

1 **Eligibility Criteria:** The competition is open to all. We have no age restriction. We are looking for creative minds.

2 **What is expected from Participants?**

The participants are supposed to submit a design in the form of a cartoon/Animated character/mascot. The character should project the brand image of HiCounselor and what we are about. So, understand the company and incorporate the same in your design language.

3 ***How to Participate?***

1. Click on the "***SUBMIT DESIGN***" tab and submit your designs as per given specifications.
2. Fill all the details in the submission form and submit your designs as per the parameters mentioned.
3. We will review your design and if you are a winner, you will be intimated through the contact details shared by you.

4. ***Technical Parameters:***

1. The participant should submit a preview file in JPEG format and original file (Adobe Illustrator(.ai), .bmp, .xcf, .psd, .eps formats etc.). You can create a set of ZIP file of the design having both the formats (JPEG for preview and original file .ai).
2. The resolution should be in 2000pX 2000p.
3. The design can be in 2D or 3D format.
4. Files uploaded through Google Drive Storyboards, scripts as Word or PDF documents or pictures will not be accepted.
5. The character and designs should be a fully developed character. Not an unfinished or raw character.

5. ***Prizes & Awards:***

1st Prize: Rs 30,000

2nd Prize: Rs 20,000

3rd Prize: Rs 10,000

If your design is exceptional then you can get a chance to reach our interview round for a full-time role at HiCounselor.

6. Evaluation & Judgment Criteria:

All submissions will be evaluated/judged on the following parameters:

- a. Creativity & Originality
- b. Brand Cohesion & Coherence
- c. The designs submitted are within technical parameters.
- d. Any out of the box designs and concepts will be prioritized. For example, 3D designs, motion designs etc.

7. Terms & Conditions:

1. The competition is open for all. There are no age restrictions. We are looking for creative minds.
2. All entries should be submitted on the “**Submit Design**” tab along with the relevant details.
3. The participant shall make sure that the information like name, mobile number, email id shared is accurate as this information will be used for further communication to winners.
4. The top entries receive the prize money and a chance to participate in our interview round. However, designs will be intellectual property of HiCounselor and will be used by HiCounselor for Branding and promotional purposes. Participants will have no right to claim on the design once the prizes have been claimed.
5. The design/creative submissions should be original works and any case of plagiarism will be disqualified.
6. Multiple submissions of content by the same person will not be considered.
7. Winners will be informed by the email and results will be published on all our Social Media platforms as well.
8. By submitting the designs/creatives you have agreed that all the information shared by you is correct and you have complied by the terms and conditions of the competition.
9. The cash prizes are inclusive of applicable taxes.