

**DEPARTMENT OF COMPUTER APPLICATIONS**  
**GOVT. DEGREE COLLEGE ANANTNAG**

**Report on the Digital Logo Design Competition - "Digital Jammu Kashmir"**

Event Date: **September 5, 2023**

Location: **Government Degree College, Anantnag.**

**Introduction:**

The Government Degree College Anantnag, nestled in the picturesque landscapes of Jammu and Kashmir, celebrated a week of digital innovation and creativity during the "Digital Week." One of the highlights of this celebration was the "Digital Logo Design Competition" with the theme "Digital Jammu Kashmir." This event aimed to bridge the gap between tradition and technology while showcasing the artistic talents of our students.

**Competition Overview:**

The Digital Logo Design Competition, held on September 5, 2023, attracted participants from diverse backgrounds, including students from computer applications and information technology. The competition challenged participants to create logos that encapsulated the essence of "Digital Jammu Kashmir," effectively blending the region's rich cultural heritage with the opportunities offered by the digital era.



**Participation and Submissions:**

The event witnessed active participation, with 18 (eighteen) students creating their digital logo for consideration. The participants displayed a remarkable range of creativity and artistic expression.

**Judging Panel:**

A panel of experienced judges, consisting of Ms. Vahida Akhter (Assistant. Professor Computer Applications), Mr. Sharik Mushtaq Khanday (Assistant. Professor Computer Applications) and Dr. Khursheed Ahmad Dar (Assistant Professor Information Technology) undertook the challenging task of evaluating the participants. They assessed the designs based on criteria such as creativity and originality, relevance to the theme, visual impact, simplicity and clarity and overall aesthetics.

**Winners:**

After meticulous deliberation, the judges declared the following winners:

**First Position:** [Ovais Ahmad Khanday - BCA 6<sup>th</sup> Semester Roll No 4818]

**Second Position:** [Farzan Ahmad- B.Sc It 5<sup>th</sup> Semester Roll No 1675]

**Third Position:** [Shahid Showhat- B.Sc It 5<sup>th</sup> Semester Roll No 1689]

**Conclusion:**

The Digital Logo Design Competition - "Digital Jammu Kashmir" was a resounding success, symbolizing the power of digital innovation to celebrate and preserve our cultural heritage. It served as a testament to the artistic talent and technological aspirations of our students.

The event's success would not have been possible without the enthusiastic participation of our talented students, the dedication of our judges, and the unwavering support of our college administration. It was a remarkable contribution to the broader celebration of "Digital Week."

As we conclude this event, we look forward to future endeavors that will further strengthen the bond between tradition and technology, as we continue to explore the limitless possibilities of the digital age.

**Event Organizer** : Department of Computer Applications  
Government Degree College, Anantnag

**Date** : 05/09/2023



**Head Computer Applications**

DEPARTMENT OF COMPUTER APPLICATIONS  
GOVT. DEGREE COLLEGE ANANTNAG

*Date: 4/09/2023*

Dr. Khursheed Ahmad Dar,  
Assistant Professor Information Technology,  
Govt. Degree College Anantnag,  
Anantnag

Dear Dar,

We hope this letter finds you well. We are excited to extend an invitation to you to serve as a judge for our upcoming Digital Logo Competition, organized by our department. Your expertise and experience in the field of Information Technology make you an ideal candidate to help us select the winning entries for this exciting event.

**Competition Details:**

Competition Name: Digital Logo Design

Date: September 05, 2023

Location: Lab 1/ Lab2

Your role as a judge will be to evaluate the submitted logo designs based on predefined criteria, ensuring fairness and objectivity throughout the judging process. Your insights and expertise will be invaluable in recognizing and rewarding outstanding design talent.

The judging process will require estimated time commitment, for reviewing entries and a meeting to finalize the winners, and we will provide all the necessary materials and guidelines to facilitate your evaluation.

We are confident that your involvement will contribute to the success of this competition and help us recognize outstanding design talent. We look forward to your positive response.

Thank you for considering our invitation, and we hope to have the honor of working with you to make Digital Logo Design a remarkable and inspiring event.

Sincerely,

Shakti Prakash  
Head Computer Applications

DEPARTMENT OF COMPUTER APPLICATIONS  
GOVT. DEGREE COLLEGE ANANTNAG

*Date: 4/09/2023*

Ms. Vahida Akhter,  
Assistant Professor Computer Applications,  
Govt. Degree College Anantnag,  
Anantnag

Dear Akhter,

We hope this letter finds you well. We are excited to extend an invitation to you to serve as a judge for our upcoming Digital Logo Competition, organized by our department. Your expertise and experience in the field of Computer Applications make you an ideal candidate to help us select the winning entries for this exciting event.

Competition Details:

Competition Name: Digital Logo

Date: September 05, 2023

Location: Lab 1/ Lab2

Your role as a judge will be to evaluate the submitted logo designs based on predefined criteria, ensuring fairness and objectivity throughout the judging process. Your insights and expertise will be invaluable in recognizing and rewarding outstanding design talent.

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Sincerely,

Shakti Prakash  
Head Computer Applications

DEPARTMENT OF COMPUTER APPLICATIONS  
GOVT. DEGREE COLLEGE ANANTNAG

*Date: 4/09/2023*

Mr. Sharik Mushtaq Khanday,  
Assistant Professor Computer Applications,  
Govt. Degree College Anantnag,  
Anantnag

Dear Khanday,

We hope this letter finds you well. We are excited to extend an invitation to you to serve as a judge for our upcoming Digital Logo Competition, organized by our department. Your expertise and experience in the field of Computer Applications make you an ideal candidate to help us select the winning entries for this exciting event.

Competition Details:

Competition Name: Digital Logo Design  
Date: September 05, 2023  
Location: Lab 1/ Lab2

Your role as a judge will be to evaluate the submitted logo designs based on predefined criteria, ensuring fairness and objectivity throughout the judging process. Your insights and expertise will be invaluable in recognizing and rewarding outstanding design talent.

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Thank you for considering our invitation, and we hope to have the honor of working with you to make Digital Logo Design a remarkable and inspiring event.

Sincerely,

Shakti Prakash  
Head Computer Applications

As a judge for a digital logo design competition, your role is crucial in ensuring a fair and effective evaluation process. Here are some instructions and guidelines you can follow:

### **Familiarize Yourself with the Competition Rules and Criteria:**

Before evaluating any submissions, thoroughly review the competition guidelines, rules, and evaluation criteria provided. Ensure you have a clear understanding of what is expected from the participants.

### **Impartiality and Fairness:**

Maintain impartiality and fairness throughout the judging process. Avoid any bias, whether it's related to personal preferences, affiliations, or other factors.

### **Confidentiality:**

Treat all submissions as confidential. Do not share or discuss the entries with anyone outside the judging panel or the competition organizers.

### **Clear Evaluation Criteria:**

Make sure you understand the evaluation criteria, which might include factors such as creativity, originality, relevance to the theme, design quality, and overall impact. Use these criteria as your basis for judging.

### **Scoring System:**

If a scoring system is provided, adhere to it. Otherwise, create a scoring system with clear definitions for each score. For example, you could use a scale from 1 to 10 for various aspects of the design.

### **Detailed Feedback:**

Provide constructive feedback for each submission, highlighting both strengths and areas for improvement. This feedback can be invaluable to participants and can help them grow as designers.

### **Keep Detailed Records:**

Maintain records of your evaluations, including scores and comments. This will be helpful in case there are any disputes or questions about the judging process.

### **Timely Responses:**

Meet all deadlines set for the competition. If you are required to provide your evaluations within a certain timeframe, make sure to do so promptly.

### **Discussion with Fellow Judges:**

If there are other judges on the panel, engage in discussions with them to ensure a well-rounded evaluation. However, always maintain professionalism and respect differing opinions.

### **Communication with Participants:**

Avoid direct communication with participants during the judging process. If you have questions or require clarification about a submission, direct your queries to the competition organizer.

**Final Decision:**

Once all submissions have been evaluated, collaborate with fellow judges to reach a consensus on the winners. Follow the guidelines provided by the competition organizers for this process.

Announcing the Winners:

When the winners have been decided, follow the competition's protocol for announcing and awarding prizes. Ensure that all participants are treated with respect and sensitivity.

**Post-Competition Responsibilities:**

If necessary, be available for post-competition activities, such as providing feedback to participants or participating in award ceremonies or exhibitions.

**Professionalism:**

Maintain professionalism and ethical conduct throughout the competition. Your role as a judge is to uphold the integrity of the competition.

*Remember that your role as a judge is critical in promoting creativity and recognizing talent. By following these instructions and guidelines, you can contribute to a successful digital logo design competition.*

Parameter to be evaluated for Digital Logo Competition. In a digital logo competition, several parameters should be evaluated to determine the quality and effectiveness of the logo designs. These parameters help judges assess the submissions objectively and select the most suitable logos. Here are the key parameters to consider:

**Creativity and Originality:**

Evaluate how innovative and unique the logo design is. Look for fresh ideas and concepts that stand out from the ordinary.

**Relevance to the Brief/Theme:**

Assess whether the logo effectively communicates the intended message or theme of the competition. Ensure that it aligns with the specified requirements and guidelines.

**Visual Impact:**

Consider the immediate visual impact of the logo. Does it catch the viewer's attention and leave a memorable impression? Assess the overall visual appeal.

**Concept and Symbolism:**

Examine the underlying concept or symbolism within the logo. Determine if it effectively conveys the intended message or story.

**Simplicity and Clarity:**

Evaluate the simplicity and clarity of the logo. A good logo should be easily recognizable and understandable, even when scaled down or viewed from a distance.

**Versatility:**

Consider how well the logo adapts to different applications and mediums. Assess its scalability and suitability for both digital and print media.

**Color Palette:**

Evaluate the choice of colors and their harmony within the design. Consider how the color scheme contributes to the overall visual impact.

**Typography and Fonts (if applicable):**

If the logo includes text, assess the typography choices. Look for legibility, consistency, and appropriateness of fonts.

**Memorability:**

Determine if the logo is easy to remember. Does it leave a lasting impression on viewers' minds?

**Scalability and Adaptability:**

Assess how well the logo can be scaled up or down without losing its visual integrity. Consider its adaptability for various applications, including mobile devices and social media avatars.

**Timelessness:**

Consider whether the logo has a timeless quality that can endure changes in design trends and remain relevant over the long term.

**Overall Aesthetics:**

Take a holistic view of the logo's aesthetics, considering all design elements and how they work together to create a cohesive visual identity.

**Technical Execution:**

Assess the technical aspects of the design, including resolution, image quality, and attention to detail. Ensure that the logo meets professional standards.

**Audience Appeal:**

Consider the target audience and whether the logo design resonates with them. Evaluate if it elicits the desired emotional response.

**Storytelling (if applicable):**

if the logo has a narrative or story behind it, evaluate how effectively it communicates that story through design elements.

**Legal and Ethical Considerations:**

Ensure that the logo design does not infringe on copyrights, trademarks, or any legal or ethical guidelines. By assessing logo submissions based on these parameters, you can ensure a comprehensive and fair evaluation process in a digital logo competition.

DEPARTMENT OF COMPUTER APPLICATIONS  
GOVT. DEGREE COLLEGE ANANTNAG

Digital Week Celebration

**Activity: Logo Design Competition; Theme: Digital JK – (Date: 05/09/2023)**

**List of Participants**

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Ms. Vahida Akhter

Mr.Sharik Mushtaq

Dr. Khursheed Ahmad Dar

Shakti Prakash  
(Co-ordinator)

**DEPARTMENT OF COMPUTER APPLICATIONS**  
**GOVT. DEGREE COLLEGE ANANTNAG**

<b>S.No</b>	<b>Roll No</b>	<b>Name</b>	<b>Creativity and Originality: [ 10 ]</b>	<b>Relevance to the Theme: [ 10 ]</b>	<b>Visual Impact: [ 10 ]</b>	<b>Simplicity and Clarity: [ 10 ]</b>	<b>Overall Aesthetics : [ 10 ]</b>	<b>Total [ 50 ]</b>
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**Ms. Vahida Akhter**

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**Mr.Sharik Mushtaq**

**DEPARTMENT OF COMPUTER APPLICATIONS**  
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<b>S.No</b>	<b>Roll No</b>	<b>Name</b>	<b>Creativity and Originality: [ 10 ]</b>	<b>Relevance to the Theme: [ 10 ]</b>	<b>Visual Impact: [ 10 ]</b>	<b>Simplicity and Clarity: [ 10 ]</b>	<b>Overall Aesthetics : [ 10 ]</b>	<b>Total [ 50 ]</b>
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**Dr. Khursheed Ahmad Dar**