

Genre Switch – Design & Videography

Intro:

"**Genre Switch**" is a thrilling two-round team-based media sub-event, combining the art of poster making with the creative challenge of transforming movie clips from one genre to another. Participants will demonstrate their artistic and storytelling abilities through a genre swap in both visual poster design and cinematic storytelling.

Round 1:

Time- 3 hours

Delegate Cap- 2 delegates per team

Barbenheimer:

Round 1 of this sub-event will require delegates to recreate famous posters but with a different genre. Upon arrival at the location delegates will be allotted a poster and a genre at random. Delegates are required to make the poster from scratch they can utilize means like photography to add to their poster (for example: themselves in place of the characters present in the poster). Delegates will be allowed to shoot relevant material for them to use in the poster. Once the time is over, they will submit their work to the judges.

Judging Criteria for Round:

- Editing, Photo manipulation and Graphic Design skills
- Combination and Relevance to the Poster and Genre
- Depth and Detail
- Creativity

Rules:

- Delegates must recreate the poster given in accordance to the genre
- Poster must be submitted within the time limit
- No outside help or plagiarism is allowed
- Any sort of AI usage will result in disqualification

Round 2:

Time- Till the End of Day 3

Delegate Cap- none

Russian Roulette:

During Round 2 of this category, delegates will have the chance to showcase their Media and Drama skills. They will be tasked with re-enacting a famous movie trailer while incorporating a change in genre and the main character. These elements will be allotted to them before the event, giving the delegates ample time to prepare, shoot, and edit their trailers.

This round will put their cinematography and editing abilities to the test, as well as challenge them to creatively incorporate the given twist. Delegates must start from scratch to create their trailers, although they will be allowed to use stock sound effects and video effects and effects only.

The deadline for submission will be at the start of Day 3, following which the trailers alongside the posters will be evaluated by a judging panel. The trailers will also be played in front of an open audience.

Judging Criteria for Round:

- Cinematography and Video Editing (Colour grading, video effects, sound effects etc)
- Incorporation of Genre and Given Character
- Dramatic Skills
- Creativity

Rules:

- Delegates must re-enact a famous movie trailer
- Delegates must start from scratch and create their trailers, incorporating the given twist
- The use of stock sound effects and video effects is allowed, but the majority of the trailer should be original content
- The duration of the round will be from Day 2 to the start of Day 3
- Submissions are to be made prior the given time limit

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