**Design/Video Test**

Candidate’s Name:

Email ID:

Contact Number:

Date of Submission:

**TEST FOR GRAPHIC DESIGNER/VISUALIZER ROLE**

*(Attempt all 4 tasks)*

**Task 01**

**Brief: Create Covid Vaccination Drive infographic for Swiggy**

**Body Copy:**

**BRINGING THE COVID-19 VACCINATION TO YOU!**Take a positive step towards fighting a global crisis

Dear Swiggsters!

With concerns around the pandemic increasing, safety and health is the biggest priority for everyone. For that, we are helping Swiggsters gain access the COVID-19 vaccination in partnership with **ekincare,** to help you and your loved ones fight against COVID.

The vaccination program is currently available to a select demographic, and the eligibility criteria and details are provided below. For Swiggsters or family members who are currently eligible, you can now book/register for the vaccination via the ekincare application. Please read through the app usage guidelines before registration.

To ensure that you have a seamless experience, we will be driving a few awareness sessions in the coming days, to ensure that you are well prepared for the same.

Note: The cost of COVID-19 vaccination under this initiative will be sponsored by Swiggy. Please note that the vaccination is open for you and three of your family members. Once registered, please ensure that you get the vaccination done, as per the allotted timeslot, to avoid any wastage of opportunity/resources.

**STEPS TO LOGIN AND REGISTER:**

Step-1. Download the App.

Step-2. Enter your official email ID to register.

Step-3. The system will prompt to enter OTP sent on registered email ID.

Step-4. Complete Health Risk Assessment form.

Step-5. To book vaccination, click on the tile stating **‘COVID-19 Vaccine for You & Your**

**Family’**.

\* The clickable icons \*

Download the App

Take the health risk assessment

Add Family members

**IMPORTANT NOTE:**

·         Eligibility criteria: Employees or dependents who are over 45 years

·         Once you book the vaccination, you will receive an email to upload the Aadhar details

·         to confirm your vaccination appointment.

·         This service is currently live in all metro cities along with 40 other locations, and we

·         are adding new cities to the list every day.

·         ekincare will not be responsible for the waiting time or experience at the inoculation

·         centres as the entire program is manned and governed by the government of India.

GOT QUERIES OR NEED HELP?

Reach out to us at help@ekincare & [healthandsafety@swiggy.in](mailto:healthandsafety@swiggy.in)

**Task 02**

**Brief:** Create social media post 7 to 10 second Gif or Video (Photoshop/Aftereffects) for the brand ZEE

**Body: Frame1:** Delighted Onboard  
 Vishal Somani (You can use any Royalty free picture)  
 Head – Enterprise IT

**Frame2: Thrilled to welcome** Narayan Baheti (You can use any Royalty free employee picture)Head – Management Accounting & Finance Business Partner,  
 Content & International Markets

**Task 03**

**Brief:** Create a Social Media campaign carousel post for Cardekho

**Carousel 1  
Headline:** Who the Tech Is this?  
**Body:** Comment below and stand a chance to get featured in our next post

**Carousel 2  
Headline:** 36% got it right!  
**Body:** ELON MUSK

**Carousel 3**  
**Body:** **An Innovator:** Who sold his first every product at the age of 12 – The video game ‘**Blaster**’ (for $500).

**A Pioneer** who sent a Tesla Sportscar **‘Falcon’** into space (in 2018).

**An influencer** popularly called as **‘Trillionaire’** – A high-tech entrepreneur turning sci-fi dreams into reality.

**Task 04**

**Brief: Create a Mailer for IndiaFirst**

**Body:** What’s More Important Than A Safe and Secured Today?Ensuring a Financially Protected Tomorrow!

CTA 1: PLAN NOW

Product Key Features:  
● 8 Different Coverage Options to Choose From  
● Claims Under COVID-19 Covered \*\*  
● Ensure Financial Stability Along With Tax # Benefits  
  
Rhetorical Question: If not now, then when?

CTA 2: ACT NOW

Disclaimers:  
\* For a Male Non-Smoker Life aged 25 years for policy term of 30 years without applicable  
taxes (Only for Life Benefit Option and Income Benefit Option of IndiaFirst Life e-Term plan  
(UIN143N048V01)  
\*\* T&amp;C Apply  
#Tax Exemptions as per applicable laws from time to time

**TEST FOR GRAPHIC DESIGN/VIDEO INTERNSHIP ROLE**

*(Attempt all 3 tasks)*

**Task 01**

Social media is the playground for brands to showcase their creativity and innovation in the best way possible. We get to work with a lot of brands that do the same. Here’s what we would like you to do -

1. Choose your favourite brand from any industry and sector and create a fresh cover image for 3 of their social media platforms -

* Twitter
* LinkedIn
* Facebook

1. For the cover created, share your rationale for your thought process. We would love to see that along with your design.

**Task 02**

GIFs are one of the most loved creative formats consumed by people on the Internet. One of our clients who deal with diamond and gold jewellery wishes to create a GIF for Diwali.

Make an innovative and fresh GIF creative for the festival using their products in such a way that it interests the audience encouraging them to share it with all their social friends.

**Task 03**

Ideate and create a typography-based video that

* Introduces you
* Showcases your skills
* And tells us why we shouldn’t hire you

You are free to use a mix of vector graphics/motion animation along with the typographic approach you create, however, that’s not a compulsion. The final work can only be based on type motion animation alone as well.

**TEST FOR VIDEO EDITOR/ANIMATOR ROLE**

*(Attempt both tasks)*

**Task 01**

Ideate and create an infographic-based video that

* Introduces you
* Showcases your skills
* And tells us why we shouldn’t hire you

You are free to use a mix of vector graphics/motion animation along with the typographic approach you create, however, that’s not a compulsion. The final work can only be based on type motion animation alone as well.

**Task 02**

Ideate, create, and animate a logo for an annual award function of an organization.

**Name**: CEO AWARDS

**Duration**: Under 10 secs

* Share the rationale behind the logo design and colour palate used.
* Share the tools used and any other external website help/inspiration you have taken to create the animation.
* Add a soundtrack that goes well along with the animation. (Give due credits)