



## CORE COMMITTEE SELECTIONS

### Round 2: Task Guidelines

**Timeline:** T-50

*Creative Content and Media (CCaM) envisions how you project Manfest-Varchasva to the outer world to create the desired impact for all stakeholders. All creatives associated with Manfest-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 – Sourabh or Ritin.**

We hope you enjoy the task! All the best!

**MANFEST-VARCHASVA CORE COMMITTEE, INDIAN INSTITUTE OF MANAGEMENT LUCKNOW**

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