



ST.FRANCIS COLLEGE

Koramangala, Bangalore, India

Affiliated to Bengaluru City University, Approved By AICTE

COLLEGE PHOTOGRAPHY CELL

Report on 'Instagram Reels - Videography Contest'

Name of the Event: Competition on Videography: Instagram Reel Contest

Date: 11-11-2024

Time: Two weeks

Venue: Online Mode

Event Coordinator: Ar. Ahamed Sazzath A, Assistant Professor, Department of Interior Design and Decoration

No. of Participants: 16

Objectives

1. Enhancing Creativity:

To provide students with a platform to showcase their creativity by creating engaging and visually appealing Instagram reels within a limited timeframe.

2. Skill Development:

To help students develop their videography and editing skills by exploring trending reel formats and storytelling techniques.

Outcome

1. Fostered Creativity:

Participants were able to think innovatively, developing creative concepts for their reels that reflected originality and personal style.

2. Improved Technical Skills:

Students gained hands-on experience in video editing and storytelling, which are essential skills for content creation on social media.

3. Increased Engagement:

Participants explored the potential of Instagram as a medium for creative expression and professional growth, boosting their confidence in showcasing their talent online.



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The College Photography and Videography Cell of St. Francis College organized an exciting competition on Instagram videography on 11th November 2024. The event was designed to inspire and engage students in a practical and modern way, encouraging them to experiment with popular content formats on Instagram.

The competition focused on Instagram reels, which are short-form videos known for their creative potential. Students were tasked with creating unique, high-quality reels that effectively showcased their videography and editing skills. These entries were submitted online, allowing easy participation and inclusivity.

Participation:

The event saw enthusiastic participation from students across various disciplines. The format allowed students to work independently, encouraging them to push their creative boundaries and experiment with different ideas.

Judging Criteria:

The reels were assessed on the following parameters:

1. Creativity and originality.
2. Visual appeal and aesthetics.
3. Technical execution, including editing and use of effects.
4. Storytelling impact and clarity of message.



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Winners

The winners of the competition were:

- **1st Prize:** Deepa L, 1st Semester MBA (C Section) – ₹2,000
- **2nd Prize:** Mohammad Sameer, 5th Semester BCA (A Section) – ₹1,500
- **3rd Prize:** Hemavathi, 5th Semester BSc Interior Design (IDD) & Ismail, 1st Semester BVA – ₹1,000 (shared).

Conclusion

The Instagram Reel Videography Competition was a resounding success, meeting its objectives of fostering creativity and skill development.

The outstanding work demonstrated the creative potential of students at St. Francis College.





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