



## 2D Animation Challenge – Official Rule Book

### Introduction

The 2D Animation Challenge is an exciting competition at Teknofest Pakistan, where participants will create a short, engaging 2D animation based on a given theme. The challenge will test participants' animation skills, storytelling ability, and creative approach to bringing characters and scenes to life in a limited time.

### Eligibility

#### 1. Participants:

- Open to individuals or teams (maximum of 2 members).
- Must have experience in 2D animation, whether as students, freelancers, or professionals.
- Each participant or team is allowed one submission.

### Competition Format

#### 1. Theme & Brief:

- A theme will be provided onsite at the beginning of the competition. The animation must align with the given theme.
- Participants will be required to create a short animation that includes character movement, storytelling elements, and dynamic visuals.

#### 2. Time Limit:

- Participants will have **4 hours** to create their 2D animation.
- No extensions will be provided, and all animations must be submitted within the time frame.

#### 3. Animation Tools:

- Participants may use any 2D animation software (e.g., Adobe Animate, Toon Boom, Blender, etc.).
- Participants must bring their own laptops and animation software, fully installed and ready to use.
- Internet access will be provided for research but not for downloading additional assets or tools.

#### 4. Submission Requirements:

- The animation must be at least **30 seconds** and up to **1 minute** in length.
- The final submission must be in **MP4** format with a resolution of at least **720p**.
- The submission file must be named as: **TeamName\_AnimationTitle.mp4**.
- Submissions must be handed over via USB drive to the competition supervisor before the time expires.



## Judging Criteria

1. **Creativity and Originality (30%):** How unique and inventive the animation is in terms of storytelling and visual appeal.
2. **Animation Quality (30%):** The fluidity of motion, attention to detail, and overall technical execution.
3. **Storytelling and Theme (25%):** How well the animation tells a story that aligns with the provided theme.
4. **Aesthetic Appeal (15%):** The design, use of colors, and overall visual presentation.

## Judges

- A panel of 3-5 industry professionals with experience in animation, media, and visual arts will judge the entries.
- The judges' decisions will be final and binding.

## Rules & Regulations

1. **Original Work:** All animation work must be created onsite. Pre-made elements, such as character rigs or animations, are not allowed. Only the assets provided in the brief or created during the competition can be used.
2. **Software & Equipment:** Participants are responsible for their own devices and animation software. Technical issues with personal equipment will be the participant's responsibility.
3. **Time Adherence:** All animations must be submitted within the 4-hour timeframe. Late submissions will not be considered.
4. **Professional Conduct:** Participants must maintain professional and respectful behavior throughout the competition.

## Prizes

- **1st Prize:** PKR 40,000/=
- **2nd Prize:** PKR 20,000/=
- **3rd Prize:** PKR 10,000/=
- The top animations may be featured on Teknofest Pakistan's social media platforms and promotional materials.

## Contact Information

For any questions or additional information, please contact us at:

**Email:** [contact@teknofestpakistan.com](mailto:contact@teknofestpakistan.com)

**Website:** [www.teknofestpakistan.com](http://www.teknofestpakistan.com)

**Contact:** +92 336 8285328