



COORDINATOR APPLICATION

Department: _____

Name & Roll No.: _____

Hostel & Room No.: _____

Phone No.: _____

Email address: _____

SHAASTRA 2018 APPLICATION

CONCEPT AND DESIGN

CREATIVE BRANDING AND DESIGN COORDINATOR

The Creative Branding and Design coordinators are responsible for the entire graphic design of the festival from posters to banners to T-shirts. They are also tasked with branding the social media channels through creative online PR strategies.

INSTRUCTIONS:

- This position is open for all students. PG students are welcome to apply for this position
- The entire application **should not exceed 7 pages**
- The number of ideas does not matter if not validated properly. Each idea should be thoroughly thought through before being included in the application
- The application will be your bible for the next year. Ensure that it is a “plug and play” application
- Deadline for submission: **11.55 pm, 16.04.2017**
- The applications have to be uploaded in the portal in PDF format with the subject as "Shaastra 2018_ CreativeBrandingAndDesignCoordinator_<your Name>_<your roll no>".
- Please meet current cores and previous year (Shaastra 2017) team

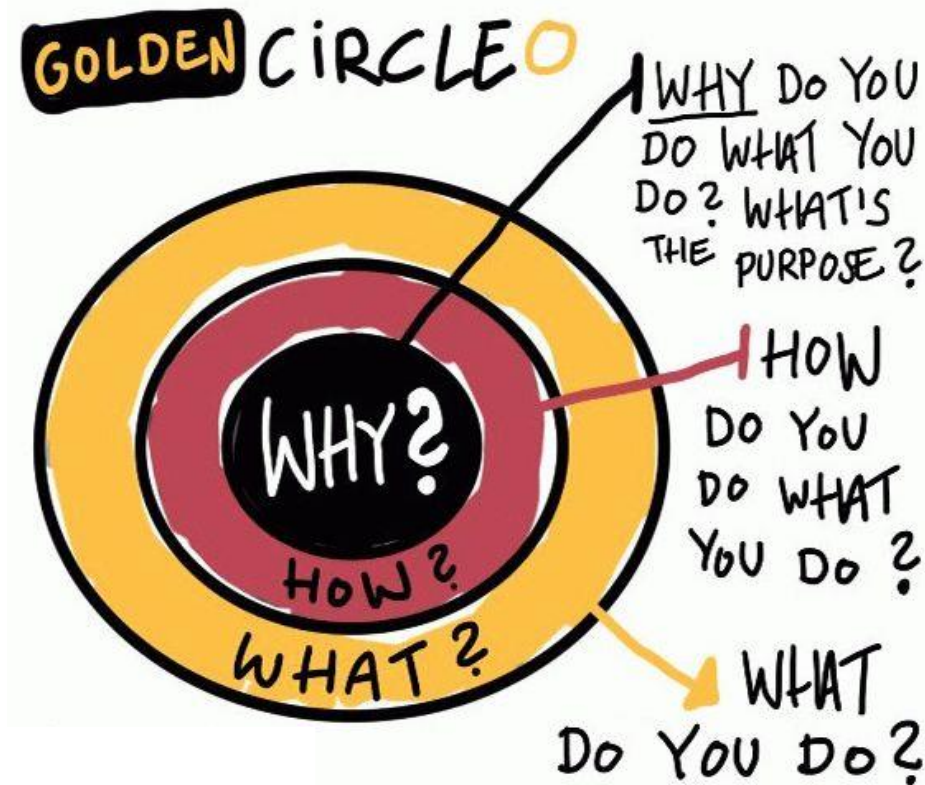
| | |
|--------------|------------|
| Anshul Kumar | 9816149508 |
|--------------|------------|

Previous Cores

| | |
|---------------|------------|
| Abhijit Gupta | 9940439339 |
| Neil Pendse | 9176283794 |

- Skillset requested from applicants – None! Just enthu is enough
- Your very own Shaastra journey has begun. Please make sure you have fun along the way. All the best.

The key to any successful undertaking is to understand the Golden circle. Please answer all questions below, after giving this a thought.



Questions:

Q1. Why do you want to be part of Shaastra?

Q2. Mention the different softwares you are familiar with. How much experience do you have working with them before applying for this post? (Note: Please be honest. This will NOT be counted in judging criteria)

Q3. Analyse each of [these](#) posters. List out the positives and negatives of each poster. (Word limit: 75 for each)

Q4. Shaastra Creative Branding and Design is the only design team in the institute which also brands its own content on Facebook. We would like you to come up with a short write-up (max 30 words) that would accompany the given [poster](#) on the Facebook page. (Note: The poster is to create awareness about deforestation. Your proficiency in English won't be tested; rather, it's your presentation skills that we're looking for)

Q5. A series of minimalist posters has emerged as a popular trend on social media

websites, as these posters are simple yet extremely relatable and appealing. Links to a few examples are given here. (<http://bit.ly/1SjC99j>)

Let's say we want to come up with a series of posters on the theme '2 types of college students'. Two examples are given here (<http://bit.ly/1QfgFpz>). Come up with a few more creative ideas for the above series. (2 to 3 should do)

Q6. Why do you think you are eligible to this post? Mention your credentials and references, if any. (Max 75 words)