



Guidelines: Create

This section of the Turing Fraternity's Selections is based on Creation. All students will be provided with a hypothetical business case and will have a choice of three tasks, out of which they must select one. They will also have a choice for an optional task (see below). All tasks are based on creating something for the business. This section focuses on creativity rather than logic, and will test your imagination, ideas, originality, and skills. Students will be provided with information and details about the business and relevant photos. They are expected to use these resources wherever possible.

Case: MAVAIR

Two engineering graduates work on a joint project of creating an aerial drone with advanced flight stability, high definition video recording, and several other features. They go ahead to co-found a private American technology company called 'MAVAIR'. The company aims to manufacture and sell commercial drones. The founders of the company have perfected the design and production of their first commercial drone and are willing to sell it to customers worldwide. They have named the drone 'Phantom'.



The Phantom boasts sweeping curves, elegant lines and a polished shell that redefines the classic drone look. It has a matt finish and extricate detailing to add a high-quality level of finish. Custom motors and propellers combine to give greater thrust and control than other drones.

MAVAIR's photography team has clicked several photos of the drone, and MAVAIR hopes to use them in their website or elsewhere.

MAVAIR has purchased a domain name for its website: <https://www.mavair.com>.

They are planning to sell the drone at \$499.

Their 'Phantom' drone is unique for its smart navigation system, use of Google Maps data, storing clicked photos on the cloud, and MAVAIR' iOS and Android Applications that provide live video feed from the drone's camera.

The camera provides 4K video feed and is equipped with active stabilization to cancel out unwanted blurriness in images during flight.

Web Development

MAVAIR is looking for potential web developers to help create their home page. You are auditioning for the company's selections.

For this task, you will be expected to create a simple and static landing page for MAVAIR Phantom drone's website. This landing page needs to be visually appealing and contain general information about the product. You are encouraged to use the information given above. You can also go ahead and incorporate fictional information about the product, as long as it is within reason.

To help you out, MAVAIR has provided the photographs of the drone clicked by its team. Here are the softwares we provide:

- Sublime Text 2 (text editor)
- Dreamweaver

Although we are providing Dreamweaver, we **strongly** encourage you to use Sublime Text for developing the webpage.

We will be providing access to Internet for this task. You can refer to online resources to find why your code might not be working. You can also go ahead and learn about some tags and attributes in the midst of the task to add it to your code. We recommend using the Mozilla Developer Network (MDN). Please refer to the plagiarism section for further details.

You are allowed to use libraries to help improve your webpage by adding icons, custom fonts, and other components. Some of the libraries you can use are:

- Bootstrap
- Google Fonts
- FontAwesome (+ icons)

If you're using Sublime Text, you can start the webpage by making HTML and CSS files, or adding the CSS in the HTML itself. Members of the Fraternity will be there to help you out in case you need help with your code or add something new.

You will be provided 10 minutes for planning the layout of your webpage. Remember that the focus of this event is on creativity. Use your planning time wisely to make a beautiful webpage

Web Development is a significant aspect of the Turing Fraternity, and one that requires patience and practice. Choosing this event will reflect positively on you and help increase your chances of getting into the club.

Here are some websites we recommend to start learning the basics of HTML and CSS for preparing for this round:

- <http://learn.shayhowe.com/html-css/>
- <https://www.codecademy.com/en/tracks/htmlcss>
- <https://www.khanacademy.org/computing/computer-programming/html-css>

Save all the files, along with the stock images you downloaded and the drone images you used, in a folder with your name.

You will have 75 minutes for this task, plus a planning time of 10 minutes, to make a **total of 85 minutes**

Venue: New Building IT Lab #2

Logo Designing

An effective logo should act as an eye-catching symbol or graphic that promotes the business and helps in instant public recognition. Logos can either be text-based or graphic/image-based.

MAVAIR currently does not have a logo for the company. It would like you, as a potential graphic designer, to help design a logo for the company.

You can use the following softwares:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Corel Draw
- Any other softwares on special pre-requests on the Recruitment Form.

We would advise you not to use Photoshop since it is not an ideal software for logo designing.

You will be provided access to the Internet to learn how to use some particular feature of your software. Resources such as Adobe Support can be helpful in such cases. We will be there to help you throughout the task. However, this help will be limited, and we prefer for you to resolve issues using the Internet.

We will also be providing you with the following:

- Spare time of 15 minutes to plan out your logo design
- Rough paper and pencil upon request to draw your logo's sketch before starting
- Some sample logos of drone sellers to help jog your brain and provide initial ideas

Save your logo with the same extension as that of the software you used. For eg, if you used Illustrator, save your logo as *logo.ai*. We need this file to see the different layers you used to create your logo. Also save a copy of the logo as a *jpg* or *png*. Save both these files in a folder with your name.

You will have 60 minutes for this task, plus a planning time of 15 minutes, to make a **total of 75 minutes**

Venue: New Building IT Lab #2

Poster Designing

MAVAIR is going to spend a lot on marketing its product. It will need to use posters to promote the drone or highlight its special features.

You are required to make a poster for the drone's advertising campaign. The poster can be of any suitable size, in either portrait or landscape mode.

The poster can include:

- The company's name
- A photo of the drone either as background or as a part of the poster
- Bold headings/ subheadings
- Suitable details taken from the case above, such as price or website domain name
- Own fictional information such as a tagline

You will be provided access to the Internet. Use it for any reference, such as for ideas for good color schemes. Frame up the information that you will be using beforehand mentally. You should use suitable colors for the text, subheadings, etc. Make sure the poster looks appealing and clean. Remember: less is more.

You can use the following softwares:

- Adobe Photoshop
- Adobe Illustrator
- Corel Draw
- Any other softwares on special pre-requests on the Recruitment Form.

We would advise you to use Photoshop for making the poster

We will also be providing you with the following:

- Spare time of 15 minutes to plan out your poster
- Rough paper and pencil upon request to draw your poster's layout before starting
- Individual photos of the drone by the Photography team
- Sample posters for the drone highlighting its features to give a sense of the simplicity and dexterity required from the poster

Save your poster with the same extension as that of the software you used. For eg, if you used Illustrator, save your poster as *poster.ai*. We need this file to see the different layers you used to create your poster. Also save a copy of the poster as a *jpg* or *png*. Save both these files in a folder with your name.

You will have 60 minutes for this task, plus a planning time of 15 minutes, to make a **total of 75 minutes**

Venue: New Building IT Lab #2

Plagiarism and Internet Usage

You may use the internet for stock images and photos of drones. Using Templates and copying designs of logos or posters defeats the purpose and is prohibited. In case you use any prewritten code that is essential to your webpage, cite the source of the material. Create a Text file (using NotePad) wherein you mention the source and why you reused it. If you have chosen logo/ poster designing, **mention the source of any stock image you use** in the text file. Make sure you include the URL of the image you use. Save the file in the folder with your name.

Video Making (optional)

*****This is **not** an on-site task. Students will have to create and edit the video at home and share the video with the Fraternity before the deadline.***

This task requires you to create a promotional or informative video about the drone. You can use videos adapted from the internet. The videos can be about any drone flying in air, people looking up at a drone in the distance, the internal architecture of a drone, etc. You can also use images or GIFs. You are also encouraged to involve text elements containing the name of the drone, the company name, short descriptor words and phrases for the drone, taglines or marketing phrases, etc.

You can use any video editor according to your personal convenience. Some of the editors we recommend are:

- iMovie (Mac)
- Windows Movie Maker (Windows)
- HitFilm Express
- Final Cut Pro* (Mac)
- Adobe After Effects*
- Viva Video (Android devices)
- Any other downloadable or open source video editor

**You can install these softwares and use them until their trial period expires.*

The preferred length of the video would be between 1-2 minutes but you can also make a shorter or longer video.

After you have finished editing, you can submit your video through several methods:

- Upload your video on Google Drive or Dropbox, click on the Share button, and send the Google Drive link to mail@turingf.org or message at www.facebook.com/turingf
- Use online file sharing systems such as send-nywhere
- Copy video to a pendrive and contact Parita Ma'am or Ajita Ma'am at the ICT Lab in the new Academic building, and transfer the video to their computers in the Lab.

The Video Making event is one that is likely to attract few candidates. If your skills at video editing are decent, you will be taken in special consideration for choosing this task.

Note: for this task, apart from the criteria listed below, you will also be judged on use of smooth transitions effects, sounds, and marketing appeal.

Criteria for Judging

You will be judged on the following criteria:

- **Originality:** The less you use internet resources and the more you rely on your own knowledge, the better.
- **Creativity:** Don't be afraid of letting your imagination flow. There are absolutely no restrictions as to the content and layout of the tasks.
- **Aesthetic Appeal:** Mismatching color schemes, poor layouts and arrangement, etc. are not aesthetically appealing. Make sure you design something that is good to look at visually, or at least try to.
- **Utilization of Resources:** How good you are at what you used to make it. This is determined by the complexity of the method(s) you used.
- **Application:** The tasks must be relevant to the situation of MAVAIR. Make sure your task is relevant for a drone-manufacturing company, and makes use of the provided information about the product.