



# PERFECTLY IMPERFECT

THESIS SHOW 2022

BACHELOR OF INDUSTRIAL DESIGN

SATURDAY, APRIL 30, 6-9:30 PM  
BCTI / 205 HUMBER COLLEGE BLVD., TORONTO



## PRIZES & SPONSORSHIP

Humber's annual Thesis Show features innovative design work by fourth-year Bachelor of Industrial Design students. Attended by industry and design professionals, the event continues to make an indelible mark on the North American design community.

As emerging Industrial Designers on the verge of "breaking the mold" from student to professional, Humber's fourth-year Bachelor of Industrial Design students have learned the importance of flexibility — enfolding mistakes and flaws and transforming learnings into new possibilities.

This year's capstone thesis — Perfectly Imperfect — captures each student's experience over the past four years as they learned to adapt and innovate between virtual and in-person learning. When something is "perfectly imperfect", it is fundamentally humanistic. Perfectly Imperfect celebrates this harmonious juncture, creating a perfect ending to an otherwise imperfect journey.

We invite you to celebrate each students' commitment to design excellence by being part of this year's event. As a generous sponsor and/or donor, you, too, can support and guide a new generation of emerging Canadian designers.

## HOW YOU CAN SUPPORT

### 1 PRIZES

Support students by establishing a named prize. Pick from a category or customize your own prize, and enjoy the following:

- Name recognition on social media
- Opportunity to judge the design of your chosen prize(s)
- Logo recognition on event website
- Eligibility for a charitable tax receipt

\*Prizes start at \$1,000 each. Multiple winners may be chosen for each prize category.

### CATEGORIES:

#### INNOVATION IN DESIGN

- Problem identification
- Aesthetic appeal
- Ergonomics
- Detailing

#### SUSTAINABILITY

- Materials and process
- Sustainability statement
- Analysis
- Business model

#### EMERGING TECHNOLOGY

- Technology integration
- Forward thinking
- Assimilation and strategy
- Design feasibility

#### PHYSICAL MODEL

- Quality of model fabrication
- Detailing of parts
- Assembly of components
- Overall presentation

#### CAD MODELING

- Assembly of components
- Complexity of design
- Quality of renderings
- Detailing

#### VISUAL PRESENTATION

- Composition
- Hierarchy of information
- Graphic design elements
- Overall presentation

#### MOTION PRESENTATION

- Concept narration
- Project demonstrations
- Video production style
- Overall presentation

#### CREATE YOUR OWN

Customize your own award by naming a prize and determining the criteria

Supporters and Sponsors, please send your company logo in EPS or hi-res format by April 20, 2022.

## 2 SPONSORSHIP

Take advantage of a great opportunity to profile your organization and support the next generation of industrial designers at the 2022 Thesis Show. Sponsors receive tailored recognition and engagement benefits before and during the event.

- Exposure to industry leaders, professionals and entrepreneurs
- Logo recognition on event website and at event celebration

### ART DECO GOLD - \$2,500

- Opportunity to speak during event celebration
- Verbal recognition at event celebration
- Publication of your company logo on Facebook (@HumberAppliedTechnology), Instagram (@designathumber and @humberindustrialdesign) and Twitter (@designathumber and @HumberIDesign)
- Prominent logo recognition on the event website and during event celebration

### BAUHAUS SILVER - \$1,500

- Verbal recognition at event celebration
- Publication of your company logo on Facebook (@HumberAppliedTechnology) and Instagram (@designathumber and @humberindustrialdesign)
- Logo recognition on the event website and during event celebration

### POP ART PINK - \$1,000

- Verbal recognition at event celebration
- Logo recognition on the event website and during event celebration

## CONTACT INFORMATION

**Click here** to sign up, or complete the form below:

### PRIZES

CATEGORY NAME:

PRIZE AMOUNT\*:

### SPONSORSHIP

- ☐ ART DECO GOLD - \$2,500
- ☐ BAUHAUS SILVER - \$1,500
- ☐ POP ART PINK - \$1,000

\*Prizes start at \$1,000 each

NAME	ORGANIZATION
STREET ADDRESS	
CITY/PROVINCE	POSTAL CODE
PHONE	EMAIL
<input type="checkbox"/> MasterCard	<input type="checkbox"/> American Express
	<input type="checkbox"/> Visa

CREDIT CARD NUMBER	EXPIRY DATE
CARDHOLDER NAME	CARDHOLDER SIGNATURE