eSEAT_UG 2020 Round 1
Home Based Task: Test 2

Cluster: B (Visual Communication and Strategic Branding, Graphic Arts and Design Practices)
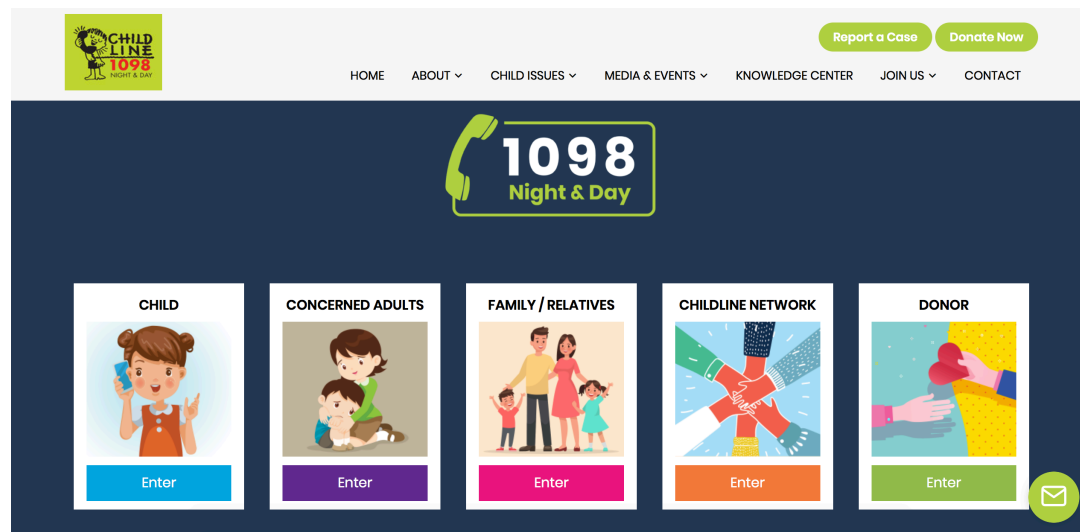**Date: 19-04-2020**
Time:
Starts – 10.30 a.m.
Ends – 12.30 p.m.
(Including uploading of answer sheet)
Marks: 100

Context: CHILDLINE 1098 Visual Design
Take a look at the given images of a Logo and Home Page of CHILDLINE 1098.
The content from the main pages of the website CHILDLINE1098, is briefly explained below. Please visit the website if possible.

CHILDLINE 1098 is a phone number that spells hope for millions of children across India. It is a 24-hour, 365 days a year, free, emergency phone service for children in need of aid and assistance. They not only respond to the emergency needs of children but also link them to relevant services for their long-term care and rehabilitation. They have, till date, connected to three million children across the nation offering them care and protection.

CHILDLINE India Foundation (CIF) is the nodal agency of the Union Ministry of Women and Child Development acting as the parent organization for setting up, managing and monitoring the CHILDLINE 1098 service all over the country.

1) The link 'CHILD' takes you to a webpage that contains information directly related to the child in distress. It is not an information heavy page but it lists various possible situations that a distressed child might be facing and then assures the child that they are there to help the child no matter what the situation is.

2) The link 'CONCERNED ADULTS' takes you to a webpage that concerns parents and also provides organizational and support-related information in one short paragraph.

3) The link 'FAMILY & RELATIVES' takes you to a webpage that contains information which is very similar to the 'CONCERNED ADULTS' page but with an additional short note about how a family can be engaged in the wellness of the child.

4) The link 'CHILDLINE NETWORK' provides two more links to partner organizations and a list of locations of CHILDLINE centers across India.

5) The link 'DONOR' takes you to a webpage that encourages donations.
The information above is extracted and compiled from an article published by 'The Gaurdian' called 'Smart companies consider cradle-to-cradle systems' Ted talk called 'Cradle to cradle design' by William McDonough and article published on 'green living ideas' called What is Cradle to Cradle Manufacturing?

Introduction
You will notice that the style of the logo design and the style of the five illustrations on the home page of their website do not match. Further, these illustrations for the five areas: Child, Concerned Adults, Family/Relatives, Childline Network, and Donor do not relate to the Indian context.

Task
Your task is to redraw/re-create illustrations for each of the five tabs / pages of the website listed above in such way:
a. That they match the style of the logo
b. That they are contextual and reflect Indian demographics
c. That they lucidly communicate the information and content of the pages

Instead of illustrations you could also use symbols / icons. But they still need to meet the criteria listed in **a**, **b** and **c** above.
Your illustrations should be completely original, reflecting your own visualization for all the five tabs / pages.

They need not be based on the images from the CHILDLINE 1098 website. For example, your illustration for the link 'CHILDLINE NETWORK', does not have to be composed of 'hands'.
Pay attention to the color palette of the logo and the homepage when creating the visuals.

Instructions
Create all your work by hand. Do NOT use the computer or any other digital aid to draw / color your visuals.
Use any medium of your choice.

Assessment Criteria
Creativity and Imagination: **50 Marks**
Contextual Consideration: **50 Marks**

To demonstrate the above abilities
Creativity and Imagination: You should be able to show originality and individual thinking in the ideas you are creating for the five illustrations.

Contextual Consideration: You should be able contextualize your style of illustration, color palette, style and look and feel of the imagery while considering the context of the user.

Submission Instructions
Written Tasks
Can be hand written or typed.

Preparing your Document
Copy and paste your text and pictures in Microsoft Word document or PowerPoint presentation or any other software you are comfortable with.
Arrange the pictures and text in the correct sequence.
Caption each picture or text with the option number and step number.

Page Labels
Label each page of your work on the top right with your Hall ticket number and Test number and cluster name (A or B or C or D or E).

Important Requirements:
Your final document should include text and pictures as required in the Question Paper.
Your document should not be more than six pages in length.
Do not include more than 10 images unless the task requires you to add more number of images
File Size of your document should NOT be more than 10 MB.

Preparing your Final Submission
Save your document as a PDF file or Microsoft Word file or PowerPoint file.
Follow the instructions provided in "Submission Guidelines" document regarding reducing the file size
https://eseat2020.srishtimanipalinstitute.in/eseat/files/Submission_Instructions_Test_1.pdf

File Nomenclature
Name your final submission file as follows:
Your Application Number_UG_TEST 2_Cluster_B
Upload your file as per the "Submission Guidelines" document.
https://eseat2020.srishtimanipalinstitute.in/eseat/files/Submission_Instructions_Test_1.pdf