

Challenge 4: Due October 29, 2022

The Homecoming Challenge

For this challenge, think about current UCAers and alumni. Think Homecoming 2022. The pageantry, the festivities, the memories. Current and former students can find something meaningful during Homecoming.

Homecoming Week includes an either/or challenge. Either (a) design an “official” sticker to be placed on water bottles, personal tech devices, car windows, etc. or (b) make a music video using the UCA Fight Song as the music and lyrics.



Photo: Property of the University of Central Arkansas



Using tools found in the Imagine Lab (3rd Floor of UCA's College of Business), make Homecoming memorable in this core challenge. Then, make a video of yourself highlighting the features of your approach. Upload that video to YouTube and share a link via this [form](#). Please know that the video can be as long as you want, but only the first two (2) minutes will be viewed for prize consideration. Prizes are gift cards valued at \$100 for the best approach, \$50 for second, and \$25 for third. Email for questions or details.