

**Task 1: AI-Enhanced Design & Image Editing**

**Objective: Test the candidate’s ability to enhance and manipulate images using AI tools and Photoshop/Illustrator.**

🔹**Instructions:**

* Use **AI tools** (Adobe Firefly, Midjourney, Runway, or any AI design tool) to create a unique concept image (exterior of real estate building.)
* Enhance the image in **Photoshop** (adjust lighting, color grading, retouching).
* Convert a part of the image into a **vector illustration** using **Illustrator**.

🔹**Submission:**

* Original AI-generated image.
* Edited version (before & after comparison).
* Vector file in **AI format**.

### Task 2: ****Assessment: Social Media Creative Design****

#### **Objective:**

Evaluate the candidate’s ability to create engaging social media content using **Canva, Photoshop, or Illustrator** while maintaining **brand consistency** and effective marketing communication.

### ****🔹 Instructions:****

You are tasked with designing a **1080x1080px** social media post to promote a **3BHK flat under a G9 building in Ashulia Model Town** under **TPHL's land-share model**.

Your design should include:

**Catchy Text** – A compelling message that grabs attention and highlights the real estate offer.  
**Branding Elements** – Consistent use of TPHL’s **logo, color scheme, and fonts** to maintain visual identity.  
**Call-to-Action (CTA)** – A clear and persuasive CTA encouraging engagement (e.g., "Book Your Share Today!" or "Limited Slots Available!").

🔹**Submission:**

* Final design in JPG format.
* Original design file (**Canva, PSD, or AI**).

**Task 3: Video Editing & Motion Graphics**

**Objective: Test skills in Adobe Premiere Pro, DaVinci Resolve, and After Effects.**

**Part 1: Short Video Editing**

🔹**Instructions:**

* Edit a **30-second** promotional video using this video. Link: https://www.youtube.com/watch?v=1UgYMgG5Luw&t=1600s
* Include:
  + **Smooth transitions**
  + **Caption as voice**
  + **Basic color grading**
  + **Background music & sound effects**

🔹**Submission:**

* Exported **MP4 file** (H.264, 1080p).
* Project file (**PRPROJ or DRP**).

**Part 2: Motion Graphics Intro**

🔹**Instructions:**

* Create a **5-10 second animated intro of logo opening** using **After Effects**.
* Use text animation, shape motion, and simple effects.

🔹**Submission:**

* Exported **MP4 file**.
* **AEP project file**.

**Task 4: Problem-Solving & Workflow Optimization**

**Objective: Test the candidate’s ability to handle real-world challenges and optimize workflows.**

🔹**Instructions:**

* Answer the following questions in a **short written format (150-200 words each).**

1. **Time Management in Urgent Projects:** If a client needs a last-minute video with a 24-hour deadline, how would you plan and execute it efficiently?

🔹**Submission:**

* Document in **PDF or Word format**.

Submit the assessment within 24 hours of task given.   
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