

# MEDIAMORA

**Event Objective:** This event is to challenge the participants on their intuitive creativity and ability in multimedia streams.

## RULES :

- Only two participants per team.
- No participant can be a part of more than 1 team.
- The evaluation for the event will be based on the all the following rounds.

## ROUND 1 : ARTIVITY

**Duration:** 60 mins

**Venu :** Lab

**Objective :** It is the visual edge to showcase your skills on designing and the aspects of thinking differently.

**Note:**

1. The theme will be given on the spot.
2. Participants will be provided with internet facility.
3. The participants can either bring their laptops or they will be provided with the computers here.
4. The computers provided by the organizers will contain only Photoshop CS6 and Adobe Illustrator 2015.
5. The posters will be evaluated based on the designs, innovation, uniqueness and creativity.
6. The posters will not be evaluated by the images that are used.

**Rules:**

1. Participants should not download any readymade contents from internet.
2. Participants can download images and fonts from internet.
3. Participants can use windows and open source tools like Photoshop, Illustrator or GIMP.
4. Tools like photo shine and android applications, templates are not allowed.
5. Failure to maintain the decorum or any malpractice will lead to direct elimination.

## ROUND 2 : PIXEL BLAST

**Objective:** To find perspectives unseen by an eye but through a camera.

**Note:**

1. You don't take a photograph you make it the best and can click on the prize
2. Cameras will not be arranged by the organizers.

**Rules:**

1. Participants can edit the images by using Desktop software like Photoshop, etc.
2. Participants have to submit one of their best click with in deadline.
3. Participants have to capture the images inside NITT Campus only.

## ROUND 3: ANIMAX

**Objective:** To evaluate the participant creativity through Animation tools on various platforms.

**Note:**

1. The theme will be given a week before the due date.
2. Participants can use any tools for 2d and 3d animation like Maya, Blender, Animate including android tools.
3. 25% mark weightage from viewers.
4. Video will be projected on the day of optima.
5. Participants have to mention the tools & software that was used.

**Rules:**

1. VFX and Green mate videos are not allowed.
2. Participants have to submit the video and the project file (Raw file) of animation within due date.
3. The animation have to be 3 to 5 minutes as a time constraint.
4. If the source of plagiarism found it will lead direct disqualification.
5. Inappropriate words, explicit contents, obscenity are strictly prohibited.

## ROUND 4 : PIXEL TORPEDO

**Description:** Participants have to use the existing clips from movies, series, YouTube, shows and come up with a short story that makes movie of your own.

**Objective:** To evaluate the participant's creativity and the story board.

**Note:**

1. No theme for this event.
2. The evaluation will be based on story board, Content and creativity.
3. 25% mark weightage from viewers.
4. Participants can also give voice over to the video.
5. Video will be previewed on the day of optima.

**Rules:**

1. Language used can be English/Tamil/Hindi (preferably English ).
2. Participants have to submit video within due date.
3. Inappropriate words, explicit contents, obscenity are strictly prohibited.