



Structure of the competition

Categories

Cartooning

The word cartoon has various meanings, based on several very different forms of visual art and illustration. The term has evolved over time. The original meaning was in fine art, and there cartoon meant preparatory drawing for a piece of art such as a painting or tapestry. Any tool/s or software/s can be used to create the Cartoon.

Ad Film(TVC)

An Ad / TV Commercial can be created in any medium (Live action, Stopmotion etc.) It should be made in such a way that it leaves an impact on the viewers mind. The duration of the Ad excluding the credits should not be more than 30 seconds.

Any tool/s or software/s can be used to create the AD film.

Short film

Create a Short film based on any Short Story

Genre : Comedy / Humour

Any tool/s or software/s can be used to create the Short film. The film can be off 2D / 3D / Mix Media / Stop Motion.

5 min maximum (excluding Credentials which should be at the end of the movie)

Web Design - UI/Ux design

The term web design is normally used to describe the design process relating to the front-end (client side) design of a website including writing mark up. Web designers are expected to have an awareness of usability and if their role involves creating mark up then they are also expected to be up to date with web accessibility guidelines.

Marketing and communication design

Marketing and communication design on a website may identify what works for its target market. This can be an age group or particular strand of culture; thus the designer may understand the trends of its audience

User experience design(UI) and interactive design (ID)

Users understanding the content of a website often depend on users understanding how the website works. This is part of the user experience design. User experience is related to layout, clear instructions and labeling on a website. How well a user understands how they can interact on a site may also depend on the interactive design of the site.

Page layout

Part of the user interface design is affected by the quality of the page layout. For example, a designer may consider if the sites page layout should remain consistent on different pages when designing the layout. Page pixel width may also be considered vital for aligning objects in the layout design

Typography

Web designers may choose to limit the variety of website typefaces to only a few which are of a similar style, instead of using a wide range of typefaces or type styles. Most browsers recognize a specific number of safe fonts, which designers mainly use in order to avoid complications. Most layouts on a site incorporate negative space to break the text up into paragraphs and also avoid center aligned text

Motion graphics

The page layout and user interface may also be affected by the use of motion graphics. The choice of whether or not to use motion graphics may depend on the target market for the website. Motion graphics may be expected or at least better received with an entertainment oriented website.

Occupations

There are two primary jobs involved in creating a website: the web designer and web developer, who often work closely together on a website. The web designers are responsible for the visual aspect, which includes the layout, coloring and typography of a web page. Web designers will also have a working knowledge of using a variety of languages such as HTML, CSS, JavaScript, PHP and Flash to create a site, although the extent of their knowledge will differ from one web designer to another. User experience (UX) designer incorporates aspects of user focused design considerations which include information architecture, user centered design, user testing, interaction design, and occasionally visual design.

VFX Scene

A short VFX sequence (video) which showcases the use of live action footage and CG elements blended together. The video should showcase the following: (i) Final scene (Duration: 30 secs) (ii) Breakdown of the scene: Live shoot / stock footage, Green screen shoot, masking, backgrounds / Matt painting, keying, tracking, compositing, match moving, effects, color grading / correction or any other VFX technique used in the scene.

(Duration: 50 secs)

Photography

Theme – Street/Urban

Minimum – 2 Pictures

Graphic Design

Posters or Digital Illustrations

Theme - Animals