

ABHYUDAYA '25 Reel Making Competition

Event Overview:

The Reel Making Competition provides participants an opportunity to creatively capture live moments of the event through short video reels. Participants will plan, shoot, and edit their reels on the spot, showcasing event highlights, surroundings, and interactions while following the given theme and time limit.

Objective

The purpose of the *Event Interview Reel Making Competition* is to inspire participants to creatively capture and communicate highlights of the event through short, engaging video reels. This competition encourages storytelling through visual content, promotes on-the-spot creative thinking, and highlights event interactions, surroundings, and participant experiences.

Participants will demonstrate:

- Creativity in conceptualizing visual stories
- Ability to use video and sound effectively
- On-the-spot production skills
- Engagement with real event moments

Team Size

Individual participation

Rounds

- The competition will be conducted **live during the event**.
- At the start, participants will be informed about the **theme, rules, and time limit**.
- Participants must then **plan their concept**, keeping the theme in mind.

- They will **record videos on the spot** at the event venue, covering:
 - Event posters and banners
 - Stalls, stage activities, and sessions
 - Interviews, interactions, and candid moments
 - Surrounding event environment
- After recording, participants will **edit the reel within the given time** using their own devices.
- Once editing is complete, the **final reel must be submitted** within the announced deadline.
- Reels will then be **screened and evaluated** by the judging panel based on the prescribed criteria.

General Instructions

1. On-Spot Reel Creation:

The reel must be **shot and edited on the spot** during the event.
Pre-recorded or pre-edited content is **strictly prohibited**.

2. Mandatory Event Coverage:

The reel must include:

- Event posters and banners
- Stage, stalls, and activities
- Surrounding event environment
- Live moments and interactions

3. Time Limit:

Participants must complete and submit their reel within the **given time duration**.

4. Reel Duration:

Final reel length should be **15–60 seconds**.

5. Theme Compliance:

The reel must strictly follow the theme announced by the organizers.

6. Original Content:

All content must be original and recorded at the event venue only.

7. Copyright Policy:

Use of copyrighted music or visuals without permission is **not allowed**.

8. Submission Format:

Reels must be submitted in **MP4 format** before the deadline.

9. Code of Conduct:

Content must be respectful and appropriate.

10. Final Decision:

Judges' decisions will be **final and binding**.

Judging Criteria

Criteria	Weightage
Creativity & Originality	20%
Relevance to Theme	25%
Use of Event Elements	20%

Technical Quality	20%
Storytelling & Flow	15%

Contact Details

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