



News

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Cal Poly Hackathon to Celebrate Student Design and Creativity Jan. 30-31

SAN LUIS OBISPO — Cal Poly's Graphic Communication Department and Center for Innovation and Entrepreneurship will host the third annual Design & Dev Hackathon from 6 to 10 p.m. Friday, Jan. 30, and at 8 a.m. Saturday, Jan. 31, in the Bonderson Engineering Center (Building 197), Room 104 on campus.

Doors open at 6 p.m. Jan. 30, with a keynote presentation by Noah Stokes at 6:45 p.m. Stokes is a developer, designer and partner at Bold, a Web and mobile studio. Team formations and brainstorming sessions will run from 7 to 10 p.m. Students are welcome to start working on their project off site or at one of the 24-hour locations that will be open on campus.

The Hackathon encourages Cal Poly students to pool their creativity and entrepreneurial spirit to develop apps, a website, or other projects that will make life better for the campus and local community. Led by Cal Poly graphic communication Professor Lorraine Donegan, the event is designed for students from all disciplines.

The event is intended to inspire the sharing of ideas and team-building and give students the opportunity to finish a project in a competitive environment with the guidance of experienced mentors. On Jan. 31, each team will pitch its idea to a panel of judges.

This year, about 15 mentors and judges – many traveling from San Francisco and Los Angeles – will be on hand from 8 a.m. to 8 p.m. Saturday to assist students during the creative process and to give advice about various technologies for development and design.

Participation categories include Marketer/Idea Person, Designer/UX and Developer/Engineer. Past Hackathon events have resulted in job and internship opportunities and student startups.

The event is free for students, but registration is required to participate. A number of spots are available for spectators and members of the press. Registration is also required to attend the pitches segment beginning at 8 p.m. Jan. 31.

Sponsors for the event include Cal Poly's Center for Expressive Technologies, Kennedy Library, Graphic Communication Department, and College of Liberal Arts, plus TransUnion, StudioGood, Palantir, Rosetta and Apple.

For more information, visit creativemediadev.com/hackathon/.

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