**NYU Shanghai Education Development Foundation Gift Design Guidelines**

Students may work in teams of maximum 3 members.

**Your gift design should include descriptions of the following:**

1. **Purpose** – What your gift is, how its functions will suit the target recipient
2. **Performance** – What your gift should do (i.e. the alarm clock will be free-standing and show the local AQI in LED lights)
3. **Aesthetics/characteristics** – what design elements have you used, and why have you chosen them? Why have you chosen to design the aesthetics of your product this way?
4. **Specifications** – Materials, size/measurements, estimated weight, diagrams/descriptions of all components and how they fit together. This does not mean that if you have designed a t-shirt, you have to tell us how to stitch the t-shirt together, but if the t-shirt has a hidden pocket, or other unique function, you should diagram how it can be produced.

Please note that all designs should carry the **complete** **NYU Shanghai** logo. You may break up the parts of the NYU torch as design elements, but there must be at least one instance of using one of the following iterations of the NYU Shanghai logo.





