

Creativate 2020: Rube Goldberg Challenge

Traditionally in October, The Baker Institute has held an event celebrating creativity and innovation. This event, Creativate, gave students the chance to show off their creativity by displaying their projects, businesses, and side hustles to the campus community. We didn't want to lose this opportunity due to COVID-19. Distance and remote learning doesn't stop creativity and innovation, it merely changes it. We want to see how you can tap into your creativity with a Rube Goldberg machine challenge-- with an upcycling twist!

Reuben (Rube) Goldberg was a 20th century cartoonist, engineer and inventor. He became famous for creating cartoons and inventions that solved simple tasks, such as closing a door, through absurdly complicated and convoluted machines. Today, middle, high school and university students compete in Rube Goldberg competitions across the United States. A search for "Rube Goldberg" on YouTube yields 461,000 videos ranging from complete disaster to astonishing success.

The Challenge:

Employ your skills of creativity and innovation to create a Rube Goldberg machine using common items that will be upcycled and incorporated into your machine. Each member of the team will create and record their portion of the construction completely separate from the group. Your team will edit the individual recordings together into one fully functional Rube Goldberg machine.

- The Creativate 2020 Rube Goldberg Challenge is open to all Lehigh students, faculty, staff, and alumni.
- All items used to create your Rube Goldberg machine should be found in your home. You are encouraged to use recyclable items you have around your space (paper towel tubes, that box from your Amazon order, your discarded sushi container), as well as other items (books, dominoes, cups).
- Your last move must be your teammates first move and so on as each of your teammates continue the momentum from person to person.
- The videos, when shown in sequence, should appear to be one fluid construction.
- In classic Rube Goldberg style, your team's creation should accomplish a simple task, such as closing a door, turning off a light switch or placing an item in a recycling bin as the final action in your video. It's completely up to you!
- Spark and swap ideas, organize, come up with a strategy to move this creativity challenge to completion.
- Renee Baran, Baker's Innovation Programs Manager, has open office hours on Zoom to answer any questions your team may have along the way (Tuesday, October 13, 2-3 PM and Monday, October 19, 3-4 PM). Please email Renee (rjb319@lehigh.edu) to request the Zoom link.

The Rules:

- Submissions open on **October 1** and are **due by November 2, 2020 at 9 AM ET**.
- Teams must consist of 3-5 individuals from the Lehigh community (students, faculty, staff, or alumni).
- Each video must clearly demonstrate 7 reactions per team member (teams of 3 will have 21 reactions, teams of 4 will have 28, teams of 5 will have 35)
- Physically building with your teammates is prohibited; all construction of reactions should happen individually.
- The sequence of actions must end with the completion of a task of your choice.
- Assemble the individual videos into one complete Rube Goldberg sequence.
- Videos must be submitted as an mp4 file
- **Complete this submission form when you decide to participate, have recruited your team members, and before you begin building your machine.**
- **Once your machine is finalized, email the final video (mp4 files only) to Renee Baran (rjb319@lehigh.edu).**

Example:

Renee creates the first part of the Baker team's Rube Goldberg. It includes 7 reactions and the last one lands a golf ball in an empty cup. Lisa must then begin her video with a golf ball in an empty cup. She then creates 6 new reactions, ending with a row of dominos falling down. Sam must then begin with the fallen dominos and add 6 new reactions, and so on until each person on the team has completed their part and completed the chosen final action.

Here is a [great example](#) of a completed Rube Goldberg from students in the Hatchery this summer.

The Winners:

Once all submissions have been received, the Baker Institute team will evaluate each video based on the following criteria:

1. **Correct number of team members and reactions**
2. **Correct transitions between team members**
3. **Creativity of reactions**
4. **Resourceful use of found materials**
5. **Innovative conclusion**

When submitting your application, teams will designate a Lehigh student organization/team that will receive the monetary prize associated with the winners. **The winning team's student organization will receive \$1,000 transferred to it's index account or via a Coordinator.** Team members do not have to be members of the organization to designate it as their recipient.

The winner will be announced on Friday, November 6, 2020 via e-mail and social media.

The Objective:

This is an activity that will not only stretch your creative capacity and resourcefulness but also your collaborative communication skills. Using the directions above, brainstorm, organize and communicate with your team. Be mindful that every person on your team brings different ideas, skills and perspectives so allow space for them to bring their best to the challenge.

Contact Renee Baran at rjb319@lehigh.edu with any questions during the process.