



## Rules & Regulations - Creative Clash 2025

Powered by Coated Lens

Welcome to **Creative Clash 2025**, an exclusive online competition that celebrates the brilliance of creative professionals across India! Whether you're a Photographer, Videographer, Cinematographer, Editor, Graphic Designer, or Motion Graphic Artist, this is your moment to shine.

### Submissions Now Open!

**Creative Clash 2025** invites you to showcase one of your best visual artworks and gain the recognition you deserve. Submit your entry and compete with the finest talents across the country.

### Who Can Enter?

Open to all residents of India.

No restrictions based on gender, region, experience, past screenings, awards, or prior recognitions.

Participation is encouraged in 2 Subcategories for both emerging and seasoned professionals in:

**Photography -10 MB**

**Videography - Up to 25 MB or 2 mins in length**

**Editing 25 MB**

**Graphic Design 10 MB**

**Motion Graphics 25 MB**

### What's in it for You?

Get judged by a panel of esteemed industry experts.

Be part of a nationwide showcase of creative excellence.

Win exclusive prizes based on your category and specialization.

Receive a one-year Adobe Creative Suite subscription subjected to the category – for all winners!

Enjoy a free Coated Lens app subscription for 6 Months – for all participants.

Gain access to brand collaboration opportunities – brands can hire participants for real creative projects.

Earn national recognition and client exposure through Coated Lens – your gateway to professional growth.

Important Dates

**Submissions Open: July 14th, 2025**

**Deadline to Submit: Midnight, August 31st, 2025 (IST)**

**Winners Announcement: 08th October, 2025**

### Introduction

- Welcome to Creative Clash 2025, a celebration of creative excellence across photography, videography, editing, graphic design, and motion graphics. This competition is open to all individuals ready to showcase their creative brilliance and push the boundaries of their craft.
- By participating, participants agree to abide by the rules and decisions set forth by Coated Lens. Please note that Coated Lens reserves the right to modify, suspend, or terminate the competition or its official rules at any time, at its sole discretion.
- We encourage all participants to review the following rules and regulations carefully to ensure a fair and rewarding experience for everyone involved.

### Submission Guidelines & Entry Process

- A registration fee of **₹999/-** per entrant is required to secure a contest spot, with a limit of two submissions per entrant.
- All entries must be submitted via the Coated Lens app, available on Google Play Store (Android) or App Store (iOS). To participate:
- Sign Up as a Service Provider
- Download the Coated Lens app from Google Play Store (Android) or App Store (iOS) and register as a “Earn With Us”.
- Build Your Profile
- Create a professional profile and upload your portfolio to showcase your creative expertise.
- Choose Your Category and Subcategories
- Select one category and up to two subcategories that best represent your skills.
- Submit Your Work
- Go to the 'Events' section, fill in the required details, and upload one of your best works to finalize your contest registration. You may submit up to Eight entries.

### Contest Categories

Select any each one of the following subcategories in your craft for submissions:

- **Photography**
  - **Advertising:** Focused on Product, Fashion, Lifestyle, Food, Automotive, or Brand Campaigns.
  - **Architectural:** Capturing Exterior, Interior, Real Estate, or Construction scenes.
  - **Events:** Documenting Weddings, Corporate Events, Concerts, Festivals, or Private Celebrations.
- **Videography (Up to 2mins promo or 25MB)**
  - **Advertising:** Creating Product Videos, TV Commercials, Social Media Ads, Brand Campaigns, or Promotional Videos.
  - **Architectural:** Showcasing Exterior Videography, Interior Videography, Real Estate Tours, Architectural Flythroughs, or Construction Progress.
  - **Events:** Capturing Weddings, Corporate Events, Concerts, Festivals, or Sports Events.
  - **Drone:** Filming Real Estate, Construction Monitoring, Cinematic Landscapes, Event Coverage, or Surveying and Mapping.



### Editing:

**Corporate Films:** Editing Training Videos, Company Profile Videos, Internal Communications, Event Highlights, or CSR Initiatives.

**Ad Films:** Refining Product Videos, Tech Commercials, Branding Campaigns, Promotional Campaigns, or Public Service Announcements.

**Short Videos:** Crafting Social Media Reels, Explainer Videos, Vlogs, Event Teasers, or User-Generated Content Edits.

### Graphic Design:

**Logo Design:** Creating Brand Identity Logos, Minimalist Logos, Emblem Logos, Wordmark Logos, or Iconic/Symbolic Logos.

**Marketing Collateral:** Designing Brochures, Fliers, Business Cards, Banners, or Posters.

**Social Media:** Crafting Branded Posts, Story Templates, Promotional Content, Ad Graphics, or Profile Covers.

### Motion Graphics

**Explainer Videos:** Producing Product Explainers, Narrative Videos, Concept Visualizations, Story Ads, or Carousel Videos.

**2D/3D Animation:** Crafting Character Animation, Product Animation, Project Visualizations, Architectural Animations, or Abstract Motion Graphics.

**VFX:** Creating Title Sequences, Typography Animation, Logo Animation, Infographic Animation, or Motion Tracking and Compositing.

### Judgement and Jury Voting

- The finest submissions in each category will be evaluated by an esteemed jury comprised of creative professionals, each selected by Coated Lens for their expertise in the respective craft.
- The Coated Lens Jury will recognize the top three entries in every sub-category across all categories. Additionally, a select number of outstanding works will receive special commendations.
- All potential winners will be notified via Coated Lens app notifications by early August 2025. Upon notification, winners must sign and return to Coated Lens an Affidavit of Eligibility, Publicity, and Liability Release within ten (10) days.

### If Your Work is Selected

- participants whose works are selected for inclusion in the Creative Clash 2025 event will be required to submit a high-resolution, exhibition-quality version of their work by a designated deadline, as communicated by the organizers.
- Additionally, selected participants across all categories—whether in photography, videography, cinematography, editing, graphic design, or motion graphics—must provide a complete digital press kit, which includes high-quality visuals of their submitted work and a recent professional photograph of the creator.
- By agreeing to participate, selected participants grant Coated Lens and its affiliated partners the non-exclusive right to use excerpts, visuals, titles, and related content from their submission, as well as information from the event, for promotional, publicity, and marketing purposes across various media channels.

### Sponsor's Rights to Disqualify & Content Compliance

To maintain the integrity and fairness of Creative Clash 2025, all entries must adhere strictly to the following guidelines. Coated Lens reserves full authority to disqualify any submission or participant at its sole discretion.

#### i) Eligibility and Originality

- participants must be the sole creators and copyright holders of their submissions.
- Plagiarized, downloaded, or AI-generated content will be disqualified immediately.
- Entries must not infringe on the intellectual property rights of individuals, organizations, or third parties.

#### ii) Content Restrictions

- Submissions must not include:
- Any illegal, offensive, defamatory, or harmful content.
- Material promoting violence, racism, sexism, hate speech, or sexually explicit elements.
- Branded promotions, advertisements, or commercial messaging.
- Depictions of cruelty or harm to animals or the environment.

#### iii) Language Requirements

- All non-English spoken content must be accompanied by accurate English subtitles.
- Submissions not fulfilling this requirement may be rejected.

#### iv) Ethical Conduct and Confidentiality

- participants are expected to uphold high ethical standards in both creation and competition conduct.
- Disclosing confidential or sensitive information that may damage the reputation of Creative Clash or Coated Lens is strictly prohibited.



#### v) Rights and Usage

- By submitting, participants grant Coated Lens the right to use, display, and promote the submitted work across digital and print media (e.g., brochures, calendars), with due credit to the creator.
- This usage will be non-exclusive and royalty-free.

#### vi) Official Communication

- All updates and notifications will be delivered via the Creative Clash platform, Coated Lens app, or official email channels.

#### vii) Submission Format

- Entries will be accepted only through the Coated Lens app. Submissions via any other method will not be considered.

#### viii) Disqualification Rights

- Coated Lens reserves the unrestricted right to disqualify any submission at any time if:
- It potentially infringes on third-party copyrights.
- It is determined not to meet eligibility criteria or violates any of these official rules.
- The entrant fails to provide required legal clearances or permissions.

#### ix) Final Authority

- The jury's decisions are final and binding under all circumstances.
- Any disputes arising will fall under the jurisdiction of Hyderabad, India.

#### Participant Permissions

By participating in Creative Clash 2025, all participants—whether in photography, videography, cinematography, editing, graphic design, or motion graphics—grant Coated Lens and its sponsors the right to display their submitted work on the Coated Lens app, website, and other affiliated media platforms in connection with the competition. Participants also authorize the use of their name, likeness, photograph, voice, creative work, and biographical details for promotional, publicity, and advertising purposes related to the competition, without additional compensation, unless restricted by law.

All the participants of Creative Clash 2025 will be required to sign a Release Agreement that grants Coated Lens the rights to:

- A. Display their creative submission, in full or in part, on the Coated Lens platform, its affiliated websites, and its social media platforms for public viewing.
- B. Use their submission to create promotional trailers, montages, or showcases;
- C. Feature their work on official Coated Lens channels if selected as a Best Coated Lens winner, following the conclusion of the competition; and
- D. Feature participants' submissions in Brand Works, the official eMagazine by Coated Lens, dedicated to spotlighting bold talent and industry-defining creative work.

#### Limitation of Liability

- A. By registering for and participating in Creative Clash 2025, participants acknowledge and agree to release and hold harmless Coated Lens, its affiliates, subsidiaries, partners, agents, representatives, contractors, officers, and employees from any and all claims, damages, losses, liabilities, or expenses arising from:
  - I. The submission of entries through the Coated Lens app
  - II. The payment of the registration fee and technical aspects of the entry process
  - III. Participation in the contest and any contest-related activity
  - IV. The use or misuse of any prize awarded
  - V. The promotional use of submitted creative work by Coated Lens
  - VI. Any decision or administrative action taken by Coated Lens regarding the contest
- B. Participants understand that participation involves app-based registration, profile creation, and portfolio submission as a Service Provider, and that they are solely responsible for the accuracy and originality of their entries.
- C. Participants also waive any right to pursue injunctive or equitable relief against Coated Lens, its co-sponsors, or related parties in connection with any aspect of the contest or the submission process.

#### Got Questions? We've Got Answers.

- Whether you're curious about Creative Clash 2025 or need help navigating the Coated Lens app, we're here for it all.
- Drop us a line anytime at [info@coatedlens.com](mailto:info@coatedlens.com), our team's ready to help you shine.