2014



GO BEYOND

CREATIVE. INNOVATIVE. SUSTAINABLE.

WE ARE BACK!

Autodesk Malaysia Design Competition 2014 is now open for entries, an exclusive competition for the young design scholars of Malaysia.

This year, AMDC is back with a whole new theme, “**GO BEYOND**”, focusing on sustainable design and innovative ideas beyond the current trends.

We call for all young talents nationwide to participate in this competition by contributing to great ideas in making this world a better place for living. Think Big, Think Green, Think AMDC.

As the leader in 3D design and entertainment software, Autodesk offers various well-known platforms for outstanding and conscious designers to design, visualize and simulate their ideas. Take advantage of this AMDC as an avenue to bring your creative design ideas into reality.

ELIGIBILITY

Open to all full-time undergraduate and postgraduate students who are studying in higher learning institutions in Malaysia which are recognised by MOHE, MQA and JPA.

ENTRY LEVEL

UNDERGRADUATE CATEGORY

Open to all registered students undertaking Diploma and Degree programs that are approved or accredited by MQA or recognized by JPA. All entries must be in a group of two members. Entries other than a group of two members will be disqualified.

POSTGRADUATE CATEGORY

Open to all registered students undertaking Masters and PhD program, that are approved or accredited by MQA or recognized by JPA. Individual or group up to two members is allowed for this category.



**TOTAL GRAND PRIZE UP TO
RM 50,000.00
READY TO BE WON !!**

DESIGN, SEND & WIN

JOIN FOR FREE TODAY & WIN THE GRAND PRIZES!!

THREE (3) GRAND PRIZES AND SEVEN (7) CONSOLATION PRIZES FOR UNDERGRADUATE CATEGORY & THREE (3) GRAND PRIZES FOR POSTGRADUATE CATEGORY

COMPETITION PROCESS & PROCEDURE

1. Registration

Participants are required to register for the competition before 12 midnight on 15th September 2014. Registration is done through AMDC web portal which is <http://amdc.myAiDEA.com.my>. Upon registration, each participating team or individual will be given a Team ID. This Team ID will be required during the submission of the project.

2. Project work

Project work must be designed and built using Autodesk software. Download free student version of Autodesk software at the following url <http://myAiDEA.com.my>

3. Submission

All competing materials must be saved in a single zip file and be named in the following format **AMDC2014<Team ID>**.

No information of the participants' personal identity shall be included in the submission of the materials. All materials can be submitted either via email, or courier service to the following addresses before **12 midnight on 29th September 2014**.

Email address: prestariang.AMDC@gmail.com

Postage address:

Secretariat AMDC2014

Institut Sultan Iskandar,

Level 4 Dewan Sultan Iskandar, UTM Skudai, 81310 Skudai Johor

Telephone number: 07-5584 286

SUBMISSION REQUIREMENT

Submission of project shall include:

1. An essay of 300-500 word length, describing the proposed idea and design, and highlighting the use of Autodesk Software in a single A4-sized page using Times New Roman font, size 12.
2. Two (2) pieces of A1-size Poster which comprises of 3-6 images of your designing process in the JPG format. At least one of the images must be the overview of the final design.
3. A copy of original Autodesk work file.
4. Project animation of not more than 2 minutes.
 - File formats: MOV, MPEG4, MP4, AVI, WMV or FLV
 - Resolution: 1280x720, 854x480, 640x360 (minimum)

Early Bird Submission Bonus:

Submit your competing materials by **20th September 2014** and earn up to **10 bonus points!**

GUIDING IDEAS & THOUGHTS

Architecture, Engineering & Construction (AEC)

Within a neighbourhood enclave or urban square, you may contemplate a possible idea to improve the infrastructure or create a new practical street furniture that is beneficial to the people. Your idea could also be symbolizing a futuristic urban icon that feeds the aspiration of city dwellers. Innovation, creativity and sustainability will be the basis of evaluation, so brave ahead with big ideas.



Media & Entertainment (M&E)

Animation and design is not always about creating a monument or showcasing a tangible product but it could be as simple as sending a successful message to the audience which is essential for the community. Be expressive in this AMDC to get your message across in the most interesting manner through a short animated video.



Manufacturing (MFG)

A good product could change the way humans do things, in a good way. Innovatively created product is capable of changing the activities surrounding us in its own unique way. The change may be small but its impact on the society at large could be greater than what the product could do. It can be an improvement from an existing product or a totally brand new product.



CONTACT US



prestariang.AMDC@gmail.com



<http://amdc.myAiDEA.com.my>

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OF URBAN HABITAT AND UPRRISE