KANNUR UNIVERSITY
(Directorate of Admission)

SWC/SWC/26773/2024   29.04.2025

NOTICE INVITING REGISTRATION FOR REEL-MAKING COMPETITION

With the aim of enhancing the outreach and visibility of the Kannur University Admission Process 2025, the Directorate of Admissions conducting a Reel-Making Competition **"Explore Kannur University - Reel-Making Competition 2025"** among students across all Departments of Kannur University. This initiative seeks to harness student creativity and engagement to produce authentic, appealing, and informative short videos (Reels) that can be used to promote the University, its Academic Programs, Departmental activities, and Campus life.

Eligibility:

All currently enrolled students of Kannur University across all Departments and Centres are eligible to participate in the competition.

Student can participate either in single or group of maximum three members.

Theme & Content Guidelines:

The content of the reels should aim to highlight:

- Academic Programs offered by the Departments.
- Unique features and possibilities of the Department (Labs, Research, Internships, Innovations)
- Campus life, extracurricular activities, and student engagement
- Facilities available in the Department and on the Campus
- Alumni achievements or placement opportunities
- The essence of studying at Kannur University

Reel Specifications:

- Mode: Instagram-style vertical video (9:16 aspect ratio)
- Duration: Minimum 60 seconds and maximum 120 seconds
- Language: Malayalam, English, or Bilingual
- Format: MP4 (high resolution, suitable for social media upload)

Submission Guidelines:

- Mode of Submission: All entries must be submitted through a link https://admission.kannuruniversity.ac.in/Reels/login.php
- Students must upload their reels to Google Drive or YouTube (unlisted) and share the video link in the form.
- Each participant must include:
    - Full Name
    - Department & Campus
    - Register Number
    - Contact Number and Email ID

○ A short write-up (100 words) explaining the concept of their reel

Submission Deadline:

Start Date: May 1, 2025
Last Date of Submission: May 15, 2025, 5:00 PM

Evaluation Criteria:

A panel comprising members from the Directorate of Admissions, Media and Communication Departments, and invited creative experts will evaluate the entries based on the following criteria:
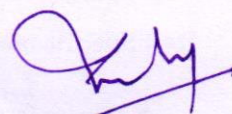
Criteria	Weightage
Creativity & Originality	25 %
Relevance to the Theme	20%
Visual Appeal & Editing Quality	20%
Informative Value (Courses/Facilities Highlighted)	20%
Engagement & Impact Potential	15 %

Prize Structure:

- First Prize: ₹5,000
- Second Prize: ₹2,500
- Third Prize: ₹1,000
- Top 10 Reels: Will be featured and promoted on Kannur University's official social media handles and other promotional platforms.

For any doubts or queries, please email at **directordoa@kannuruniv.ac.in**

Registrar

To,

1. HoDs/Assistant Directors/Course Directors
2. PRO
3. Web Manager

https://admission.kannuruniversity.ac.in/Reels/login.php