

Daily Report – Graphic Design

General Report Info

| Field | Description |
|------------------|----------------|
| Date | July 7, 2025 |
| Internship Track | Graphic Design |
| Team Leads | Imran Gul |
| Day | Day 1 |

Daily Summary (Team-Wise)

| Category | Remarks |
|-----------------------|--|
| Overall Attendance | 8 out of 8 interns joined today's session |
| Response & Activeness | Interns enthusiastically worked on bold and minimal poster compositions, exploring layout flow and color contrast techniques |

Common Questions Asked

- How to design posters using negative space effectively
- How to use Photoshop's shape tools for modern poster layouts
- What are the best export settings for high-quality print posters
- How to use smart filters to apply non-destructive effects
- How to maintain consistent margins and spacing between elements

Issue Resolution

Interns struggled with:

- Creating consistent alignment across text blocks and visual elements
- Understanding smart filters versus adjustment layers
- Balancing white space while maintaining poster impact

These issues were addressed through:

- A live demo on using the align & distribute tools
- Layer style management for visual consistency
- Guided exercises on using rulers and grids for spacing balance
- Smart filter examples with blur, noise, and sharpening

General Observations

Interns showed creativity while building conceptual poster drafts. Some began experimenting with asymmetrical layouts and explored abstract design styles using brush tools and textures.

Suggested Improvements

Interns should:

- Explore asymmetrical design principles and focal point control
- Use smart filters more often to allow reversible edits
- Focus on color psychology while selecting palettes
- Practice exporting files in both CMYK and RGB for different use cases

Individual Intern Tracking

| No | Name | Present | Submitted Task | LinkedIn Log | Queries Asked | Notes |
|----|---------------|---------|----------------|--------------|---|---|
| 1 | Atzaz | ✓ | ✓ | ✓ | Asked how to blend brush textures into poster backgrounds | Practiced grunge texture overlays using multiply blend |
| 2 | Tooba | ✓ | ✓ | ✓ | Inquired about layout spacing standards | Applied consistent padding using guides and margins |
| 3 | Maheera | ✓ | ✓ | ✓ | Needed help organizing poster layers | Used layer groups and color coding effectively |
| 4 | Umme Habiba | ✓ | ✓ | ✓ | Asked how to create minimalist poster looks | Practiced using shapes, line weight, and type hierarchy |
| 5 | Mazhar Saleem | ✓ | ✓ | ✓ | Wanted to use image cutouts in posters | Learned to use the Select Subject and mask tools |
| 6 | Maaz Khan | ✓ | ✓ | ✓ | Asked how to highlight key phrases in headlines | Applied gradient text and drop shadow styling |
| 7 | Mahnoor | ✓ | ✓ | ✓ | Inquired about artistic poster effects | Explored color halftones and dispersion effects |
| 8 | M Hassan | ✓ | ✓ | ✓ | Asked how to maintain quality when resizing images | Used Smart Objects to preserve image resolution |

Notes

Questions from today's session included:

- How to use Photoshop's shape builder approach for layout blocks
- Tips for creating balance in image-heavy posters
- How to use hue/saturation adjustment to unify color tones
- How to set up bleed and trim marks for posters intended for print