



LET THE DESIGN BATTLE BEGIN!

CREATE A COMPELLING SOCIAL MEDIA POST TO
RAISE AWARENESS ON THE IMPORTANCE OF LAKE
CLEANLINESS AND INDIVIDUAL RESPONSIBILITY.

Got a knack for rhymes and visual design? You're our perfect find! ;)



**Enter
to Win**

On 19th July at 2pm
A CERTIFIED INTERNSHIP WITH THE
KAPRA LAKE REVIVAL GROUP



Restoring Nature



Nurturing Creativity



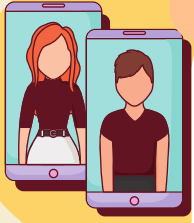
Autonomous College



Your task is to create content for our @savekapralake Instagram page



Here's what you need to do...



Importance of combating littering around lakes. It can be a static post/carousel or a reel. Brownie points if you can do both. You can pick from any of the 3 content buckets below or come up with your own:

1. Clean-up Efforts: How to inspire people to come for a lake clean-up
2. Success Stories: Testimonials from community members benefiting from clean water
3. Educational Content: What are our plastics doing to our lakes



SCAN TO REGISTER

Team Composition: 2-member team

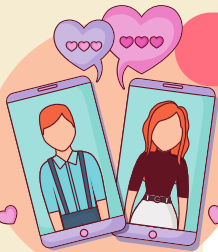
Copywriter: Responsible for crafting the content of the social media post. This includes the caption and any accompanying text.

Designer/Editor: Responsible for designing the visual elements of the post. This could involve creating graphics, editing images, or producing a short video.



Here's what we're looking for...

- **Creativity:** Originality and innovative approach in presenting the message. We'd love to see if you're also able to integrate latest Instagram trends with the content that is to be delivered at our end.
- **Clarity:** Clear communication of the message about lake cleanliness and littering.
- **Visual Appeal:** Quality and aesthetic appeal of the design elements.
- **Relevance:** Relevance of the content to the theme and the target audience.



Submissions...

- Each team will submit their final social media post (including caption and visuals) for evaluation by the end of the 2-hour period.
- Submissions should be in a format ready for immediate posting on social media platforms (jpg/png/mp4)

