

Short Video & Reel COMPETITION

“Designing Jaipur: A Visual Ode to Our City”



1. Introduction

Jaipur, the iconic Pink City, is a living canvas of architecture, urban design, craft, culture, and evolving lifestyles. From historic palaces and forts to contemporary urban interventions, the city reflects layered design narratives that deserve recognition and celebration.

Short-form visual storytelling—especially time-lapse, hyper-lapse, and cinematic reels—has emerged as a powerful medium to capture the spirit of cities.

This competition aims to engage designers and students in observing, documenting, and celebrating the **design language of Jaipur through creative video.**

2. Objective

- To encourage designers and students to observe their surroundings with a design lens
- To celebrate Jaipur’s built and cultural environment
- To promote storytelling through video and digital media
- To create a collective visual archive of Jaipur’s design identity
- To strengthen engagement within IIID Jaipur Regional Chapter

3. Competition Theme

“Jaipur Through a Creative Eye”

Participants are invited to explore and capture:

- Architecture (heritage & contemporary)
- Streetscapes and urban design
- Craft traditions and markets
- Public spaces and human interaction
- Light, color, materiality, textures
- Hidden design details in everyday life

Short Video & Reel COMPETITION PROPOSAL

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4. Judging Criteria

Entries will be evaluated on:

- Design Sensitivity – Ability to identify and highlight design elements
- Creativity & Storytelling – Narrative and originality
- Visual Composition – Framing, lighting, color, aesthetics
- Technical Quality – Editing, transitions, sound/music sync
- Emotional & Cultural Impact – Connection with Jaipur's identity

5. Eligibility

Open to:

IIID Members

Architecture & Design Students

6. Competition Categories

Category 1: Musical Short Video

Duration: Up to 2 minutes

Format: Cinematic / storytelling video

Must include music (no spoken narration preferred)

Can use techniques like:

Time-lapse

Hyper-lapse

Slow motion

Drone shots

👉 Inspired by videos like:

Jaipur Timelapse Inspiration Video

Category 2: Instagram Reel

Duration: 30–60 seconds

Format: Vertical (9:16)

Fast-paced, engaging, social-media-friendly

Use of trending audio encouraged

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7. Timeline (Suggested)

- Launch Announcement: 22nd May 2026
- Last date for Registration: 29th May 2026
- Submission Deadline: 19th June 2026
- Results & Screening Event: 25th June 2026

8. Submission Guidelines

- Entries must be original work
- Shooting location must be Jaipur or Jaipur region
- File formats:
 - MP4 / MOV
- Resolution:
 - Minimum Full HD (1080p)
- Participants must submit:
 - Video file
 - Title of the entry
 - 50–100 word concept note

9. Jury Panel

Renowned Interior Designers
Architects & Urban Designers
Visual Media Experts / Filmmakers

10. Awards & Recognition

Member Winner (Both Categories)
Student Member Winner (Both Categories)
Special Mentions:



11. Deliverables for IIID

- A curated library of high-quality videos
- Content for branding & future promotions
- Potential exhibition or screening event

12. Disclaimer & Terms of Participation

- The decision of the jury and organizing committee shall be final and binding.
- All entries submitted for the competition must be entirely original work created by the participant(s). Videos must be freshly shot by the participant and should not contain downloaded, copied, or sourced footage from the internet or any third-party platform.
- Any song or voiceover composition used in the video should either be: Originally created by the participant, or Royalty-free/background music can be used with appropriate rights and permissions.
- Participants are solely responsible for ensuring that their submissions do not violate any copyright, trademark, or intellectual property rights.
- Any form of plagiarism, copied visuals, stock footage used without disclosure, or unauthorized content may lead to immediate disqualification.
- By submitting an entry, participants grant IIID (IIID) the right to use, publish, exhibit, reproduce, and promote the submitted videos across print, digital, social media, exhibitions, archives, and future promotional platforms without any additional permission or compensation.
- All submitted entries shall become the intellectual property of IIID for archival, promotional, and educational purposes.

By combining design thinking with visual storytelling, IIID Jaipur Regional Chapter can create a powerful platform that documents and honors the evolving narrative of Jaipur.