CAREER DEVELOPMENT CENTRE

DIT
UNIVERSITY
IMAGINE ASPIRE ACHIEVE

Date: 28ᵗʰ September 2022.

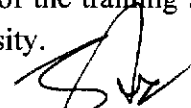## Subject: Value Added Training in Department of Management Studies

Attention: MBA-2ⁿᵈ Year (Session-ODD-2022-23)

Above mentioned students are hereby informed that as per the approved value added trainings for the academic year 2022-23, Career Development Centre offers the below mentioned technical trainings in the 5ᵗʰ Trimester (2022-23). Details as follows:

Training	Trimester	Program	Date of Commencing
Graphic Creation (VAT- 79)	5ᵗʰ	MBA	10ᵗʰ October 2022

NOTE:

1. The Department concerned shall notify the details about timings and venue of the training sessions. In case of any query please contact the Career Development Centre, DIT University.

Mr. Saravida Joshi
DIT University, Dehradun
Incharge- CDC

To:
- All Deans / Directors
- HoDs
- Head CDC

With the request to bring the above to the notice of the students

Copy to:
- Chairman
- Chancellor
- Vice Chancellor
- Pro Vice Chancellor

For information please

VAT- 79: Graphics Creation

The Graphics Creation Training was conducted for students of MBA- 2nd Year program to upskill their social media marketing skills, the venue for the training was DIT University, **Vishweshwara -505 Seminar Hall**, it was conducted by the **School of Architecture, Planning and Design**, on **10-10-2022 to 14-11-2022** from 10:00 a.m to 11:00 a.m. / day and the main trainer for the training was Ar. Shraddha Bahukhandi (Asst. Professor- DIT University).

Duration: 32 Hours

Objectives

The main objectives of the Graphics Creation are:

- A better understanding of how posters are created for social media accounts of businesses
- Confidence working on digital landscape
- Exposure to new skills
- Increased employability in the wide arena of marketing
- Thrust to meet the rising demands of industry

➢ **Course Content-**

- **Module 1:** Fundamentals of Image making
- This aspect worked at how images function in terms of conveying denotative and connotative messages, It helps to show a range of analogy and digital image making techniques and discuss how they work

- **Module 2**: Fundamentals of Typography
- Typography looks at typographic terminology and the basic rules for creating typography. It has shown them a range of tips and techniques for working with type, in both a functional and expressive manner, and helps to find out about the process involved in making and controlling typography.

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- **Module 3:** Fundamentals of Shape and Color
- Shape and color works at how students work with shape and color as their fundamental building blocks. they learnt about visual contrast, color, rhythm and pattern in design.

➢ **Course Outcome-**

➢ Analyse, synthesize, and utilize design processes and strategy from concept to delivery to creatively solve communication problems.

➢ Create communication solutions that address audiences and contexts, by recognizing the human factors that determine design decisions.

➢ Utilize relevant applications of tools and technology in the creation, reproduction, and distribution of visual messages.

➢ Apply graphic design principles in the ideation, development, and production of visual messages.

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Value added course Details (Academic Year: 2022-23)

VAT Course Name: Graphic Creation

VAT Code: VAT 79

Duration in Hours: 32

Number of Students Enrolled: 48

Number of Students Completed: 46

Grades:	G= GOOD ; S = Satifactory ; P = Poor ; W = Withdraw		
Student ID	Student Name	Program/Course	Passing Grade
216122010	NANDINI SAINI	Master of Business Administration	G
216122001	PRIYANKA BISHT	Master of Business Administration	G
216122021	BHANU PRATAP	Master of Business Administration	S
216122002	DANISH HUSSAIN	Master of Business Administration	S
216122004	DHANANJAY KUMAR	Master of Business Administration	G
216122006	PARTH ANAND	Master of Business Administration	G
216122003	PRASHANT SINGH RATHORE	Master of Business Administration	S
216122009	RADHIKA SAINI	Master of Business Administration	S
216122025	TUBA NADEEM	Master of Business Administration	G
216122011	GARIMA JOSHI	Master of Business Administration	G
216122017	KRITI SHRIVASTAV	Master of Business Administration	P
216122052	VIRENDRA VIKRAM SINGH	Master of Business Administration	S
216122005	KANCHAN NEGI	Master of Business Administration	G
216122047	MOHD ARIZ	Master of Business Administration	G
216122036	TANUSHREE SINGH	Master of Business Administration	S
216122023	SPARSH KWATRA	Master of Business Administration	S
216122037	AYUSHI	Master of Business Administration	G
216122020	PRANAV AHLAWAT	Master of Business Administration	G
216122038	GAURI AGARWAL	Master of Business Administration	S
216122015	MANAS DIVYESH VALIA	Master of Business Administration	S
216122022	ANUSHKA GUPTA	Master of Business Administration	G
216122026	SABA RAHIM	Master of Business Administration	G
216122027	ANIMESH CHAUHAN	Master of Business Administration	S
216122007	ADITYA VERMA	Master of Business Administration	S
216122024	TEESHA VERMA	Master of Business Administration	G
216122029	KUMAR SANU	Master of Business Administration	G
216122014	VAIBHAV VIJAY	Master of Business Administration	S
216122008	MUKUL TUMBARIA	Master of Business Administration	S
216122013	RITU YADAV	Master of Business Administration	G
216122040	HIMANGI SINGH	Master of Business Administration	G
216122012	SHIVANI VERMA	Master of Business Administration	S
216122044	MOHAMMAD ASLAM MUSALMAN	Master of Business Administration	S
216122016	ABHISHEK PAL	Master of Business Administration	G
216122030	DEEPIKA RANA	Master of Business Administration	G
216122031	MEHAK JAIN	Master of Business Administration	S
216122033	KRITIKA GUJRAL	Master of Business Administration	S
216122032	ANUSHKA GHILDIYAL	Master of Business Administration	G
216122018	KONTALA PAWAN KUMAR	Master of Business Administration	G
216122041	KANISHKA JOSHI	Master of Business Administration	S
216122051	YOGESH YADAV	Master of Business Administration	S
216122035	KARTIK NARANG	Master of Business Administration	G
216122042	KANIK KUMAR	Master of Business Administration	G

216122034	SMITI GAMBHIR	Master of Business Administration	P
216122043	RADHIKA PUNDIR	Master of Business Administration	S
216122049	SHASHANK BISHT	Master of Business Administration	G
216122050	SAKSHI JAIN	Master of Business Administration	G
216122046	SINGH ANJALI KUMARI SANTOSH	Master of Business Administration	S
216122045	ABHILASH BHALWAL	Master of Business Administration	S

Career Services Cell
DIT University, Dehradun