



**Submit
Your Entry**



Digital Marketing Campaign Competition

Create beautiful graphics,
web pages and video stories
– in minutes



Unleash your
Creativity! Spark Post



Spark Video

Create compelling animated
videos - in minutes.



Spark Page

Turn words and images into
beautiful web stories - in minutes.



Adobe Spark



Adobe
Creative Cloud™

“Transforming Your Idea to Life”

Get more information on **Adobe Creative Cloud Apps**
@ Infostruktur Webinar Session on **October 1, 2020**

Digital Marketing Campaign Competition



INFOSTRUKTUR
WEBINAR
2020

1. Basic Information

ELIGIBILITY

- The contest is **open to all UiTM Staff and Students**.
- All entries should be submitted on **individual basis**.

ENTRY LIMIT

- Only one entry is allowed per participant.

ENTRY DEADLINE

- Entries must be submitted to organizer by **Monday, November 30, 2020** not later than 12.00 p.m.

2. Digital Marketing Campaign Requirements

OBJECTIVE

- To optimize **Adobe Creative Cloud** usage among UiTM Staff and Students
- To encourage Staff and Student on producing **digital content** that support **M-Learning in New Normal Environment** by optimizing/utilizing ICT Facilities and Infrastructures.

DIGITAL MARKETING CONTENT

DMC Content designs should:

- promote **any ICT facilities and infrastructures that could enhanced teaching and learning in new normal environment or any event/activities that benefit UiTM in commercial/industrial linkages**.
- contained information on **how to download, access and use the Apps**.

SUBMISSION FORMAT

- DMC designs must be submitted in a form of **graphics or animated videos**.
- DMC Content must be produced using **Adobe Spark Apps** (Spark Post or Spark Video).
- Each DMC must include **Adobe Spark Watermark/Logo**.
- All DMC entries must be submitted through competition entry form provided by organizer.

URL: <http://bit.ly/InfoWeb2020DMC>

3. Rights

- All entries will become the property of Jabatan Infostruktur, PPII, UiTM.
- The organizer will publish your work/product at **Infostruktur Webinar 2020 Facebook Page** with **#InfoWebinar_DMC**.
- Entry in the contest will constituted **full permission to publish names of winners** without further compensation.
- The determination of eligibility of entries and any interpretation of these rules is at the sole discretion of the **Infostruktur Webinar 2020** and shall be final and binding upon all entrants.
- By participating, the entrant agrees to abide by and be bound by these rules.

WINNERS

- Three winners for each category (Staff and Students) will be selected.
- Winners will be selected by the panel judges of **Infostruktur Webinar 2020**.
- These judges are selected at the sole discretion of the **Infostruktur Webinar 2020**.
- Winners will be announced on **December 2020** during **Infostruktur Webinar 2020** Closing Ceremony.
- All DMC Content may be displayed or reproduced on the official **Infostruktur Webinar 2020** or UiTM or any UiTM social media channels at the sole discretion of the **Infostruktur Webinar 2020**. The **Infostruktur Webinar 2020** will assume full ownership of the content.