

GIVE A REAL SPACE A PERSONALITY.

DESIGN-A-THON

Create a compelling, presentation-ready environmental graphic concept that gives a real-world space personality, purpose, and a memorable visual identity.

4 TRACKS

3 DELIVERABLES

PUBLIC VOTE

Concept first
 No print-ready files on the day. Finalists get guidance later on sizing, materials, installation, and production.

01 — YOUR CHALLENGE

CHOOSE ONE TRACK.

Develop a concept for a fictional or existing business, resident, community, or event. Show how graphic design can transform a physical environment while responding to the people who use it.

Focus on a clear idea, persuasive visuals, and a thoughtful explanation. You are not expected to deliver print-ready production files during the event.

A

STOREFRONT WINDOW

B

INTERIOR WALL

C

RESIDENTIAL WALL

D

COMMUNITY OR EVENT

PICK ONE. GO DEEP.

TWO COMMERCIAL TRACKS.

A

STOREFRONT WINDOW

WINDOW TRANSFORMATION

Design window graphics for a neighborhood business that help people walking by understand what it offers and feel welcome to come inside. Balance personality, readability, and visibility through the glass.

1. One storefront mockup showing the graphics in context
2. One flat layout of the window graphics
3. A short explanation of the brand, message, and design choices

Voters will ask... Can someone quickly tell what the business offers? Is the text readable from a distance? Does it account for transparency, sightlines, and the entrance?

B

COMMERCIAL INTERIOR

INTERIOR WALL

Transform a wall in a café, office, fitness studio, or reception area. Express the business identity and make the space more memorable for customers and staff.

1. One room mockup showing the wall in context
2. One flat wall graphic
3. A short explanation of colors, imagery, and the intended experience

Voters will ask... Does the wall reinforce the brand and fit the space? Is the scale right? How should visitors or staff feel?

HOME, OR THE ROOM EVERYONE SHARES.

TWO MORE TRACKS.

C

RESIDENTIAL WALL

RESIDENTIAL WALL DESIGN

Create a vinyl wall design that makes a living room, bedroom, or home workspace feel personal. Think about how someone would live with it every day.

1. One room mockup showing the design in context
2. One flat mural or repeating pattern, with a repeat preview if it repeats
3. A short description of the intended resident and mood

Voters will ask... Does it suit the resident and the room? Does it balance personality with living with it long-term? If it repeats, does the pattern join convincingly?

D

COMMUNITY OR EVENT

COMMUNITY OR EVENT WALL

Design a graphic wall for a community space or creative event that encourages inclusion and connection. It should work as a backdrop and as a meaningful expression of the event or community.

1. One environmental mockup
2. One flat graphic layout
3. A short explanation of the message and the audience it serves

Voters will ask... Does it welcome the intended community? Is the message meaningful and accessible? Does the backdrop work in person and in photos?

THREE PIECES. ONE STORY.

SHOW THE WORK CLEARLY.

1

CONTEXTUAL MOCKUP

Your design in its real environment, at a scale people will believe.

2

FLAT LAYOUT

The full artwork, matching the mockup. Add a repeat preview for patterns.

3

WRITTEN RATIONALE

At least 200 characters, no max: audience, goal, key decisions, and how it responds to the space.

HOW TO SEND IT

ONE PDF OR SLIDE DECK, OR SEPARATE FILES.

PDF

PPTX

PNG

JPG

HEIC

WEBP

25 MB PER FILE. SOLO, OR A TEAM OF UP TO 4.

- ✓ Label your track, project title, and designer or team name.
- ✓ Only use assets you are allowed to use. Credit major third-party or AI-assisted elements.
- ✓ Your mockup and flat artwork should match. A repeating residential pattern needs a repeat preview.

Entries close November 20, 2026 at 11:59 PM ET.

SAME SIX CRITERIA. EVERY TRACK.

100 POINTS.

The public picks the finalists and the winner. Every voter gets the same 100-point guide for every track, so the best entries win on what the space actually needs, not only on how decorative or complex the design is.

CRITERION	PTS	WHAT VOTERS LOOK FOR
■ Concept & originality	25	A distinctive, memorable idea with purposeful choices. Not a generic solution.
■ Brand / audience	20	A clear grasp of the business, resident, event, or community, and the right personality.
■ Environmental fit	20	Works in its setting: scale, placement, readability, sightlines, comfort, or repeat.
■ Visual craft	15	Composition, typography, color, hierarchy, imagery, and consistency.
■ Rationale	10	Explains the problem, the intended outcome, and why the solution works.
■ Presentation	10	A convincing mockup, an accurate flat layout, a clear rationale, and every required piece.

HOW THE WINNER IS PICKED

Entries close Nov 20 at 11:59 PM ET.

01
PUBLIC VOTE
Nov 21 – Dec 3. Anyone can vote, one vote per track.

02
FINALISTS
Dec 4. The top-voted entry in each track becomes a finalist.

03
INTERVIEW
Dec 5 or 6. Each finalist has a short call with the Vyyln team.

04
LIVE FINAL
Dec 7, 2–6 PM ET. One live vote per person picks the winner.

Organizers remove fake or automated votes and decide ties. Full details are in the rules at designathon.vyyln.org/rules.

FROM THE VYYNL TEAM

HOW TO STAND OUT.

01 Start with a specific problem or opportunity, not just a visual style.

02 Design for a real person who sees or uses the space.

03 Make it clear at a glance and rewarding up close.

04 Use the mockup to prove the idea works at a believable scale.

05 Commit to one direction instead of several unfinished ones.

06 Explain what you chose, why, and the experience it creates.

CHECKLIST

- ☐ I picked one track and defined my audience.
- ☐ My mockup clearly shows the design in its intended environment.
- ☐ My flat layout matches the mockup and shows the complete artwork.
- ☐ I added a repeat preview if my residential concept repeats.
- ☐ My explanation covers the goal, the decisions, and the intended experience.
- ☐ Text is readable, files are labeled, and I am ready to present.

CONCEPT FIRST. ALWAYS.

We want your thinking, creativity, and ability to bring a physical space to life — not finished production files.