

Personal Development Plan (PDP)

1. Self-Assessment

Strengths: Analytical thinking, communication, leadership, creativity.

Weaknesses: Occasional procrastination, need for deeper technical specialization.

Interests: Technology, creative branding, community-building activities.

Values: Consistency, innovation, continuous self-improvement.

2. Goals

Short-term Goal (0–6 months): Strengthen graphic design and brand identity creation skills.

Medium-term Goal (6–12 months): Collaborate with emerging startups to create impactful branding projects.

Long-term Goal (1–3 years): Establish a strong presence as a creative strategist and visual communication expert.

3. Actions / Strategies

- Practice consistently using Canva, Adobe Suite, and Figma.
- Build a structured portfolio with mock and real-world branding projects.
- Work with student clubs and early-stage businesses for hands-on experience.
- Share design progress monthly on platforms like LinkedIn and Behance.

4. Resources Needed

- Access to professional design tools (Canva Pro, Adobe Suite, Figma).
- Online courses (Udemy, Coursera, Skillshare).
- Mentorship from experienced designers and creative communities.
- Events, workshops, and networking opportunities.

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