

VESALIUS TRUST-A-THON

SEP 18 - OCT 1, 2022

A team challenge and fundraiser hosted by the Vesalius Trust

To encourage individuals to connect and create together while raising funds to support student research in the field of medical and scientific communication

WHAT IS A TRUST-A-THON?

A Trust-a-thon is similar to a hackathon where people come together and create a theme-specific product or piece in a short period of time.

IMPORTANT DATES

- Sep 17** Deadline to register teams
Secret theme announcement
- Sep 18** Trust-a-thon begins
Fundraising pages go live
- Sep 25** Team posts on VT social media
- Sep 28** Voting begins
- Sep 30** Deadline to submit final pieces
- Oct 1** Team showcase online
Voting ends at midnight
- Oct 2** Winners announcement

THE CHALLENGE

Teams have about two weeks to create a scientific or medical communication piece based on a secret theme. The finished piece can take the form of:

- 2D or 3D illustration
- Comic
- 3D model
- Short 2D or 3D animation
- Interactive prototype (web, AR/VR/XR)
- Donor appreciation gifts (e.g. digital poster or wallpaper, stickers, limited-edition prints, etc.)

The final piece must include medical or scientific content, and be appropriate for general audiences - let's keep it kid-friendly!

Final pieces must be submitted by Friday, Sep 30 11:59 PM PST (midnight).



The **VESALIUS TRUST**
for Visual Communication in the Health Sciences

vesaliustrust.org/upcoming-events/trustathon-2022

PRIZES

Thanks to the generous support of the AMI, this year's prizes are:

Winning Team

A bumper video at AMI 2023 featuring the team's final piece

People's Choice

A salon entry at AMI 2023 featuring the team's final piece

Final pieces must be scientific or medical-themed to be eligible for the prizes.

TEAM SCORING

Teams can collect points from **Sep 18 to Oct 1**.

The team with the most points will be the Winner of the Trust-a-thon Team Challenge, while the team with the most votes will be awarded the People's Choice.

1\$ RAISED = 1 POINT

Raise funds to support student research

Each team will be provided a GoFundMe page to share

1 VOTE = 5 POINTS

Collect votes from Sep 28-Oct 1

Each team will be provided a voting link to share

1 LIKE = 10 POINTS

Collect likes from Sep 25-Oct 1

There will be a designated post per team on VT social media channels

TEAMS

Trust-a-thon teams can consist of:

- **3 or more members** (no maximum limit!)
- To reflect the multidisciplinary nature of our profession, the team can consist of members outside the medical illustration profession
- We welcome graduate and undergraduate students, professionals, as well as members from the AMI, AEIMS, MAA, IMI and GNSI

Other information you need to know:

- You need a team name
- You need a team captain, who:
 - is the point of contact for VT organizers
 - will need to join the Trust-a-thon Discord channel (although other members can join too)
- You need a team photo
 - can be a photo or drawing
- We'll provide you:
 - a link to your fundraising page
 - a voting link (Sep 28)
 - a link to your Google Drive folder
 - a link to join the Discord channel
 - a team kit with pro tips

***NEW* THIS YEAR**

Teams can chat with other teams on our Trust-a-thon Discord channel!

FUNDRAISING

■ Fundraising page

Each team will be assigned a GoFundMe page to share. Don't worry, you won't have to maintain it - we'll do that for you. But if you have copy you'd like to include, for example if you have a reward tier system for donors, let the organizer know and we can update the page for you.

■ Social media outreach

Your fundraising can be done through social media by posting WIP or team photos. We can repost to help spread the word, just be sure to tag us (@vesaliustrust).

FINAL SUBMISSION

The deadline for the final submission is **Friday, September 30 @ 11:59 PM (PST)**.

The Trust-a-thon organizer will be in contact with each team with regard to submission methods.

For ALL submission formats, please provide:

■ 1-3 web-ready JPGs or PNGs (72 dpi, RGB, minimum 1920 pixels wide)

- These images will be used for sharing on the VT website and social media accounts
- For animated and interactive pieces, you can choose a film still/screenshot

- **A short description** (~100 words) about the finished piece. This can include the intended target audience, resources/references used, etc.

If your finished piece is one of the formats below, please follow the submission details:

■ For 3D models, you can either:

- Provide a link to a video of the 3D model uploaded to your website, or a video-sharing platform such as Vimeo, YouTube, etc.
- Or provide a link to the 3D model if it can be viewed through a browser

■ For animations:

- Provide a link to the video uploaded to your website, or a video-sharing platform such as Vimeo, YouTube, etc.

■ For interactive prototypes, you can either:

- Provide a link to the interactive if uploaded on your website
- Provide a link to the app if available for download
- Or provide a link to a trailer/user video of the interactive that's been uploaded to your website, or a video-sharing platform such as Vimeo, YouTube, etc.

All final work will be available for public viewing on the VT website on Saturday, Oct 1.

REMEMBER!

The Trust-a-thon doesn't have to be intense. Take frequent breaks and stay hydrated. But more importantly... HAVE FUN!

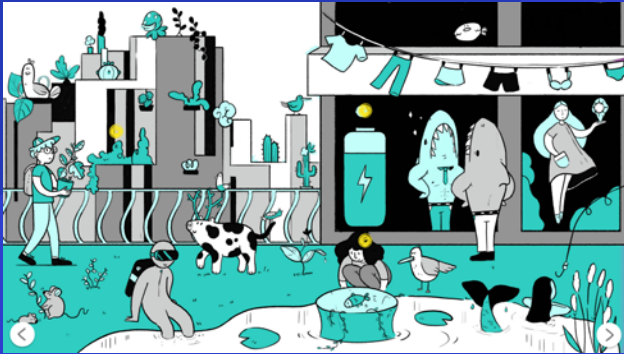


The VESALIUS TRUST
for Visual Communication in the Health Sciences

vesaliustrust.org/upcoming-events/trustathon-2022

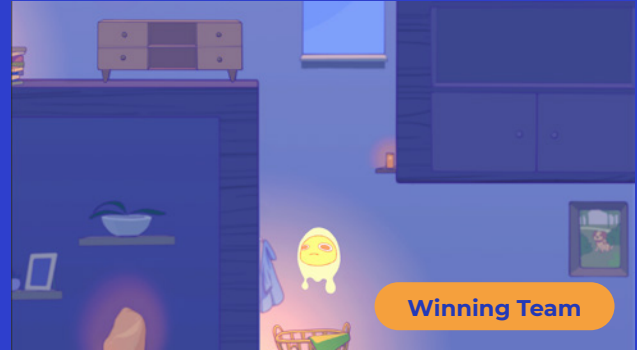
TRUST-A-THON GALLERY

Check out the final pieces from the 2021 Teams.



Team finalfinaldraftv3.ai

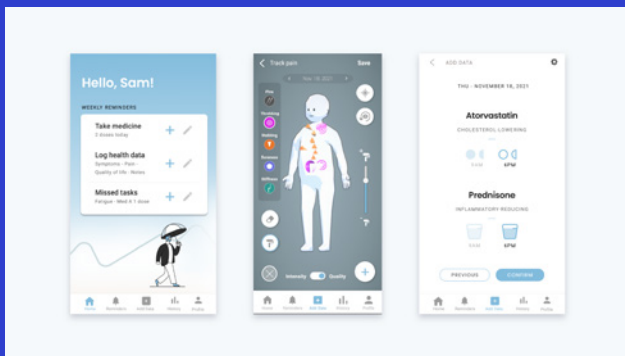
Michie Wu, Shehryar Saharan, Mimi Guo, Aimy Wang, Cassie Ren, Amy Assabgui



Winning Team

Team Studio Bivly

Natalie Krug, Sydney Agger, Sam Bond, April Damon, Yu-Sin Huang, Anne Hughes, Hailey Jorgensen, SoYoung Kwon, Delaney Maxwell, Hannah Montague, Lauren Muskara, Ryan Nini, Allison Pardieck, Delilah Przybyla, Sara Rutkowski, Maryam Shabbir



Team Y.E.W

Eric Chung, Willow Yang, Yu Xiang Ren



Team KICK AXS

Jason Sharpe, Joyce Hui, Chelsea Canlas, David Tran, Matthew Ostil, Nati Chen, Lucas Lin, Ruth Chang



Team We Belung 2Gether

Amy Jiao, Anais Lupu, Livia Nguyen, Chris Ly, Viola Yu, Linda Ding, Joshua Koentjoro, Xinyi Li, Emily Tjan

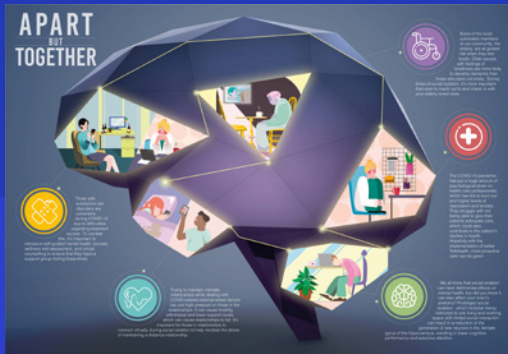


The **VESALIUS TRUST**
for Visual Communication in the Health Sciences

vesaliustrust.org/upcoming-events/trustathon-2022

TRUST-A-THON GALLERY

Check out the final pieces from the 2020 Teams.



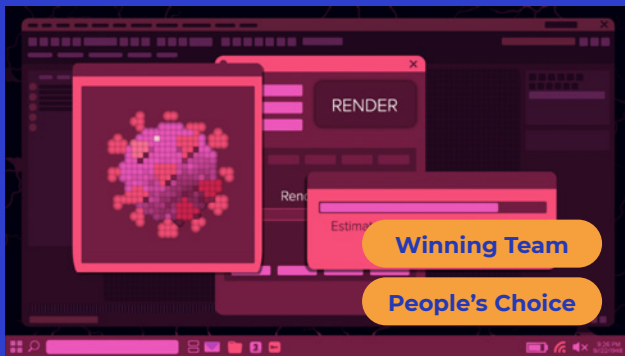
Team SASS

Ariadna Pomada Villalbí, Cassie H-W, Chloe Ma, Colleen Paris, Cassandra Tyson, Florence Thibault



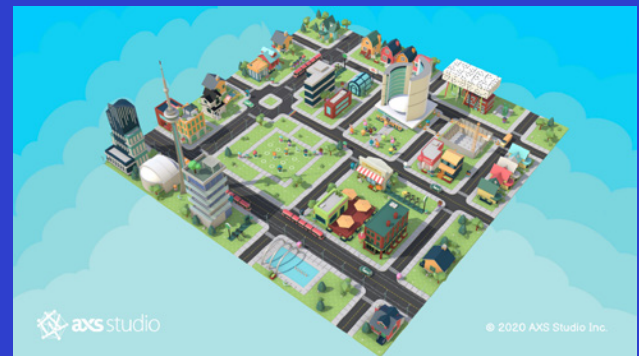
Team finalfinaldraftv2.ai

Naomi Robson, Michie Wu, Amy Assabgui, Mimi Guo, Abeeshan Selvabaskaran, Shehryar Saharan



Team Blood Type BVIS

Emi Frohn, Allysa Benedict, Ben Colvin, Katie Harvey, Sam Palahnuk, Jení Zernick



Team I Thought You'd Never AXS

Ruth Chang, Jason Sharpe, Susan Le, Matthew Ostil, David Tran, Joyce Hui, Chelsea Canlas, Eddy Xuan, Lucas Lin, Susan Park, Man-San Ma



Team Quintecercaptors

Victoria Achkasova, Nadiya Lobanova, Ivan Ilko, Pavlo Panchenko, Roxanne Ziman



Team Zoomsday Machine

Joan Tycko, Pat Thomas, Donny Bliss, Chris Gralapp, Taina Litwak, Catherine Twomey, Pam Betts, Ikumi Kayama, Lisa Clark Thompson, Lee Ann Howdershell, Julia Lunavictoria, Delilah Cohn, Virginia Ferrante-Iqbal, Pam Little, Carol Marburger, Karen Bedell, Shirley Reid, Sarah Faris, Julie Gifford