



MANFEST-VARCHASVA

IIM Lucknow's Annual Business, Cultural & Sports Fest

CORE COMMITTEE SELECTIONS



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 stake holders. All creatives associated with Manifest-Varchasva and off and on-campus publicity is the responsibility for this vertical.

Task:

The fest this year shall be one of the biggest fests in North India. To publicize it across multiple channels, we require posters for the wide array of events we have. After all, a picture is worth a 1000 words. Given below are some events that would be a part of the Fest along with their descriptions. Pick two (or more if you wish to!) and design a Promotional Poster for the event.

Teaser Poster - Many fests send out a teaser poster to create a buzz among colleges. Now the very idea of a teaser is to indicate that something big and different is going to happen in this edition, but with very limited information. Think of a catchy tagline and an image befitting both the fest and your wordings.

Management Events – Pick any management events and design a poster for the same. Try to incorporate all the elements associated with the event

Leaders Express – Pick any potential guest for Leaders Express or Young leaders Express

City Run – The Lucknow city run, a CSR event is a vital part of the fest and provides visibility with the localities. The promotion must appeal to the local audience and increase participation, think of a theme and ways to promote the event.

Final Deliverables:

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

Suggestions:

Do 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 pull crowds without disappointing them.

For any queries regarding the task contact - Amitto or Nidhin

We hope you enjoy the task! All the best!

Manifest-Varchasva Core Committee, Indian Institute of Management Lucknow

Abhay 9560933277 | Akash 9871293085 | Amitto 9819450929 | Harsh 7204332826
Harsha 7416762337 | Nidhin 9840930125 | Prakrati 8989011296 | Prateek 7895661660
Priyanka 9820099301 | Pulkit 9158005250
Siddharth G 9599052170 | Siddharth S 9772013695