Daily Report – Graphic Design

General Report Info

Field	Description
Date	July 10, 2025
Internship Track	Graphic Design
Team Leads	Hamza Sajjad
Day	Day 4

Daily Summary (Team-Wise)

Category	Remarks
Overall Attendance	8 out of 8 interns joined today's session
Response & Activeness	Interns displayed strong creative initiative while working on branding layout systems and font pairing experiments.

Common Questions Asked

- How to create a cohesive color palette for a brand identity
- Best techniques for matching fonts with brand mood
- How to design scalable logos for digital and print use
- What grid systems are ideal for social media layouts

Issue Resolution

Interns faced difficulties selecting font combinations and maintaining visual consistency across platforms. These issues were tackled through:

- A hands-on activity in creating typographic scales
- Guided walkthroughs on contrast and readability in font pairing
- Live demo on setting up responsive grids for Instagram posts
- Branding exercise focused on visual hierarchy using alignment and spacing

General Observations

Interns collaborated well and started applying branding principles more confidently. Many experimented with style guides and began developing modular systems for scalable use across various mockups.

Suggested Improvements

Interns should:

- Develop brand boards for reference during design
- Study alignment techniques to improve balance
- Continue practicing with font families and pairing logic
- Pay attention to scalability while designing logos

Individual Intern Tracking

No	Name	Present	Submitted Task	LinkedIn Log	Queries Asked	Notes
1	Atzaz	✅	✅	✅	Asked how to build a color palette from a photo	Used Adobe Color to extract brand colors
2	Tooba	✅	✅	✅	Asked for tips on combining serif and sans-serif fonts	Practiced visual contrast in headers and body text
3	Maheera	✅	✅	✅	Needed help with responsive post layouts	Created templates with 3-column grids
4	Umme Habiba	✅	✅	✅	Asked how to maintain brand consistency	Started building a style guide
5	Mazhar Saleem	✅	✅	✅	Wanted guidance on icon consistency	Learned to create icons with unified line weights
6	Maaz Khan	✅	✅	✅	Asked how to test logo scalability	Exported logos in various sizes and formats
7	Mahnoor	✅	✅	✅	Asked how to match fonts to different moods	Compared fonts using real-world branding examples
8	M Hassan	✅	✅	✅	Asked about proper grid setup for social posts	Applied modular grids to carousel post designs

Notes

Questions from today's session included:

- How to create brand consistency across templates
- What makes a good scalable logo design?
- How to extract and refine color palettes
- What layout structures work best for mobile-first designs