



CIRCULAR



SCHOOL OF COMMERCE & MANAGEMENT

Department of Management

NOTICE

Ref No: AJU/SCoM/DoM/2025/900

Date: 04.01.2025

This is to inform all the students and staff of ARKA JAIN University, that the Department of Management (MBA) is organising its "Annual Management Fest — CREST" on 20th & 21st February 2024 in the university campus.

The scheduled for the event will be shared shortly.

Dr. Urvashi Thakur
HoD, MBA
Dept. of Management
School of Commerce & Management

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School of Commerce and Management
ARKA JAIN University, Jharkhand

Copy for the information:

1. PS to the Vice-Chancellor
2. PS to the Director
3. PS to the Registrar
4. Controller of Examinations
5. In charge Web services for Website Updation
6. Notice Board
7. Guard File

POSTER MAKING – CREST 2025

Date of Event	20-02-2025
Name of the Event	Poster Making
Type of the Event	Cultural Competition (5.3.3)
Conducted by	MBA, Department of Management
Coordinated by	Mr. Arindam Mondal, Ms. Rana Iffat Perween
No. of Participants	5

OBJECTIVES:

The *Poster Painting* event aimed to provide students with an opportunity to express their creativity and artistic skills through the creation of visually impactful posters. The objective was to encourage participants to use posters as a medium to convey powerful messages, ideas, or themes, while demonstrating their understanding of design, color theory, and visual composition. Participants were encouraged to explore a wide range of topics, from social issues to cultural representations, and to develop their skills in both artistic expression and graphic design. The event aimed to inspire students to create compelling visual narratives that communicate effectively to the audience.

DETAILS:

The **Poster Making** competition provided students with a platform to creatively express powerful messages through visual storytelling. Participants explored diverse themes, including social issues, environmental awareness, and cultural representation, effectively utilizing design elements like color, typography, and composition. By blending artistic expression with clear messaging, students demonstrated their ability to communicate impactful ideas through posters.

The event encouraged experimentation with various techniques, from hand-drawn illustrations to digital art and mixed media, resulting in visually striking and thought-provoking designs. Judges and audiences appreciated the creativity, originality, and relevance of the posters, fostering discussions on the importance of visuals in communication. Overall, the competition successfully promoted artistic skill, critical thinking, and social awareness, making it a highlight of **CREST 2025**.

TAKEAWAYS (OUTCOME)

- The *Poster Painting* event was a great success, with participants showcasing their artistic flair through thought-provoking and visually striking posters.
- Students explored a variety of themes in their designs, including environmental awareness, social justice issues, and cultural celebrations, effectively conveying powerful messages through their artwork.

- The event encouraged participants to think critically about how to use visual elements, such as color, typography, and imagery, to create posters that were not only visually appealing but also meaningful.
- Judges were impressed by the creativity, design, and message conveyed in the posters, noting the diversity of approaches taken by participants to address their chosen topics.
- The competition allowed students to develop their skills in visual communication, as they learned how to balance artistic expression with the need to communicate a clear message effectively.
- Many participants used a combination of hand-drawn illustrations and digital techniques, adding variety and depth to their designs.
- The event also provided an opportunity for students to experiment with different materials, such as paints, markers, and even mixed media, resulting in unique and dynamic poster designs.
- The posters created during the event were displayed for the audience to admire, sparking discussions among students about the themes and ideas presented in each piece.
- The competition encouraged students to reflect on the impact of visuals in communication and to consider how design can influence public perception and awareness.
- Participants gained valuable experience in designing posters for different contexts, whether for advertising, social campaigns, or cultural events, expanding their skill set in the field of visual arts and graphic design.
- The event fostered a sense of collaboration, as students interacted with one another to discuss their creative processes, share techniques, and learn from each other's designs.
- The *Poster Painting* competition allowed students to explore the intersection of art and activism, providing them with a platform to raise awareness about important issues through their designs.
- The audience was captivated by the variety of approaches to the topic, with each poster offering a unique perspective and artistic style.
- Overall, the *Poster Painting* event successfully contributed to the artistic and intellectual atmosphere of the Annual Management Fest CREST, allowing students to express their creativity while promoting social and cultural awareness.

POSTER OF THE EVENT





PHOTOS OF THE EVENT







JUDGEMENT SHEET

 ARKA JAIN University 						
NAME OF THE EVENT- POSTER MAKING COMPETITION						
CREST- THE MANAGEMENT FEST- 2K25 Date- 20-02-2025						
PARTICIPANTS DETAILS			EVALUATION CRITERIA FOR THE POSTERMAKING COMPETITION			
SL NO.	NAME OF THE PARTICIPANTS	INSTITUTE NAME	VISUAL APPEAL	CLARITY OF MESSAGE	CREATIVITY & ORIGINALITY	TOTAL MAXIMUM MARKS (30)
			MAXIMUM MARKS (10)			
1	AMURADHA KUMARI	Arka Jain University	7	8	7	22
2	NIKITA GOPE	"	8	8	8	24 ✓
3	RIYA MANDAL	"	7	8	6	21
4	Susay Boskey	Cooperative college	5	5	5	15
5	Sneha	Arka Jain University	5	5	5	15

Dr. Suman Chell
Name & Signature of the Event Coordinator Cum Judge

[Signature]
Signature of the Head of the Department (MBA)
HoD, MBA
School of Commerce and Management
ARKA JAIN University, Jharkhand