# TAGORE INTERNATIONAL SCHOOL EAST OF KAILASH

## INVITES YOU TO

# POLAROID3.0

# POLAROID 3.0: DIGITAL MEDIA FESTIVAL

Dear principal,

Following the success of **Polaroid 2.0: Digital Media Festival** last year, the Polaroid Club of Tagore International School, East of Kailash, is delighted to invite your school to **Polaroid 3.0.**

This event strives to create an environment where the youth can hone the skills of **Filmmaking, Photography, and Graphic Designing.** With the opportunity to interact in-person with professionals, our three-day event will provide the perfect platform for budding filmmakers to display their caliber and explore their potentials.

During the **feedback session**, all filmmakers will have the prospect to **interact with the judges** and gain a professional perspective on their work.

The Festival will feature the following events:

~ Film Making Workshop Cum Competition
~ Music Album Art Competition
~ Logo Designing Competition
~ Photography Competition

The registration link for each event is given on the general guidelines page.

Note: There is a registration fee for the Film making workshop cum competition which needs to be paid online at the time of registration. There is no registration fee for the other events.

## *We look forward to your participation.*

# POLAROID 3.0: DIGITAL MEDIA FESTIVAL

## GENERAL GUIDELINES

- The competitions will be held from From **Thursday, 28 July** to **Saturday, 30 July 2022**.
- The theme for the event is **War**&**Peace**
- The registration deadline for all competitions is **Thursday, 20 July 2022 by 05:00 pm**.
- Each participant must carry their School **Identity Card.**
- All participants will receive a **participation certificate.**
- The Schools participating in the Filmmaking Competition and any of the other two competitions will be eligible for the **Overall Trophy**.
- Participants are requested to carry their own **systems** and **software** (if required)
- Participants **must** adhere to the event guidelines, dates, and timings (mentioned below in the document).
- Refreshments will be provided on campus.
- **THE FEE FOR THE MEDIA CAMP IS NON-REFUNDABLE.**
- The decision of the judges will be **final** and **binding** to all.
- For registration, please click here.



POLA
ROID

Capture.    Create.    Embrace.

# POLAROID 3.0: DIGITAL MEDIA FESTIVAL

## Eligibility

Classes VI -Xll

## Date

Thursday, 28 July to Saturday, 30 July 2022

## No. of Participants

Team of 1-4 participants (maximum of five teams)

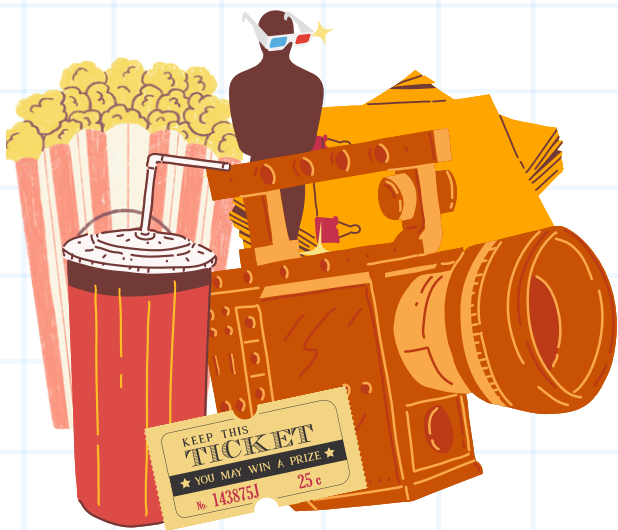## Theme

**War** & **Peace**

## 1. FILMMAKING

A film that we watch in a movie hall or on the television is not a mere piece of video clippings joined together, it is an art, An amalgamation of ideas, creativity, and passion to communicate, blended with the right amount of technical knowledge. Filmmaking touches upon every aspect of the industry from directing and producing cinematography, to acting and writing. Our long and fruitful partnership with Chinh India has enabled budding filmmakers to learn the nuances of filmmaking from renowned and award-winning duo **Meenakshi Vinay Rai.** A number of short films, made under the guidance of the experts, have been screened at and won accolades in International Film Festivals like UN Plural Plus, Peacemaker Corps, Lisbon Film Festival, and the Milan Film Festival.

## INSTRUCTIONS

- The registration fee for the workshop is 3500/- per participant.
- Participants have to report to the School Auditorium by 08:30 am
- The Dress Code is decent casuals.
- Students are requested to carry their own equipment.
- The timings for the event will be from 8:30 am to 4 pm on all days.
- The Registration deadline is Thursday, 28 July 2022 at 5:00pm

In case of any queries or doubts, please contact Ayaan Samar : +91 97735 22448

# POLAROID 3.0: DIGITAL MEDIA FESTIVAL

## Eligibility

Classes IX - Xll

## Date

Thursday, 28 July 2022

## No. of Participants

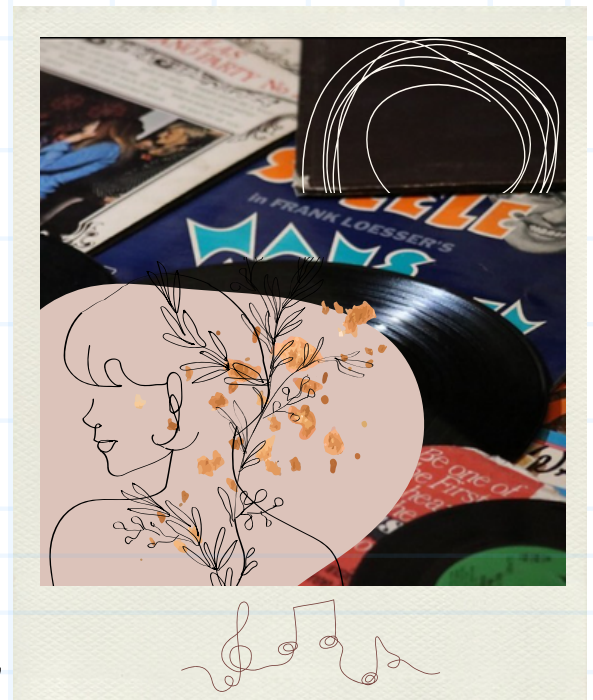1 team of 2 participants

## Theme

**War** & **Peace**

# 2. MUSIC ALBUM ART

'Try this experiment: one day go into a record store and just try to guess what the music sounds like by looking at the album cover. - DJ Spooky.' Music has a very powerful impact on people. Although an album is all about the music it contains, the album cover is simply the face of the album which acts as the prime attraction for the listeners. It is used as a medium to tell stories, conceptualize and set the atmosphere for the album or song The cover invites the right people to listen to the song and interests them to learn more about the album and the artists.

## INSTRUCTIONS

- Participants are requested to carry their own equipment.
- The Dress Code is School Uniform.
- The prompt for Music Album Art will be shared on the day of the event.
- The software's allowed -
  - Canva
  - Adobe Illustrator
  - Adobe Photoshop
  - Adobe InDesign
- The Registration deadline is Thursday, 28 July 2022 at 5:00pm



In case of any queries or doubts, please contact Ayush Sarkar : +91 81789 62429

# POLAROID 3.0: DIGITAL MEDIA FESTIVAL

## Eligibility
Classes IX -XII

## Date
Friday, 29 July 2022

## No. of Participants
1 team of 2 participants
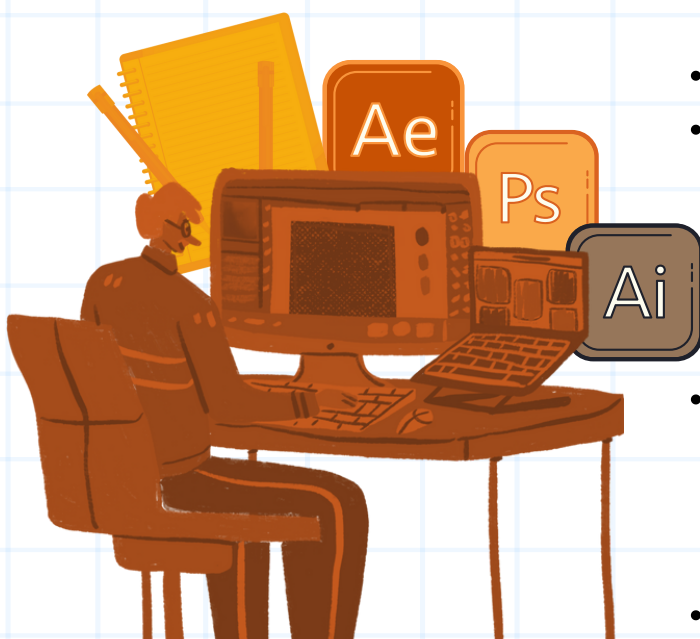
## Theme
War & Peace

# 3. LOGO DESIGNING

Any brand is incomplete without a logo. A logo is a way brands can express their identity and vision through a simple yet elegant image. It helps you stand out from everyone else and brings a sense of confidence with it.

A logo is the visual rendition of a brand and the building block of its branding. Its objective is to grab viewers' attention and to convey it's core values in a fascinating way. It is the foundation of a brand's identity and fosters brand loyalty. This event aims to test the students' graphic designing as well as marketing skills to design the most creative and catchy logos.

## INSTRUCTIONS

- The students are requested to carry their own equipment.
- The Dress Code is School Uniform.
- The software's equipment:
  - ~ Canva
  - ~ Adobe Illustrator
  - ~ Adobe Photoshop
  - ~ Adobe InDesign
- The team will be required to submit their Logo, project file, and a small write-up to accompany their design.
- The Registration deadline is Thursday, 28 July 2022 at 5:00pm

In case of any queries or doubts, please contact Samarth Rungta : +91 98710 74774

# POLAROID 3.0: DIGITAL MEDIA FESTIVAL

## Eligibility

Classes lX-Xll

## Date

30 July 2022

## No. of Participants

Maximum of 2 participants per school

## Theme

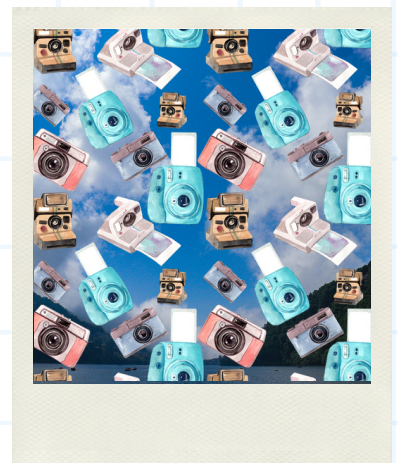**War** & **Peace**

## 4. PHOTOGRAPHY

An expression through photography is an expression through the soul. Capturing the unnoticeable is what makes a true photographer. Photography is an amalgamation of knowledge of science and creativity within oneself. It is because of photographic inventions that we could witness the history in front of our eyes even though we might have not been present at that time. Photography has changed the world as we know it and has brought the world closer than ever before.

## INSTRUCTIONS

- The photograph needs to be clicked by the participant between 01 June and 28 July 2022.
- The submission deadline is on Thursday, 28 July 2022 by 5:00pm
- Basic adjustments (exposure, brightness, etc.) are allowed

- The photograph can be clicked using any device. (DSLR, SLR, cellphone, etc)
- Addition/removal of elements is strictly prohibited.
- Only one entry per student is allowed. Along with the final image, the participant must also submit the unedited version (RAW file) of the image.
- On Saturday, 30 July, the participants will have to explain their photographs to the judges.
- The Dress Code is School Uniform
- The Registration deadline is Thursday, 28 July 2022 at 5:00pm

In case of any queries or doubts, please contact Lavanya Chetal : +91 99902 83196

# POLAROID 3.0: DIGITAL MEDIA FESTIVAL

## ITINERARY

| Day | Date | Event | Venue |
|---|---|---|---|
| Day 1 | Thursday, 28 July 2022 | Filmmaking | Auditorium |
| | | Logo Designing | Senior Computer Lab |
| Day 2 | Friday, 29 July 2022 | Filmmaking | Auditorium |
| | | Music Album Art | Senior Computer Lab |
| Day 3 | Saturday, 30 July 2022 | Filmmaking | Auditorium |
| | | Photography | A.V Room |

**Samarth Rungta** : Student President : +91 98710 74774
**Niharika Manocha** : Student President : +91 88008 53182
**Ms Jayalakshmi** : Teacher In-Charge : +91 98713 19998

In case of any queries or doubts, you can call us or email us at:
"**thepolaroidclub@tagoreint.org**"

WARM REGARDS,
MALLIKA PREMAN
PRINCIPAL
TAGORE INTERNATIONAL
SCHOOL
EAST OF KAILASH, NEW DELHI
110065