



ABHYUDAYA

Chasing the Singularity of Excellence

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StarStroke

Description :

StarStroke is a digital poster-making competition that challenges participants to transform ideas into visually striking designs using Canva. The event encourages creative storytelling through layout, typography, color, and graphics, pushing designers to craft impactful posters that communicate a message clearly and creatively. StarStroke celebrates originality, visual balance, and digital design skills, turning imagination into eye-catching artwork.

How does the competition work :

- **Problem Brief:** Participants will receive a PDF at the beginning of the event, outlining the specific problem or situation they need to address.
- **Poster Creation:** Based on the provided brief, participants will design a poster that presents a solution to the problem.
- **Evaluation Criteria:** The submitted posters will be judged based on creativity, clarity, and relevance to the given problem.

Guidance for StarStroke :

- **Participation:** Only individual participation is allowed.



- **Theme Announcement:** The theme of the competition will be provided on the spot at the beginning of the event.
- **Time Limit:** The competition will last for one hour.
- **Design Application:** Only Canva is allowed for creating the poster.
- **Equipment:** Participants must bring their own devices (laptop, tablet, etc.) for designing.
- **Reference Material:** Reference images will be provided through Google Drive.
- **AI Tools:** The use of AI tools for creating the poster is strictly prohibited.

Judging Criteria :

- **Creativity:** The originality and uniqueness of the poster design, including innovative concepts and approaches.
- **Visual Appeal:** The overall aesthetics of the poster, including the color scheme, layout, and design balance.
- **Problem-Solving:** How effectively the poster addresses and provides a solution to the problem outlined in the brief.

Submission :

- **Canva Link:** Participants must provide a shareable link to their poster on Canva.

- **Final File:** A downloaded version of the poster in PNG or PDF format must be submitted through the provided submission link or the designated email address.

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No fear. No limits. Just technological domination. Good luck!!