



# Film Poster Making Competition

*Where Art Meets Film*

(Ministry of Information and Broadcasting)

February 24, 2025

## Introduction

India's deep connection to cinema is reflected in its iconic film posters which capture stories and emotions. To celebrate this art form the World Audio-Visual Entertainment Summit (WAVES) introduces the **Film Poster Making Challenge as part of the 'Create in India Challenge Season 1.'** In association with NFDC-National Film Archive of India, the International Federation of Film Archives and ImageNation Street Art, this competition highlights the rich heritage of Indian film posters. With **296 registrations** already the event promises a vibrant showcase of creativity.



The World Audio Visual & Entertainment Summit (WAVES) in its first edition is a unique hub and spoke platform poised for the convergence of the entire Media and Entertainment (M&E) sector.

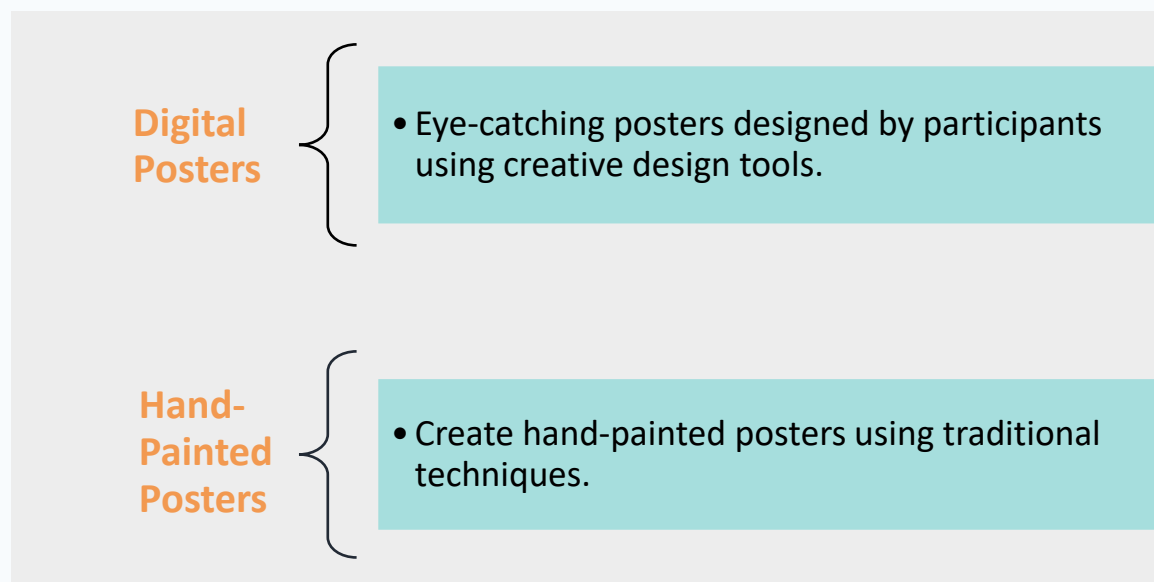
The event is a premier global event that aims to bring the focus of the global M&E industry to India and connect it with the Indian M&E sector along with its talent.

The summit will take place from **May 1-4, 2025** at the Jio World Convention Centre & Jio World Gardens in Mumbai. **With a focus on four key pillars**—Broadcasting & Infotainment, AVGC-XR, Digital Media & Innovation, and Films-WAVES will bring together leaders, creators and technologists to showcase the future of India’s entertainment industry.

The **Film Poster Making competition falls under the fourth pillar Films**, which is centered around celebrating the essence of Indian cinema. It highlights the artistic richness and craftsmanship behind iconic film posters with a particular focus on reimagining them for contemporary audiences.

## Competition Category

The Film Poster Making Competition will be held in two categories:





## Digital Posters


### Registration:

For the Digital Poster category began on October 1st and will remain open until **March 15th, 2025**. There is no registration fee for participation. To register visit the website and select one film from the **20 titles displayed in the image:**

**NFDC**  
cinemas of india

 **Ministry of Information and Broadcasting**  
Government of India

 **WAVES**  
CREATE IN INDIA CHALLENGE  
SEASON 1

 **ntai**

## WAVES

### FILM POSTER MAKING COMPETITION

20 Film Titles

1. Sati Savitri (1927/Silent/ Baburao Painter)	2. Kunku (1937/Marathi/V. Shantaram)	3. Roti (1941/Hindi/Mehboob Khan)	4. Pathala Bhairavi (1951/Telugu/K.V. Reddy)
5. Devadasu (1953/ Telugu/Vedantam Raghavaiah)	6. Mirza Ghalib (1954/Hindi/Sohrab Modi)	7. Shree 420 (1955/Hindi/ Raj Kapoor)	8. Tere Ghar Ke Saamne (1963/Hindi/Vijay Anand)
9. Matira Manisha (1966/Odia/Mrinal Sen)	10. Aradhana (1969/Hindi/Shakti Samanta)	11. Vamsha Vriksha (1971/Kannada/B.V. Karanth, Girish Karnad)	12. Koshish (1972/Hindi/Gulzar)
13. Subarnarekha (1965/Bengali/Ritwik Ghatak)	14. Sandhyaraag (1977/Assamese/Babendranath Saikia)	15. Bhumika (1977/Hindi/Shyam Benegal)	16. Kummatty (1979/Malayalam/G. Aravindan)
17. Olangthagee Wangmadasoo (1980/Manipuri/Aribam Shyam Sarma)	18. Moondram Pirai (1982/Tamil/Balu Mahendra)	19. Katha (1982/Hindi/Sai Paranjpye)	20. Salaam Bombay (1988/Hindi/Mira Nair)

### Important Deadlines:

All artworks must be submitted by the specified deadline mentioned in the timeline:

❖ <b>Poster design entries open:</b> <i>October 1st – March 15th 2025</i>
❖ <b>Final artwork must be submitted by:</b> <i>March 15th 2025</i>
❖ <b>Winner announcement:</b> <i>1st April, 2025</i>
❖ <b>Selected artist's exhibition and award ceremony:</b> <i>April, 2025</i>

### Specifications for Submission of Artwork:

Upload your artwork at **300 DPI in CMYK as a JPEG/PNG file**. The poster should be in a vertical orientation:

- **Standard Size:** 24 x 36 inches (aspect ratio 2:3)
- **Alternate Size:** 18 x 24 inches (aspect ratio 3:4)

- **Maximum File Size: 10 MB**
- **Kindly name the artwork with the following file naming structure: artistname\_filmname\_year\_waves2024.jpeg**

### Awards and Recognition:

Outstanding digital posters will be recognized with the **top 20 selected artworks showcased** at the WAVES Summit and out of 20 **top 3 receiving prestigious awards**. Cash prizes and digital certificates of appreciation will be awarded. Here are the details:



### **Hand Painted Posters**

#### Registration

Candidates can participate in the hand-painted film poster-making competition through selected art institutions. Institutions interested in hosting the competition can email [imagenationstreetart@gmail.com](mailto:imagenationstreetart@gmail.com) with [nfaifilmcircle@nfdcindia](mailto:nfaifilmcircle@nfdcindia) in cc.

- The posters must be based on **20 film titles**, the same as those in the digital poster-making list.
- Each institution will choose **three candidates from their internal competition** to represent them in the semi-finals.
- This competition is exclusive to institutions and **not open to individual participants**.

#### Important Deadlines:

❖ **Internal college competitions:** *November 1st – March 15th 2025*

❖ **Shortlisted candidate announced:** *1st April, 2025*

### Guidelines for Finale:

Here are the guidelines for the live handmade poster-making competition:

- The film titles options for the live handmade poster-making competition will be announced 10 days before the live event.
- Participants and their institutions must bring all required materials.
- The organizers will communicate travel details to the participants at a later stage.

### Specifications for the live painting competition:

- **Materials:** Participants must bring their own materials. The medium should be suitable paper for handmade poster design.
- **Poster Size:** 24 x 36 inches (vertical)

### Awards and Recognition:

A total of **25 selected artists** will compete in a live event chosen through a juried selection from all submitted entries. They will create hand-painted posters within a set time frame at the WAVES Summit with the top three artworks receiving prestigious awards. The awards include a **First Prize of INR 50,000, a Second Prize of INR 30,000, and a Third Prize of INR 10,000, with certificates for the top three winners.** Additionally, a Digital Certificate of Appreciation will be awarded to the remaining participants, along with their respective cash prizes

### Registration

Registration for the competition began on February 5th, 2025 and **will close on March 5th, 2025.** There is no fee for participation, and you can register and submit your artwork through the provided link on website. Choose one film from the 10 available titles to create your poster.





## WAVES FILM POSTER MAKING COMPETITION

List of 10 movies for international competition :

1. Neecha Nagar, 1946

2. Pather Panchali, 1955

3. Mother India, 1957

4. Chemmeen, 1965

5. Pakeezah, 1972

6. Disco Dancer, 1982

7. Salaam Bombay!, 1988

8. Lagaan, 2001

9. Devdas, 2002

10. The Lunchbox, 2013

### Important Deadlines:

All artworks must be submitted by the specified deadline mentioned in the timeline:

- **Registration and Submission Period:** *Feb 5, 2025 – March 5, 2025*
- **Winner Announcement:** *April 1, 2025*
- **Exhibition and Award Ceremony:** *April 2025*

### Eligibility Criteria:

- Open to individuals of any nationality outside India.
- Participants must be 18 years or older.

### Specifications for Submission of Artwork:

Upload your artwork at **300 DPI in CMYK as a JPEG/PNG file**. The poster should be in a vertical orientation:

- **Standard Size:** 24 x 36 inches (aspect ratio 2:3)
- **Alternate Size:** 18 x 24 inches (aspect ratio 3:4)
- **Maximum File Size:** 10 MB

- Kindly name the artwork with the following file naming structure:  
artistname\_filmname\_year\_waves2024.jpeg

### Awards and Recognition:

The International Digital Poster Making Competition will recognize and celebrate outstanding creativity with awards and recognition for exceptional entries. **Here are the key highlights:**

- ✚ The **top 20** selected digital artworks will be showcased at the WAVES Summit.
- ✚ The **top 3** artworks from the exhibition will be honored with prestigious awards.
- ✚ Additional details on the awards will be declared soon.

### **Conclusion**

The Film Poster Making Competition at WAVES offers a unique opportunity to celebrate and showcase creativity in both digital and hand-painted art forms. Through this platform artists from around the world can connect, create and be part of the vibrant future of the entertainment industry culminating in a prestigious exhibition and award ceremony at the WAVES Summit in May 2025.

### **References:**

- ❖ <https://wavesindia.org/challenges-2025>
- ❖ <https://www.nfdcindia.com/waves-poster-challenge-2025/>
- ❖ <https://x.com/WAVESummitIndia/status/1845466425575735387>

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