

Daily Report – Graphic Design

General Report Info

Field	Description
Date	July 16, 2025
Internship Track	Graphic Design
Team Leads	Imran Gul
Day	Day 3

Daily Summary (Team-Wise)

Category	Remarks
Overall Attendance	8 out of 8 interns joined today's session
Response & Activeness	Interns worked actively on branding assets, focusing on logo refinement and icon development.

Common Questions Asked

- How to simplify a complex logo while retaining brand identity?
- What are effective ways to create scalable vector icons?
- How to choose color schemes that reflect brand personality?
- How to balance icon stroke weight for consistency?

Issue Resolution

Interns faced challenges in simplifying detailed logos and achieving uniformity in icon sets. Solutions provided:

- Demonstrated converting raster icons to vector using shape tools.
- Conducted a live session on creating scalable logos with clean paths.
- Provided guidance on stroke weight standardization across icon packs.
- Shared resources for building cohesive brand color palettes.

General Observations

Interns showed progress in understanding vector workflows and brand-focused design. Many experimented with geometric logo structures, while others tested color psychology for better branding impact. Peer feedback sessions were encouraged for design reviews.

Suggested Improvements

Interns should:

- Focus on clean path creation for scalable vector assets.
- Refine icon proportions using shape and alignment tools.
- Study minimalist logo examples for clarity and simplicity.
- Pay attention to consistent color usage across brand materials.

Individual Intern Tracking

No	Name	Present	Submitted Task	LinkedIn Log	Queries Asked	Notes
1	Atzaz	✓	Logo Sketch	✓	Asked about merging shapes for logo design.	Practiced using pathfinder tools.
2	Tooba	✓	Icon Set	✓	Inquired about maintaining consistent icon size.	Focused on using grid systems for icons.
3	Maheera	✓	Logo Concept	✓	Needed help with brand color selection.	Explored triadic color schemes.
4	Umme Habiba	✓	Logo Revision	✓	Asked how to create a professional favicon.	Designed simple icons from main logo.
5	Mazhar Saleem	✓	Icon Pack Draft	✓	Wanted guidance on vectorizing complex shapes.	Simplified graphics using shape builder.
6	Maaz Khan	✓	Logo Refinement	✓	Asked about choosing between serif and sans-serif fonts.	Selected appropriate font pairings.
7	Mahnoor	✓	Icon Set	✓	Inquired about applying gradients in icons.	Practiced subtle gradients using mesh tool.
8	M Hassan	✓	Branding Elements	✓	Asked how to structure brand guidelines.	Started building a basic branding guide.

Notes

Questions from today's session included:

- How to design minimal yet memorable brand logos?
- Methods for creating pixel-perfect vector icons?
- How to choose fonts that align with brand voice?
- Tips for creating consistent brand color palettes?