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Contest Information

(see [How to Win](#) at the end of this document)

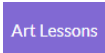
Overview:

What are these contests? These are digital art coding contests that run every week with a deadline of 7:59 pm Eastern Time every Wednesday

How do I enter? Inside any Project there is a Feedback button. Use this button with the words "Weekly Project Contest" to submit a project (better entry process coming soon)

Does it cost anything? The software is free. Entering the contest is free. We offer technical and creative coaches to assist and teach you for a fee.

Who can enter? The contests are restricted to K-12 students ages 18 and under. All prize money winners will be required to show proof of enrollment. Homeschooled students are eligible.

How do I learn? In the navigation bar, look for  in the top right corner. Finish every project on every lesson. When you have finished the 12 lessons, you will have enough skills to start creating generative art.

Where can I get more information?

This document has lots of useful information about the contests. You can email projects@hatch.art or support@hatchcoding.com with any questions that haven't been answered.

Prize Money

Calendar, next 8 weeks (2021 in Canadian Dollars, 2022 in US Dollars):

NOTE: The next 3 weeks show guaranteed prize money. The 5 weeks after that show estimated prize money.

Date	Total \$	1 st place	2 nd place	3 rd place	Special
Dec 15, 2021	\$720	\$300	\$200	\$100	"Strong Effort" Prizes: \$60 * 2 winners
Dec 22, 2021	\$840	\$300	\$200	\$100	"Strong Effort" Prizes: \$60 * 4 winners
Dec 29, 2021 (\$ in CDN)	\$960	\$360	\$240	\$120	"Strong Effort" Prizes: \$60 * 4 winners
Jan 5, 2022 (\$ in USD)	\$1,020	\$360	\$240	\$120	"Strong Effort" Prizes: \$60 * 5 winners
Jan 12, 2022 (\$ in USD)	\$1,200	\$420	\$280	\$140	"Strong Effort" Prizes: \$60 * 6 winners
Girls Only Contest on Jan 19, 2022					
Jan 19, 2022 (\$ in USD)	\$1,380	\$450	\$300	\$150	"Strong Effort" Prizes: \$60 * 8 winners
Jan 26, 2022 (\$ in USD)	\$1,390	\$480	\$320	\$160	"Strong Effort" Prizes: \$70 * 10 winners

How to submit:

Inside any project, you will see a “Get Help” button next to the submit button:



Click the “Get Help” Button and enter:

Weekly Project Contest

To submit your project

We will be building new tools for better contest entry, so please check back here regularly for updates.

Judging Criteria

Judging art is inherently a subjective task. There are no absolute right or wrong answers. We judge across 6 categories. Below are questions within each category to help people think about how to increase their chance of getting good scores.

Polish:

How professional does this art look?

Does it look like it was made by someone with 10+ years of experience making art?

Can you imagine seeing this in a high end modern art gallery?

Visual Impact:

Does your project visually deliver a wow! when you first see the result?

If it is supposed to be scary / beautiful / cute, is it scary / beautiful / cute?

From a design perspective, is everything where it is supposed to be?

Do things look out of place or does it look like everything fits together?

Creativity

How original is your idea and how well is it developed in its originality?

How inventive is your execution of your idea? Does it come alive with energy?

How much detail have you put into representing ideas into a digital art project?

Variation

When I refresh the project, do I get different visuals through the algorithm?

Have I been intentional with my choice of randomization and variation?

How often are there less than ideal outputs with this algorithm? How much effort has the artist invested to make sure every output is a good one?

Story

What kind of story does the canvas tell even without any accompanying text?

For the accompanying text, how does it add to and complement the actual art?

How much does the text do in explaining the complexity of the art?

Algorithm Versatility

How much does the algorithm deliver very different looking pieces that are still part of the same collection?

How many moving parts (e.g. colours, shapes, designs, patterns) does this algorithm have?

How much of the algorithm is manipulating the canvas to create interesting results or to have the elements of the art interact in interesting ways?

Summary

As of December 2, 2021, these are the questions the judging panel is using to evaluate submissions to the weekly contests. Please look at the “How to Win” tab to see how these questions get answered with high quality algorithms and art collections.

How to win

Winning with generative art means gaining skills to make your code work harder and do more. Generative art is creativity + coding + design + math + ideas. The stronger you are in each one of these 5 disciplines, the better your art will be.

Basic Level Framework

When you make generative art, you can think of yourself in a video game, levelling up every time you get stronger:

Level 1: You can make an image appear on the screen. It looks the same every time.

Level 2: You add some `random(0, 255)` elements to your colours. Now the image looks different every time you reload the image.

Level 3: You select specific colours so you are being intentional about what colours appear on your canvas.

Level 4: You start changing the shapes that appear on your canvas, adding both intentionally variable colours and intentionally variable elements to the visuals you see.

Level 5: Congratulations - you are now building amazingly fun Poster Art.

Most students who are 13 and under are working in the first 5 levels. The winners of our 2021 contests, which you can see here:

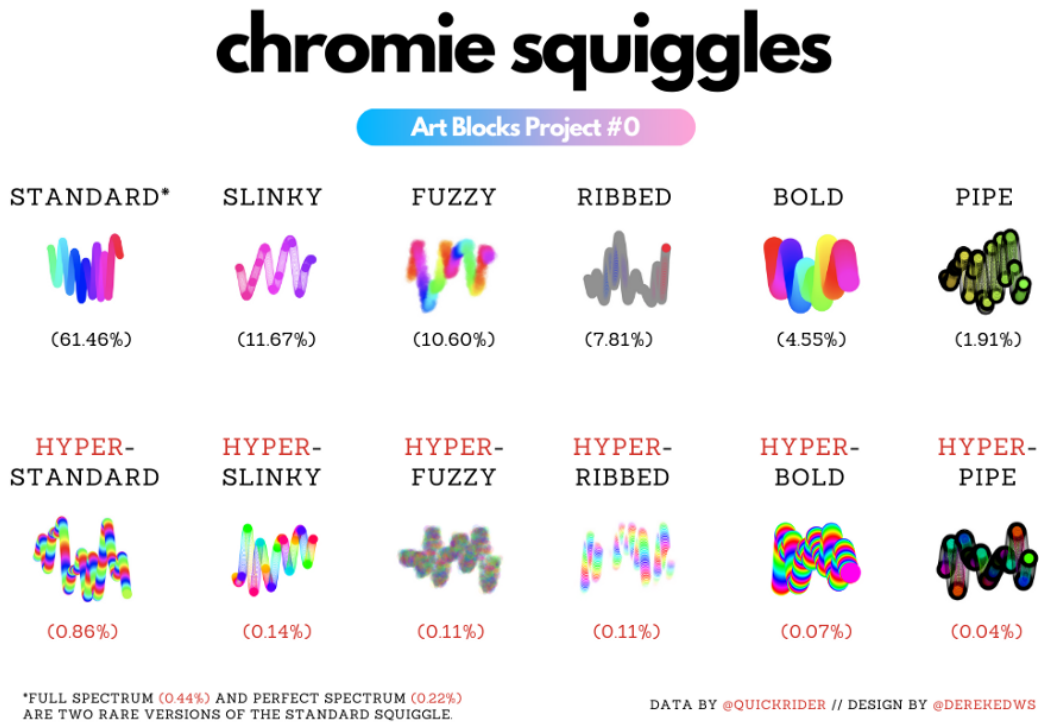
[Current Contest Winners](#)

have, for the most part, worked in going up these levels.

Level 6: Add rarity into your algorithm.

If you are making cool art and make a collection of 1,000 of the pieces, you may want some versions to be more rare than other version. Below is an example of rarity. There

are 12 different variations of the core idea. But rather than have all 12 have an equal chance of appearing, the artist built a probability function into the code:



So now, when you run the code, the chance of getting anything in the bottom row is smaller than what's in the top row. And similarly from left to right, rarity goes up.

Level 7+: This is where your algorithm fundamentally changes the way the art looks based on variability. Looking above, you can see that Pipe looks very different from Standard. Or maybe you have straight lines and curved lines. Sometimes you have circles, other times you have squares. The more the algorithm can deliver versatility, i.e. very visually different outcomes using the same algorithm, the cooler and more valuable the collection.

How does this look in practice?

Each of the success examples below are from real world adults who have created collections worth \$1 Million or more, and as high as \$500 Million (Fidenza). Looking at these examples is like being a chess player and analyzing the games of the Grand Masters. Hopefully it inspires you to build more creative art.

You can build in any style you want. You can even continue to build really cool poster art. Hopefully in browsing all the work below, you'll be inspired to create something really amazing.

Real Life - Figurative

Fake Internet Money [<https://www.artblocks.io/project/152>]

How this art collection does on the Hatch Coding Judging Criteria:

Polish: The geometric patterns look professional.

Visual Impact: It's trying to look like money, and it does look like stylized money.

Creativity: There is a lot of attention to detail on a wholly original concept.

Variation: There is a ton of variation from image to image - lots of moving parts

Story: The project tells, both on the canvas and in the paragraph of text, gives colour and context to the art in an interesting and funny way.

Algorithm Versatility: Not only is there variation, but the algorithm can deliver substantially different results while still being part of the same collection.

Other examples:

Mecha suits [<https://www.artblocks.io/project/180>]

Through the Window [<https://www.artblocks.io/project/207>]

Utopia [<https://www.artblocks.io/project/15>]

Seadragons [<https://www.artblocks.io/project/160>]

Characters, Cute & Whimsical [Images Needed]

Algotbots - <https://www.artblocks.io/project/40>

Polish: Each design, while whimsical, cute and child friendly, is clean and stylish.

Visual Impact: The goal was to make a cute robot, and the robots look very cute.

Creativity: The bots are alive with energy - they beckon you to play with them.

Variation: Each bot looks like it could have its own unique name and character

Story: There is not a lot of text in this project. The combination of the art itself and a short mention of “cute companions” is all that’s needed to tell the story.

Algorithm Versatility: There is a lot of variation but this algorithm is designed to deliver output that looks similar. So the versatility score is lower, but it works because the goal of this collection is to deliver robots. It’s easier to have wildly different outputs in an more abstract algorithm.

Other examples:

CatBlocks - <https://www.artblocks.io/project/73>

Dino Pals - <https://www.artblocks.io/project/76>

Gizmobots - <https://www.artblocks.io/project/105>

NimBuds - <https://www.artblocks.io/project/10>

Sail-o-bots - <https://www.artblocks.io/project/98>

Scoundrels - <https://www.artblocks.io/project/203>

Generative Art on a Grid

Frammenti - <https://www.artblocks.io/project/72>

Polish: The shapes are clean and interact nicely with the background. When the background changes, the color of the shapes is restricted to produce good results.

Visual Impact: Visually, you can see the shapes and the fragmenting of those shapes very clearly and cleanly. Everything is cohesive.

Creativity: A simple idea was used: Show a grid of shapes. The idea was then expanded and growth, step by step, with more and more detail.

Variation: Every piece looks explicitly different than all the others. The number of shapes, the types of shapes and the way each shape is fragmented provide a near infinite amount of ways each piece can be created.

Story: The short text complements clear visuals and a clear idea for the art. The text is symbolic, aligning with the art itself.

Algorithm Versatility: This algorithm is not very versatile as each run delivers a grid of shapes and each one with a grid of fragments. The style of fragmenting changes with each piece, but the rest is pretty simple vs. Ringers below, where a lot can change between images, providing a much wider spectrum of end results.

Other examples:

Color Magic Planets - <https://www.artblocks.io/project/58>

Dear Hash - <https://www.artblocks.io/project/49>

Dot Grid - <https://www.artblocks.io/project/115>

Ringers - <https://www.artblocks.io/project/13>

Pure Abstract Art

Fidenza - <https://www.artblocks.io/project/78>

Polish: This is the most successful digital generative art collection ever, worth over \$475 Million as of December 1, 2021. Each piece of art is a set of strips of rectangles, and these strips can be straight or curved to varying degrees, big or small, coloured or not. On rare occasions you even get spirals, which creates the ability to create a piece which is very rare..

Visual Impact: The goal seems to be abstract strips of blocks, and it delivers very well on that goal. You immediately know what you are looking at, and why it was created. The intentionality of the work is very clear.

Creativity: A simple idea was used: Show a grid of shapes. The idea was then expanded and growth, step by step, with more and more detail.

Variation: There are a ton of moving parts in the algorithm, and every piece varies across 5 or 6 important, notable dimensions.

Story: A short sentence captures the feel of the art and explains why it is so powerful.

Algorithm Versatility: With changes in scale, organization, texture and colour usage as the building blocks, the algorithm can deliver a lot of different results and a huge variation in end result, while at the same time making it easy for someone to say "That's a Fidenza".

Other examples:

Archetype: <https://www.artblocks.io/project/23>

Color Study - <https://www.artblocks.io/project/16>

Event Horizon Sunset (Series C) - <https://www.artblocks.io/project/60>

Prismatic - <https://www.artblocks.io/project/199>

Scribbles Boundaries - <https://www.artblocks.io/project/131>

Geometric Patterns - Shapes

Panelscape - <https://www.artblocks.io/project/83>

Breathe You - <https://www.artblocks.io/project/75>

AlgoRhythms - <https://www.artblocks.io/project/64>

Empyrean - <https://www.artblocks.io/project/33>

Unigrids - <https://www.artblocks.io/project/12>

Geometric Patterns - Blocks

Bent - <https://www.artblocks.io/project/214>

Edifice - <https://www.artblocks.io/project/204>

Trossets - <https://www.artblocks.io/project/147>

Calendart - <https://www.artblocks.io/project/125>

Spiral Patterns

Inspirals - <https://www.artblocks.io/project/29>

Rotae - <https://www.artblocks.io/project/194>

SpiroFlakes - <https://www.artblocks.io/project/136>

Nucleus - <https://www.artblocks.io/project/123>

Letters & Symbols

Incantation - <https://www.artblocks.io/project/82>

Gen 3 - <https://www.artblocks.io/project/48>

Asemica - <https://www.artblocks.io/project/206>

Letters to My Future Self - <https://www.artblocks.io/project/174>

Circles & Squares

Return - <https://www.artblocks.io/project/77>

Aerial View - <https://www.artblocks.io/project/35>

Murano Fantasy - <https://www.artblocks.io/project/193>

Good Vibrations - <https://www.artblocks.io/project/140>

Space Themed

Asterisms - <https://www.artblocks.io/project/47>

Space Debris - <https://www.artblocks.io/project/79>

Alien Clock - <https://www.artblocks.io/project/112>

Planets - <https://www.artblocks.io/project/91>

Paper Armada - <https://www.artblocks.io/project/37>