

Winternship Design Event

It will be in 2 phases

Phase 1 will be 9 days starting from Jan 17th to Jan 25th. The result will be announced on Jan 29th. The top 15 individuals will be selected.

Phase 2 will be on Feb 2nd when the screening/pitching of the qualified individuals will be done.

Topic for Phase 1-

1. Company: Samsung (Product Launch)

- Design an attention-grabbing poster for Samsung's latest product launch.
- Incorporate sleek visuals of the new device, feature the Samsung logo prominently, and convey a sense of cutting-edge technology and innovation.
- The poster should generate anticipation and excitement for the new product.

2. Company: Fitbit (New Year's Fitness Resolution)

- Design a motivational poster for Fitbit, promoting fitness resolutions for the New Year.
- Showcase Fitbit devices, incorporate the brand logo, and use imagery that inspires a healthy and active lifestyle.
- The poster should encourage individuals to kickstart the year with their fitness goals using Fitbit.

3. Company: Uber Eats (Valentine's Day Special)

- Create a romantic poster for Uber Eats' Valentine's Day Special, featuring heartwarming visuals of delicious meals and desserts.
- Incorporate the Uber Eats logo and showcase special Valentine's Day offers.
- The poster should evoke a sense of love and convenience, encouraging customers to celebrate the day with delightful food.

Judging criteria:

- Knowing your target audience
- Visual Appeal of Presentation Materials.
- Communication of Objective and Significance.
- Explanation of Project Design and Methodology.

General Guideline:

1. Every student must submit 1 Design for phase 1 as shared on 17th Jan 2024 in the repository link latest by 25th Jan 2024. The selected ones will get the chance to participate in phase 2.
2. 15 students will be selected for DESIGN EVENT each for phase 2.
3. Participants should be a student of any recognized academic institution.
4. Participants are only allowed to use Adobe Illustrator, Adobe Photoshop & Figma.
5. Use of CANVA is strictly prohibited. If found guilty will be disqualified.
6. Topics for phase 2 will be provided at the venue, kindly carry your Laptop along.
7. Phase 2 will have 2 topics.
8. The participant should send their original file along with the png file of the poster.
9. In case of any disputes or discrepancies, the decision of the organizing body is final and binding.
10. The organizing team has the right to disqualify any team at its sole discretion.