

AMITY INTERNATIONAL SCHOOL, SAKET

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ATL TECHFEST

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2025 bit

Creatica

*handbook*

**Event Heads:** Aditri Bhatnagar, Riddhima Baluni

**Phone:** +91 98111 88733, +91 98688 36497

**Email:** [aditribhatnagar132@gmail.com](mailto:aditribhatnagar132@gmail.com)

[ridhimabaluni1977@gmail.com](mailto:ridhimabaluni1977@gmail.com)

# THEME

Participants will choose from four creative prompts, each designed to challenge their imagination and design skills as they craft visuals that capture their assigned brand's unique identity and essence.

# OBJECTIVE

To challenge participants to comprehend and interpret a given brand prompt, analyze its target audience and values, and express that understanding through creative, cohesive, and functional design. Participants must present their brand concept using a mix of visual elements that communicate identity, consistency, and storytelling.

# TIMEFRAME

	Prelims (Online)	Finals (Offline)
<b>Duration:</b>	<i>31st October 2025, 8:00 pm to 7th November 2025, 11:59 pm</i>	12th November 2025, 8:30 am
<b>Round Details</b>	Teams will receive four design prompts and must select one to design a single-page concept (poster, logo, or mockup) aligned with the given brand identity. Submissions will be made online. Shortlisted teams will qualify for the on-site finals.	Finalists will present the following brief. Submissions will include a presentation deck and accompanying media files. Each team will have 10 minutes to pitch their designs. [6 minutes presentation time, followed up by a 4 minutes question-answer round with the judges.]

# PROMPTS

## 1. *Emberline*

- a. Industry: Lifestyle Technology & Home Ambience
- b. Prompt: Design a sleek, modern brand identity for Emberline, a company that merges design and technology to create smart candles and ambient devices that transform home spaces. The brand should feel futuristic yet comforting. The visuals should highlight how technology can enhance everyday serenity.

## 2. *Solvéa*

- a. Industry: Functional Beverages & Wellness
- b. Prompt: Design a refreshing, health-focused brand identity for Solvéa, a company that produces botanical-infused sparkling drinks designed to boost energy and mental clarity naturally. The brand should blend science with serenity. Visuals must feel vibrant, clean, and contemporary, appealing to a young, health-conscious audience.

## 3. *Scentra*

- a. Industry: Futuristic Fragrance & Sensory Tech
- b. Prompt: Scentra fuses AI and perfumery to design customized scent experiences. The brand identity should feel ethereal, digital, and luxurious, translating emotion and memory into invisible design.

## 4. *Eunoia*

- a. Industry: Mental Health & Well-being
- b. Prompt: Create a gentle yet powerful brand identity for Eunoia, a mental health platform that connects users to mindfulness tools and emotional wellness resources. The brand should feel safe, empathetic, and empowering. Visuals should blend calm tones, soft shapes, and uplifting imagery.

# Submission Guidelines

## ***Compulsory Media Items:***

### **1. Logo Design**

Include both primary and alternative logo variations (e.g., light and dark versions).

### **2. Brand Identity Board**

A cohesive board displaying the brand's color palette, typography, iconography, and other key visual elements. This board should offer an immediate understanding of the brand's aesthetic and personality.

### **3. 3D Mockups**

Present digital or sketched models showing how the brand identity would appear in real-world contexts, such as on products, packaging, or digital interfaces. 3D models are preferred, but detailed sketches are also acceptable if needed.

## ***Choose any 2 of the following media items-***

### **1. Product Packaging Design**

Custom packaging that highlights the brand's identity, tailored to the brand's values and style. Should be designed to demonstrate creativity and real-world application.

### **2. Social Media Posts/Ads**

Sample designs for social media platforms like Instagram or Facebook, showcasing the brand's digital presence, tone, and messaging. These posts should reflect the brand's personality and appeal to the target audience.

### **3. Promotional Video/Animation**

A short video or animated clip (recommended length: 15–30 seconds) highlighting the brand's vision, values, and messaging. This video should communicate the essence of the brand in a visually engaging format.

# SUBMISSION FORMAT

## Presentation Format:

**Size:** 16:9 or 4:3 aspect ratio

**File Type:** PPTX

**Slide Limit:** Maximum of 10 slides

**Focus:** Select one brand prompt from the list and develop visuals and brand elements to communicate your interpretation of the brand.

## Media Submission Requirements:

Teams must submit a total of 5 media items. Three items are compulsory, while two can be selected from the optional list.

# EXPECTED OUTCOMES

Participants must submit a complete design presentation and five media items, demonstrating creativity, innovation, and a deep understanding of the assigned brand. Their submissions should visually communicate a strong, coherent, and realistic brand identity that can be adapted across platforms.

# TECHNOLOGY & TOOLS

Participants may use any of the following tools and platforms:

**Design Tools:** Adobe Illustrator, Photoshop, After Effects, Figma, Canva, Blender, or other equivalent tools.

**Presentation Tools:** PowerPoint, Google Slides, or Canva Presentation.

**Optional Software:** Any vector/3D modeling or animation tool that supports image/video exports.

# JUDGING CRITERIA

**Creativity & Originality:** How unique and innovative is the brand design?

**Brand Relevance:** How well does the design align with the brand's goals and audience?

**Presentation Quality:** How clearly and professionally is the idea communicated?

**Feasibility:** Can the brand identity be effectively applied in realworld scenarios?

# SUBMISSION

All submissions must be completed by **7th November 2025, 11:59 PM** sharp. Participants are required to compile all their design files into a single Google Drive folder and upload the shareable link in the submission form. Please ensure that link access is updated to avoid any submission issues. Once the submission form closes, no further entries will be accepted, so make sure to submit on time. Good luck!

Submission Form Link: <https://forms.gle/ZpeXG8ygRCgnEb62A>