

# Daily Report – Graphic Design

## General Report Info

Field	Description
Date	July 23, 2025
Internship Track	Graphic Design
Team Leads	Hamza Sajjad
Day	Day 3

## Daily Summary (Team-Wise)

Category	Remarks
Overall Attendance	5 out of 8 interns joined today's session
Response & Activeness	Interns showed enthusiasm and participated actively in hands-on design tasks

## Common Questions Asked

- How can gradient maps improve visual depth in product design?
- What's the ideal way to prepare mockups for client presentations?
- How to retain quality while resizing elements in Photoshop?
- Which export settings work best for balancing print and digital requirements?

## Issue Resolution

Interns faced challenges in balancing color consistency and organizing layered files. Solutions included:

- Demonstration on gradient maps and adjustment layers
- Techniques to organize PSDs using layer groups and naming conventions
- Advice on sharpening techniques post-resize
- Best export settings for cross-platform usage

## General Observations

Interns were highly collaborative and attentive to visual consistency. Several experimented with different lighting setups and typography choices. Many made use of layer effects to refine product label designs.

## Suggested Improvements

Interns should:

- Use guides and smart alignment tools for better symmetry
- Practice working with high-resolution assets for sharp output
- Explore the use of custom actions to speed up repetitive tasks
- Enhance knowledge of typography hierarchy for packaging labels

## Individual Intern Tracking

No	Name	Present	Submitted Task	LinkedIn Log	Queries Asked	Notes
1	Atzaz	✓	✓	✓	Asked how to apply gradients non-destructively	Practiced creating depth using blending modes
2	Tooba	-	-	-	-	-
3	Maheera	-	-	-	-	-
4	Umme Habiba	✓	✓	✓	Asked about mockup presentation tools	Used artboards and naming conventions
5	Mazhar Saleem	✓	✓	✓	Wanted cleaner logo placements on surfaces	Practiced with opacity and soft shadow layers
6	Maaz Khan	✓	✓	✓	Asked about typography in packaging	Experimented with font pairing and contrast
7	Mahnoor	✓	✓	✓	Inquired about color balance across variants	Adjusted hue/saturation using grouped layers
8	M Hassan	-	-	-	-	-

## Notes

Today's session focused on improving mockup realism and effective presentation.

Key questions included:

- How to structure multi-version mockups efficiently
- Best practices for maintaining clarity and sharpness
- How to use adjustment layers to simulate lighting changes
- How to maintain consistency in color and branding