# PIXEL FORGE

## Craft Pixels, Shape Dreams

**13TH SEPT 2025**
**1PM – 3PM**

**@NMIMS CHD**

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ANVIKSHA 2.0
CODE-CREATE-CONQUER

SVKM's NMIMS
Deemed to be UNIVERSITY

SCHOOL OF
TECHNOLOGY MANAGEMENT &
ENGINEERING

# EVENT DETAILS

Pixel Forge is a creative design battleground where participants revive failed products or ideas through compelling logo and poster designs.

**Eligibility:** Open for all college students
**Mode of Conduct:** Offline
**Team Size (Min–Max):** 1–2 Members
**Registration Fees:** ₹100 Per Person
**Event Schedule:**
**Date:** 13/09/2025
**Timing:** 1:00 PM TO 3:00 PM
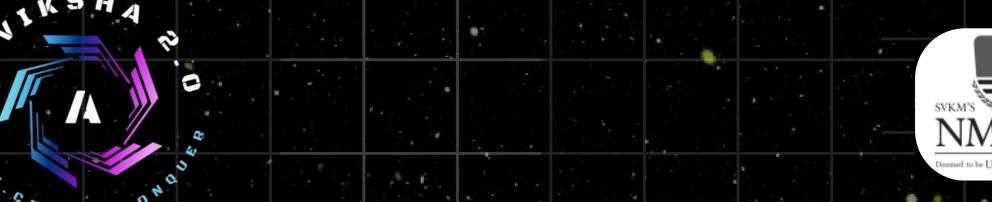**Venue:** F-block Lab (2nd Floor)
**Rounds**
- Round 1:
Step into the arena where ideas rise from the ashes! Your mission: take a failed business or forgotten idea and breathe new life into it. Reimagine, redesign, and rebrand it into something irresistible. With the clock ticking, every second counts — can you forge a comeback story worth remembering?

**Rules & Regulations**
1. Use permitted design software: Photoshop, Illustrator, Canva, etc.
2. Files must be submitted as PNG or JPEG named after the team
3. Theme is confidential until the event starts
4. Limited internet use for research

5. No AI-generated designs or pre-made templates allowed
6. Late submissions will not be accepted
7. Judges' decision is final

**Judging Criteria**
**Authenticity**: Originality and uniqueness of the idea and design
**Clarity of Message**: How clearly the design conveys the renewed brand or poster vision
**Personal Touch:** Emotional connection, creativity, and storytelling elements
**Visual Aesthetics:** Composition, colour balance, and graphic appeal
**Overall Impact:** Memorability and ability to impress a real-world audience

**Prizes:** Trophy and Certificates for top 3 Winners

**Event Head (Contact)**
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