

Design Domain Recruitment Tasks (Round 2)

1. UI/UX Design Task

- Task: Design the Landing Page of a Fitness App Website.

Instructions:

Create a desktop landing page for a fitness or wellness mobile app.

Include:

- Navigation bar
- Hero section with app preview
- Features section (minimum 3 features)
- Testimonials or Reviews section
- Call-to-Action button (Download / Get Started)
- Footer

Choose a target audience (Busy Professionals / College Students / Home Workout Users) and reflect it in color palette, typography, imagery, and layout style.

Deliverable:

One complete landing page design (Desktop Version).

2. Graphic Design Task

- Task: Design a Brand Identity Post for a Coffee Brand.

Instructions:

Create a brand name and tagline.

Design a launch announcement post.

Maintain aesthetic consistency.

Focus on typography and warm color palette.

Deliverable:

One Instagram-sized post (1080x1080).

3. Video Editing Task

- Task: Create a 30–40 Second Reel titled: "Why I Joined This Club"

Instructions:

Vertical format (9:16).

Add text overlays and background music.

Maintain emotional storytelling.

Clear beginning → middle → ending.

At least 3 smooth transitions.

Deliverable:

One edited reel (30–40 seconds).