

# IMG DESIGNER RECRUITMENT 2014: 1<sup>st</sup> Year

## INSTRUCTIONS

- Attempt all the questions.
- You may use any software (Paint/Photoshop/Corel/PowerPoint, etc.) for questions 1, 2, 3, 4 and 5 in section B. You may also submit hand drawn sketches for the same.
- Mail in your entries at by 9<sup>th</sup> January 11:59PM at [recruitment.img@gmail.com](mailto:recruitment.img@gmail.com).
- In case of hand drawn sketches, the entries must be submitted at IMG lab (deadline remains the same).
- Contact IMG lab at 01332-284521 in case of any queries.
- Section A is compulsory and your answers will not be evaluated if you leave this section un-attempted.
- Don't forget to mention your name, e-mail id, enrollment no, branch and contact no.

## **SECTION A**

1. Which all designing software do you know and mention the projects (if any) that you have done?
2. Your hobbies, extra-curricular activities and other engagements?
3. What motivates you to join IMG and what will you bring to the group?

## **SECTION B**

1. Choose among the following pairs the ones whose design you like, and **why**:
  - a) Facebook and Google+
  - b) Google chrome and Mozilla Firefox

**OR**

Other than Facebook, Google(all google products), Quora; name 3 other websites which you like for either its design or user interface. Explain why?
2. Dominos provides online order facilities. Similarly, design an online order website for your Rajendra bhawan canteen.
3. Consider the logos of the TV channels that you often like to watch. Which TV channel's logo you like the most? And which logo you think could've been better? Redesign that logo.

**OR**

A social organisation based in Delhi is organising a cycle race on occasion of Republic Day. The name of the event is 'Cyclothron'. Design a logo for this event.

4. Differentiate between the two by suggesting a Color Palette(at least 3 colors) for each of the following (You are required to provide a selection of color codes for each of the two elements in the themes):

i) City and Village

ii) "Harry Potter" and "Sherlock Holmes"

A color palette is a set of colors meant to be used together in a design. You may refer this site for color codes: <http://www.computerhope.com/htmcolor.htm>

5. Design a mascot for the Information Management Group (IMG), IIT Roorkee. You may submit a sketch, or a digital image as per your convenience. In case, you are submitting the files online you can scan the sketch and attach it with the same.
6. Assign a caption for the following images:





