



Round 2: Task Guidelines

Timeline: T-50

Creative Content and Media (CCaM) envisions how you project Manifest-Varchasva to the outer world to create the desired impact for all stakeholders. All creatives associated with Manifest-Varchasva for online, off-campus, and on-campus publicity is the responsibility of this vertical.

Task:

This is one of the biggest fests in North India. To publicize it across multiple channels, we require posters for the wide array of events. After all, a picture is worth 1000 words. Given below are some fest events along with their descriptions. Pick two (or more if you wish!) and design a Promotional Poster for them.

- **Teaser Poster** - A teaser poster creates a buzz among colleges. The very idea of a teaser is to indicate that something big and different is going to happen, with limited information. Think of a catchy tagline and an image befitting the fest.
- **Management Events** – Pick any management event and design a poster for the same. Try to incorporate all the elements and information associated with the event.
- **Leaders Express** – Pick an eminent speaker for Leaders and design a poster.
- **City Run** – The Lucknow city run, a CSR event, is a vital part of the fest. Think of a theme and ways to promote the event which will appeal to the local crowd.

Final Deliverables:

- A poster designed using any design tool such as Adobe Photoshop, Adobe Illustrator, Corel Draw, etc. If you are not familiar with any design tools, a hand-drawn concept map would suffice.

Suggestions:

Research on the various posters designed to promote fests across India. Understand the audience preference, keep in mind that the promotions need to generate enthusiasm and captivate the crowd.

For any queries regarding the task contact – Kartik or Jay

We hope you enjoy the task! All the best!

MANFEST-VARCHASVA CORE COMMITTEE, INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

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