

## ***THE DIGITAL VISUAL MERCHANDISING COMPETITION***

### **1. Brief description of the event:**

Post-covid trends in window displays and visual merchandising have an indisputable ally: technology + creativity = "THE DIGITAL MAKEOVER". The campaign "THE DIGITAL MAKEOVER", is the concept to launch a window display which is fully artistic video productions and featuring digital version of the new and the older form of the articles showing the transformation of shop windows focusing on sustainability by using up-cycled props where the amalgamation of creativity and technology is celebrated.

#### **Digital/online Window Display platform tools-**

- To make a Gif with multiple screens.
- For "Before" screen, participants will display the raw or the older version of the article.
- For "Now" screen to display the upgraded version the article.

### **2. Eligibility:**

- Participants from all backgrounds, genders, and geographies are welcome
- The AYF22 Competitions for University/College Level Competitions are open to everyone who is currently enrolled as a fulltime/parttime student at a University/College/HEI is eligible to participate in AYF22 Competitions, provided that the student can provide a valid ID Card as proof of eligibility. The scanned copy of the ID Card needs to be uploaded at the time of registration for a competition. In a team competition, all members to upload individual scanned copies of ID Card.
- Participation in the AYF22 Competitions is for free. The AYF22 Organizing Committee can close the registration to any of its competition/s without any notice whenever it deems fit.

### **3 Registration Fee:**

- There is no REGISTRATION FEE
- All participants must register as an individual before 22nd March 2022. Registration is only possible through the online registration form available on <https://www.amity.edu/ayf/>
- By registering yourself you agree to the terms and conditions of AYF 2022.

### **4. Date and Time of Event:**

Day 0- 22<sup>nd</sup> March -Last date to submit entries

Day 1- 24<sup>th</sup> March 11:30AM shortlisting of top 5 entries

Day 2- 25<sup>th</sup> March 11:30AM -Final showcase and announcing of top 3 entries

### **5. Logistics Required : Nil**

### **6. Event Joining details (link) :**

#### **MS Teams Code and Link**

[https://teams.microsoft.com/j/channel/19%3amkgd0uvh\\_UPdm2cAgC2h11A15d-rfEaADjVo3440Xhs1%40thread.tacv2/General?groupId=e36eeb28-e21c-430c-97f2-148cb04c14cf&tenantId=8d46a076-d093-416d-a57b-8692cde13bf8](https://teams.microsoft.com/j/channel/19%3amkgd0uvh_UPdm2cAgC2h11A15d-rfEaADjVo3440Xhs1%40thread.tacv2/General?groupId=e36eeb28-e21c-430c-97f2-148cb04c14cf&tenantId=8d46a076-d093-416d-a57b-8692cde13bf8)

**Team Code:** 2ahwyba

**Help desk No/ WhatsApp No/Signal No. :** +91 9717932499

## 7. Rule and regulations for Event:

### ENTRY SUBMISSION REQUIREMENTS

- This is an individual participation event. No groups.
- Explain your display in detail and share the concept.
- Amity University shall no way bear any liability or responsibility for late, lost , invalid, illegible etc entry or entries.
- Participants are also required to add a 50-word writeup explaining their idea
- Last date of submitting entries in 22nd March 2022(11:59pm).
- Send your entries to our e-mail ultimateupcycleasft@gmail.com
- Details to be stated on the email

Full Name; University/College name and address; Phone number(in case we need to contact you)

- All times mentioned are Indian Standard Time = GMT + 5.5)

### JUDGEMENT CRITERIA

- Visual Impact : 25%
- Originality : 25%
- Creative Representation of the Idea : 25%
- Creative use of props and practicality :25%

### 8. Prizes :

- Top three entries will receive an E-Certificate of Merit.
- All participants will receive an E-Certificate of participation

### 9. Event Coordinator: Ahmed Ashraf Zaidi

#### Faculty Coordinators

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