# DevCatalyst – Content Creation Team Recruitment Tasks

## Matrusri Engineering College

Welcome to the selection process for the **DevCatalyst Content Creation Team** 🚀

These tasks are designed to evaluate your **creativity, visual storytelling ability, editing sense, and design fundamentals**. We are not looking for perfection, we are looking for **potential, taste, and effort**.

You are free to use **any software or tools** you are comfortable with.

## 📌 General Guidelines
• Avoid external templates and stock media
• Ensure clean exports *(no watermarks)*
• Maintain originality and creativity

• Avoid exact copying of sample posters/ video edits

## ✅ Task 1: Post-Event Reel Editing Challenge

1.  **Objective**

    Create an engaging **Post-Event Instagram Reel** using the provided event footage.

    This task evaluates your ability to craft a visually appealing reel that captures the **energy, highlights, and essence of an event**.

2.  **Specifications**

    • Duration: **15 – 30 seconds**
    • Format: **Vertical (9:16)**
    • Style: **Energetic / Futuristic / Community-Driven**

3.  **Mandatory Elements**

    Your reel **must include**:

    ✓ Smooth cuts and clean transitions

    ✓ Music-synced edits

    ✓ Minimum **3 transitions**

    ✓ **Text overlays** for context and storytelling

    ✓ DevCatalyst logo placement

4.  **Text Overlay Requirements**

    Use text creatively to enhance the reel. Include:

    • **An assumed event name** *(create your own fictional event title)*
    • **Key Moments / Highlights** *(optional)*
    • **Short engaging phrases** *(e.g., "What a Day!", "Innovation in Action", etc.)*

5.  📁 **Assets & Resources**
    All required assets/video clips for the tasks are provided in this Google Drive folder. Click the link below.
    Link 🔗 : https://drive.google.com/drive/folders/1ML6ZtTOHiuJAZJlmSYZgkoT1ozFWY4IL?usp=sharing

# ✅ Task 2 – Event Poster Design Challenge

## 1. Objective

Design a promotional poster for an upcoming DevCatalyst event.
This task evaluates your creativity, layout sense, and ability to design engaging visuals for real-world tech events.

## 2. Event Theme

Choose **any ONE** of the following themes:
• Hackathon
• Technical Workshop
• Ideathon
• Cybersecurity / AI / Web3 Event
You may create your own event title and concept based on the chosen theme.

## 3. Poster Must Include

✔ Assumed event title *(created by you)*
✔ Assumed event tagline
✔ DevCatalyst logo
✔ Short supporting text *(minimal & impactful)*
✔ Sample event date & time and venue
✔ Relevant visuals/graphics
✔ Clear call to action
Examples of call to action:
*Register Now • Join Us • Be Part of It • Apply Today*

## 4. Creative Guidelines

Focus on:
✔ Clean and readable layout
✔ Strong visual hierarchy
✔ Balanced use of text & images
✔ Consistent visual style
Avoid excessive text or overcrowding.

## 5. 📁 Sample Posters

All required assets and sample posters for the tasks are provided in the link below.
Link 🔗 : https://drive.google.com/drive/folders/19HsviYBI31yO1HZqZO5Ds20l75X9H3rP?usp=sharing

# ✅ Task 3 – Event Photo Post / Carousel Challenge

## 1. Objective

Create an Instagram-style photo post that captures the highlights and essence of an event.
This task evaluates your **visual selection skills, composition sense, and ability to present event memories in an engaging format**.

## 2. Requirements

Design a post consisting of:
✓ **8 – 10 images** *(carousel or collage format)*
✓ Images selected from the provided assets
✓ Minimal and tasteful editing *(if applied)*

## 3. First Slide (Most Important)

Your first image should function as a **high-impact cover / thumbnail**.
It must include:
✓ Assumed event name *(created by you)*
✓ DevCatalyst logo
✓ A strong visual anchor *(e.g., group photo / hero shot)*
This slide should immediately attract attention.
**Here is the sample first slide**: https://drive.google.com/file/d/1_QMHh-z_8-EF4t91OkSnOE0fnAEitR2A/view?usp=sharing

## 4. Content Expectations

Your post should feel like a **visual story of the event**, not just a random photo dump.
Focus on:
✓ Thoughtful photo selection
✓ Logical visual flow
✓ Variety of moments *(crowd, speakers, activities, etc.)*
✓ Clean presentation

## 5. 📁 Assets & Resources
All required assets/event photos for the tasks are provided in this Google Drive folder. Click the link below.
Link 🔗 : https://drive.google.com/drive/folders/1qDi5zTcf4U-eRRbq2E5v7ytVi7TB8-8l?usp=sharing

You may reorder, crop, or lightly enhance images if needed.

## 📤 Submission Guidelines:

Please upload your work using the Google Drive link :
https://drive.google.com/drive/folders/1KWKq3OGG-T0QUXQ55WUTAsveZrwYGdf4?usp=drive_link

### 📁 Folder Naming Format

Create a **folder** in the above drive and **name** it with your **roll number,** Eg: **1608-25-733-xxx** 📁
And upload your edits in that folder.

### ⏳ Submission Deadline
All submissions must be completed by: **27<sup>th</sup> Feb, 2026 – 9 am**