

**Institute of Infrastructure, Technology, Research and Management,
Ahmedabad**

Advertisement Competition

Institute of Infrastructure Technology Research And Management (IITRAM), organized Advertisement Competition, on 15th November 2014, to motivate the creativity of the students. As a part of their HS 101 Course students of 1st Semester learn the types of advertisements, how to plan and design effective advertisements. To convert the Theory into Practice this competition was planned. The topics for the same were:

- 1) Social Awareness
- 2) IITRAM Tech Fest / Cultural Fest
- 3) Sixth Sense Domestic Robots
- 4) Any product from 2050
- 5) Ticket to Mars

100 students participated with great enthusiasm on the topic of their selection. It is fascinating to see the variety of creative ideas they come up with. The event was a great success. Along with the theoretical knowledge the students felt uplifted to see their ideas coming live on drawing sheets. The event was coordinated by the INK Club of IITRAM.



