

# **MEDIA CLUB REPORT**

**EVENT NAME: Cover It Up**

**DATE: 21nd December, 2022.**

**TIMING: 2:00 pm**

**VENUE: Digital Library**

Cover It Up is a great chance for awesome peers to showcase their talent and potentially have their work featured creatively by creating a cover of a magazine. From the very beginning of the event, throughout preparation and execution, Media Club was committed in fostering creativity among the participants.

**Purpose:**

The purpose of this competition was to design a cover for a new magazine targeting a specific audience. To provide with a platform to showcase their artistic and design skills, and to recognize their achievements in these areas. And to engage the college community in a fun and creative activity, and to foster a sense of belonging among the students.

**Contest Process:**

* The participants were welcomed to the venue and were given access to the systems on which they could design their covers. There no preferences set for the platform they use to design the cover.
* The participants were given a time of 2 hours to complete their design and submit on the link they were sent.
* Entrants were required to submit a high-resolution version of their cover design, along with various details of themselves that got covered in the uploading link form.

**Selection Process:**

* A panel of judges consisting the members of the club evaluated the submissions based on creativity, relevance to the target audience, and overall design quality.
* The judges will, look for a cover design that is original, innovative, and stands out from the other submissions. Also considering whether the cover design is appropriate and appealing to the magazines target audience.
* The participants were also evaluated on technical skills and execution of the design, including layout, composition, typography, and use of colour. That being whether the cover design aligns with the overall tone and aesthetic of the magazine involved.

**Conclusion:ss**

Cover It Up was a great success, with many talented creative participants submitting their work. There were a total of 30 submissions received, and after much deliberation and discussions on the submitted works, the panel judges came up with top 3.

**WINNERS:**

1st Place – Janardhan Diwakar - 1NH19AU024

2nd Place – Meghna Asuti - 1NH19CS102

3rd Place – Chris Vinson Kunnankada - 1NH20AI022