

MINOR PROJECT REPORT
(SBJB209A)

Bachelors of Arts (Journalism & Mass Communication)

Submitted By

Name: Rishi Kumar Singh

Roll No: 1909200002

Year: 2020-21



School of Journalism & Mass Communication

K.R. Mangalam University

Sohna Road

Gurugram


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

This is to certify that this Minor project Report is an academic work done by **Rishi Kumar Singh**, Roll No. **1909200002**, Batch (2019-22) for the partial fulfilment of the requirement for the award of degree of Bachelor of Arts in Journalism and Mass Communication from K R Mangalam University, Gurugram.



Ms. Sikha Sharma
Assistant Professor

25/11/2020

School of Journalism and Mass Communication
K. R. Mangalam University, Gurugram, Haryana, India



Registrar
K.R. Mangalam University
Road, Gurugram, (Haryana)

Introduction

Graphic design merges creativity with strategic thinking and aesthetics to convey messages, evoke emotions and establish brand identities through visual means. This minor project aims to showcase the fundamental principles of graphic design.

Objectives

1. To apply the principles of graphic designing in creating layout and designing.
2. To explore software tools used in graphic design.
3. To create practical designs demonstrating the learned principles.

Graphic Design

Graphic design is a powerful form of visual communication that blends art and technology to convey messages, ideas, and concepts visually. It encompasses a wide array of mediums, including digital and print media, advertising, branding, and user interface design, among others. At its core, graphic design focuses on the creative arrangement of elements such as typography, imagery, colour and layout to create visually appealing and functional compositions.

The role of graphic design extends far beyond mere aesthetics; it plays a crucial role in shaping how information is perceived and understood by audiences. Effective graphic design has the ability to evoke emotions, influence decisions, and establish strong connections between brands and their target markets. Whether through a logo that symbolizes a company's values, a magazine layout that engages readers, or a website interface that enhances user experience, graphic design serves as a cornerstone in modern visual communication.

Graphic design has evolved alongside technological advancements, cultural shifts, and changing design trends. From traditional methods of manual illustration and typesetting to contemporary digital tools like Adobe Creative Suite and specialized software for web and mobile design, the field continues to expand in scope and complexity.

The principles of graphic design such as balance, contrast, rhythm, proportion, and unity provide a framework for designers to create harmonious and effective visual solutions. These principles guide the decision-making process behind every design element, ensuring coherence and clarity in visual communication.

In this digital age where visual content dominates social media, advertising and online platforms, the demand for skilled graphic designers is ever-growing. Professionals in this field must possess not only artistic talent and technical proficiency but also a deep understanding of marketing strategies, user psychology, and branding principles.


Registrar
GGS Indraprastha University
New Delhi, (Haryana)

Aesthetics in Graphic Designing

Aesthetics play a fundamental role in graphic design, serving as the cornerstone upon which effective visual communication is built. Here's why aesthetics is crucial in the field of graphic design:

➤ **Visual Appeal and Engagement**

Aesthetics are pivotal in capturing audience attention and creating a memorable first impression. Well-executed designs that are visually appealing can draw viewers in, encouraging them to engage with the content and explore further.

➤ **Enhanced Communication**

Visual aesthetics facilitate clearer and more effective communication of ideas, messages, and concepts. The use of pleasing colour schemes, balanced compositions, and appropriate typography helps convey information in a way that is easy to understand and digest.

➤ **Establishing Brand Identity**

Aesthetics are instrumental in defining and reinforcing brand identity. Consistent use of design elements such as logos, colour palettes, and typography across various platforms helps create a cohesive and recognizable brand image.

➤ **Emotional Impact**

Aesthetic choices in design have the power to evoke emotions and create meaningful connections with the audience. Whether through the use of vibrant colours to convey energy and excitement or subdued tones to evoke calmness and trust, aesthetics can influence how people feel about a brand or message.

➤ **Creativity and Innovation**

Aesthetics provide designers with a creative playground to experiment, innovate, and push boundaries. By exploring new visual styles, techniques, and trends, designers can keep their work fresh, relevant, and ahead of the curve.

➤ **Cultural and Contextual Relevance**

Aesthetics in graphic design must also consider cultural norms, societal trends, and the specific context in which the design will be experienced. Designs that resonate with the target audience's cultural sensibilities are more likely to be accepted and embraced.

➤ **Memorability and Impact**

Memorable designs often hinge on striking aesthetics that leave a lasting impression on viewers. Whether through bold imagery, innovative layouts, or unique visual narratives, aesthetically pleasing designs have the power to leave a mark in the minds of audiences.

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Project Details – Diwali Poster

Creating a poster celebrating Diwali involves integrating cultural symbolism with creative visual elements to capture the festival's essence. The goal is to convey the joy, warmth, and spiritual significance of Diwali through thoughtful design choices. The poster typically features traditional motifs such as diyas, vibrant rangoli patterns and festive colours like red, oranges, yellows to evoke the festive spirit effectively. Decorative and readable typography is used to highlight key messages or greetings associated with Diwali, such as "Happy Diwali". The layout ensures a balanced composition with a clear hierarchy of information, prominently featuring the main message, call to action, organizer, etc., with supporting details enhance the overall visual appeal. The poster includes essential information such as the date, time, and venue of Diwali events or celebrations to encourage community participation and engagement. Through this design process, the poster aims to inspire a sense of unity, festivity and cultural pride among those celebrating Diwali to showcase a deeper connection to this auspicious festival of lights.


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Outcome



HAPPY DIWALI

Wishing you a prosperous and joyous
Diwali!

School of Journalism and Mass Communication
cordially invites you to be a part of
Diwali Celebration.

DATE: 25/10/2019
VENUE: C -005
TIME: POOJA BEGINS AT 1:00 PM



A handwritten signature in blue ink, likely of the Registrar, is positioned above the printed name.

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

MINOR PROJECT REPORT
(SBJJ209A)

Bachelors of Arts (Journalism & Mass Communication)

Submitted By

Name: Udit Gupta

Roll No: 1909200003

Year: 2020-21



School of Journalism & Mass Communication

K.R. Mangalam University

Sohna Road

Gurugram


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

This is to certify that this Minor project Report is an academic work done by **Udit Gupta**, Roll No. **1909200003**, Batch (2019-22) for the partial fulfilment of the requirement for the award of degree of Bachelor of Arts in Journalism and Mass Communication from K R Mangalam University, Gurugram.



Ms. Sikha Sharma
Assistant Professor

25/11/2020

School of Journalism and Mass Communication
K. R. Mangalam University, Gurugram, Haryana, India



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Introduction

Graphic design combines imaginative expression with strategic planning and visual appeal to communicate messages, evoke feelings, and create brand identities. This minor project seeks to demonstrate the foundational concepts of graphic design.

Objectives

4. To apply the principles of graphic designing in creating layout and designing.
5. To explore software tools used in graphic design.
6. To create practical designs demonstrating the learned principles.

Graphic Design

Graphic design is a dynamic medium of visual communication that merges artistry with technological prowess to effectively convey messages, ideas, and concepts. Embracing a diverse range of mediums such as digital and print media, advertising, branding, and user interface design, graphic design revolves around creatively arranging elements like typography, imagery, colour and layout to craft visually compelling and functional compositions.

Beyond mere aesthetics, graphic design plays a pivotal role in shaping audience perception and comprehension of information. It possesses the innate ability to evoke emotions, influence decisions, and forge strong connections between brands and their target audiences. Whether through the symbolic representation of company values in a logo, the engaging narrative flow of a magazine layout, or the intuitive user experience of a website interface, graphic design stands as a cornerstone in contemporary visual communication.

Evolved alongside technological advancements, cultural shifts, and evolving design trends, graphic design has transitioned from traditional manual techniques of illustration and typesetting to embrace modern digital tools like Adobe Creative Suite and specialized software for web and mobile design. This evolution has expanded the field's breadth and complexity, empowering designers to create increasingly sophisticated and impactful visual solutions.

Fundamental principles such as balance, contrast, rhythm, proportion, and unity serve as guiding beacons for designers, ensuring coherence and clarity in visual communication. These principles inform every decision in the design process, fostering harmonious compositions that resonate with audiences.

Visual content dominates social media, advertising and online platforms, the demand for skilled graphic designers continues to escalate. Professionals in this field must possess not only artistic flair and technical proficiency but also a profound understanding of marketing strategies, user psychology and branding principles. This blend of skills and knowledge enables graphic designers to navigate the complexities of visual communication effectively and deliver compelling, impactful design solutions.



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Aesthetics in Graphic Designing

Aesthetics play a fundamental role in graphic design, serving as the cornerstone upon which effective visual communication is built. Here's why aesthetics is crucial in the field of graphic design:

➤ **Visual Appeal and Engagement**

Aesthetics are pivotal in capturing audience attention and creating a memorable first impression. Well-executed designs that are visually appealing can draw viewers in, encouraging them to engage with the content and explore further.

➤ **Enhanced Communication**

Visual aesthetics facilitate clearer and more effective communication of ideas, messages, and concepts. The use of pleasing colour schemes, balanced compositions, and appropriate typography helps convey information in a way that is easy to understand and digest.

➤ **Establishing Brand Identity**

Aesthetics are instrumental in defining and reinforcing brand identity. Consistent use of design elements such as logos, colour palettes, and typography across various platforms helps create a cohesive and recognizable brand image.

➤ **Emotional Impact**

Aesthetic choices in design have the power to evoke emotions and create meaningful connections with the audience. Whether through the use of vibrant colours to convey energy and excitement or subdued tones to evoke calmness and trust, aesthetics can influence how people feel about a brand or message.

➤ **Creativity and Innovation**

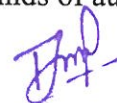
Aesthetics provide designers with a creative playground to experiment, innovate, and push boundaries. By exploring new visual styles, techniques, and trends, designers can keep their work fresh, relevant, and ahead of the curve.

➤ **Cultural and Contextual Relevance**

Aesthetics in graphic design must also consider cultural norms, societal trends, and the specific context in which the design will be experienced. Designs that resonate with the target audience's cultural sensibilities are more likely to be accepted and embraced.

➤ **Memorability and Impact**

Memorable designs often hinge on striking aesthetics that leave a lasting impression on viewers. Whether through bold imagery, innovative layouts, or unique visual narratives, aesthetically pleasing designs have the power to leave a mark in the minds of audiences.



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Project Details – Christmas Poster

Creating a poster celebrating Christmas entails integrating traditional holiday elements with creative design to capture the festive essence of this beloved occasion. The objective is to convey the warmth, cheer, and spiritual significance of Christmas through strategic visual choices. The poster typically includes iconic symbols such as Christmas trees, ornaments, wreaths, and snowy landscapes to evoke the holiday ambiance effectively. Festive and readable typography is utilized to feature key messages like "Merry Christmas" emphasizing the spirit of joy and togetherness associated with the season. Illustrations or photographs depicting scenes of gift-giving, family gatherings, holiday feasts, or the Nativity are incorporated to portray the cultural and religious traditions that define Christmas celebrations. Traditional Christmas colours such as red, green, gold, and silver are employed in the colour palette to create a visually cohesive and appealing design. The layout ensures a balanced composition with a clear focal point that highlights the main message while integrating supporting elements to enhance visual interest and readability. Essential details such as event dates, times, and locations of Christmas celebrations or community events are included to encourage participation and engagement from the community. Through this design process, the poster aims to inspire a sense of joy, unity, and reverence for the traditions and values associated with this festive season of giving, sharing, and celebrating together.



Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Outcome



K. R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

Merry Christmas

SJMC cordially invites you to be a part of
Christmas Celebration.

DATE: 25/12/2019

TIME: 10.30 AM

VENUE: C-005

"May your Christmas be decorated with moments of
love, laughter, and goodwill. Have a wonderful and
Merry Christmas!"

A handwritten signature in blue ink, likely belonging to the Registrar.

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

MINOR PROJECT REPORT
(SBJB209A)

Bachelors of Arts (Journalism & Mass Communication)

Submitted By

Name: Mahima Sharma

Roll No: 1909200004

Year: 2020-21



School of Journalism & Mass Communication

K.R. Mangalam University

Sohna Road

Gurugram

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

This is to certify that this Minor project Report is an academic work done by **Mahima Sharma**, Roll No. **1909200004**, Batch (2019-22) for the partial fulfilment of the requirement for the award of degree of Bachelor of Arts in Journalism and Mass Communication from K R Mangalam University, Gurugram.



Ms. Sikha Sharma
Assistant Professor

25/11/2020

School of Journalism and Mass Communication
K. R. Mangalam University, Gurugram, Haryana, India



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Introduction

Graphic design combines imaginative expression with strategic planning and visual appeal to communicate messages, evoke feelings, and create brand identities. This minor project seeks to demonstrate the foundational concepts of graphic design.

Objectives

7. To apply the principles of graphic designing in creating layout and designing.
8. To explore software tools used in graphic design.
9. To create practical designs demonstrating the learned principles.

Graphic Design

Graphic design is a dynamic medium of visual communication that merges artistry with technological prowess to effectively convey messages, ideas, and concepts. Embracing a diverse range of mediums such as digital and print media, advertising, branding, and user interface design, graphic design revolves around creatively arranging elements like typography, imagery, colour and layout to craft visually compelling and functional compositions.

Beyond mere aesthetics, graphic design plays a pivotal role in shaping audience perception and comprehension of information. It possesses the innate ability to evoke emotions, influence decisions, and forge strong connections between brands and their target audiences. Whether through the symbolic representation of company values in a logo, the engaging narrative flow of a magazine layout, or the intuitive user experience of a website interface, graphic design stands as a cornerstone in contemporary visual communication.

Evolved alongside technological advancements, cultural shifts, and evolving design trends, graphic design has transitioned from traditional manual techniques of illustration and typesetting to embrace modern digital tools like Adobe Creative Suite and specialized software for web and mobile design. This evolution has expanded the field's breadth and complexity, empowering designers to create increasingly sophisticated and impactful visual solutions.

Fundamental principles such as balance, contrast, rhythm, proportion, and unity serve as guiding beacons for designers, ensuring coherence and clarity in visual communication. These principles inform every decision in the design process, fostering harmonious compositions that resonate with audiences.

Visual content dominates social media, advertising and online platforms, the demand for skilled graphic designers continues to escalate. Professionals in this field must possess not only artistic flair and technical proficiency but also a profound understanding of marketing strategies, user psychology and branding principles. This blend of skills and knowledge enables graphic designers to navigate the complexities of visual communication effectively and deliver compelling, impactful design solutions.



Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Aesthetics in Graphic Designing

Aesthetics play a fundamental role in graphic design, serving as the cornerstone upon which effective visual communication is built. Here's why aesthetics is crucial in the field of graphic design:

➤ **Visual Appeal and Engagement**

Aesthetics are pivotal in capturing audience attention and creating a memorable first impression. Well-executed designs that are visually appealing can draw viewers in, encouraging them to engage with the content and explore further.

➤ **Enhanced Communication**

Visual aesthetics facilitate clearer and more effective communication of ideas, messages, and concepts. The use of pleasing colour schemes, balanced compositions, and appropriate typography helps convey information in a way that is easy to understand and digest.

➤ **Establishing Brand Identity**

Aesthetics are instrumental in defining and reinforcing brand identity. Consistent use of design elements such as logos, colour palettes, and typography across various platforms helps create a cohesive and recognizable brand image.

➤ **Emotional Impact**

Aesthetic choices in design have the power to evoke emotions and create meaningful connections with the audience. Whether through the use of vibrant colours to convey energy and excitement or subdued tones to evoke calmness and trust, aesthetics can influence how people feel about a brand or message.

➤ **Creativity and Innovation**

Aesthetics provide designers with a creative playground to experiment, innovate, and push boundaries. By exploring new visual styles, techniques, and trends, designers can keep their work fresh, relevant, and ahead of the curve.

➤ **Cultural and Contextual Relevance**


Aesthetics in graphic design must also consider cultural norms, societal trends, and the specific context in which the design will be experienced. Designs that resonate with the target audience's cultural sensibilities are more likely to be accepted and embraced.

➤ **Memorability and Impact**

Memorable designs often hinge on striking aesthetics that leave a lasting impression on viewers. Whether through bold imagery, innovative layouts, or unique visual narratives, aesthetically pleasing designs have the power to leave a mark in the minds of audiences.

Project Details – Gandhi Jayanti

Designing a poster for Gandhi Jayanti involves incorporating iconic symbols and themes associated with Mahatma Gandhi to honour his life and legacy. The poster aims to capture the principles of non-violence, truth and social justice that Gandhi advocated. Key elements include imagery of Gandhi ji's face and quotation. The colour palette typically includes shades of saffron and green. The typography emphasizes quotes promoting peace, unity and equality, aligning with Gandhi's philosophy. The layout ensures a balanced composition with clear hierarchy, focusing on the central message of honouring Gandhi's contributions to humanity. Essential details such as event dates, locations and activities related to Gandhi Jayanti celebrations are included to encourage community participation and reflection on Gandhi's enduring legacy of peace and social change. Through thoughtful design and visual storytelling, the poster aims to inspire reverence for Gandhi's ideals and promote awareness of his significant impact on India and the world.


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

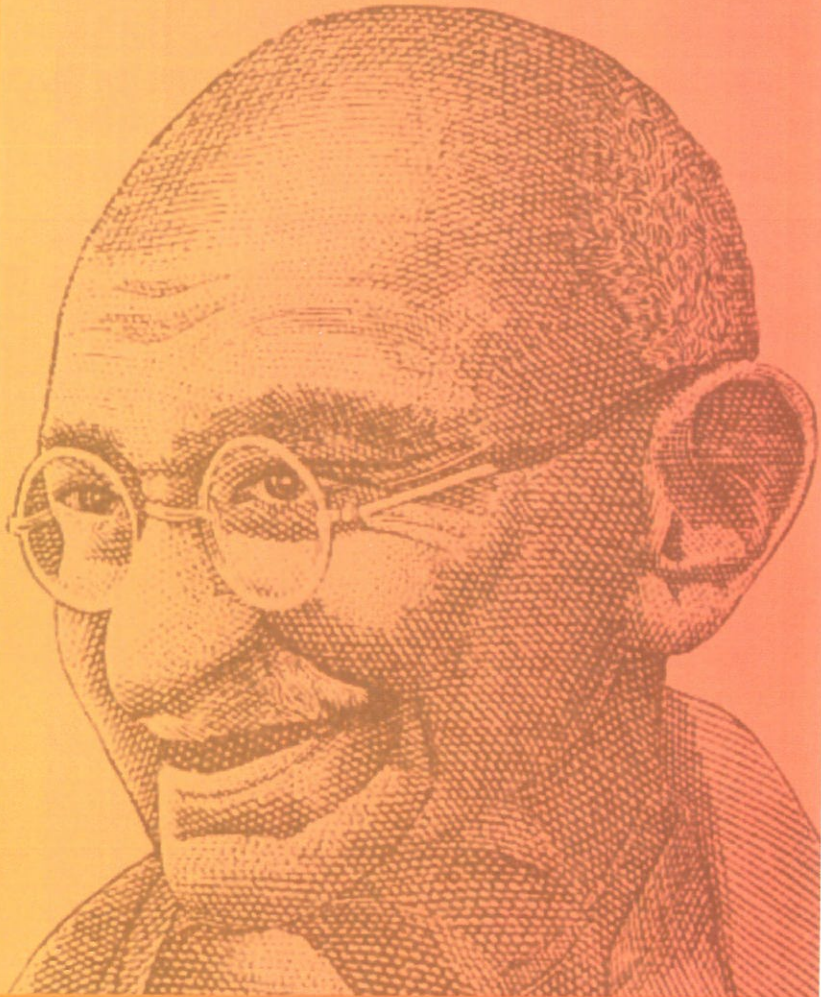
Outcome



**SCHOOL OF JOURNALISM AND
MASS COMMUNICATION**
COORDIALLY INVITES YOU TO
GANDHI JAYANTI CELEBRATION

**BE THE CHANGE
YOU WANT TO SEE
IN THE WORLD**

MAHATMA GANDHI



DATE: 02/10/2019

TIME: 10.30 AM

VENUE: C-005

A handwritten signature in blue ink, appearing to be 'Jmf'.

Registrar
K.R. Mangalam University

MINOR PROJECT REPORT

(SBJJ209A)

Bachelors of Arts (Journalism & Mass Communication)

Submitted By

Name: Deeksha Kumari

Roll No: 1909200005

Year: 2020-21



School of Journalism & Mass Communication

K.R. Mangalam University

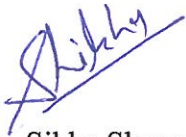
Sohna Road

Gurugram

Jm
Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

This is to certify that this Minor project Report is an academic work done by **Deeksha Kumari**, Roll No. 1909200005, Batch (2019-22) for the partial fulfilment of the requirement for the award of degree of Bachelor of Arts in Journalism and Mass Communication from K R Mangalam University, Gurugram.



Ms. Sikha Sharma
Assistant Professor

25/11/2020

School of Journalism and Mass Communication
K. R. Mangalam University, Gurugram, Haryana, India



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Introduction

Graphic design combines imaginative expression with strategic planning and visual appeal to communicate messages, evoke feelings, and create brand identities. This minor project seeks to demonstrate the foundational concepts of graphic design.

Objectives

10. To apply the principles of graphic designing in creating layout and designing.
11. To explore software tools used in graphic design.
12. To create practical designs demonstrating the learned principles.

Graphic Design


Graphic design is a dynamic medium of visual communication that merges artistry with technological prowess to effectively convey messages, ideas, and concepts. Embracing a diverse range of mediums such as digital and print media, advertising, branding, and user interface design, graphic design revolves around creatively arranging elements like typography, imagery, colour and layout to craft visually compelling and functional compositions.

Beyond mere aesthetics, graphic design plays a pivotal role in shaping audience perception and comprehension of information. It possesses the innate ability to evoke emotions, influence decisions, and forge strong connections between brands and their target audiences. Whether through the symbolic representation of company values in a logo, the engaging narrative flow of a magazine layout, or the intuitive user experience of a website interface, graphic design stands as a cornerstone in contemporary visual communication.

Evolved alongside technological advancements, cultural shifts, and evolving design trends, graphic design has transitioned from traditional manual techniques of illustration and typesetting to embrace modern digital tools like Adobe Creative Suite and specialized software for web and mobile design. This evolution has expanded the field's breadth and complexity, empowering designers to create increasingly sophisticated and impactful visual solutions.

Fundamental principles such as balance, contrast, rhythm, proportion, and unity serve as guiding beacons for designers, ensuring coherence and clarity in visual communication. These principles inform every decision in the design process, fostering harmonious compositions that resonate with audiences.

Visual content dominates social media, advertising and online platforms, the demand for skilled graphic designers continues to escalate. Professionals in this field must possess not only artistic flair and technical proficiency but also a profound understanding of marketing strategies, user psychology and branding principles. This blend of skills and knowledge enables graphic designers to navigate the complexities of visual communication effectively and deliver compelling, impactful design solutions.


Registrar
K.R. Mangalam University
Gehna Road, Gurugram, (Haryana)

Aesthetics in Graphic Designing

Aesthetics play a fundamental role in graphic design, serving as the cornerstone upon which effective visual communication is built. Here's why aesthetics is crucial in the field of graphic design:

➤ **Visual Appeal and Engagement**

Aesthetics are pivotal in capturing audience attention and creating a memorable first impression. Well-executed designs that are visually appealing can draw viewers in, encouraging them to engage with the content and explore further.

➤ **Enhanced Communication**

Visual aesthetics facilitate clearer and more effective communication of ideas, messages, and concepts. The use of pleasing colour schemes, balanced compositions, and appropriate typography helps convey information in a way that is easy to understand and digest.

➤ **Establishing Brand Identity**

Aesthetics are instrumental in defining and reinforcing brand identity. Consistent use of design elements such as logos, colour palettes, and typography across various platforms helps create a cohesive and recognizable brand image.

➤ **Emotional Impact**

Aesthetic choices in design have the power to evoke emotions and create meaningful connections with the audience. Whether through the use of vibrant colours to convey energy and excitement or subdued tones to evoke calmness and trust, aesthetics can influence how people feel about a brand or message.

➤ **Creativity and Innovation**

Aesthetics provide designers with a creative playground to experiment, innovate, and push boundaries. By exploring new visual styles, techniques, and trends, designers can keep their work fresh, relevant, and ahead of the curve.

➤ **Cultural and Contextual Relevance**

Aesthetics in graphic design must also consider cultural norms, societal trends, and the specific context in which the design will be experienced. Designs that resonate with the target audience's cultural sensibilities are more likely to be accepted and embraced.

➤ **Memorability and Impact**

Memorable designs often hinge on striking aesthetics that leave a lasting impression on viewers. Whether through bold imagery, innovative layouts, or unique visual narratives, aesthetically pleasing designs have the power to leave a mark in the minds of audiences.

Project Details – Debate Competition

Creating a poster for a debate competition entails integrating essential elements to attract participants and engage the audience effectively. The poster's primary objective is to convey key details about the event while capturing the essence of intellectual exchange and competitive spirit inherent in debates. It incorporates symbols such as dialogue bubbles, podiums to stylized speech elements to visually represent the theme of debate. Vibrant colours and dynamic imagery are employed to evoke energy and enthusiasm, ensuring the poster stands out and grabs attention. Clear and bold typography is used to prominently display the event title, date, time, and venue, alongside motivational slogans or phrases aimed at encouraging participation. Imagery may include illustrations depicting debaters in action or abstract visuals that convey the intensity and intellectual rigor of debates. The layout is carefully structured to maintain a balanced composition, ensuring that all information is easily readable and visually appealing. Essential details such time, venue and date are included. Through thoughtful design choices and strategic placement of elements the poster aims to not only attract potential participants but also effectively communicate the excitement and educational value of participating in a debate competition.


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



K. R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

**SCHOOL OF JOURNALISM AND MASS COMMUNICATION
IS INVITING YOU TO PARTICIPATE IN**

Debate Competition

TOPIC: SOCIAL MEDIA BOON OR BANE



WHEN: TUESDAY, 1 MAY 2019

WHERE: C-005

TIME: 10:30 AM

WIN A PRIZE!

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

MINOR PROJECT REPORT
(SJBJ209A)

Bachelors of Arts (Journalism & Mass Communication)

Submitted By

Name: Himanshi Sachdeva

Roll No: 1909200007

Year:2020-21



School of Journalism & Mass Communication

K.R. Mangalam University

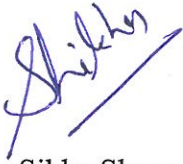
Sohna Road

Gurugram

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

This is to certify that this Minor project Report is an academic work done by **Himanshi Sachdeva**, Roll No. **1909200007**, Batch (2019-22) for the partial fulfilment of the requirement for the award of degree of Bachelor of Arts in Journalism and Mass Communication from K R Mangalam University, Gurugram.



Ms. Sikha Sharma
Assistant Professor

25/11/2020

School of Journalism and Mass Communication
K. R. Mangalam University, Gurugram, Haryana, India



Registrar
K. R. Mangalam University
Gurugram Road, Gurugram, (Haryana)

Introduction

Graphic design combines imaginative expression with strategic planning and visual appeal to communicate messages, evoke feelings, and create brand identities. This minor project seeks to demonstrate the foundational concepts of graphic design.

Objectives

13. To apply the principles of graphic designing in creating layout and designing.
14. To explore software tools used in graphic design.
15. To create practical designs demonstrating the learned principles.

Graphic Design

Graphic design is a dynamic medium of visual communication that merges artistry with technological prowess to effectively convey messages, ideas, and concepts. Embracing a diverse range of mediums such as digital and print media, advertising, branding, and user interface design, graphic design revolves around creatively arranging elements like typography, imagery, colour and layout to craft visually compelling and functional compositions.

Beyond mere aesthetics, graphic design plays a pivotal role in shaping audience perception and comprehension of information. It possesses the innate ability to evoke emotions, influence decisions, and forge strong connections between brands and their target audiences. Whether through the symbolic representation of company values in a logo, the engaging narrative flow of a magazine layout, or the intuitive user experience of a website interface, graphic design stands as a cornerstone in contemporary visual communication.

Evolved alongside technological advancements, cultural shifts, and evolving design trends, graphic design has transitioned from traditional manual techniques of illustration and typesetting to embrace modern digital tools like Adobe Creative Suite and specialized software for web and mobile design. This evolution has expanded the field's breadth and complexity, empowering designers to create increasingly sophisticated and impactful visual solutions.

Fundamental principles such as balance, contrast, rhythm, proportion, and unity serve as guiding beacons for designers, ensuring coherence and clarity in visual communication. These principles inform every decision in the design process, fostering harmonious compositions that resonate with audiences.

Visual content dominates social media, advertising and online platforms, the demand for skilled graphic designers continues to escalate. Professionals in this field must possess not only artistic flair and technical proficiency but also a profound understanding of marketing strategies, user psychology and branding principles. This blend of skills and knowledge enables graphic designers to navigate the complexities of visual communication effectively and deliver compelling, impactful design solutions.



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Aesthetics in Graphic Designing

Aesthetics play a fundamental role in graphic design, serving as the cornerstone upon which effective visual communication is built. Here's why aesthetics is crucial in the field of graphic design:

➤ **Visual Appeal and Engagement**

Aesthetics are pivotal in capturing audience attention and creating a memorable first impression. Well-executed designs that are visually appealing can draw viewers in, encouraging them to engage with the content and explore further.

➤ **Enhanced Communication**

Visual aesthetics facilitate clearer and more effective communication of ideas, messages, and concepts. The use of pleasing colour schemes, balanced compositions, and appropriate typography helps convey information in a way that is easy to understand and digest.

➤ **Establishing Brand Identity**

Aesthetics are instrumental in defining and reinforcing brand identity. Consistent use of design elements such as logos, colour palettes, and typography across various platforms helps create a cohesive and recognizable brand image.

➤ **Emotional Impact**

Aesthetic choices in design have the power to evoke emotions and create meaningful connections with the audience. Whether through the use of vibrant colours to convey energy and excitement or subdued tones to evoke calmness and trust, aesthetics can influence how people feel about a brand or message.

➤ **Creativity and Innovation**

Aesthetics provide designers with a creative playground to experiment, innovate, and push boundaries. By exploring new visual styles, techniques, and trends, designers can keep their work fresh, relevant, and ahead of the curve.

➤ **Cultural and Contextual Relevance**

Aesthetics in graphic design must also consider cultural norms, societal trends, and the specific context in which the design will be experienced. Designs that resonate with the target audience's cultural sensibilities are more likely to be accepted and embraced.

➤ **Memorability and Impact**

Memorable designs often hinge on striking aesthetics that leave a lasting impression on viewers. Whether through bold imagery, innovative layouts, or unique visual narratives, aesthetically pleasing designs have the power to leave a mark in the minds of audiences.



Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Project Details – TV Anchoring Competition

Creating a poster for a TV anchoring competition involves designing a visually engaging representation that conveys the essence of media professionalism and presentation. The poster's primary goal is to attract participants while informing the audience about the event's specifics emphasizing the allure and prestige associated with television anchoring.

Key elements of the poster include incorporating symbols of broadcasting such as microphones, cameras to convey the theme of TV anchoring. Colours chosen—like blues, pink and blacks which aim to evoke the dynamic and fast-paced nature of media environments. Clip art image has been used. Typography plays a crucial role, employing sleek and modern fonts that reflect the polished demeanour expected of TV anchors. Essential details such as the event title, date, time and venue are prominently featured to ensure clarity and accessibility.

Imagery includes images of confident anchors in action or abstract representations that convey the charisma and authority required for successful anchoring. The layout is meticulously structured to maintain a clean and organized appearance, guiding viewers' attention to critical information while enhancing visual appeal and thematic coherence. Clear calls to action and prize are integrated.

Through the design choices that highlight both the glamour and skill of TV anchoring, the poster aims to attract aspiring anchors, underscore the excitement of media presentation and underscore the professional opportunities and recognition associated with participating in a TV anchoring competition.



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



**SCHOOL OF JOURNALISM AND MASS COMMUNICATION
INVITES YOU TO PARTICIPATE IN**

ANCHORING COMPETITION



DATE: 10 APRIL 2019

VENUE: STUDIO

TIME: 10:30 AM

Registrar
K.R. Mangalam University
Gurgaon Road, Gurugram, (Haryana)

MINOR PROJECT REPORT
(SBJBJ209A)

Bachelors of Arts (Journalism & Mass Communication)

Submitted By

Name: Divyam Sharma

Roll No: 1909200008

Year:2020-21



School of Journalism & Mass Communication

K.R. Mangalam University

Sohna Road

Gurugram


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

This is to certify that this Minor project Report is an academic work done by **Divyam Sharma**, Roll No. **1909200008**, Batch (2019-22) for the partial fulfilment of the requirement for the award of degree of Bachelor of Arts in Journalism and Mass Communication from K R Mangalam University, Gurugram.



Ms. Sikha Sharma
Assistant Professor

25/11/2020

School of Journalism and Mass Communication
K. R. Mangalam University, Gurugram, Haryana, India



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Introduction

Graphic design combines imaginative expression with strategic planning and visual appeal to communicate messages, evoke feelings, and create brand identities. This minor project seeks to demonstrate the foundational concepts of graphic design.

Objectives

16. To apply the principles of graphic designing in creating layout and designing.
17. To explore software tools used in graphic design.
18. To create practical designs demonstrating the learned principles.

Graphic Design

Graphic design is a dynamic medium of visual communication that merges artistry with technological prowess to effectively convey messages, ideas, and concepts. Embracing a diverse range of mediums such as digital and print media, advertising, branding, and user interface design, graphic design revolves around creatively arranging elements like typography, imagery, colour and layout to craft visually compelling and functional compositions.

Beyond mere aesthetics, graphic design plays a pivotal role in shaping audience perception and comprehension of information. It possesses the innate ability to evoke emotions, influence decisions, and forge strong connections between brands and their target audiences. Whether through the symbolic representation of company values in a logo, the engaging narrative flow of a magazine layout, or the intuitive user experience of a website interface, graphic design stands as a cornerstone in contemporary visual communication.

Evolved alongside technological advancements, cultural shifts, and evolving design trends, graphic design has transitioned from traditional manual techniques of illustration and typesetting to embrace modern digital tools like Adobe Creative Suite and specialized software for web and mobile design. This evolution has expanded the field's breadth and complexity, empowering designers to create increasingly sophisticated and impactful visual solutions.

Fundamental principles such as balance, contrast, rhythm, proportion, and unity serve as guiding beacons for designers, ensuring coherence and clarity in visual communication. These principles inform every decision in the design process, fostering harmonious compositions that resonate with audiences.

Visual content dominates social media, advertising and online platforms, the demand for skilled graphic designers continues to escalate. Professionals in this field must possess not only artistic flair and technical proficiency but also a profound understanding of marketing strategies, user psychology and branding principles. This blend of skills and knowledge enables graphic designers to navigate the complexities of visual communication effectively and deliver compelling, impactful design solutions.


Registrar
Eastern University
(Gurgaon, Haryana)

Aesthetics in Graphic Designing

Aesthetics play a fundamental role in graphic design, serving as the cornerstone upon which effective visual communication is built. Here's why aesthetics is crucial in the field of graphic design:

➤ **Visual Appeal and Engagement**

Aesthetics are pivotal in capturing audience attention and creating a memorable first impression. Well-executed designs that are visually appealing can draw viewers in, encouraging them to engage with the content and explore further.

➤ **Enhanced Communication**

Visual aesthetics facilitate clearer and more effective communication of ideas, messages, and concepts. The use of pleasing colour schemes, balanced compositions, and appropriate typography helps convey information in a way that is easy to understand and digest.

➤ **Establishing Brand Identity**

Aesthetics are instrumental in defining and reinforcing brand identity. Consistent use of design elements such as logos, colour palettes, and typography across various platforms helps create a cohesive and recognizable brand image.

➤ **Emotional Impact**

Aesthetic choices in design have the power to evoke emotions and create meaningful connections with the audience. Whether through the use of vibrant colours to convey energy and excitement or subdued tones to evoke calmness and trust, aesthetics can influence how people feel about a brand or message.

➤ **Creativity and Innovation**

Aesthetics provide designers with a creative playground to experiment, innovate, and push boundaries. By exploring new visual styles, techniques, and trends, designers can keep their work fresh, relevant, and ahead of the curve.

➤ **Cultural and Contextual Relevance**

Aesthetics in graphic design must also consider cultural norms, societal trends, and the specific context in which the design will be experienced. Designs that resonate with the target audience's cultural sensibilities are more likely to be accepted and embraced.

➤ **Memorability and Impact**

Memorable designs often hinge on striking aesthetics that leave a lasting impression on viewers. Whether through bold imagery, innovative layouts, or unique visual narratives, aesthetically pleasing designs have the power to leave a mark in the minds of audiences.

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Project Details – Debate Competition

Designing a poster for a debate competition involves integrating key elements to attract participants and engage the audience effectively. The poster's primary goal is to convey essential event details while capturing the essence of intellectual exchange and competitive spirit inherent in debates. It incorporates symbols like dialogue bubbles and podiums, which symbolize speech, to visually represent the debate theme. Vibrant colours and dynamic imagery are utilized to evoke energy and enthusiasm, ensuring the poster stands out and captures attention. Clear and prominent typography is used to display the event title, date, time, and venue, alongside motivational messages aimed at encouraging participation. The imagery may feature illustrations of debaters in action or abstract visuals that convey the intensity and intellectual rigor of debates. The layout is meticulously structured to maintain a balanced composition that is both easy to read and visually appealing. Essential details such as the event's time, venue, and date are included prominently. Through deliberate design choices and strategic placement of elements, the poster aims not only to attract potential participants but also to effectively communicate the excitement and educational value of taking part in a debate competition.


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



**SCHOOL OF JOURNALISM AND MASS COMMUNICATION
INVITES YOU TO PARTICIPATE IN**

DEBATE

COMPETITION

DATE: 12 MARCH 2019

VENUE: STUDIO

TIME: 10:30 AM

**WIN
PRIZE!**




Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

MINOR PROJECT REPORT

(SBJB209A)

Bachelors of Arts (Journalism & Mass Communication)

Submitted By

Name: Shweta Sachan

Roll No: 1909200017

Year:2020-21



School of Journalism & Mass Communication

K.R. Mangalam University

Sohna Road

Gurugram


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, Haryana

CERTIFICATE

This is to certify that this Minor project Report is an academic work done by **Shweta Sachan**, Roll No. **1909200017**, Batch (2019-22) for the partial fulfilment of the requirement for the award of degree of Bachelor of Arts in Journalism and Mass Communication from K R Mangalam University, Gurugram.



Ms. Sikha Sharma
Assistant Professor

25/11/2020

School of Journalism and Mass Communication
K. R. Mangalam University, Gurugram, Haryana, India



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Introduction

Graphic design combines imaginative expression with strategic planning and visual appeal to communicate messages, evoke feelings, and create brand identities. This minor project seeks to demonstrate the foundational concepts of graphic design.

Objectives

19. To apply the principles of graphic designing in creating layout and designing.
20. To explore software tools used in graphic design.
21. To create practical designs demonstrating the learned principles.

Graphic Design

Graphic design is a dynamic medium of visual communication that merges artistry with technological prowess to effectively convey messages, ideas, and concepts. Embracing a diverse range of mediums such as digital and print media, advertising, branding, and user interface design, graphic design revolves around creatively arranging elements like typography, imagery, colour and layout to craft visually compelling and functional compositions.

Beyond mere aesthetics, graphic design plays a pivotal role in shaping audience perception and comprehension of information. It possesses the innate ability to evoke emotions, influence decisions, and forge strong connections between brands and their target audiences. Whether through the symbolic representation of company values in a logo, the engaging narrative flow of a magazine layout, or the intuitive user experience of a website interface, graphic design stands as a cornerstone in contemporary visual communication.

Evolved alongside technological advancements, cultural shifts, and evolving design trends, graphic design has transitioned from traditional manual techniques of illustration and typesetting to embrace modern digital tools like Adobe Creative Suite and specialized software for web and mobile design. This evolution has expanded the field's breadth and complexity, empowering designers to create increasingly sophisticated and impactful visual solutions.

Fundamental principles such as balance, contrast, rhythm, proportion, and unity serve as guiding beacons for designers, ensuring coherence and clarity in visual communication. These principles inform every decision in the design process, fostering harmonious compositions that resonate with audiences.

Visual content dominates social media, advertising and online platforms, the demand for skilled graphic designers continues to escalate. Professionals in this field must possess not only artistic flair and technical proficiency but also a profound understanding of marketing strategies, user psychology and branding principles. This blend of skills and knowledge enables graphic designers to navigate the complexities of visual communication effectively and deliver compelling, impactful design solutions.


Registrar
K.R. Mangalam University
Schna Road, Gurugram

Aesthetics in Graphic Designing

Aesthetics play a fundamental role in graphic design, serving as the cornerstone upon which effective visual communication is built. Here's why aesthetics is crucial in the field of graphic design:

➤ **Visual Appeal and Engagement**

Aesthetics are pivotal in capturing audience attention and creating a memorable first impression. Well-executed designs that are visually appealing can draw viewers in, encouraging them to engage with the content and explore further.

➤ **Enhanced Communication**

Visual aesthetics facilitate clearer and more effective communication of ideas, messages, and concepts. The use of pleasing colour schemes, balanced compositions, and appropriate typography helps convey information in a way that is easy to understand and digest.

➤ **Establishing Brand Identity**

Aesthetics are instrumental in defining and reinforcing brand identity. Consistent use of design elements such as logos, colour palettes, and typography across various platforms helps create a cohesive and recognizable brand image.

➤ **Emotional Impact**

Aesthetic choices in design have the power to evoke emotions and create meaningful connections with the audience. Whether through the use of vibrant colours to convey energy and excitement or subdued tones to evoke calmness and trust, aesthetics can influence how people feel about a brand or message.

➤ **Creativity and Innovation**


Aesthetics provide designers with a creative playground to experiment, innovate, and push boundaries. By exploring new visual styles, techniques, and trends, designers can keep their work fresh, relevant, and ahead of the curve.

➤ **Cultural and Contextual Relevance**

Aesthetics in graphic design must also consider cultural norms, societal trends, and the specific context in which the design will be experienced. Designs that resonate with the target audience's cultural sensibilities are more likely to be accepted and embraced.

➤ **Memorability and Impact**

Memorable designs often hinge on striking aesthetics that leave a lasting impression on viewers. Whether through bold imagery, innovative layouts, or unique visual narratives, aesthetically pleasing designs have the power to leave a mark in the minds of audiences.


Registrar
K.R. Mangalam University
Sohna Road, Gurgaon

Project Details – Film Festival

Creating a poster for the Film Festival Filmography organized by the School of Journalism and Mass Communication involves encapsulating the spirit of cinematic celebration and artistic expression. The poster's objective is to attract filmmakers, film enthusiasts, and the wider community while effectively conveying essential event details.

Central to the poster are elements that symbolize filmmaking, such as film reels and camera evoking the ambiance of cinema and creative expression. The colour palette chosen reflects the mood and vibrancy associated with film festivals. Typography plays a crucial role, employing elegant and modern fonts that resonate with the creativity and professionalism of the film industry. Key information such as the event title, dates, venue and categories are prominently displayed to ensure clarity and visibility.

Imagery includes captivating stills or posters from selected films, showcasing the diversity and artistic merit of the festival's lineup. The layout is meticulously crafted to maintain a visually appealing and organized structure, guiding the viewer's focus to essential details while maintaining thematic coherence.

The poster includes calls to action such as ticket sales information, screening schedules, and details of special events, encouraging active participation and engagement from the audience. Through thoughtful design choices and strategic integration of elements, the poster aims to not only attract a broad audience but also celebrate the cultural significance of film, promote artistic appreciation, and foster community engagement within the realm of cinematic storytelling.


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



K. R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

**SCHOOL OF JOURNALISM AND MASS COMMUNICATION
IS INVITING YOU TO PARTICIPATE IN**

FILMOGRAPHY

FILM FESTIVAL

CATEGORIES

SHORT FILM

DOCUMENTARY

AD FILMS

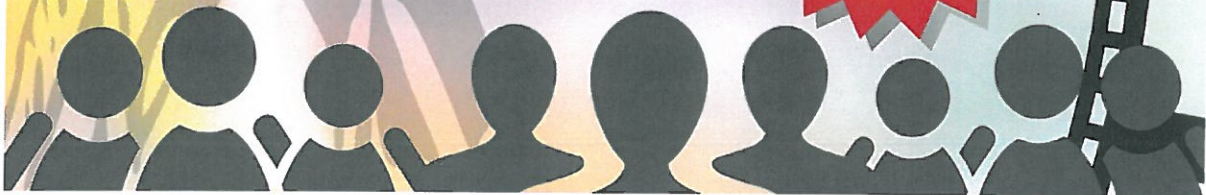
ANIMATION

DATES: SEPTEMBER 5-7, 2019

VENUE: STUDIO

TIME: 10:00 AM - 3.30 PM

**WIN
ATTRACTIVE
PRIZES!**



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

MINOR PROJECT REPORT
(SBJB209A)

Bachelors of Arts (Journalism & Mass Communication)

Submitted By

Name: Gagan Bhardwaj

Roll No: 1909200020

Year:2020-21



School of Journalism & Mass Communication

K.R. Mangalam University

Sohna Road

Gurugram


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

This is to certify that this Minor project Report is an academic work done by **Gagan Bhardwaj**, Roll No. **1909200020**, Batch (2019-22) for the partial fulfilment of the requirement for the award of degree of Bachelor of Arts in Journalism and Mass Communication from K R Mangalam University, Gurugram.



Ms. Sikha Sharma
Assistant Professor

25/11/2020

School of Journalism and Mass Communication
K. R. Mangalam University, Gurugram, Haryana, India



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Introduction

Graphic design combines imaginative expression with strategic planning and visual appeal to communicate messages, evoke feelings, and create brand identities. This minor project seeks to demonstrate the foundational concepts of graphic design.

Objectives

22. To apply the principles of graphic designing in creating layout and designing.
23. To explore software tools used in graphic design.
24. To create practical designs demonstrating the learned principles.

Graphic Design

Graphic design is a dynamic medium of visual communication that merges artistry with technological prowess to effectively convey messages, ideas, and concepts. Embracing a diverse range of mediums such as digital and print media, advertising, branding, and user interface design, graphic design revolves around creatively arranging elements like typography, imagery, colour and layout to craft visually compelling and functional compositions.

Beyond mere aesthetics, graphic design plays a pivotal role in shaping audience perception and comprehension of information. It possesses the innate ability to evoke emotions, influence decisions, and forge strong connections between brands and their target audiences. Whether through the symbolic representation of company values in a logo, the engaging narrative flow of a magazine layout, or the intuitive user experience of a website interface, graphic design stands as a cornerstone in contemporary visual communication.

Evolved alongside technological advancements, cultural shifts, and evolving design trends, graphic design has transitioned from traditional manual techniques of illustration and typesetting to embrace modern digital tools like Adobe Creative Suite and specialized software for web and mobile design. This evolution has expanded the field's breadth and complexity, empowering designers to create increasingly sophisticated and impactful visual solutions.

Fundamental principles such as balance, contrast, rhythm, proportion, and unity serve as guiding beacons for designers, ensuring coherence and clarity in visual communication. These principles inform every decision in the design process, fostering harmonious compositions that resonate with audiences.

Visual content dominates social media, advertising and online platforms, the demand for skilled graphic designers continues to escalate. Professionals in this field must possess not only artistic flair and technical proficiency but also a profound understanding of marketing strategies, user psychology and branding principles. This blend of skills and knowledge enables graphic designers to navigate the complexities of visual communication effectively and deliver compelling, impactful design solutions.

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, Haryana

Project Details – Photography Competition Poster

Designing a poster for a photography competition organized by the School of Journalism and Mass Communication entails visually capturing the essence of artistic expression and creativity in photography while encouraging participation from aspiring photographers. The poster aims to engage students, faculty and participants by effectively conveying essential details about the competition.

Key elements of the poster include incorporating symbols synonymous with photography such as camera, cameraman and artistic compositions to evoke the visual storytelling inherent in the art form. The colour palette chosen reflects contrasting shades to enhance visual appeal. Typography plays a crucial role, employing versatile and expressive fonts that complement the artistic nature of photography. It prominently features the competition title, entry deadlines, submission guidelines, and prize details to inform and attract potential participants.

Imagery is strategically selected to showcase striking photographs from previous competitions or representative images that illustrate various genres and styles of photography. These visuals inspire and encourage participants to showcase their creativity and technical skills. The layout of the poster is designed to be visually dynamic and organized, balancing textual information with compelling visuals. It guides the viewer's focus towards key details while maintaining overall coherence and aesthetic appeal.


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



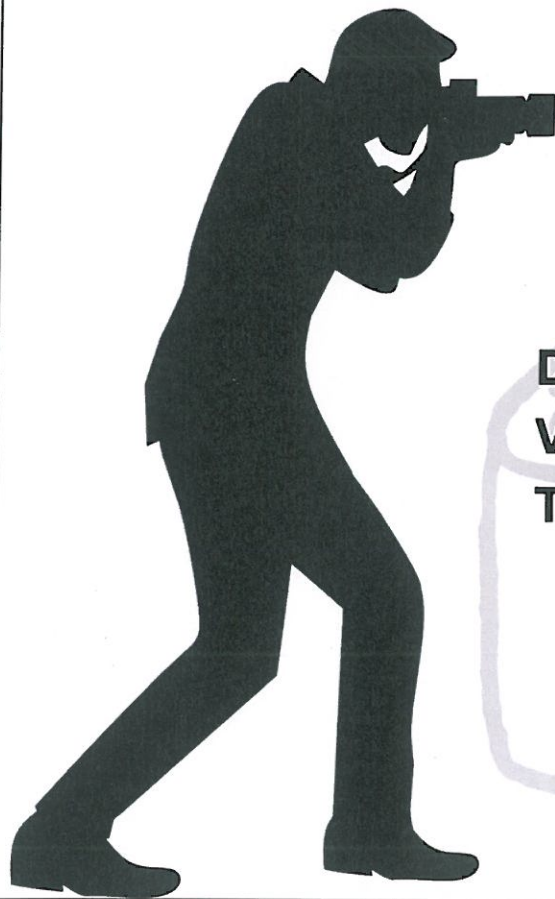
K. R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

**SCHOOL OF JOURNALISM AND MASS COMMUNICATION
ORGANISES**

PHOTO GRAPHY

Competition



DATE: 19 AUGUST 2019

VENUE: C-005

TIME: 10:30 AM

**WIN
PRIZES!**

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

MINOR PROJECT REPORT

(SBJB209A)

Bachelors of Arts (Journalism & Mass Communication)

Submitted By

Name: Karamjit Singh

Roll No: 1909200021

Year:2020-21



School of Journalism & Mass Communication

K.R. Mangalam University

Sohna Road

Gurugram

J.S.
Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

This is to certify that this Minor project Report is an academic work done by **Karamjit Singh**, Roll No. **1909200021**, Batch (2019-22) for the partial fulfilment of the requirement for the award of degree of Bachelor of Arts in Journalism and Mass Communication from K R Mangalam University, Gurugram.



Ms. Sikha Sharma
Assistant Professor

25/11/2020

School of Journalism and Mass Communication
K. R. Mangalam University, Gurugram, Haryana, India



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Introduction

Graphic design combines imaginative expression with strategic planning and visual appeal to communicate messages, evoke feelings, and create brand identities. This minor project seeks to demonstrate the foundational concepts of graphic design.

Objectives

25. To apply the principles of graphic designing in creating layout and designing.
26. To explore software tools used in graphic design.
27. To create practical designs demonstrating the learned principles.

Graphic Design

Graphic design is a dynamic medium of visual communication that merges artistry with technological prowess to effectively convey messages, ideas, and concepts. Embracing a diverse range of mediums such as digital and print media, advertising, branding, and user interface design, graphic design revolves around creatively arranging elements like typography, imagery, colour and layout to craft visually compelling and functional compositions.

Beyond mere aesthetics, graphic design plays a pivotal role in shaping audience perception and comprehension of information. It possesses the innate ability to evoke emotions, influence decisions, and forge strong connections between brands and their target audiences. Whether through the symbolic representation of company values in a logo, the engaging narrative flow of a magazine layout, or the intuitive user experience of a website interface, graphic design stands as a cornerstone in contemporary visual communication.

Evolved alongside technological advancements, cultural shifts, and evolving design trends, graphic design has transitioned from traditional manual techniques of illustration and typesetting to embrace modern digital tools like Adobe Creative Suite and specialized software for web and mobile design. This evolution has expanded the field's breadth and complexity, empowering designers to create increasingly sophisticated and impactful visual solutions.

Fundamental principles such as balance, contrast, rhythm, proportion, and unity serve as guiding beacons for designers, ensuring coherence and clarity in visual communication. These principles inform every decision in the design process, fostering harmonious compositions that resonate with audiences.

Visual content dominates social media, advertising and online platforms, the demand for skilled graphic designers continues to escalate. Professionals in this field must possess not only artistic flair and technical proficiency but also a profound understanding of marketing strategies, user psychology and branding principles. This blend of skills and knowledge enables graphic designers to navigate the complexities of visual communication effectively and deliver compelling, impactful design solutions.



Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Aesthetics in Graphic Designing

Aesthetics play a fundamental role in graphic design, serving as the cornerstone upon which effective visual communication is built. Here's why aesthetics is crucial in the field of graphic design:

➤ **Visual Appeal and Engagement**

Aesthetics are pivotal in capturing audience attention and creating a memorable first impression. Well-executed designs that are visually appealing can draw viewers in, encouraging them to engage with the content and explore further.

➤ **Enhanced Communication**

Visual aesthetics facilitate clearer and more effective communication of ideas, messages, and concepts. The use of pleasing colour schemes, balanced compositions, and appropriate typography helps convey information in a way that is easy to understand and digest.

➤ **Establishing Brand Identity**

Aesthetics are instrumental in defining and reinforcing brand identity. Consistent use of design elements such as logos, colour palettes, and typography across various platforms helps create a cohesive and recognizable brand image.

➤ **Emotional Impact**

Aesthetic choices in design have the power to evoke emotions and create meaningful connections with the audience. Whether through the use of vibrant colours to convey energy and excitement or subdued tones to evoke calmness and trust, aesthetics can influence how people feel about a brand or message.

➤ **Creativity and Innovation**

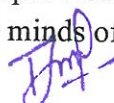
Aesthetics provide designers with a creative playground to experiment, innovate, and push boundaries. By exploring new visual styles, techniques, and trends, designers can keep their work fresh, relevant, and ahead of the curve.

➤ **Cultural and Contextual Relevance**

Aesthetics in graphic design must also consider cultural norms, societal trends, and the specific context in which the design will be experienced. Designs that resonate with the target audience's cultural sensibilities are more likely to be accepted and embraced.

➤ **Memorability and Impact**

Memorable designs often hinge on striking aesthetics that leave a lasting impression on viewers. Whether through bold imagery, innovative layouts, or unique visual narratives, aesthetically pleasing designs have the power to leave a mark in the minds of audiences.



Registrar

K.R. Mangalam University
Sohna Road, Gurgaon (Haryana)

Project Details – Panel Discussion

Creating a poster for a panel discussion organized by the School of Journalism and Mass Communication involves visually capturing the essence of intellectual exchange and insightful dialogue that will characterize the event. The poster's goal is to engage students, faculty and the participants while effectively communicating the theme and details of the discussion.

Central to the poster are elements that symbolize knowledge and dialogue and speech bubbles, signifying the exchange of ideas and perspectives. The colour scheme chosen is blues, neutral tones which aims to convey professionalism and stimulate intellectual engagement, drawing viewers' attention effectively. Typography plays a critical role, employing clear fonts to prominently display the event title, date, time and venue. This ensures readability and underscores the importance of the discussion.

Imagery which is in clip art, is carefully selected to complement the theme, featuring visuals of panellists that reflect the central topics of the discussion. Including photographs from past panel discussions or significant moments helps emphasize the event's relevance and impact. The layout of the poster is thoughtfully structured to maintain a balanced composition, organizing information logically and attractively. Ample white space is incorporated to enhance readability and focus on key details while maintaining overall visual appeal.



Registrar
K.R. Mangalam University
2010, Road, Gurugram, (Haryana)



K. R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

**SCHOOL OF JOURNALISM AND MASS COMMUNICATION
INVITES YOU TO PARTICIPATE IN**

Panel Discussion



**WIN
PRIZE!**

DATE: 12 MARCH 2019

VENUE: STUDIO

TIME: 10:30 AM

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

MINOR PROJECT REPORT
(SBJB209A)

Bachelors of Arts (Journalism & Mass Communication)

Submitted By

Name: Mehak Srivastava

Roll No: 1909200022

Year:2020-21



School of Journalism & Mass Communication

K.R. Mangalam University

Sohna Road

Gurugram


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Introduction

Graphic design combines imaginative expression with strategic planning and visual appeal to communicate messages, evoke feelings, and create brand identities. This minor project seeks to demonstrate the foundational concepts of graphic design.

Objectives

28. To apply the principles of graphic designing in creating layout and designing.
29. To explore software tools used in graphic design.
30. To create practical designs demonstrating the learned principles.

Graphic Design

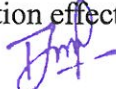
Graphic design is a dynamic medium of visual communication that merges artistry with technological prowess to effectively convey messages, ideas, and concepts. Embracing a diverse range of mediums such as digital and print media, advertising, branding, and user interface design, graphic design revolves around creatively arranging elements like typography, imagery, colour and layout to craft visually compelling and functional compositions.

Beyond mere aesthetics, graphic design plays a pivotal role in shaping audience perception and comprehension of information. It possesses the innate ability to evoke emotions, influence decisions, and forge strong connections between brands and their target audiences. Whether through the symbolic representation of company values in a logo, the engaging narrative flow of a magazine layout, or the intuitive user experience of a website interface, graphic design stands as a cornerstone in contemporary visual communication.

Evolved alongside technological advancements, cultural shifts, and evolving design trends, graphic design has transitioned from traditional manual techniques of illustration and typesetting to embrace modern digital tools like Adobe Creative Suite and specialized software for web and mobile design. This evolution has expanded the field's breadth and complexity, empowering designers to create increasingly sophisticated and impactful visual solutions.

Fundamental principles such as balance, contrast, rhythm, proportion, and unity serve as guiding beacons for designers, ensuring coherence and clarity in visual communication. These principles inform every decision in the design process, fostering harmonious compositions that resonate with audiences.

Visual content dominates social media, advertising and online platforms, the demand for skilled graphic designers continues to escalate. Professionals in this field must possess not only artistic flair and technical proficiency but also a profound understanding of marketing strategies, user psychology and branding principles. This blend of skills and knowledge enables graphic designers to navigate the complexities of visual communication effectively and deliver compelling, impactful design solutions.


Registrar
K.R. Mangalam University
Schna Road, Gurugram, (Haryana)

Aesthetics in Graphic Designing

Aesthetics play a fundamental role in graphic design, serving as the cornerstone upon which effective visual communication is built. Here's why aesthetics is crucial in the field of graphic design:

➤ **Visual Appeal and Engagement**

Aesthetics are pivotal in capturing audience attention and creating a memorable first impression. Well-executed designs that are visually appealing can draw viewers in, encouraging them to engage with the content and explore further.

➤ **Enhanced Communication**

Visual aesthetics facilitate clearer and more effective communication of ideas, messages, and concepts. The use of pleasing colour schemes, balanced compositions, and appropriate typography helps convey information in a way that is easy to understand and digest.

➤ **Establishing Brand Identity**

Aesthetics are instrumental in defining and reinforcing brand identity. Consistent use of design elements such as logos, colour palettes, and typography across various platforms helps create a cohesive and recognizable brand image.

➤ **Emotional Impact**

Aesthetic choices in design have the power to evoke emotions and create meaningful connections with the audience. Whether through the use of vibrant colours to convey energy and excitement or subdued tones to evoke calmness and trust, aesthetics can influence how people feel about a brand or message.

➤ **Creativity and Innovation**

Aesthetics provide designers with a creative playground to experiment, innovate, and push boundaries. By exploring new visual styles, techniques, and trends, designers can keep their work fresh, relevant, and ahead of the curve.

➤ **Cultural and Contextual Relevance**

Aesthetics in graphic design must also consider cultural norms, societal trends, and the specific context in which the design will be experienced. Designs that resonate with the target audience's cultural sensibilities are more likely to be accepted and embraced.

➤ **Memorability and Impact**

Memorable designs often hinge on striking aesthetics that leave a lasting impression on viewers. Whether through bold imagery, innovative layouts, or unique visual narratives, aesthetically pleasing designs have the power to leave a mark in the minds of audiences.

Registrar

K.R. Mangalam University

So. Road, Gurugram (Haryana)

Project Details – Women’s Day

Creating a poster for Women's Day organized by the School of Journalism and Mass Communication involves honouring and celebrating women while advocating for gender equality and empowerment. The poster aims to engage students, faculty and the community in commemorating this important day dedicated to women's rights and progress.

Central to the poster are elements that symbolize empowerment and diversity, and vibrant colours that signify strength and resilience. The typography chosen is bold and inclusive, prominently featuring the event title, date, time and venue.

Imagery plays a crucial role, showcasing women in various roles and professions to highlight their contributions and impact on society. Clip art image has been used.

The layout of the poster is carefully designed to ensure a balanced composition that effectively communicates the significance and purpose of Women's Day. Information is structured in a clear and engaging manner to capture attention and convey the message of empowerment and advocacy for gender equality.


Registrar
K.R. Mangalam University
Gurgaon, Haryana, India



K. R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

**SCHOOL OF JOURNALISM AND MASS COMMUNICATION
INVITES YOU TO**

SYMPOSIUM

WOMENS DAY



DATE: 08 MARCH 2019

VENUE: C-005

TIME: 10:30 AM

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)