**DigispreAD**

(DIGITAL AD MAKING)

**ABOUT:** This is an event for all those who have the ability to transpose the viewers to a different dimension. If you have the power of presentation, then welcome to DigispreAD, which challenges your imagination to think smart and think new and impress the judges with your unique and innovative ideas to sell a product/a brand. As Don Draper, famously said “Advertising is based on one thing – Happiness”

**DETAILS:**

**VENUE: LIVE**

**TIME LIMIT: NA**

**NO. OF PARTICIPANTS: 1-5 PER COLLEGE**

**STRUCTURE:**

**Final round:** Participants are requested to make an advertisement (video) and submit the same in .mpeg or .avi format only in a CD (along with the details of the participants and their roles) by 2pm on the day of the event at the registration desk.

**THEME**- To be informed to contingent leader

**RULES:**

* In case there is use of dialogues or narration, they should be in Hindi or English or bilingual only. No other languages will be allowed.
* Please note that the organizers shall not be responsible for any postal delays, damages or losses. So, it is advised that the entries should be sent sufficiently before the deadline.
* Usage of low resolution cameras such as webcams and mobile phone cameras is discouraged.
* The decision of the judges shall be final and binding.
* Time limit should be strictly adhered to.
* The same ad will be uploaded on our official YouTube channel.
* Only one team per college is allowed
* Obscenity of any kind is not allowed and will lead to immediate disqualification.

**Judging criteria:**

* Creativity
* Portrayal of brand image
* Message conveyed to the society and overall impact
* Number of YouTube likes and views.

**GLIMPSES OF PERCEPTION**

(PHOTOGRAPHY)

**ABOUT:** Do you think you have the imagination to make ordinary things look different like no one else can do? Can you provide a unique perspective to even the most uninspiring subjects? Come and show it to the world at the perfect platform to showcase your creativity giving you an identity of your own.

**DETAILS:**

**VENUE:** **XAVOTSAV 2018**

**TIME LIMIT: NA**

**NO. OF PARTICIPANTS: 1 PER COLLEGE**

**STRUCTURE:**

**Final round:** Participants are requested to take pictures only during the first and second day of Xavotsav 2018 and submit the best 5 pictures (along with the details of the participant) of each day in the official EVENTS MAIL ID at the end of each day. (21st JANUSARY, 2018 and 22nd JANUARY, 2018) .The same will be uploaded on our Official Facebook page. (facebook.com/xavotsav)

**Theme: To be informed to contingent leader**

**RULES:**

* Camera resolution should be at least 5 Mega Pixels.
* In photo editing only cropping and adjustment of hue/saturation; brightness/contrast levels are allowed. Photo morphing, manipulation or local editing is not allowed.
* Participants have to submit both the original and edited entries for judging.
* The credentials of the participants such as name or college should not be included in the picture or the frame. Such entries will not be considered valid for the contest.
* The decision of the judges shall be final and binding.
* Only one team per college is allowed
* Obscenity of any kind is not allowed and will lead to immediate disqualification.

**Judging criteria:**

* Composition and arrangement
* Focus and sharpness
* Lighting
* Creativity
* Facebook shares
* Facebook Popularity
* Relevance to the theme

**VIDEOGENE**

(VIDEOGRAPHY)

**ABOUT:** This competition is a short film-making competition, the ultimate platform that each artist deserves. Amaze your viewers with your perspective, aesthetic sense, emotion or simple ingenuity of idea. So, ignite the director, cinematographer, the sound specialist, the editor or simply an art connoisseur inside you waiting to leap out.

**DETAILS:**

**VENUE:** **XAVOTSAV 2018**

**TIME LIMIT: 4 MINUTES AND 30 SECONDS**

**NO. OF PARTICIPANTS: 2 PER COLLEGE**

**STRUCTURE:**

Final round:

The short film must be submitted to the PR DESK in a CD in .mp4 or .avi format only, by 12:30 P.M. on 23rd January, 2018. The participant details (name and college) must be submitted along with the short film. The participants are requested to submit a write up along with their short film. The same will be uploaded on our Official YouTube channel.

**Theme: To be informed to the contingent leader**

**RULES:**

* The short film must be in Hindi or English or both. If the short film is in Hindi it must be accompanied with English subtitles. No other languages will be allowed.
* Please note that the organizers shall not be responsible for any postal delays, damages or losses. So, it is advised that the entries should be sent sufficiently before the deadline.
* You may use any video camera you deem suitable to shoot the montage. However, usage of low resolution cameras such as webcams and mobile phone cameras is discouraged.
* Entries must be the original work of the entrant and must not infringe third party rights.
* Please avoid photo slideshows, spoofs, advertisements, or remixes.
* Obscenity of any kind is not allowed. The participant will be subject to immediate disqualification in such a case.
* Plagiarism is strictly prohibited. Sound track used may be borrowed but with due credit.
* No entries will be accepted after the above-mentioned deadline and any request to extend the deadline shall not be entertained.
* The decision of the judges shall be final and binding.
* Time limit should be strictly adhered to.
* Only one team per college is allowed

**Judging criteria:**

* Editing
* Cinematography
* Script
* Acting
* Sound design
* Presentation
* Implementation and interpretation of the theme
* Number of YouTube likes and views.

**CYBER CANVAS**

(DIGITAL POSTER MAKING)

**ABOUT:** With technology invading every facet of our lives, it's time that talent in bringing out art using technology is recognized and rewarded. No studios, paint stained aprons and palettes, just your computer and your wild imagination. Make those cursor strokes speak the language of color and emotion!

**DETAILS:**

**TIME LIMIT: NA**

**NO. OF PARTICIPANTS: 1 PARTICIPANT PER TEAM**

**STRUCTURE:**

Final round: Participants have to design a poster on the given theme and submit it to the registration desk on 22nd January 2018 by 12:30pm in a CD.

**Theme: To be informed to contingent leader**

**RULES:**

* This is a digital design competition wherein participants have to design a poster on software on the given theme.
* Participants need to send their work in the format that they have used along with the .jpeg file of the same, with at least three stages of work.
* Only one entry is allowed per participant.
* Participants should be ready with their main work-file to submit when asked.
* No vector/stock images to be used.
* All the entries by a single participant must be sent in one folder. DO NOT send files individually.
* In case of individual entries from the same person, only the first entry will be considered.
* Any sign of plagiarism may lead to disqualification
* The decisions of the judges would be final and binding.
* Only one team per college is allowed
* Obscenity of any kind is not allowed and will lead to immediate disqualification.

**Judging Criteria:**

* Creativity
* Quality
* Originality
* Composition and Layout
* Relevance to the theme
* Visual Impact

**BRAND IT**

(LOGO MAKING)

**ABOUT:** What is a logo?!...It is that very small a symbol which represents various things, right from big, glamorous brands to TV channels to Inter College fests. This competition demands a bright mind with fantastically unique ideas to deliver the most exquisite logos. Come one come all to see what comes out of these brilliant minds!

**DETAILS:**

**TIME LIMIT: NA**

**NO. OF PARTICIPANTS: 1 PER COLLEGE**

**STRUCTURE:**

Final round: Participants have to design a logo based on a given theme and will to submit it in a CD in the PR Desk, on 22nd January 2018, by 12:30pm (With Name and college name mentioned).

**Theme: To be informed to the contingent leader**

**RULES:**

* Software that can be used is: Adobe Photoshop, Adobe Illustrator, Corel Draw, and GIMP. However, if any participant wishes to use any other software, he/she must inform the event coordinators latest by 20th January, 2018 and obtain their approval. No software, other than those mentioned above, can be used without the approval of the Event Coordinators.
* Depiction of vulgarity, political innuendos is strictly prohibited.
* Any participant violating the above rules will be disqualified.
* Participants may use custom/ pre-downloaded brushes/ fonts/ shapes/ strokes for creating their design.
* The decisions of the judges would be final and binding.
* Only one team per college is allowed.
* Obscenity of any kind is not allowed and will lead to immediate disqualification.

**Judging criteria:**

* Creativity and Innovation
* Conceptualisation
* Aesthetic Aspects and Artistic Skills

**MAKE IT MOVE**

(GIF MAKING)

**ABOUT:** Come and boast your skills of literally bringing images to life. Show us your graphic talent and give life to those forms of digital media, where life is fathomless. Make them dance, make them breathe.

**DETAILS:**

**TIME LIMIT: NA**

**NO. OF PARTICIPANTS: 1 PER COLLEGE**

**Theme: To be informed to Contingent Leader**

**STRUCTURE:**

**Final round:** Participants are requested to make a **gif** and submit the **.gif** format only (along with the details of the participants) in the PR DESK on 21st January by 12:30pm in a CD.

**RULES:**

* Please note that the organizers shall not be responsible for any postal delays, damages or losses. So, it is advised that the entries should be sent sufficiently before the deadline.
* The decision of the judges shall be final and binding.
* Only one team per college is allowed
* Obscenity of any kind is not allowed and will lead to immediate disqualification.
* FILE SHOULD BE ABSOLUTELY ORIGINAL OR ELSE ENTRY SHALL BE DISQUALIFIED

**JUDGING CRITERIA:**

* Creativity and Innovation
* Conceptualization
* Artistic Skills
* Implementation of Theme