CAREER DEVELOPMENT CENTRE

DIT
UNIVERSITY
IMAGINE ASPIRE ACHIEVE

Date: 28th January 2020

Subject: Value Added Training in Department of Management Studies

Attention: MBA-2nd Year (Session-Even-2019-20)

Above mentioned students are hereby informed that as per the approved value added trainings for the academic year 2019-20, Career Development Centre offers the below mentioned technical trainings in the 4th Trimester (2019-20). Details as follows:

Training	Trimester	Program	Date of Commencing
Graphic Creation (VAT- 79)	4th	MBA-2nd Year	7th Feb 2020

NOTE: 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.

Gaurav Singh
Gaurav Singh
Head-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

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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 **7-02-2020 to 12-02-2020** from 10:30 a.m to 5:30 p.m. / day (5 days) and the main speaker 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
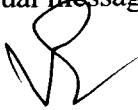- Thrust to meet the rising demands of industry

➤ **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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Annexure - II

Value added course Details (Academic Year: 2019-20)

| VAT Course Name: Graphic Creation |
| VAT Code: VAT 79 |
| Duration in Hours: 32 |
| Number of Students Enrolled: 79 |
| Number of Students Completed: 78 |

| Grades: | G= GOOD ; S = Satifactory ; P = Poor ; W = Withdraw |

Student ID	Student Name	Program/Course	Year	Passing Grade
186122014	VARNITA SAXENA	MBA	2nd Year	G
186122008	SUDARSHAN SINGH NEGI	MBA	2nd Year	S
186122041	UNNATI TYAGI	MBA	2nd Year	S
186122035	SURBHI NIGAM	MBA	2nd Year	S
186122032	SHEETAL RAWAT	MBA	2nd Year	S
186122053	SHILPA RAWAT	MBA	2nd Year	S
186122022	MOHD FAHAM	MBA	2nd Year	S
186122009	AMIT NEGI	MBA	2nd Year	G
186124006	RAHUL PARASHAR	MBA	2nd Year	S
186122004	PRAGATI KAMBOJ	MBA	2nd Year	P
186122021	MUKESH DAYAT	MBA	2nd Year	S
186124005	ERRAVARAPU HANOAC PRABHU	MBA	2nd Year	S
186122020	PRIYA SAXENA	MBA	2nd Year	S
186122002	SHIKHAR SAHU	MBA	2nd Year	G
186122013	CHANCHAL .	MBA	2nd Year	G
186122056	ANISHA KHATRI	MBA	2nd Year	S
186122016	NIDHI GARG	MBA	2nd Year	S
186122057	PRIYA PANTHRI	MBA	2nd Year	S
186122060	SAUMYA SHUKLA	MBA	2nd Year	S
186122059	ADITI PURI	MBA	2nd Year	S
186122049	HARSHITA MAURYA	MBA	2nd Year	S
186122024	SHUBHRA RAUTELA	MBA	2nd Year	G
186124003	SWAPNIL SRIVASTAVA	MBA	2nd Year	S
186122011	TANAY RAWAT	MBA	2nd Year	G
186122034	JAYA JAISWAL	MBA	2nd Year	S
186122065	DIKSHA PANWAR	MBA	2nd Year	S
186122055	PRASHANT SINGH	MBA	2nd Year	S
186122054	TAPAN RAJPUT	MBA	2nd Year	G
186122061	SAMRIDHI RASTOGI	MBA	2nd Year	G
186122062	LAKSHAY KUMAR SHANWAN	MBA	2nd Year	S
186122037	ADITI NEGI	MBA	2nd Year	S
186124001	RISHAB TYAGI	MBA	2nd Year	S
186122007	NAUNDITA GUPTA	MBA	2nd Year	S
186122006	SHARMISTHA GHOSAL	MBA	2nd Year	S
186122047	AYUSHI GUPTA	MBA	2nd Year	S
186122005	VANSH CHHABRA	MBA	2nd Year	G
186122048	MONA JAIN	MBA	2nd Year	S
186124002	SHUBHAM KULASHRI	MBA	2nd Year	G
186122038	AMEESHA SRIVASTAVA	MBA	2nd Year	S
186122044	KARISHMA SEMWAL	MBA	2nd Year	S

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186122043	NISHANK GLADWIN LYALL	MBA	2nd Year	S
186122045	ABHIJEET JANA	MBA	2nd Year	G
186122001	SHIVANI SRIVASTAVA	MBA	2nd Year	G
186122031	VINIT DOGRA	MBA	2nd Year	S
186122026	SIMRAN ARORA	MBA	2nd Year	S
186122003	ABHISHEK SAXENA	MBA	2nd Year	S
186122017	SHUBHI SAKSENA	MBA	2nd Year	S
186122018	SURABHI KUSHWAHA	MBA	2nd Year	S
186124004	VISHAL SHARMA	MBA	2nd Year	S
186122023	NIKHIL GAUTAM	MBA	2nd Year	G
186122027	DEEPAK RANA	MBA	2nd Year	S
186122029	ANKIT SINGH GUSAIN	MBA	2nd Year	G
186122051	SAMIKSHA .	MBA	2nd Year	S
186122052	AGAM GARG	MBA	2nd Year	S
186122015	MANSI RAWAT	MBA	2nd Year	S
186122070	SHIVANI SHARMA	MBA	2nd Year	G
186122042	AISHWARIYA BISHT	MBA	2nd Year	G
186122040	PUSHPENDRA CHOUDHARY	MBA	2nd Year	S
186122012	VISHAL TIWARI	MBA	2nd Year	S
186122039	HARSHIT GOEL	MBA	2nd Year	S
186122019	SWARNIMA GHAI	MBA	2nd Year	S
186122050	NIHARIKA KUMARI	MBA	2nd Year	S
186122058	VEMULA AKASH	MBA	2nd Year	S
186122069	AKSHAY DHAKA	MBA	2nd Year	G
186122063	ROHIT GEHLOT	MBA	2nd Year	S
186124007	NEMAIE CHANDRA ROY	MBA	2nd Year	G
186122066	HEENA VERMA	MBA	2nd Year	S
186122064	DIVYANI RAWAT	MBA	2nd Year	S
186122068	SONA DHAR	MBA	2nd Year	S
186122073	UDAY PRATAP	MBA	2nd Year	G
186122071	PRABHANSHU KUNWAR	MBA	2nd Year	G
186122074	SHUBHAM TYAGI	MBA	2nd Year	S
186122072	AASTHA JAIN	MBA	2nd Year	S

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