

EFFECTIFY

Rulebook

The mundane reality that our lives are immersed in becomes quite boring sometimes and we completely understand that. Amalthea '21 brings to you its first-ever edition of a Visual Effects Event, Effectify. All you need is a little bit of visual effects skills and a very creative imagination and there you go, all ready to participate in this event. And if this is not enough to reel you in, a cash prize worth Rs. 75,000 sure will!

About the Event:

- Participants will have to register for this event online through [google form](#).
- Once they are registered they will receive an email with the drive link for the raw video footage of the Adani Group on 10th December 2021.
- The objective of this event would be to create an exclusive advertisement for the Adani Group primarily using visual effects.
- They will be expected to use their creative imagination and add various visual effects to the raw video clips provided to turn them into a compilation of appealing portrayals of the Adani Group.
- The participants will be given a basic idea about the content and concept of the advertisement, though they are free to research more about the Group to add an extra advantage to their submission.
- Participants will have to submit the final advertisement through a google form, to be floated along with the drive link for the raw video clips, by 25th December 2021.
- Participants may use any software of their choice for the visual effects.
- Top 10 submissions (This number may change) will be live judged on 29th December 2021 by prominent people in the field of VFX and constructive feedback will also be provided by them for the participants to improve further in this field.

NOTE: The deadline for registration is 11:59 PM, 9 December 2021.

Rules and Regulations:

- The content of the video should be appropriate for public screening and thus should have no kind of vulgarity or obscenity.
- The entries must be submitted through a form floated for the registered participants only. Submissions without registration will not be considered.
- The submission must be an original piece of work. Plagiarism of any sort will strictly lead to disqualification of the submission.
- Amalthea reserves the rights to use these videos for marketing purposes with due credits to the participant.
- Amalthea or the Adani Group will not be responsible for any type of copyright issues due to wrongful use of any content in the advertisement made by the participant.
- Any entry exceeding the time limit will be penalized by the judges accordingly.
- The Organizing Team reserves the right to make necessary changes in the rules if needed. Participants will be informed about these changes well in advance.
- The decision of the judges will be final.

Prizes and Incentives:

Cash prizes:

1st position - **INR 35,000**

2nd position - **INR 25,000**

3rd position - **INR 15,000**

- Some exceptional advertisements may also stand a chance to be featured by the Adani Group, on their social media handles or more. (This is solely dependent on the Adani Enterprise and there is no guarantee)
- Some shortlisted advertisements will be featured on the official social media handles of Amalthea with due credits.
- All the participants will get a certificate of participation from Amalthea, IIT Gandhinagar.

Judging Criteria:

- It will be released on 10th December,2021.
- The decision of the judges shall be final and autonomous. Further requests regarding the judging process shall not be entertained.

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