

**Naan Mudhalvan**

**Digital Marketing**

**Name:** M.Aparna

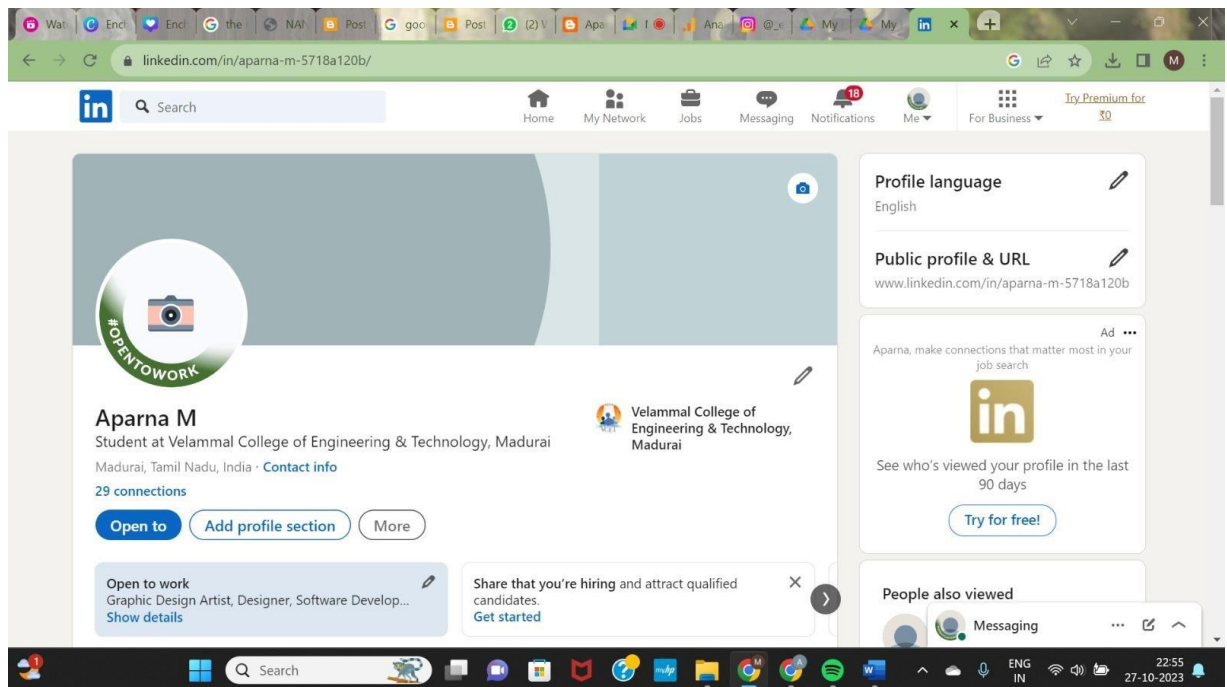
**Nm ID:** 064E3BF1FA7003B818249AD273AF9C60  
(AU913120104012)

## ASSIGNMENT – 1

### LINKEDIN PROFILE:

- Create or log in to your LinkedIn account.
- Add a professional photo, customize your URL, and write a concise headline.
- Craft a brief summary highlighting your skills and background.
- List your work experience and educational history.
- Add key skills and seek endorsements.
- Request and receive recommendations.
- Connect with people, engage in your network, and follow relevant interests.
- Adjust privacy settings as needed.
- Keep your profile current to reflect your career journey

### Profile:



**LinkedIn Profile:** <https://www.linkedin.com/in/aparna-m-5718a120b/>

## ASSIGNMENT – 2

### BRAND NAME:

- Understand your values and audience.
- Create unique, memorable, and clear options.
- Ensure it's legally and online available.
- Get feedback for resonance.

**BRAND NAME :** EUPHORIC VAULT

**INSPIRATION:** GUCCI

### ASSIGNMENT – 3

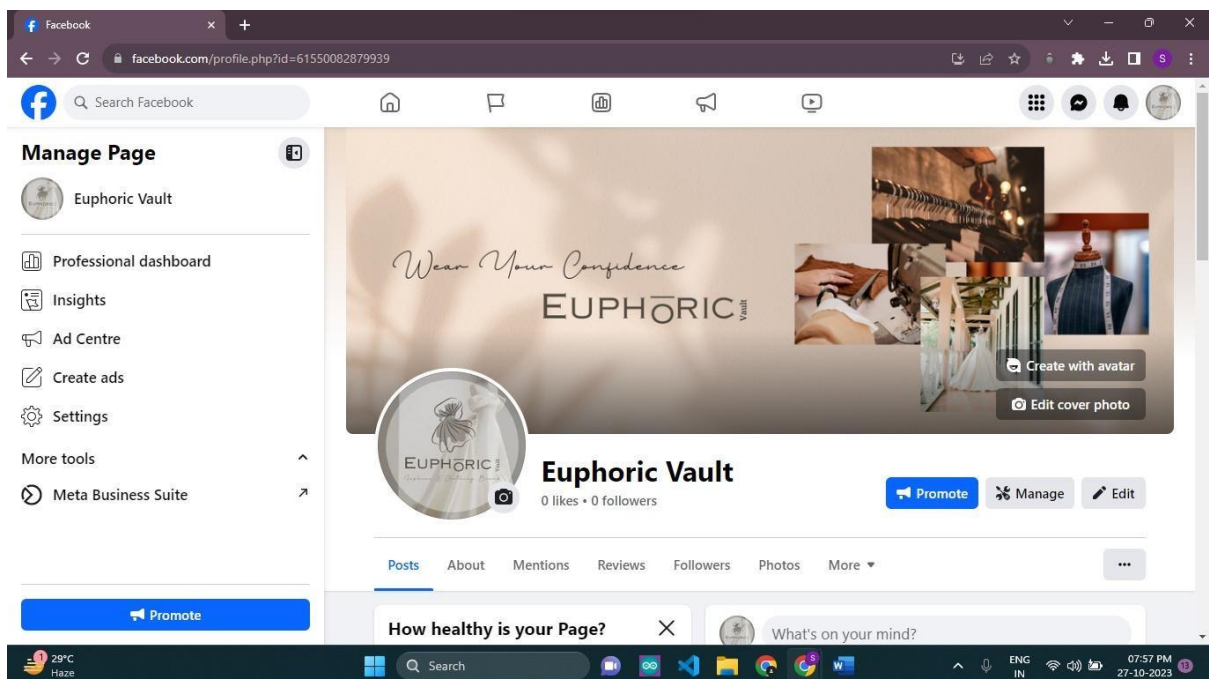
#### FACEBOOK PAGE:

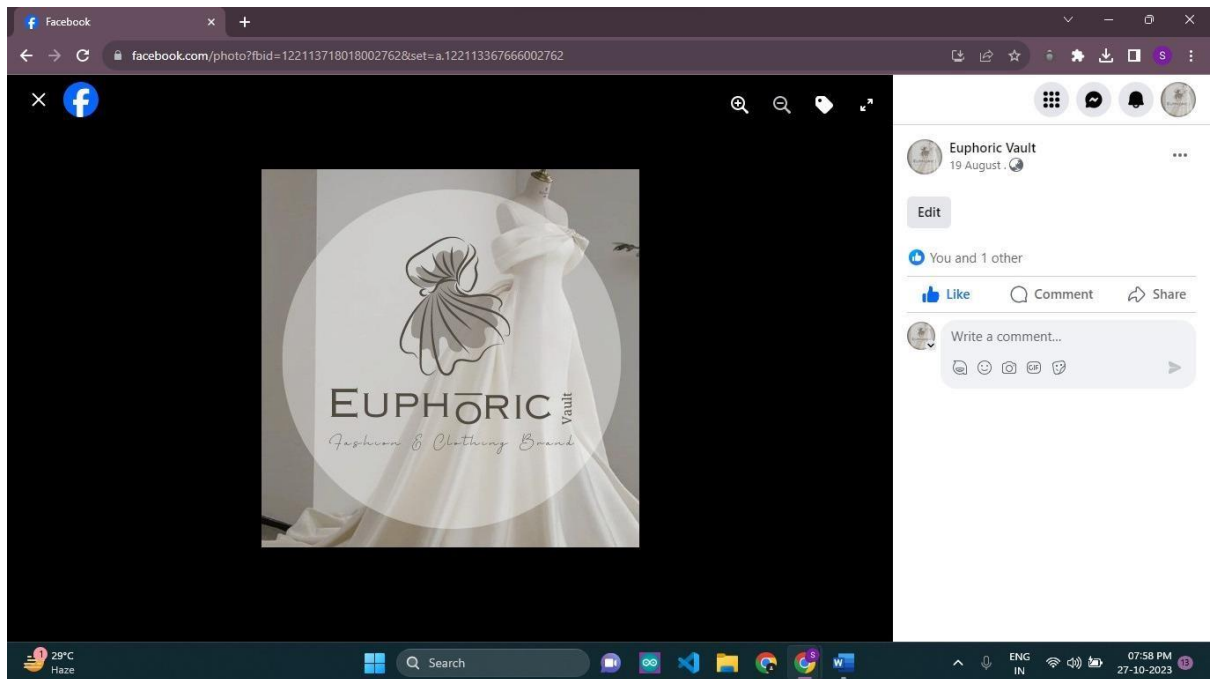
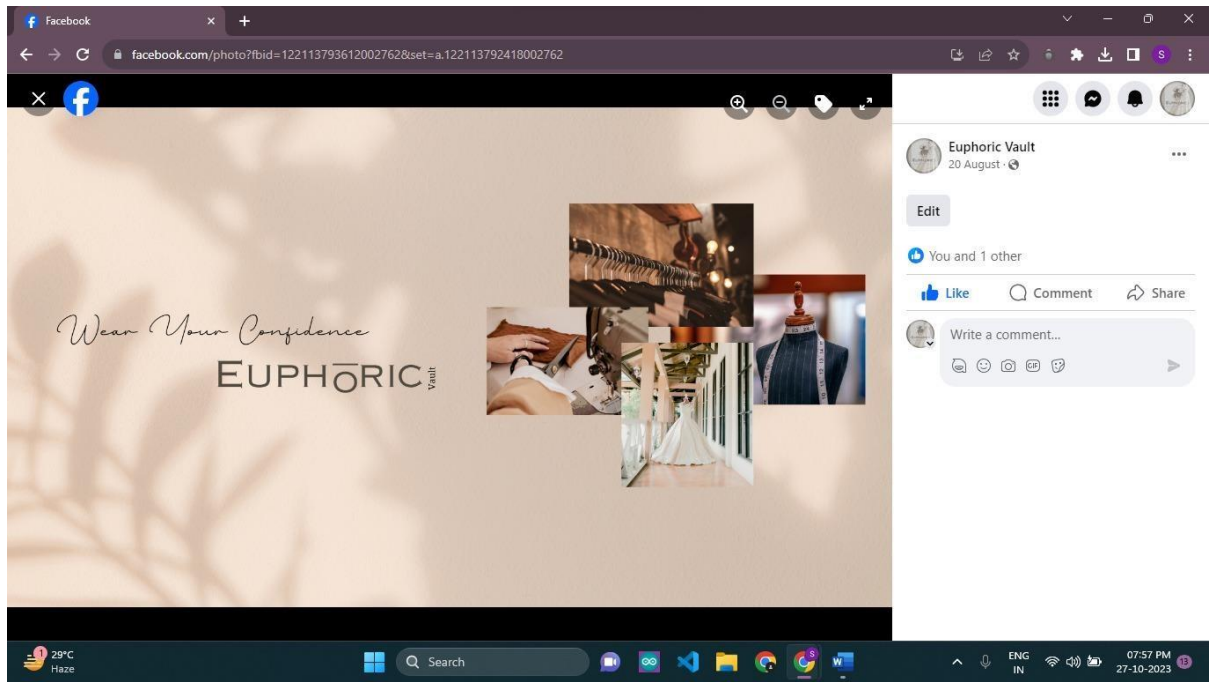
- Create a brand logo
- Design banners for the facebook page
- Create a business page in facebook

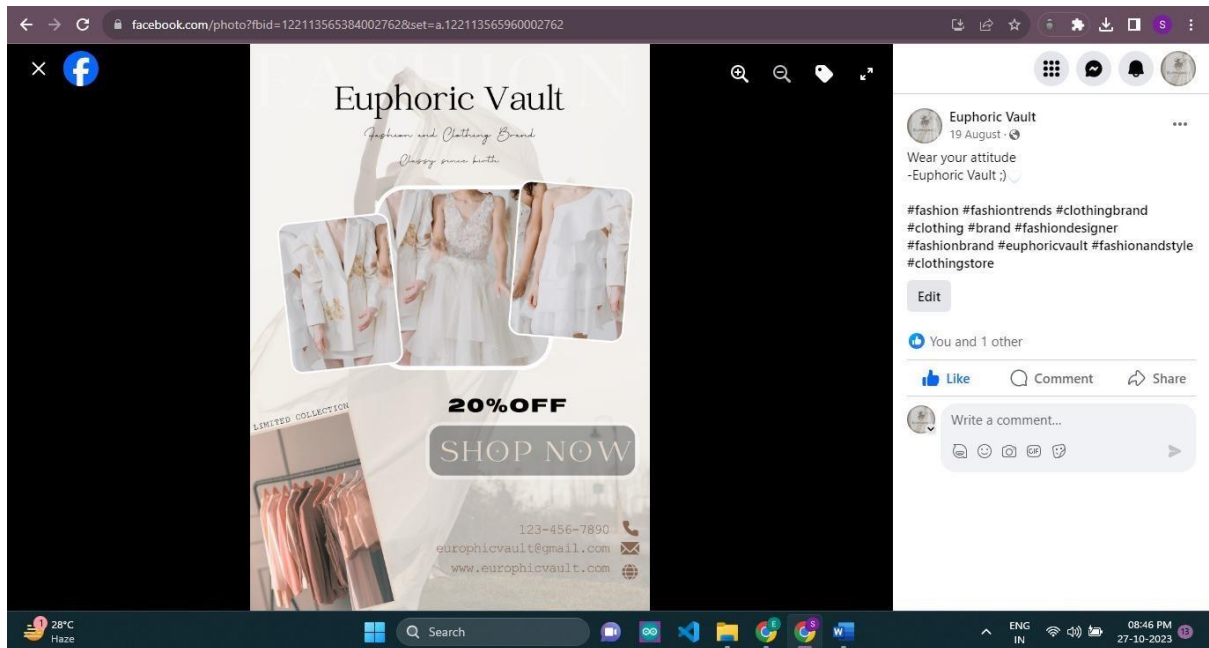
#### BRAND LOGO:



#### FACEBOOK PAGE



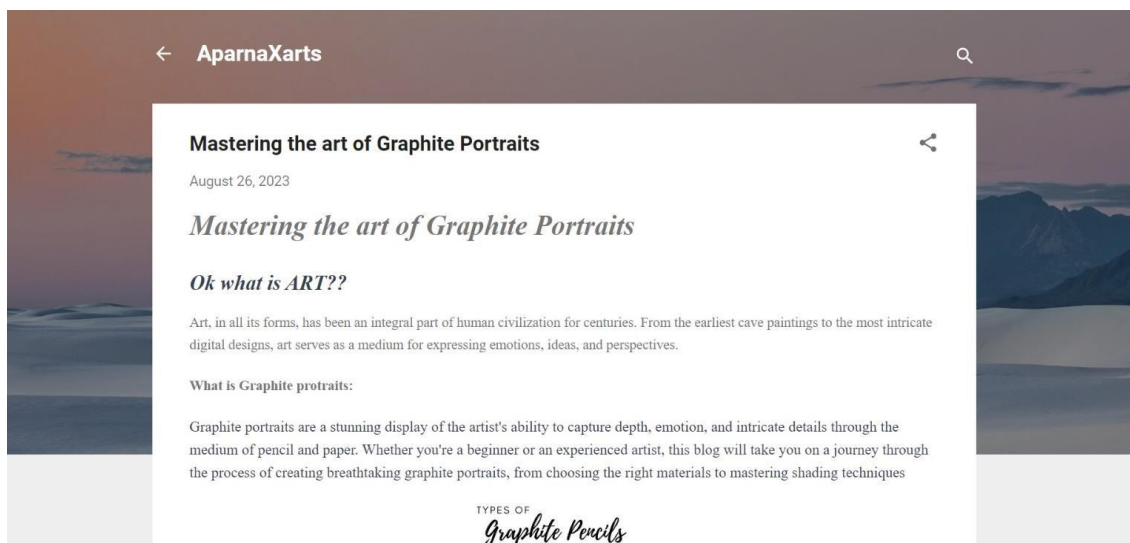




## ASSIGNMENT – 4

### BLOG:

- Select a relevant and interesting topic.
- Gather information and supporting data.
- Use a clear structure, visuals, and a conversational tone.
- Include keywords and links for search visibility.
- Publish, share, engage, and track performance for ongoing improvement





#### Choosing a Reference Photo:

*Lighting and Composition:* Understand how lighting and composition play a crucial role in conveying the mood and focus of your portrait.

*High-Resolution Images:* Opt for reference photos with clear details to ensure accuracy in your drawing.



Like this picture

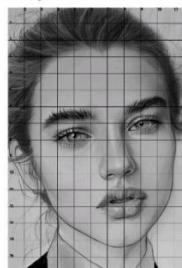


Not a blurry image where you can't see the facial feature precisely

#### Getting Started:

*Basic Outline:* Lay down a simple outline to establish proportions and placement of facial features.

*Grid Method:* This method will be a beginner friendly method to know the correct proportions of the facial features.



e/799f8e3a5fd6b28e4c619238a9c6504d.jpg

#### **The Art of Shading:**

*Understanding Values:* Grasp the concept of values and how they contribute to creating three-dimensional forms on a two-dimensional surface.

*Hatching and Cross-Hatching:* Master the technique of hatching (parallel lines) and cross-hatching (overlapping lines) to achieve a range of tones and textures.

*Layering:* Learn the importance of layering graphite to build up tones gradually, creating smooth transitions and realistic shadows.

#### **Capturing Realism:**

the below mentioned are the key parts where you can bring the realism of the portrait:

*Eyes:* Delve into the details of drawing expressive eyes, from the iris and pupil to the reflections that bring them to life.

*Skin and Texture:* Explore techniques for capturing the texture of skin, including pores, wrinkles, and subtle variations in tone.

*Hair:* Understand how to depict the flow, shine, and individual strands of hair, whether straight, wavy, or curly.

#### **Adding Depth and Dimension:**

*Backgrounds:* Discover how to create backgrounds that complement your subject without overshadowing it.

*Contrast and Highlights:* Master the art of contrast and use highlights to make your portrait pop and create a sense of depth.

BLOG URL: <https://aparnaxarts.blogspot.com/2023/08/mastering-art-of-graphite-portraits.html>

## **ASSIGNMENT – 5**

### **EMAIL NEWSLETTER:**

- Understand your audience.
- Choose an email marketing tool.
- Create engaging content.
- Use templates, schedule, and send.
- Track performance for future refinements.

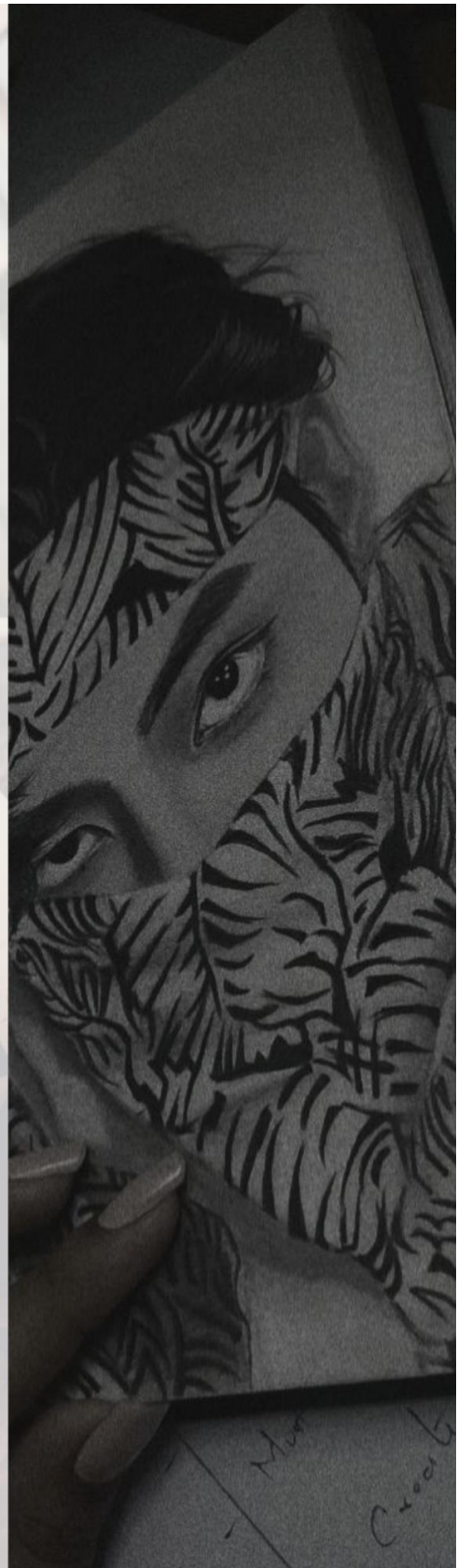


# APARNA X ARTS

DISCOVER THIS MONTH'S  
BRAND NEW TASK'S

Welcome back to the September edition of our Portrait Artist Newsletter. We hope you're feeling inspired and ready to dive into the world of portraiture. As the seasons change, so does our artistic journey, and we've got plenty of exciting updates and tips to share with you.

*Pencil  
strokes*





APARNA X ARTS

## Elegance in *Simplicity*

It's your time to shine! Share your latest pencil creations with us by using the hashtag #PencilArtistry on social media. We'll feature some of your exceptional work in our upcoming newsletters.



Stay updated on upcoming pencil art workshops, virtual classes, and exhibitions happening in your region. Whether you're a novice or a seasoned artist, there's always something new to learn and explore.

@aparnaXarts

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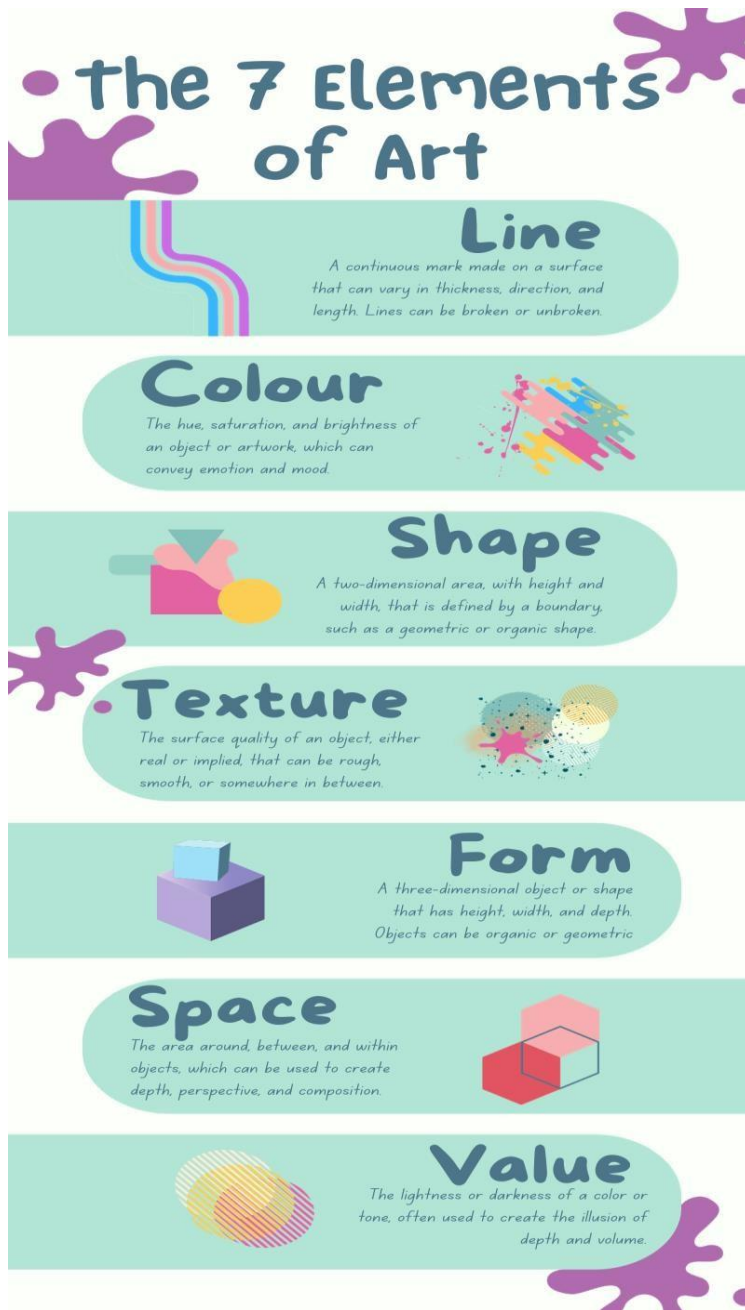


EMAIL NEWSLETTER URL: <https://aparnaxarts.blogspot.com/2023/09/aparna-arts-newsletter.html>

## ASSIGNMENT – 6

### INFOGRAPHIC POST:


- Design your infographic.
- Access your Blogger account.
- Create a new blog post and write a title and brief explanation.
- Upload and format your infographic.
- Publish the post and share it on social media.





INFOGRAPHIC POST URL: <https://aparnaxarts.blogspot.com/2023/09/elements-of-arts-innfography.html>


## ASSIGNMENT – 7

## GOOGLE ANALYTICS MEASUREMENT ID:


 Web stream details

 Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure they are set up correctly. [View tag instructions](#)

Stream details

STREAM NAME	STREAM URL	STREAM ID
aparnaxarts.blogspot.com	https://aparnaxarts.blogspot.com	6086049818
MEASUREMENT ID		
G-S17BER807S 		

Events

 **Enhanced measurement**  
Automatically measure interactions and content on your sites in addition to standard page view measurement. ☒  
Data from on-page no personally-identifiable information is shared with Google. [Stop sharing](#) [Hide](#) relevant events. You must ensure that

**GOOGLE MEASUREMENT ID:** G-S17BER807S

**STREAM ID:** 6086049818