GAME OF CODES

WEB DEVELOPMENT – LEVEL 2 | 2:15 minutes

Booli, A multinational company with a turnover of more than $33 Billion has recently created a name for itself in the world of gadgets and gizmos. It was started in a small incubator by Mr. Bavin Gelson, a genius entrepreneur, and soon achieved new milestones to finally reach its big goal. Today, they're constantly growing with a number of customers who are trying to get hands on with their products. Bavin, the CEO of the company thought that their company is lacking in terms of branding & advertisement. Even though their products are stellar & flawless, Bavin thinks that the branding package still needs work. The company is currently making advancements in the field of Augmented Reality and new compression technologies. The current product they've built is Telehead which allows you to communicate with humans with your hologram in front of the person you're talking to. The new compression technology created by Booli, Nucleus, allows you to compress any file by a massive amount (Say, A 132 GB to 20 GB file) that too without losing any quality! Bavin being concerned about the branding, starts to go through all the major branding agencies.

And that's where you come in.

You, as a part of 'Mazo', a major branding & advertisement agency, have decided to create a tentative branding package for Booli, so that Bavin directly gives you the contract without a hiccup.

The Task

1. This is just an audition. Bavin just wants to see if you are able enough to present an idea in a creative way so that he can trust you with the advertising of his product.

2. You need a website to sell your idea. Booli is very particular about saving the Environment and making the world a better place and hence chooses websites over printed material.

3. You don't have to start from absolute scratch. Bavin dropped a lot of subtle hints during his meeting with his Board of Directors. You need to build a website, which allows you to express yourself better as a web designer.

What am I being judged on?

- Originality:The more imaginative the better!
- Creativity:Don't be afraid of letting your imagination flow. There are absolutely no restrictions as to the content and arrangement of information.
- Aesthetic Appeal:No one likes pink cursive text against a black background. Please design something that is good to look at.
- Utilization of Resources:How good you are at what you used to make it

How much can I take from the internet?

You may use the internet for stock images and stock videos. Using Templates and copying designs defeats the purpose and is prohibited. However you may cite the source of the design in the bibliography if you have to absolutely use it. Remember, Bavin is extremely intolerant of Plagiarism of any form.

How do I begin?

- What is the first thing that comes to my mind when I think of this?
- What would I want from such a product if I owned it?
- What would be the unique features of this product?
- What all could I do with it?

Based on the answers you get to these questions, write a small description of what you think the Telehead is all about. Most importantly, don't let these questions limit your submission.