



TECHTONIC ART

RULES

TechTonic Art is a creative event that blends technology and artistic expression, giving participants the opportunity to explore how digital tools and AI can enhance traditional and digital art. The event encourages artists to experiment, innovate, and showcase their creativity through multiple unique subcategories. Participants will engage in activities that combine drawing, character design, and AI-powered animation, allowing them to transform their ideas into dynamic visual creations. The event features three exciting subcategories designed to challenge both artistic skills and creative thinking.

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Digital Art Challenge (Online Event)

This subcategory allows participants to create a digital artwork at their own pace. Artists are free to use references while creating their work, but they must document the complete process.

A Google Form will be released on 13th March, where participants must submit their work.

Submission Requirements :

- Three stages of the artwork: Sketch, Lineart, and Final colored/shaded artwork
- References used during the drawing process
- Timelapse video of the artwork being created
- Participants may upload these files in a shared folder (such as Google Drive) and submit the folder link through the form

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Convert Your Drawing to Animation with Prompt (Offline Event)

This is a live, offline creative challenge where participants will combine drawing with AI-generated animation.

The event will take place on 13th March and participants will be given 2 hours to complete the task.

How it works :

- Participants will sit and create a drawing within the given time
- After completing the artwork, they will take a photo of the drawing
- Using the image, participants will write a prompt in Gemini Veo to convert their drawing into a short animation
- The generated animation must then be uploaded through a Google Form during the event

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Character / Mascot Design (Online Event)

- Participants will design an original character or mascot that represents creativity and individuality.
- The character can be created using either digital or traditional drawing methods

Requirements:

- Participants must record a timelapse video of the creation process
- The final character design must be posted on Instagram as a collaboration post
- Participants must tag @ieminnovacion in the post

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Winning Opportunity

- Most Popular Character (based on engagement)
- Judge's Choice
- The winning character designs will be turned into physical figurines

CONTACT



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