

Assignment: Creative Communications Associate

Organization: Assistive Technology Foundation

Website: <https://atflabs.org>

Brochure: <https://atflabs.org/about-atf/>

Objective

The assignment evaluates your ability to transform information into engaging, platform-appropriate content while maintaining clarity, accessibility, and strong storytelling.

Task 1: Community-Centric Reel

Brief

Create a short reel/video that communicates the idea:

“Technology can alter a lived experience for Persons with Disability (PwD)”

Objective

- Convey innovation, change (before/after), empowerment
- Focus on technology enablement and empowerment rather than on emotional stories that evoke charity

Requirements

- Duration: 40–90 seconds
- Format: Vertical (9:16)
- Include:
 - Text overlays/subtitles
 - Background music (optional)
 - Cohesive narrative flow

Evaluation Focus

- Storytelling clarity
- Emotional impact
- Visual consistency
- Pacing and transitions

Guidelines

- Use stock footage only
- You may use standard editing tools (Premiere Pro, After Effects, Final Cut Pro, DaVinci etc.)
- Maintain a clean, contemporary, and audience-first editing style
- Ensure all content is accessible and easy to understand

*While parts of the reel can be generated using AI for illustrative purposes, we will not accept entire reels made through AI. We need to see editing and visualization prowess, not prompt abilities.

Important Notes

- Avoid portraying ATF as an NGO; maintain a forward-looking, innovation-driven tone
- Prioritize authentic representation over generic visuals
- Submissions that rely heavily on templates without customization may be deprioritized

Task 2: LinkedIn Carousel – Assistive Technology Awareness

Design a LinkedIn carousel post focused on raising awareness about Assistive Technology. (Target audience : general public, PwD community members, students, tech innovators).

Requirements

- 5–7 slides
- Optimized for LinkedIn format
- Should communicate:
 - What Assistive Technology is
 - Why it matters
 - Examples of AT and applications
 - Impact on people with disabilities
 - A clear takeaway or call to action

Submission Guidelines

Submit the following:

- All designs in PDF or PNG format
- Include a brief note (1–2 lines per design for the first task) explaining:
 - Target stakeholder
 - Communication objective

For the second, provide 5-10 lines explaining your design choices (colour, font, formatting etc., and how it aligns with and enhances ATF's digital presence/messaging)

Optional but appreciated:

- Source files (Figma / Illustrator / Canva etc.)

Deadline

48 hours from the time the assignment is shared.

Evaluation Criteria

Your work will be evaluated based on:

- Clarity of visual communication
- Understanding of stakeholders and our mission
- Creativity and visual hierarchy
- Platform suitability
- Accessibility considerations

Be as creative as possible. Do not limit yourself to our current social media style or visual language, this assignment is an opportunity for you to explore and present fresh, original directions without being constrained by our existing communication boundaries.

Submission Instructions

- Share your work via a viewable link (Source/Drive, etc.)
- Ensure access permissions are enabled
- Submit via replying to this email