

# ORBITAL CLIP

## **Overview:**

The following event will provide an edge for competition and showcase the talent and creativity of the participants regarding their marketing and video filming skills.

## **Objective:**

The teams are required to shoot and showcase an ad about a product of their choice that will be launched.

- Each team must create or film a business promo for their respective idea. They will need to give a brief introduction to their business idea and the product, including a briefing about its characteristics.
- They will have to shoot a small ad in which they present their product's features, ideology, and elements of uniqueness.
- Each team will have to advertise a product. Topics for the products will be given on the spot.

## **Special Task:**

- Each team will also be asked to use a specific prop in their films, apart from the actual product they are advertising.
- These items will also be provided to the teams on the date of the event.

## **Guidelines:**

1. Video length can be between 1-2 minutes. The video limit shall not be exceeded; otherwise, it will lead to penalties.
2. The video and audio should be crisp and clear. Submissions must be in MP4, MOV, or MKV format. The resolution should be 1080p or above.
3. Teams can bring their own camera equipment and laptops and other equipments which they feel necessary to use.
4. Teams shall upload their video to a Google Drive link provided. The size of the video shall not exceed 5GB.
5. Each team can have a maximum of 4 members.
6. The decision of the judge will be final, and no changes will be made thereafter.
7. The use of AI is Strictly prohibited. Any violations will lead to disqualification.
8. Wifi will be provided to all the teams.

**Eligibility:**

Students from Grade IX-XII are eligible to participate.

Judgment Criteria:

- Creativity
  - Relevance
  - Cinematography and Production Quality
  - Post-processing skills
  - Time limit
  - Use of the allotted item
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