

# CRITICALLY YOURS

Towards a Culture of Information  
Integrity: Empowering Critical Thinking  
with AI.

Creative Design Challenge

# Brief

We're launching a design challenge to recognize and reward outstanding projects across various interactive media fields, including **Digital Product Interaction Design, Motion Graphics, Data Visualization, Digital Publishing, and Digital Experience.**

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## Context

Do you believe everything you read online?

Research shows that our critical thinking skills often falter when we encounter content shared by friends, making us less likely to question its accuracy and more prone to sharing it ourselves.

This challenge directly addresses this growing concern by exploring how Artificial Intelligence (AI) can help promote information quality and integrity. It draws inspiration from the EU H2020 Research project TITAN (<https://www.titanthinking.eu/>). TITAN developed an AI tool that combines the principles of the Socratic method and experiential learning to create an intelligent coaching application. Through interactive dialogues, users are guided to develop the skills needed to deconstruct media narratives, question assumptions, recognize biases, discern truth from manipulation, and independently assess the reliability of content—thereby enhancing critical thinking and media literacy skills, and ultimately contributing to a more trustworthy, informed, and democratic public sphere.

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## Objective of the Initiative

This initiative aims to harness the creativity of **the communities of Arts and Design schools** to foster an interdisciplinary approach that promotes critical thinking and empowerment. By focusing on values like **inclusivity, empowerment, and equity**, arts and design have the unique potential to drive meaningful and lasting positive change.

The ultimate goal is to spark a global discussion among design students on how to leverage **human augmentation**, integrating human critical thinking with artificial intelligence.

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## The Challenge

Your task is to create an original **interactive media project** or **video** centered on the theme Creating and promoting Culture of Information Quality that focuses on empowering Critical Thinking with AI.

This challenge specifically invites you to develop creative and innovative interactive media and video that enhance the appeal and user engagement of **TITAN**. TITAN is an AI-powered Socratic chatbot designed to help individuals identify the signs of disinformation, such as tactics and techniques that undermine information integrity. By guiding users through interactive dialogues, TITAN enables them to self-assess the reliability of content, fostering essential critical thinking and media literacy skills for recognising malicious strategies.

This initiative seeks to raise awareness about the increasing risks posed by fake news and encourage users to engage with TITAN as a tool for critically reflecting on manipulation techniques. By doing so, users can strengthen their ability to detect and counter increasingly sophisticated, subtle, and technically advanced forms of distorting information. By improving TITAN's attractiveness and engagement, the challenge aims to support users in a self-directed coaching journey, empowering them to build essential critical thinking and media literacy skills.

Prioritizing these principles will enable participant teams to create interventions that not only address immediate challenges but also empower communities to thrive through critical thinking.

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## Categories

The challenge aims to collect submissions and award the best outcomes in two categories:

- **CATEGORY 1: Interactive Media** (e.g., web applications)
- **CATEGORY 2: Video** (e.g., motion graphics)

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## Participants

This challenge is open to **students currently enrolled in Design degree programs**, including higher education programs in art, design, or similar courses of study. This includes undergraduate, graduate, PhD programs, or short portfolio programs.

**Recent graduates** are also eligible, but graduation date must be no earlier than September 2024.

Participation can be **individual or collective**: there is no limit on the number of students per team, but all team members should meet the above criteria (excluding any faculty advisors).

For collective submissions, a designated representative must submit the application and include the names of all group members.

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## Submissions

Registration is free: participants must submit their projects in digital format through this [FORM](#) that will be hosted on the TITAN website.

All materials and communications related to the contest must be in English.

To ensure a fair and thorough evaluation process, all participants are required to submit a single package containing the following four components (please ensure all documents adhere to the specified formats and page limits):

1. Project presentation video (max 3 min)

The video should give an overview of the project, introduce the participants and their roles and present the main design concept.

2. Project proposal (PDF, A4, max 4 pages)

A concise document that details the essence of the project, containing the concept description (summary of 50 words), the scenarios (visual or written walkthroughs of how users will interact) and background information (context, key research findings, user personas and any critical assumptions made).

3. Media artefact comprised in

- a. Category 1: Interactive Media
- b. Category 2: Video

Please ensure that all files adhere to the following guidelines:

File Naming: TeamName\_Video, TeamName\_Proposal, TeamName\_MediaArtefact.

Submission: Package all four files into a single .zip archive named TeamName\_Submission.zip.

Upload the archive published on TITAN website by the deadline.

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## Review/Criteria

Starting in October 2025, all Submissions received during the Submission Period will be reviewed by a panel of jurors created and selected by the Consortium Expert Board, who will review Submissions based on

- (1) clarity and distinction;
- (2) visual appeal and memorability;
- (3) actionable symbolism;
- (4) meaningful representation;
- (5) recognizable and adaptable;
- (6) scalability and readability.

The Jury Panel may select one or more Submissions.

The jury's decision is final and indisputable.

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## Information

For further information regarding participation in the challenge, please contact:  
**chiara.ronzoni@valuegs.com** or **maurizio.mesenzani@valuegs.com**

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## Presentation and Selection

If your submission is selected by the Consortium Expert Board, you will be invited to present your work at the **TITAN Project final event in Rome**. The exact date, time, and details of the presentation will be determined at the Consortium Expert Board's discretion.

Should your submission be selected for use as indicated in these Terms and Conditions, you will receive a payment of **2,000 EUR** (the "Selection Payment").

Travel expenses for selected presenters will also be covered with a maximum of **2,000 EUR** travel grant.

This presentation opportunity, Selection Payment, and any publicity or benefits received from submitting your work constitute the total consideration for the assignment of copyright in your submission and any and all uses of the submission and your name or likeness by the Consortium Expert Board. Selected submitters will be required to provide necessary information for tax filing purposes and will be responsible for the payment of any federal, state, and local taxes related to the Selection Payment, as well as any fees, costs, and expenses not explicitly specified herein.

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## Number of Submissions Selected / No Selection

While there is no limit to the number of submissions the Consortium may select for future use, the Consortium reserves the right to determine that no submissions satisfy its criteria and standards.

Please note: **This is not a contest with guaranteed prizes**. The Consortium is seeking the best ideas from submitters and may decide to include one or more of these ideas in any type of media (now known or unknown), but only if the submissions meet the Consortium's standards.

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## Deadlines

Project submissions must be received by **12:00 PM on October 20th, 2025**.

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## Guarantees and Responsibilities

By participating, you declare and guarantee that your idea, projects, and works are your **exclusive property** regarding both copyright and economic exploitation rights, and that no third parties hold proprietary rights over them. All submitted works must be **unpublished**. The organizers are therefore exempt from any responsibility for potential disputes regarding originality and authorship, and from any imitations or copies of the work by third parties.

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## Information and Dissemination of Results

The winners of the challenge will be announced and published on the project website (<https://www.titanthinking.eu/>) within 7 days of the jury's official report.

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## Exhibitions and Publications

All submitted projects may be exhibited and disseminated on behalf of the project through:

- **a) Exhibitions, events, and other public displays.**
- **b) Brochures and printed or online publications of degree courses.**
- **c) Mass communication media**, including television/radio broadcasters, print media (newspapers, magazines, periodicals), and the internet.

By participating in the challenge, you automatically grant authorization for the project to use your submitted works for all purposes related to the dissemination of results and projects.

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## Information on Personal Data Processing

The challenge is organized by the European project consortium TITAN, funded by the European Commission under Horizon Europe. You can withdraw your consent to participate at any time and request that your data be deleted by contacting [chiara.ronzoni@valuegs.com](mailto:chiara.ronzoni@valuegs.com) or [maurizio.mesenzani@valuegs.com](mailto:maurizio.mesenzani@valuegs.com).

TITAN collects personal data exclusively for the purposes outlined in this document, in compliance with current regulations on personal data processing. Information on the processing of personal data carried out by the agency entrusted for the challenge, as Data Controller, will be freely available and downloadable from the challenge page

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## Acceptance of Challenge Regulations

Participation in this challenge implies implicit acceptance of all articles within these regulations.