

DAILY JOURNAL

Day 15: 24, March 2025; 8 hours. Today, I worked on editing a brochure catalog in Canva as part of my task. I carefully adjusted the design, layout, and text to make sure it looked visually appealing and aligned with our branding guidelines. After making the initial edits earlier in the morning, I continued working on the project throughout the day, refining various elements to improve its overall presentation [SO. e.].



Figure 1. Ms. Mojica doing her task

Once I was satisfied with my progress, I submitted the draft to my supervisor for feedback. They provided insightful suggestions regarding color schemes, font choices, and the overall structure of the brochure. Taking their feedback into consideration, I went back to Canva and made the necessary revisions to enhance the design and readability of the content [SO. d.].

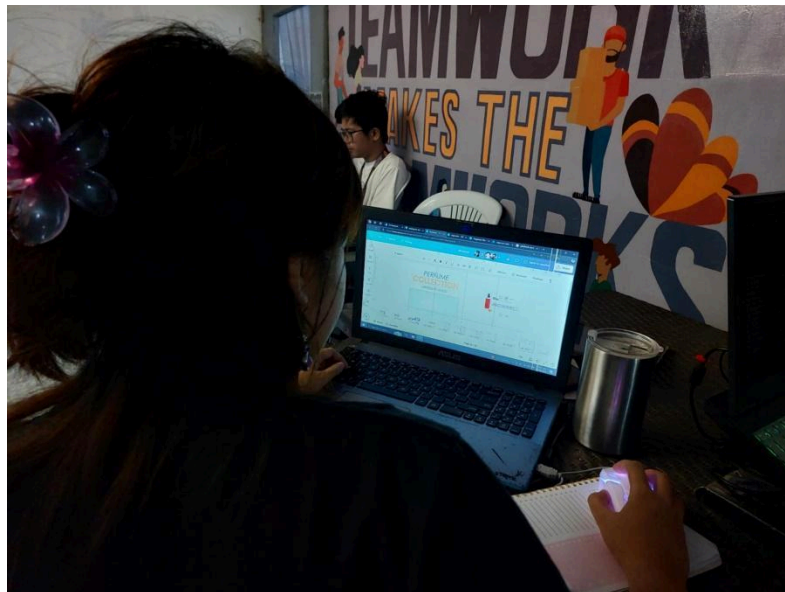


Figure 2. Ms. Mojica doing her task

The revision process was meticulous, as I wanted to ensure that every detail was polished and professional. I adjusted the spacing, realigned elements, and made subtle refinements to the text to improve clarity. After completing the final edits, I reviewed the brochure once again to double-check for any remaining issues.

However, I found the entire process quite time-consuming, and at times, I felt like my creativity was running low. It was challenging to continuously come up with fresh ideas and make improvements while ensuring that the design remained cohesive. Yesterday, I continued working on the Canva edits, trying my best to refine the visuals and finalize the content. Despite the challenges, I pushed through and stayed focused on achieving the best possible outcome [SO. m.].

This experience helped me develop a keener eye for design and attention to detail. It also reinforced the importance of collaboration and constructive feedback in producing high-quality work. Although the process was demanding, I'm pleased with the progress I made today and look forward to applying these learnings to future projects.

Day 16: 25, March 2025; 8 hours. Today, I continued my task of working on the brochure from my previous assignment. It required careful attention to detail to ensure everything looked polished and professional. I spent a significant amount of time refining the design, adjusting layouts, and making sure the text and images complemented each other perfectly [SO. e.].

We also had a short planning session and meeting with our supervisor and group team. The discussion helped clarify our next steps and align everyone on the project's goals. We talked about deadlines, assigned specific tasks, and brainstormed ideas to improve our workflow. It was a productive session that gave us a clearer direction moving forward [SO. d.].

Later, we had a photoshoot featuring different perfumes and colognes. It was a time-consuming process as we had to be creative in setting up the shots, considering angles, lighting, and overall aesthetics to capture the essence of each fragrance. We experimented with different backgrounds, props, and compositions to make the products stand out. The challenge was to highlight the elegance and uniqueness of each scent visually [SO. j.].



Figure 3 and 4. Ms. Mojica and her co-intern taking pictures

Though it took a lot of effort, the experience was enjoyable and rewarding, as we learned a lot about product photography and creative direction. The combination of design work, team collaboration, and hands-on photography made today a fulfilling and insightful experience!

Day 17: 26, March 2025; 8 hours. Today, I focused on studying more about logistics, diving deeper into the processes involved in managing and coordinating the movement of goods. Understanding these concepts is essential, as they play a crucial role in efficient business operations. I researched different logistical strategies, supply chain management techniques, and how businesses optimize inventory and distribution to enhance efficiency. Learning about these aspects gave me a better appreciation of the behind-the-scenes work that keeps everything running smoothly **[SO. k.]**.



Figure 5 and 6. Ms. Mojica and her co-intern learning about logistic

I also took the time to help my co-interns learn more about the products we are working with. We had an interactive discussion where I shared what I had learned about the various fragrances, their unique ingredients, and their targeted customer preferences. We also explored how to effectively market and present these products, ensuring we could confidently explain their benefits to potential customers. It felt rewarding to exchange knowledge and strengthen our understanding as a team **[SO. f.]**.

Aside from that, I continued editing in Canva, refining our designs to make them more visually appealing and professional. I experimented with different color schemes,

fonts, and layout adjustments to enhance the overall aesthetic. I also explored additional Canva tools and features that could elevate our designs further. Making these improvements required patience and creativity, but I enjoyed the process of perfecting our visuals **[SO. e.]**.

Overall, today was a fulfilling day, filled with learning, teamwork, and creativity. Balancing logistics studies, mentoring my co-interns, and working on design projects made the day productive and engaging.

Day 18: 29, March 2025; 9 hours. Today, we retook pictures of the products after reviewing them with our supervisor. Based on the feedback we received, we made revisions to improve the composition, lighting, and presentation of each product. It was a valuable experience in understanding how small details can make a significant difference in product photography. We spent time adjusting angles, experimenting with different props, and ensuring the images looked as professional and appealing as possible **[SO. j.]**.



Figure 7. Ms. Mojica and her co-intern taking pictures

In the afternoon, we had a short gathering, which turned into a team-building activity. We played a few fun games that allowed us to bond, laugh, and enjoy each other's company. This activity was special because it was dedicated to our seniors who are about to complete their internship and leave the company. It was a heartfelt moment where we expressed our gratitude for their guidance and contributions.

One of the games was specifically for all interns, except for the admin team, which added an element of friendly competition and excitement. Seeing everyone come together and share a lighthearted moment was a refreshing break from our usual routine.

Additionally, I tried designing a banner to gain more experience in this aspect of graphic design. I observed how our seniors approached banner creation, and I applied some of their techniques to my own work. It was a great learning opportunity that helped me understand the importance of layout, typography, and visual hierarchy in design **[SO. e.]**.



Figure 8. Ms. Mojica doing her task

Overall, today was a mix of hard work, creativity, and camaraderie. From improving our product photography to celebrating our seniors and expanding my design skills, it was a well-rounded and meaningful day.