



DEPARTMENT OF
BAMMC

PRESENTS

XPRESSION'23

**CONTEMPORARY TO
CLASSIC**



ABOUT XPRESSION



Xpression fest was an Ad-making
Intra college fest of BAMMC department.
The name itself suggests that the fest is all
about expressing your talents through different
mediums. It gives a great opportunity to the
students to showcase their talent by making
their entries on the given theme of the fest.



17th XPRESSION Fest

Since Xpression's first edition was in 2006 - 2007, it has come a long way. Initially, it was an ad-making competition, but since the course changed from BMM to BAMMC, the fest has expanded to include many categories including advertising and journalism.



Theme



As every year comes with new beginnings , team Xpression also comes with a unique theme to crack . This year's uniqueness comes with "Contemporary to Classic" theme. If the contemporary products, situation, thinking, technology, to name a few was presented in the classic era then how it would have been perceived in the classic era. Xpressionfest'23 is giving you all the opportunity to demonstrate all that differences your eyes can see, all that you wanted to be printed, all that you wanted to be heard and all that you wanted to be captured.



Categories



Print Advertisement



Television Commercial



Radio Jingle



Short Film



Short Story Writing



Poem



Rules and Regulations of categories



Everything present consists of its own conscience, so our fest has some niyam and viniyam which is not meant to be broken but yet to be followed.



Print Advertisement

Pick any existing product of contemporary (current) era and create a Print Advertisement of that product in the way it would have been advertised in the classic (old) era.



Print Advertisement

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- A4 size
 - PDF format (Digital)
 - Individual Participation
 - You can take existing products but not existing brands.
 - Languages – English, Hindi, Marathi
 - We will not encourage defamatory, grossly offensive, and obscene content, as well as abuse and violence.
 - No Plagiarism
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Television Commercial

Pick any existing product of contemporary (current) era and create a Television commercial of that product in the way it would have been advertised in the classic (old) era.



Television Commercial



- Time duration: Min 20 sec and Max 60 sec.
- Mp4 format
- Participants: 2-4 members
- You can take existing products but not existing brands.
- Languages – English, Hindi, Marathi
- We will not encourage defamatory, grossly offensive, and obscene content, as well as abuse and violence.
- No Plagiarism



Radio Jingle

Pick any existing product of contemporary (current) era and create a Radio jingle of that product in the way it would have been advertised in the classic (old) era



Radio Jingle



- Time duration – Min 20 sec and Max 30 sec.
- Mp3 format
- Individual Participation
- You can take existing products but not existing brands.
- Languages – English, Hindi, Marathi
- We will not encourage defamatory, grossly offensive, and obscene content, as well as abuse and violence.
- No Plagiarism



Short Film



Pick any product from Contemporary (current) era and create a short film presenting how the product would have been perceived, accepted or used in the classic (old) era.



Short Film

- Time duration : Min 1 min Max 5 min.
- Mp4 format
- Participants: 2-7 members.
- Languages - English, Hindi, Marathi
- We will not encourage defamatory, grossly offensive, and obscene content, as well as abuse and violence.
- No Plagiarism



Short story writing



Write a short story on, what if the contemporary situation, thinking, technology to name a few was presented in the classic era then how it would have been perceived in the classic era.



My story...



Short story writing



- Maximum 500 words.
- PDF format
- Individual participation.
- Languages - English, Hindi, Marathi
- We will not encourage defamatory, grossly offensive, and obscene content, as well as abuse and violence.
- No Plagiarism



Poem



Write a poem on, if the contemporary situation, thinking, technology, to name a few was presented in the classic era then how it would have been perceived in the classic era in a poetic way.



Poem



- Maximum 4 stanza
- PDF format
- Individual participation
- Languages – English, Hindi, Marathi
- We will not encourage defamatory, grossly offensive, and obscene content, as well as abuse and violence.
- No Plagiarism



SUBMIT YOUR ENTRIES



Ping us your entries through the email mentioned below, huge numbers of entries are anticipated to knock on the doors of our email.

xpressionfest2023@gmail.com





CONTACT US



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