

CAREER DEVELOPMENT CENTRE



Date: 28th September 2021.

Subject: Value Added Training in Department of Management Studies

Attention: MBA-2nd Year (Session-ODD-2021-22)

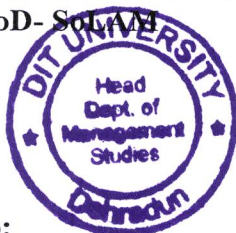
Above mentioned students are hereby informed that as per the approved value added trainings for the academic year 2021-22, Career Development Centre offers the below mentioned technical trainings in the 5th Trimester (2021-22). Details as follows:

Training	Trimester	Program	Date of Commencing
Graphic Creation (VAT- 79)	5 th	MBA	9 th October 2021

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.
2. For Office of HoD- Ref to Letter N0. Ref No: DITU/CDC/2019/AN-14 (Guidelines for VAT)

Dr. Sonia Munjal
HoD- ~~Social~~



Gaurav Singh
Gaurav Singh
Head- CDC

Head -CDC
Career Development Cell
DIT University, Dehradun

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

Sunay
Registrar
DIT University, Dehradun

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 **9-10-2021 to 14-11-2021** 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.

- **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.



Registrar
DIT University, Dehradun

Annexure - II

Value added course Details (Academic Year: 2021-22)

VAT Course Name: Graphic Creation

VAT Code: VAT 79

Duration in Hours: 32

Number of Students Enrolled: 37

Number of Students Completed: 36

Grades:

G = GOOD ; S = Satisfactory ; P = Poor ; W = Withdraw

Student ID	Student Name	Program/Course	Year	Passing Grade
206122001	ISHIKA GARG	Master of Business Administration	2nd Year	G
206122003	NEHA NEGI	Master of Business Administration	2nd Year	G
206122004	VARNIKA PANWAR	Master of Business Administration	2nd Year	S
206122005	MUSKAN CHAUHAN	Master of Business Administration	2nd Year	S
206122006	ANKIT SINGH	Master of Business Administration	2nd Year	S
206122007	UTKARSH GUSAIN	Master of Business Administration	2nd Year	S
206122008	ALFIA ANSARI	Master of Business Administration	2nd Year	G
206122009	SAGAR SOLANKI	Master of Business Administration	2nd Year	G
206122010	ANUBHAV GUPTA	Master of Business Administration	2nd Year	S
206122011	SHIVAM GHOSH	Master of Business Administration	2nd Year	S
206122012	DEEPAK SHARMA	Master of Business Administration	2nd Year	S
206122013	NANDINI VAISH	Master of Business Administration	2nd Year	S
206122014	JASVEER SINGH YADAV	Master of Business Administration	2nd Year	G
206122015	SUNISHTHA CHAUHAN	Master of Business Administration	2nd Year	G
206122016	AKSHAY RAWAT	Master of Business Administration	2nd Year	S
206122017	ROHAN JOSHI	Master of Business Administration	2nd Year	S
206122019	SARTHAK ATREYA	Master of Business Administration	2nd Year	G
206122020	HARSHITA KUMARI	Master of Business Administration	2nd Year	G
206122021	RAJRISHI	Master of Business Administration	2nd Year	S
206122022	AISHWARYA ARORA	Master of Business Administration	2nd Year	S
206122023	MUSKAN ARORA	Master of Business Administration	2nd Year	G
206122024	RITIKA THAPA	Master of Business Administration	2nd Year	S
206122026	DEEKSHA RANI	Master of Business Administration	2nd Year	S
206122028	MOHIT KUMAR BALIYAN	Master of Business Administration	2nd Year	G
206122029	RISHABH KATWAL	Master of Business Administration	2nd Year	G
206122030	ANUSHA JAIN	Master of Business Administration	2nd Year	S
206122031	LOKENDER SHAH	Master of Business Administration	2nd Year	S
206122032	ASHU KUMAR	Master of Business Administration	2nd Year	S
206122033	ANIRUDH SISODIA	Master of Business Administration	2nd Year	S
206122034	PANKAJ JOSHI	Master of Business Administration	2nd Year	S
206122035	RITIKA CHHABRA	Master of Business Administration	2nd Year	S
206122036	GAURAV ADHIKARI	Master of Business Administration	2nd Year	G
206122037	SURAJ KUMAR	Master of Business Administration	2nd Year	G
206122038	TANISHQ SHARMA	Master of Business Administration	2nd Year	P
206122039	HARSH TYAGI	Master of Business Administration	2nd Year	S
206122040	KM AVANTIKA	Master of Business Administration	2nd Year	S
206122041	MOHD FARMAN	Master of Business Administration	2nd Year	S


 Career Development Cell
 DIT University, Dehradun


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