



SOFTEC 2017

Graphic Designing Rules

Description

Dreamers are mocked as impractical. The truth is that they are the most practical of us all. Can you portray your inner dreamer into a poster? If yes, then this competition is all for you. Come to SOFTEC's Graphic Designing Competition and compete with fellow dreamers.

Competition Rules

- Each team can consist of 1 or 2 members.
- Any use of mobile phones or flash drive is strictly prohibited. Any contestant found using one will be disqualified at once.
- Any collaboration with other teams is prohibited.
- You will be provided with the following tools to implement your design:
 - CorelDraw X7
 - Adobe Illustrator CC 2014
 - Adobe Photoshop CC 2014
- All posters are to be in size A3.
- Laptops are not allowed. Internet connection will be available for the first hour only.
- Internet connection will be provided at the campus. Participants are not allowed to bring their own internet devices.
- There will be 4 hours to make the design.
- The theme will be given when the competition starts.

Evaluation Criteria

- Your design will be evaluated by a panel of judges.
- At least one member of the team should be there to present the design.
- Your design should comply with the following standards to score maximum points:
 - How well it connects your idea with the provided theme.
 - It should be made from scratch and have minimum amount of stock used.
 - It should be innovative, attractive and self-explanatory.



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Tips

- Get familiarized with the tools mentioned above before the competition.
- Internet will be provided for first hour only. Use that time wisely.
- You will be provided with pens and papers for brainstorming. You should keep the papers with you for the presentation. It can help a lot in proving the credibility of your idea.

Sample Question

Design a logo for a web based startup, based on the idea of online shopping of tech gadgets i.e. laptops, mobiles, tablets etc. Also Design a poster for the importance of these gadgets in your daily life and use the company logo in it.

Prize Money

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| 1st Prize | Rs. 20000 |
| 2nd Prize | Rs. 10000 |

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