



2021 Playtime Challenge Brief

WIN CASH PRIZES FOR
DESIGNING CREATIVITY-BUILDING
PLAY ACTIVITIES.



Calling all designers, makers, engineers, and tinkerers.

Creative Adventure Lab offers fun, play-based experiences that foster creative thinking and innovation skills.

Our popular activities help kids create and test ideas, solve problems, and explore new possibilities.

The Playtime Challenge is a competition to develop new versions of some of our most popular activities. This is an opportunity to flex your design/build muscles and help your community become more creative.

Oh, and we're offering CASH PRIZES to the winning activities.

ABOUT US

- Nonprofit organization
- Founded in 2008
- Based in Dubuque, IA
- Win cash prizes

HOW IT WORKS

1. Select one of the target activities to reinvent (*see pages 5-7*).
2. Submit your concept online (<https://creativeadventurelab.org/playtimechallenge>).
3. We'll select 3 finalists, who will each win a \$500 cash prize and get a fabrication stipend of up to \$2,000 to build your design.
4. Finalists will have 40 days to build and deliver their activity to Creative Adventure Lab.
5. Finalist activities will be put into service at Creative Adventure Lab and our visitors will have the opportunity to vote for their favorite.
6. The activity that receives the most votes will win an additional \$2,000 people's choice award (and bragging rights, of course).
7. We'll make finalist activities available for sale to our partner network. Whenever your design sells, you'll get 10% commission!

You can find the scoring rubric our reviewers will use to select finalists on the last page of this packet.



We can't wait to see your ideas.

How to apply

Playtime Challenge entries are submitted online:

<https://creativeadventurelab.org/playtimechallenge>

You can submit as an individual or as a team. You can submit as many activity design concepts as you'd like (submit each separately).

WHAT YOU'LL SUBMIT

You'll provide general contact info, answer some short-answer questions about your concept, upload activity plans and/or renderings (.pdf, .png, or .jpg formats), and upload a development budget.

FINALIST REQUIREMENTS

We'll select up to 3 finalists. If you're selected, you'll have 40 days to build and deliver your activity and assembly files to Creative Adventure Lab. Assembly files will include a material/parts list, basic assembly instructions (or assembly video), and a complete set of fabrication templates or digital files.

Competition Timeline

Online application opens	February 1, 2021
Deadline to submit entries	March 6, 2021
Finalists announced	March 15, 2021
Deadline to deliver fabricated activity	April 25, 2021
Visitor voting starts	May 1, 2021
Visitor voting ends	May 31, 2021
Winning activity notified	June 5, 2021
Winning activity announced publicly	June 10, 2021

3-Part Activity Test

Best practices for creativity-building activities

All competition entries must pass the “Creative Adventure Lab Activity Test.” This test ensures an activity aligns with best practices and leading research for developing creativity and innovation through informal play. To qualify, your activity should result in a “yes” to each of the following questions.

Is the activity intuitive?

All of our activities need to be intuitive - in other words, a visitor should be able to start using your activity, at least at a basic level, without any complex instructions. This ensures our activities support an exploration-based learning environment.

Does the activity result in unique outcomes?

We want activities that challenge visitors to create, test, and iterate on new ideas. Even though each visitor uses the same activity materials, they should be able to build something unique or come up with their own individual solution. What we don't want - activities that ask a visitor to a button or pull a lever and watch something happen or activities that help a visitor simply replicate a pre-determined outcome.

Can the activity scale in complexity?

We serve a diverse range of visitors with varying abilities. We look for activities that are easy for a young child to engage with but also offer opportunities for more advanced users (ie - older children, parents) to really push the envelope of what's possible. This keeps our activities fun and engaging time after time.

LEGO® Auto Speedway

The LEGO® Auto Speedway is an activity area that allows visitors to build vehicles and race them on different tracks. Visitors love seeing their vehicles zoom down the track, testing the functionality of different vehicle designs, and being able to race vehicles against each other.

BASIC REQUIREMENTS

- Ability to accommodate a variety of vehicle designs
- Should fit into a 10'x10' area.
- Can be freestanding or installed on/against a wall.
- At least some ability to race more than 1 vehicle, though not required for every track.

Opportunities for improvement

The current iteration of the activity (*pictured below*) has been popular. However, it often results in vehicles flying off the end of the ramp and losing parts or being completely destroyed, which some visitors enjoy and some don't. Also, while each ramp offers 2 tracks and 3 different inclines, we'd love to see more diversity in the style/design of the tracks in the activity (which don't necessarily need to be connected to each other). This version of the speedway was a custom piece that isn't easy to reproduce or ship.



Vertical Wall Maze Components

Our vertical wall maze gives visitors the opportunity to create an endless number of different pathways for a 1"-2" wooden ball to travel through, using a variety of different components that attach magnetically to the metal wall panels.

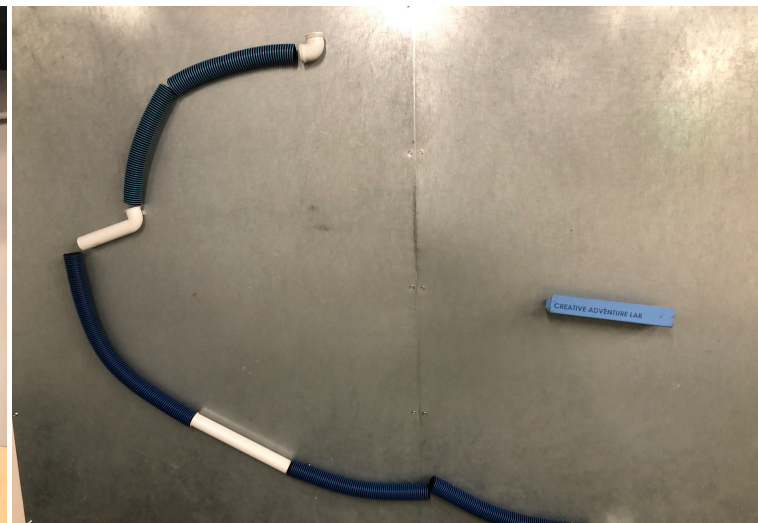
We challenge visitors to do things like get their ball to jump gaps, turn the corner of the walls, or see how slow it can progress from top to bottom without stopping.

BASIC REQUIREMENTS

- Component designs should be compatible with existing galvanized metal wall panels & 1"-2" wooden balls.
- We're especially interested in highly durable designs.
- Specify the type/number of components you propose.
- Provide detailed description or plans showing how magnets are attached to the components.

Opportunities for improvement

The current iteration of the activity (*pictured below*) has components that aren't very durable, have weak magnets and move too easily, have magnets that are too strong and are difficult for children to detach from the wall, have finishes that chip or are difficult to clean, or magnets become detached from the component after repeated use.



Designer's Choice

We love creativity and innovation, so of course we want to give you the chance to come up with your own concepts! Designer's choice is an opportunity to create a brand new experience for one of our labs.

Any activity you submit under the designer's choice category should fit into one of the lab themes listed to the right and, of course, should meet the 3 part Creative Adventure Lab Activity Test.

LAB THEMES

- LEGO® Lab
- Magnetism Lab
- Construction Lab
- Robotics Lab
- VR Lab

Additional Designer's Choice Notes

General Notes

In addition to the lab-specific notes below, any new activity should be able to fit within a 10'x10' area and can be freestanding, tabletop, or attached to a wall.

LEGO® Lab

We have over 1,000 pounds of LEGO® bricks (from a wide range of sets) that are distributed among the activities in this lab, so no need to include any actual LEGO® bricks into your activity budget, unless your design requires specific components.

Robotics Lab

The goal for our robotics lab is to give visitors the opportunity to use a variety of robots in a variety of ways. Some of our current activities allow visitors to try their hand at building and/or programming different types of robots to solve challenges.

VR Lab

We currently utilize Oculus Quest II and Google Cardboard to offer Virtual Reality experiences to our visitors. Your activity should be compatible with one of these VR platforms or, if not, include hardware as part of your activity design & budget.

How entries will be evaluated

Scoring Rubric

Creative Adventure Lab offers creative play experiences to thousands of people annually in our facilities and through our nation-wide partner network. We're looking for inspiring, durable activities that are easy to fabricate, ship, and assemble on-site (*if required*).

Scoring Areas

	Meh.			Whoa!	
	1	2	3	4	5
<p>Wow Factor</p> <p>The activity takes an innovative approach to inspiring creative thinking and problem-solving.</p>					
<p>Creativity Best Practices</p> <p>Able to answer yes to each of the 3 Creative Adventure Lab activity test questions.</p>					
<p>Durability</p> <p>Overall activity design and materials/finishes are highly durable and will endure thousands of repeated uses.</p>					
<p>Development Cost</p> <p>The activity employs smart design and material choices to keep overall development cost below \$2,000.</p>					
<p>Easy to Replicate</p> <p>The activity components are readily available or can be easily produced using standard manufacturing equipment.</p>					
<p>Easy to Ship</p> <p>The activity components can be easily packaged and shipped by common carriers (UPS, Fedex, etc).</p>					
<p>Easy to Assemble</p> <p>The activity can be easily assembled by 1-2 people with basic carpentry skills and commonly available tools.</p>					



2021 Playtime Challenge

APPLY ONLINE BY MAR 6, 2021

<https://creativeadventurelab.org/playtimechallenge>

QUESTIONS? CONTACT US AT
HELLO@CREATIVEADVENTURELAB.ORG