

BlockJam Innovators Terms and Conditions

1. Organization

BlockJam Innovators is an event organized by **IE University**, based in Madrid and Segovia, Spain. Its purpose is to foster creativity and interest in video game design and virtual environments through the creation of experiences within the Minecraft environment.

Participation in this contest implies full acceptance of these legal bases and the event's code of conduct.

2. Participants

BlockJam Innovators is aimed at young individuals between 16 and 40 years old who are interested in video game design, immersive experiences, and interactive learning environments.

There are two participation categories:

- **Master Category:** For participants interested in the **Master in Design: Videogame Design and Virtual Environments at IE University**.
- **Bachelor Category:** For participants interested in the **Bachelor in Design: Videogame Design and Virtual Environments Track at IE University**.

Participants who are minors must have authorization from their parents or legal guardians, who must sign a consent form to confirm their registration.

Participants can compete individually or in teams of up to 3 members.

3. Themes

Each category will have a specific theme that must be followed in the submitted projects:

- **Master Category – "Create Your Sustainable STARTUP":** Participants must design an interactive adventure within Minecraft, where the player embarks on the construction and development of an innovative and sustainable startup. The experience should reflect the challenges of the entrepreneurial world, such as resource acquisition and management, workspace organization, team formation with different roles, and the creation of a product or service that adds value to the environment. Projects must incorporate gameplay mechanics that allow players to face real-world entrepreneurial scenarios, encouraging creativity and strategic decision-making.
- **Bachelor Category – "Create Your University CREATIVE LAB":** Participants must design a university creative lab within Minecraft, exploring the concept of an ideal innovation space for academic and professional life. Projects should include representative elements of a university campus focused on video game design, such as interactive classrooms, coworking spaces, development workshops, areas for experimenting with new technologies, and collaborative dynamics between students and professionals. Special emphasis will be placed on participants' ability to integrate a vision of the future of education and digital design within a virtual environment that fosters creativity and interaction.

To be considered valid, all submitted projects must strictly adhere to the theme set for their respective category.

4. Registration

Registration for **BlockJam Innovators** will be done through the official participation form available on the IE University website.

- **Registration opens: February 18, 2025.**
- **Deadline for registration and project submission: March 28, 2025, at 11:59 PM (CET).**

Each team must provide information about its members and a general description of the project they plan to develop.

All participants must register individually, even when they are members of a team.

5. Final Deliverables and Specifications

All teams in both categories must submit two final deliverables, which will be evaluated by the jury to determine the project's quality and alignment with the corresponding theme:

- **PDF Design Document:** A document, with a maximum of 10 pages in PDF format, must describe in detail the video game design and its development process. It should include a clear explanation of the game objective, narrative, gameplay mechanics, programming elements, visual design, and distinguishing features.
- **Minecraft World:** The project must include a link to a playable world in .mcworld format compatible with Minecraft Bedrock Edition, aligned with the proposal presented in the PDF document. The final version must be fully functional for evaluation, without requiring additional modifications by the jury. Maximum size: 50 MB.

Technical requirements and detailed specifications regarding the final deliverables are outlined in the "Project Submission Guide" annex, which all participants must read and comply with.

Projects must be submitted through an online form, available until March 28, 2025, at 11:59 PM (CET). Participants must ensure that all deliverables are complete and correctly formatted before submission.

All projects must be original and created specifically for this BlockJam. Proposals previously submitted to other contests or events will not be accepted.

A representative from each group will be responsible for completing and submitting the submission form per project. It should only be completed once; all group members do not need to do it individually.

6. Evaluation and Jury

Projects will be evaluated by a jury composed of IE representatives and specialists in Minecraft and video game design. Evaluation criteria will include:

- **Creativity and Innovation:** Originality and uniqueness of the proposal.
- **Relevance and Theme Alignment:** Fulfillment of the category objectives.
- **Design and User Experience:** Quality of gameplay and interaction.
- **Narrative:** Story and concept development.
- **Visual Design:** Artistic coherence and atmosphere.

The evaluation process will take place from **April 1 to April 13, 2025**, and the finalists and winning projects will be announced on **April 14, 2025**.

7. Awards

Winning teams of BlockJam Innovators will **receive academic awards to study at IE University**. Prizes will be awarded separately in each category, Master and Bachelor, and each team member will receive their prize individually.

- **Master in Design: Videogame and Virtual Environment:**
 - 1st place: €10,000 prize per team member.
 - 2nd place: €5,000 prize per team member.
 - 3rd place: €2,500 prize per team member.
- **Bachelor in Design: Videogame and Virtual Environment Track:**
 - 1st place: 30% prize per team member.
 - 2nd place: 20% prize per team member.
 - 3rd place: 10% prize per team member.

Winners may choose to enroll in September 2025 or 2026.

In addition to the main awards, the jury will grant special mentions to the most outstanding projects in the following areas:

- Best Story: Project with the most engaging and well-developed narrative.
- Best Design: Game with the best structure, usability, and user experience.
- Best Innovation: Proposal with the most creative mechanics or an innovative use of Minecraft.

Winners will be announced on **April 14, 2025**, and corresponding prizes will be awarded.

8. Communication and Support

All official communication for **BlockJam Innovators** will take place through a dedicated **Discord** server. This server will serve as the central hub where participants receive event updates, rule clarifications, and development support.

Additionally, specific spaces will be available for teams to ask questions, share progress, and participate in group sessions with mentors and organizers.

9. Code of Conduct

Participants are expected to maintain respectful, professional, and collaborative behavior in all official event communication channels.

The following are strictly prohibited:

- Any form of harassment, insults, or disruptive behavior.
- Plagiarism or improper use of third-party content.
- Sabotage of other teams' projects.

Violation of these rules will result in immediate disqualification.

10. Copyright and Usage Rights

Participants will retain all intellectual property rights over the projects developed during **BlockJam Innovators**. However, by participating, they grant **IE University** a non-exclusive, free, and indefinite license to use the projects for educational, promotional, and informative purposes, always respecting the creators' authorship.

IE University may use the projects to promote and communicate the event, including the publication of images, videos, or gameplay on social media, institutional websites, and outreach materials. The projects may also be used in academic presentations, conferences, and events related to BlockJam or the university's video game design programs.

Additionally, the projects may be incorporated into IE University's educational activities, such as examples in courses, workshops, and academic publications on innovation in video games and education. They may also be exhibited at educational fairs, conventions, and institutional events, both in-person and virtual.

IE University may not sell, sublicense, or commercially exploit the projects without the explicit consent of their creators. In all cases where the projects are used, authorship recognition will be maintained, mentioning the creators. Participants will continue to have full freedom to modify, distribute, and use their projects for any other purpose outside BlockJam, without restrictions from IE University.

11. Acceptance of the Rules

Registration and participation in **BlockJam Innovators** imply full acceptance of these legal terms and all regulations established for the event. Participants commit to respecting the rules, deadlines, and submission requirements.

Any violation of these rules, including their annexes, may result in the immediate disqualification of the offending team, without the right to claims or reconsideration. IE University reserves the right to take disciplinary measures in case of serious infractions.

Annex

Project Submission Guide - BlockJam Innovators

To participate in BlockJam Innovators, each team must submit two key elements: a PDF design document and a Minecraft world in .mcworld format.

This document outlines the guidelines and technical requirements that both deliverables must meet. It is important to read it carefully to ensure that the final project complies with all the specifications.

1. Design Document (PDF)

The design document is a structured summary of the project. Its purpose is to provide the jury with a clear understanding of the proposal, its development, and the design decisions made.

Document Requirements:

- **Format:** PDF with a maximum of 10 pages + cover page.
- **Mandatory content:**
 - **Introduction:** General explanation of the project, why it was made this way, and what makes it innovative.
 - **Narrative:** Story, characters, and the context in which the experience takes place.
 - **Art:** Visual aesthetics, references used, and justification for the chosen style. It is recommended to include images in this section.
 - **Gameplay Mechanics:** Explanation of the interactions, dynamics, and game mechanics that make up the experience.

This content represents the minimum required to be included in the document. However, additional relevant information can be added within the 10-page limit.

Each team may design and structure the document freely. Creative presentation and clarity in the expression of ideas will be positively evaluated.

2. Minecraft World (.mcworld format)

The second deliverable is the game itself, the Minecraft world, which must align with the proposal presented in the design document and meet the established requirements.

For the development phase, participants can use Minecraft Java, Bedrock, or Education. However, the final submission must be in .mcworld format, which is only compatible with Minecraft Bedrock and Education.

If using Minecraft Java for world-building, it is recommended to do so only during the design phase. The implementation of mechanics, commands, NPCs, and any in-game interactions should be done in Bedrock or Education, as these features are not transferable from Java.

Minecraft World Deliverable Requirements:

- The deliverable must be in .mcworld format, compatible with Minecraft Bedrock and Education version 1.21.51. A .zip file containing the .mcworld file can also be submitted.
- The narrative must comply with the theme of the category in which the team participates.
- It must be fully functional and playable from start to finish, without the need for further adjustments by the jury.
- The world cannot be just a static environment: it must include interactive mechanics. We encourage the use of command blocks, redstone, NPCs, and any other system that generates interesting narratives and complex interactions.
- Custom addons are allowed to include new blocks, items, characters, or additional functions not included in the default game. These addons must be included in the .mcworld file.
- All content must be original and developed by the participating team. The use of third-party content, such as addons, texture packs, 3D models, etc., is not allowed.
- The use of external tools like WorldEdit or Axiom for world-building is allowed, but these must not be part of the final experience submitted in the .mcworld file.
- The file size must not exceed 50 MB.
- The approximate duration of the experience must not exceed 50 minutes.