

Daily Report – Graphic Design

General Report Info

Field	Description
Date	July 28, 2025
Internship Track	Graphic Design
Team Lead	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 highly responsive and engaged while working on Panaflex banner layouts and printing design techniques

Common Questions Asked

- What is the ideal resolution and size for designing a high-quality Panaflex?
- How to adjust color profiles for outdoor visibility in sunlight?
- What fonts and typographic styles are best for readability in large Panaflex prints?
- How to create bleed margins and safety zones for Panaflex printing?
- What are the best practices to ensure color accuracy from screen to print?

Issue Resolution

Interns faced challenges in preparing designs for **large-format printing** and maintaining **visual balance on oversized canvases**. These were resolved through:

- Demonstrations on setting up large document sizes and print bleeds.
- Guidance on using CMYK color profiles and calibrating brightness/contrast for outdoor prints.
- Tutorials on arranging visual hierarchy for distant readability.
- Explanation of DPI requirements and exporting at optimal resolution.

General Observations

Interns demonstrated strong collaboration and design adaptability. Many explored techniques such as:

- Grid systems for balanced layout alignment.

- Bold contrast usage to enhance visibility from a distance.
- Proper use of vector elements to prevent pixelation during scaling.

Suggested Improvements

Interns should aim to:

- Master CMYK setup and large-format document presets.
- Use guides and rulers to structure layout for high-impact visual flow.
- Learn to test Panaflex visibility from various viewing distances.
- Refine text placement for maximum clarity in high-traffic areas.

Individual Intern Tracking

No	Name	Present	Submitted Task	LinkedIn Log	Queries Asked	Notes
1	Atzaz	✓	-	-	Asked about Panaflex resolution and file export formats	Practiced high-resolution banner setup
2	Tooba	✓	✓	✓	Inquired about color visibility in daylight	Adjusted brightness/contrast for outdoor view
3	Maheera	✓	-	-	Needed help balancing large text elements	Used grid and alignment for balance
4	Umme Habiba	✓	-	-	Asked about layout spacing and bleed setup	Implemented proper print margins and safety zones
5	Mazhar Saleem	✓	✓	✓	Wanted to include branding elements clearly	Worked with vector logos and scalable formats
6	Maaz Khan	✓	-	-	Asked about exporting files for print shops	Learned to use “Export As” with correct DPI and color model
7	Mahnoor	✓	-	-	Inquired about font sizes for distant readability	Applied font scaling techniques
8	M Hassan	✓	-	-	Asked how to ensure color accuracy on final Panaflex print	Practiced screen-to-print color matching

Notes

Questions from today's session included:

- What dimensions are suitable for various Panaflex types (e.g., storefront, roadside)?
- How to avoid pixelation in enlarged prints?
- What are best practices for preparing files for flex printing companies?
- How to emphasize key messages for attention-grabbing results?