The DEA Challenge
2015 application cycle

The goal of the DEA Challenge is to communicate your point-of-view. The work you submit should say something about who you are, your opinions, and your personal goals. Submit the DEA Challenge with your college application materials. There is also an optional category if you wish to submit additional examples of your creative expression. Submit your work for the DEA Challenge via http://www.cornellche.slideroom.com/. CHE will not accept mailed materials and mailed items will not be returned.

Required for all freshmen and transfer DEA applicants: The DEA Challenge
The DEA Challenge consists of three components: the written challenge, the two-dimensional challenge and the three-dimensional challenge. All work must be original and produced by the applicant. Projects found to have significant similarity to work posted on the internet will not be accepted. Applicants must complete and submit all three components.

Written Challenge. Answer the following question: Which of DEA’s three academic themes [design strategy, sustainable futures, or health and wellbeing] interests you the most and why? Your essay should not exceed 300 words. Upload one essay to Slideroom.

Two-dimensional Challenge. Diagram a simple everyday task (like tying your shoe) using no words or text. Consider the sequential steps, context, and objectives involved while doing the task. Create a 5-step diagram that communicates the process. Use any two-dimensional media: pen, pencils, markers, digital camera, computer software, etc. to create the diagram. Submit the finished diagram using Slideroom.

Three-dimensional Challenge. Design and build a three-dimensional “gift” that captures, engages, ignites, celebrates, and/or reflects the human spirit. Briefly describe what the gift is, who the recipient is, and its intended impact/effect. Limit your response to 100 words including a title. Your gift may be for someone you know, person(s) yet to be known, or to a collective group. Use any type of material(s) to create form: clay, wood, cardboard, etc., or construct your object using digital media. Produce a maximum of eight (8) still images of your gift for Slideroom submission. Consider what the images depict and how they describe your idea. Explore views from diverse angles. Always submit high quality images which are well lit and large enough to easily be seen by reviewers.

Optional Creative Samples
Submit up to four (4) additional images of prior creative work for consideration. Submissions might range from poetry or videos to photography or built objects. For each image, provide a title, a short description and a reflective statement about the outcome or process. Also submit these via Slideroom.

FAQs
Q: Can I send additional work on a CD for consideration or in place of the DEA Challenge?
A: No. Separate CDs of student work will not be accepted. All DEA applicants must complete the DEA Challenge and submit their work through http://www.cornellche.slideroom.com/.

Q: Of what significance is the DEA Challenge in the application process?
A: It is one determinant in learning who you are as a person, understanding your point-of-view, and recognizing how you might fit within DEA.
Q: I have no formal background in art. Will my limited artistic training negatively impact my DEA Challenge evaluation?
A: Not necessarily. Your creative thought processes and written rationale are as important as aesthetic aptitude. DEA accommodates students with a wide range of creative talents and experiences.

Q: Can I use any media in completing the DEA Challenge?
A: Yes. Your submissions may be digitally or manually produced using any material of your choice.

Q: May I submit more than the maximum number of images to http://www.cornellche.slideroom.com/?
A: No. Adhere to the number of images designated in each category.

Q: Do you have any samples of the DEA Challenge to share?
A: No. There is no one type of correct or successful submission. Consider your submissions as exercises in experimental thinking and risk-taking more than final presentations or examples of technical proficiency.