

Daily Report – Graphic Design

General Report Info

Field	Description
Date	July 16, 2025
Internship Track	Graphic Design
Team Leads	Hamza Sajjad
Day	Day 5

Daily Summary (Team-Wise)

Category	Remarks
Overall Attendance	8 out of 8 interns joined today's session
Response & Activeness	Interns worked attentively on poster redesigns, focusing on typography and layout consistency.

Common Questions Asked

- How to balance typography hierarchy in poster design?
- What is the role of negative space in minimalist layouts?
- How to create depth using shadows and layering techniques?
- How to use smart guides and grids effectively for alignment?

Issue Resolution

Interns faced confusion regarding font pairing and alignment consistency. These were addressed through:

- Practical demonstration of text alignment using grids.
- Tutorial on pairing serif and sans-serif fonts for balance.
- Quick guidance on using drop shadows subtly for depth.
- Examples shared on professional minimalist poster styles.

General Observations

Interns displayed strong interest in learning design layout principles. Most actively explored font libraries, adjusted paragraph settings, and tested grid alignments. Some interns started experimenting with color palette generators to improve aesthetics.

Suggested Improvements

Interns should:

- Focus on mastering text hierarchy and readability.
- Utilize guides and rulers for better symmetry in layouts.
- Explore more minimalist poster references for inspiration.
- Practice combining fonts to achieve professional looks.

Individual Intern Tracking

No	Name	Present	Submitted Task	LinkedIn Log	Queries Asked	Notes
1	Atzaz	✓	Poster Draft	✓	Asked about using grid lines for text layout.	Worked on aligning typography correctly.
2	Tooba	✓	Poster Concept	✓	Inquired about font pairing rules.	Applied two-typeface combinations.
3	Maheera	✓	Poster Sketch	✓	Needed help with using negative space.	Improved design with simplified elements.
4	Umme Habiba	✓	Poster Draft	✓	Asked how to align graphics with text.	Implemented smart guides effectively.
5	Mazhar Saleem	✓	Poster Concept	✓	Wanted guidance on shadow placement.	Added depth using layered shadows.
6	Maaz Khan	✓	Poster Redesign	✓	Asked about ensuring poster readability.	Focused on clear headline formatting.
7	Mahnoor	✓	Poster Idea	✓	Inquired about professional color schemes.	Tested color combinations using online tools.
8	M Hassan	✓	Poster Layout	✓	Asked about maintaining poster symmetry.	Used smart guides and snapping tools.

Notes

Questions from today's session included:

- How to design clean and professional poster layouts?
- How to pair fonts without losing visual balance?
- Best techniques for incorporating subtle shadows?
- Ways to use grids for consistent alignment across poster designs?