

Design Jam

Version 2

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Program Overview

Seneca Polytechnic and Amity University, in collaboration with Microsoft, invite students to participate in an exciting **Virtual Design Jam, February 10-27, 2025**.

The winning team will receive an all-expense-paid trip to Amity University Dubai to further develop their winning idea.

This cross-disciplinary event will bring together students from both institutions to tackle real-world challenges using **Design Thinking** and cutting-edge tools like the **Microsoft Copilot Suite** and **InStage**. Participants will collaborate in diverse teams to ideate, prototype, and pitch innovative solutions to a problem statement provided by Microsoft.

Through interactive learning sessions, mentoring, and teamwork, participants will gain valuable skills in creativity, collaboration, and problem-solving, while networking with peers and professionals from different cultural backgrounds.

Host Institutions: **Seneca Polytechnic & Amity University**

Dates: February 10 - 27, 2025

Eligible Programs: All current full-time Seneca students.

Focus: Problem-solving using Microsoft tools, Design Thinking, and intercultural

collaboration.

Prize: Winning team will travel to the partner institution to further develop their idea in April 2025.

Application Deadline: Jan. 30, 2025

 **APPLY NOW**

Agenda

The Design Jam will take place February 10-27, 2025. All sessions will be virtual and will take place from 8-10 am EST/5-7 pm GST.

During the Design Jam, there are Mentoring Sessions and Learning Sessions. Pitch day is an important component wrapping up the Design Jam.

Mentoring Sessions

Mentors will play a crucial role in the Design Jam by providing guidance, expertise, and support to the students. They will assist teams in navigating challenges, offer feedback, and share industry insights that can elevate the quality of the designs. Mentors will also foster a collaborative environment, encouraging participation, creativity, and innovation while ensuring that the teams stay focused on their goals. The mentors will enhance the learning experience and contribute significantly to the success of the Design Jam.

Learning Sessions

Learning sessions are vital as they equip students with the necessary skills and knowledge to tackle design challenges effectively. These sessions provide foundational insights into design principles, tools, and methodologies, ensuring that all team members are on the same page. They will introduce new concepts and techniques that can spark creativity and innovation. These structured learning opportunities help participants build confidence, enhance their problem-solving abilities, and apply best practices to their projects. Ultimately, they contribute to a more productive and enriching Design Jam experience.

The Design Jam will have five learning sessions:

- Microsoft Copilot Studio Orientation, led by Microsoft - Feb. 11, 2025
- Design Thinking, led by Seneca Polytechnic - Feb. 12, 2025
- Pitch Session, led by Seneca Polytechnic - Feb. 13, 2025
- InStage Orientation, led by InStage - Feb. 13, 2025

- Pitch Practice, led by Amity University and Seneca Polytechnic - Feb. 25, 2025

Pitch Day

Pitch Day is a pivotal component of the Design Jam, serving as the culmination of the cross-disciplinary teams' hard work and creativity. It provides the teams with the opportunity to present their projects to a panel of judges, showcasing their innovative solutions and design thinking processes. Pitch Day not only allows participants to receive valuable feedback that can further enhance their ideas, but also fosters a sense of accomplishment and recognition, motivating teams to strive for excellence.

Resources and Support

Microsoft Copilot

Students will utilize the powerful lineup of AI agents within **Microsoft 365 Copilot suite**, to support developing HR, project management, and global communication solutions to the Design Jam problem set.

InStage

InStage will provide the student teams an online environment where they can practice their presentation in advance of the Pitch Day on February 27.

Other Resources

Students will receive digital workbooks to support the learning modules on Design Thinking and Pitching. Students will also have access to the Seneca HELIX on-demand modules that provide interactive lessons on topics including: Mind Mapping, Experience Design, Imagination and Ideation.

Judges and Prizes

All participating students will be awarded a **Can-Cred Micro Badge** at the end of the Design Jam.

The Judging Panel, consisting of representatives from Microsoft, Amity University and Seneca Polytechnic. The panel will hear 5–7-minute pitches from each of the six teams, followed by a 5-7 minutes Q&A session.

The winning team will receive an **all-expense-paid trip** to the other institution to further develop their winning idea. The one-week trip will take place during the following times:

- Seneca Polytechnic students to Amity University: April 4-10, 2025 (tentative)
- Amity University students to Seneca Polytechnic: July 2025 (TBA)

The host institution will be responsible for programming, lodging, food, and in-country travel for the visiting students. The visiting institution will cover the costs of flights and visas for their students. Students from the host institution will be required to participate during the time the visiting students are present.