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IMG Recruitments 2018

**Designers' Assignment**

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## General Instructions

1. You may use any software application (Adobe Photoshop, Adobe Illustrator, CorelDRAW, Microsoft Paint *et cetera*) or make hand drawn sketches.
2. You can choose one of the three modes of submission:
  - a. Via this [Google Form](#).
  - b. Mail us your entries with your **contact number** as a **.zip file** at [recruitment.img@gmail.com](mailto:recruitment.img@gmail.com) with the subject “<YourName>\_<EnrollmentNumber>” and the file named “<EnrollmentNumber>.zip”.
  - c. To the IMG lab at the Institute Computer Centre in case of hand drawn sketches.
3. The deadline for the submission is by **9:00 pm, 11th of January, 2018**.
4. We are available in the **IMG Lab** at the **Institute Computer Centre**, where you can resolve your queries and **make your submissions**, in case of hand drawn sketches. (Deadlines remain the same)
5. **Section A** is **compulsory for all applicants**. **Section B** is meant for the applicants from the **first year** and **Section C** for applicants from the **second year**. However, should you choose to solve the optional sections, you are welcome to do so.

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## Section A Let's know each other better

**Note:** This section is **mandatory** for **all applicants**.

1. Which design software packages do you know, and upto what proficiency level? Mention some projects you have done using these tools, if any.
2. Describe your hobbies, extracurricular activities and other engagements in college.
3. What motivates you to join IMG? What do you believe you will bring to the group?

## Section B Let's get to work

**Note:** This section is **mandatory** only for **the first year candidates**.

### 1. Choose a color palette

You are given a set of colors in **Fig. 1**. Using only the given colors, create a color palette (of 4 colors) that evokes feelings of:

- A. Cool blues
- B. Refreshing & pretty
- C. Bright & tropical
- D. Night life
- E. Retro & relaxing

An example answer for **A. Cool blues** could be written as **A - 1, 6, 11, 16**.



**Fig. 1** The only colors you are allowed to use in all your palettes.

## 2. Typography of a blog post

One of the most important skills you can learn as a designer is how to choose typography. This is because text is one of the primary ways designers can communicate with users.

Design the typography for a blog post. You have to choose suitable fonts, font sizes and styles (from the table given below) for various elements of the sample blog post emphasizing its key aspects.

- A. Blog title
- B. Subtitle
- C. Publisher details
- D. Paragraph header
- E. Paragraph block
- F. Blockquote

The contents of the blog post are shown in **Fig. 2**. An example answer for the question **A. Blog title** could be written as **A - Lobster 14px Regular**.

Font Family	Font Sizes	Font Style
<i>Lobster</i>	14 px	Regular
Comic Sans	20 px	<i>Italics</i>
<b>Bree Serif</b>	24 px	<b>Bold</b>
Courier New	36 px	<u>Underline</u>
Pacifico	42px	
Open Sans		
<b>Oswald</b>		
Playfair Display		

(A. Title)

Typography can make or break your design

(B. Subtitle)

One of the most important skills you can learn as a designer is how to choose type.

(C. Publisher details)

Jonathan Doe

January 10, 2018

(D. Paragraph Block)

This article is designed to serve as a starting point for helping you learn how to choose type for your designs. It will encourage you to explore fonts and font combinations beyond those you're familiar with.

(E. Paragraph Header)

Identify your purpose

(D. Paragraph Block)

Before you do anything else, first identify the purpose of your design. What information do you want to convey? What is the medium for your design?

(E. Block Quote)

Good design aligns its typography with its purpose.

**Fig. 2:** *The contents of the blog post that must be given a flair of typography.*

You may also use this [doc](#) to play around with the fonts online. To make a copy of the doc, choose *File > Make a copy...* or to download the doc and work on it offline, choose *File > Download as > Microsoft Word (.docx)*. Do remember that you have to submit the answers as the above example and not your document.



### 3. **Logo designing**

*A good logo makes the difference between a great first impression and a dismal one. A good first impression makes the difference between a pleased user and a disappointed one. See how important logos are?*

Design a logo for an online food-ordering application. To help you in this mission, should you choose to accept it, here are the links to [Burger King](#), [Chick-fil-A](#) and [Smoothie King](#), whose logos are marvelous and make for great reference material.

### 4. **Introspection and improvement**

*We are always looking for ways to improve and a fresh pair of critical eyes can do loads of good! Here's how you can help us.*

Visit [Channel i](#) and list a minimum of 5 pain-points where you think the site could improve, in terms of the user experience. Explain the critical thinking that (*hopefully*) went into your answer and give reasons to support it.

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## Section C Let your work speak.

**Note:** This section is **mandatory** only for **second year candidates**.

1. **For designers**

Submit using the [Google Form](#) **or** mail us your portfolio and the work you have done so far. Be sure to include the links to your online portfolios such as Dribbble, Behance *et cetera*.

2. **For frontend developers**

Implement the [Profile](#) screen layout of Instagram (web app) using HTML, CSS and JavaScript. You may use any library/plugins you find necessary.

It would be a bonus if you could make it responsive.

Submit using the [Google Form](#) **or** mail us a .zip file of your source code of the assignment, your portfolio and the work you have done so far. Be sure to include the link to your GitHub profile if you have one.