

## Daily Report – Graphic Design

### General Report Info

Field	Description
Date	July 7, 2025
Internship Track	Graphic Design
Team Leads	Hamza Sajjad
Day	Day 1

### Daily Summary (Team-Wise)

Category	Remarks
Overall Attendance	8 out of 8 interns joined today's session
Response & Activeness	Interns were engaged while creating visually compelling poster layouts and exploring creative typography treatments

### Common Questions Asked

- How to maintain readability when using decorative fonts in posters
- What resolution is ideal for print-quality posters in Photoshop
- How to effectively use grids and guides for poster layout alignment
- How to apply duotone and gradient map effects to images
- Best practices for balancing image and text composition

### Issue Resolution

Interns experienced difficulties aligning text with visual elements and choosing color schemes that maintain visual hierarchy. These were resolved through:

- A live walkthrough of grid-based poster composition
- Demonstrations of contrast control using adjustment layers
- Color harmony tips using the Adobe Color Wheel and blending modes
- Text alignment techniques using baseline shift and tracking

### General Observations

Interns showed initiative in experimenting with poster sizes, font pairings, and imagery. Many tried combining vector shapes and typography for modern poster aesthetics and showed good progress in understanding focal points and visual balance.

### Suggested Improvements

Interns should:

- Practice using typography to create hierarchy and emphasis
- Use smart objects for non-destructive image adjustments
- Explore color correction to unify poster visuals
- Organize assets into groups and layers for cleaner PSD management

## Individual Intern Tracking

No	Name	Present	Submitted Task	LinkedIn Log	Queries Asked	Notes
1	Atzaz	✓	✓	✓	Asked how to blend images into textured backgrounds	Used clipping masks to merge photo and grunge texture
2	Tooba	✓	✓	✓	Inquired about using grids for poster symmetry	Applied Photoshop guides to align content effectively
3	Maheera	✓	✓	✓	Needed help with headline font combinations	Practiced font pairing and hierarchy techniques
4	Umme Habiba	✓	✓	✓	Asked how to incorporate icons and text smoothly	Used vector icons with adjusted kerning
5	Mazhar Saleem	✓	✓	✓	Wanted to make poster backgrounds pop	Learned gradient overlays and texture blends
6	Maaz Khan	✓	✓	✓	Asked how to make images appear more vibrant	Applied Vibrance/Selective Color adjustments
7	Mahnoor	✓	✓	✓	Inquired about adding vintage effects	Used gradient maps and noise overlays
8	M Hassan	✓	✓	✓	Asked how to export posters for print vs web	Learned difference between CMYK and RGB exports

## Notes

Questions from today's session included:

- How to choose the right aspect ratio for event posters
- Techniques for adding dynamic lighting effects in posters
- How to effectively combine text and visuals without clutter

- How to prepare a poster design for both print and digital formats