

**REPORT OF TECHIES CLUB ACTIVITY
SESSION 2025-26**

Name of the Activity : Digital advertisement Competition
Theme : IT
Day & Date : 24 January 2026
Class : XI
Activity In charge : Ms. Manju
Teacher In charge : Ms. Kajal

Objectives: To enable the learners

- to understand the basics of digital advertising and visual communication.
- to enhance creativity, critical thinking, and persuasive design skills.
- to develop awareness of branding, audience targeting, and message clarity.

“Good advertising does not just circulate information. It penetrates the public mind.”

On 24 January 2026, the Techies Club organized a Digital Advertisement Designing Activity to encourage students to explore the principles of modern advertising. Participants designed digital advertisements using online design tools based on given themes and target audiences within a fixed time frame. The activity helped students understand how visuals, text, and layout work together to convey messages effectively, while also strengthening their digital literacy and creative expression.

Parameters / Judgement Criteria

- Relevance to the theme and target audience
- Creativity and originality
- Effective use of visuals, text, and layout
- Overall impact and clarity of the advertisement

Result of the competition

S.NO	NAME	CLASS	POSITION
1	Dhriti Kashyap	XI A	First
2	Jashith	XI A	Second
3	Utsav	XI B	Third



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SECTOR-11, DWARKA, NEW DELHI-110075

GLIMPSE OF ACTIVITY

