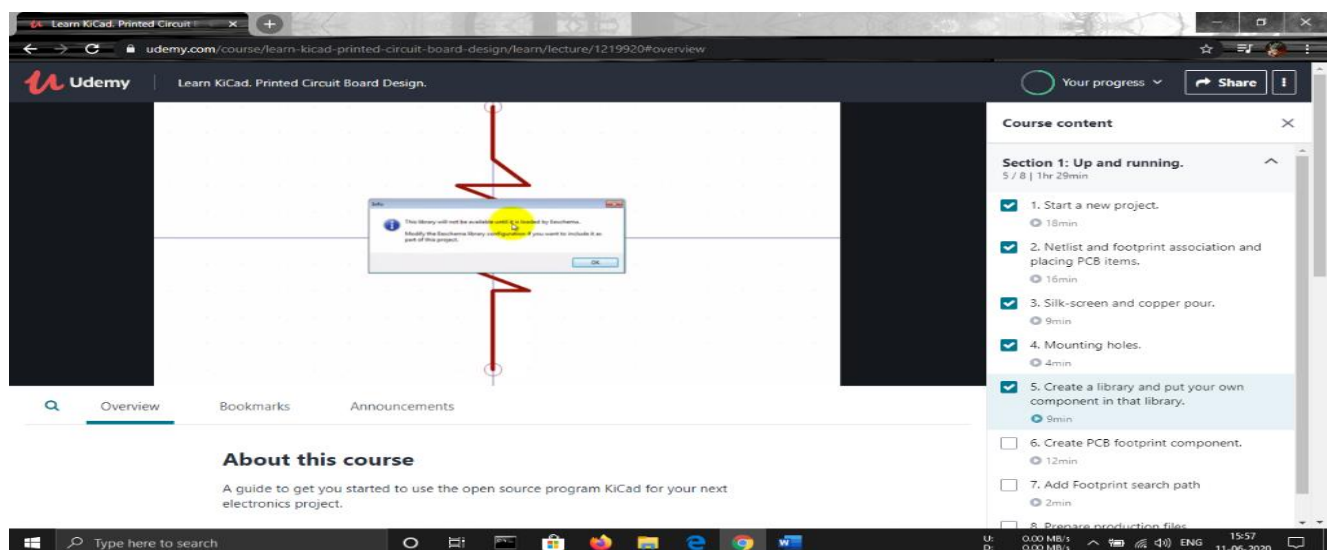
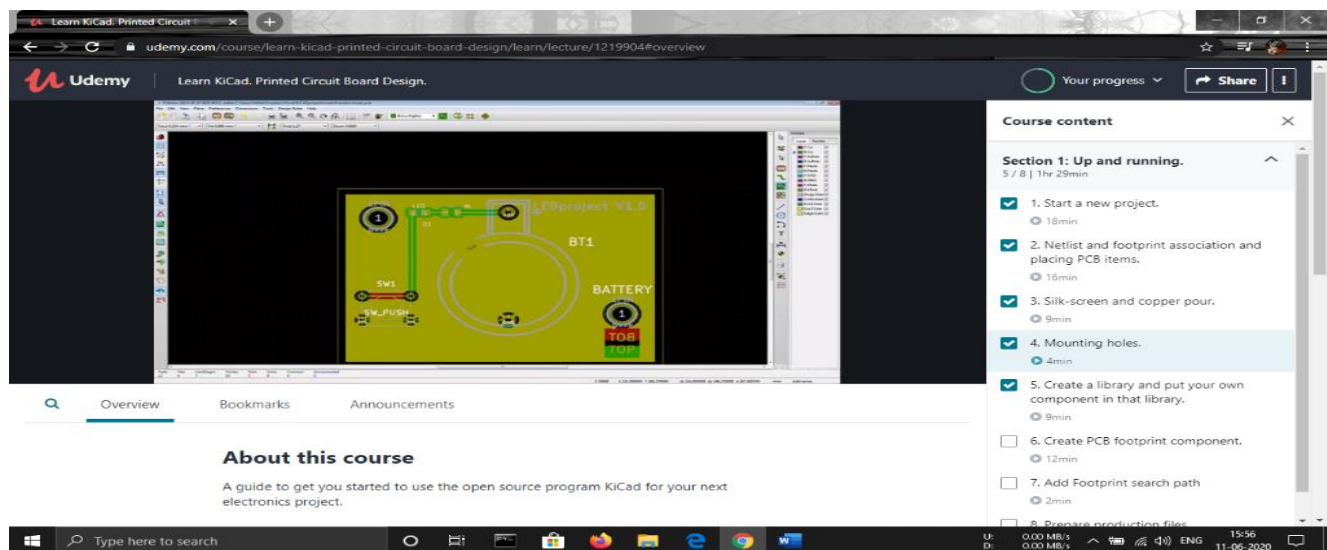


DAILY ASSESSMENT REPORT

Date:	11/06/2020	Name:	Abhishek M Shastry K
Course:	Learn KiCad: Printed Circuit Board Design	USN:	4AL17EC002
Topic:	1] Up and Running <ul style="list-style-type: none"> • Silk-screen and copper pour • Mounting holes • Create a library and put your own component in that library 	Semester & Section:	6 th 'A'
Github Repository:	AbhishekShastry-Courses		

FORENOON SESSION DETAILS

Image of session



Report

Silk Screen

- The silkscreen is printed to the external surface of a PCB to aid in component identification and orientation. Typically this layer contains the component RefDes to locate components on the board after assembly.
- KiCad refers to the silkscreen layers as:
 - ✓ F.Silks - Front silkscreen layer.
 - ✓ B.Silks - Back silkscreen layer.

Copper Pour

- A copper pour or fill refers to an area on a printed circuit board where the original copper is not etched away, and remains in place, usually electrically connected to the Ground signal, producing a “Ground Plane”.
- This has a number of advantages, including decreasing the amount of etching fluid required during manufacturing, as well as reducing the amount of electrical noise and signal crosstalk experienced by the circuit elements.

Virtual Components

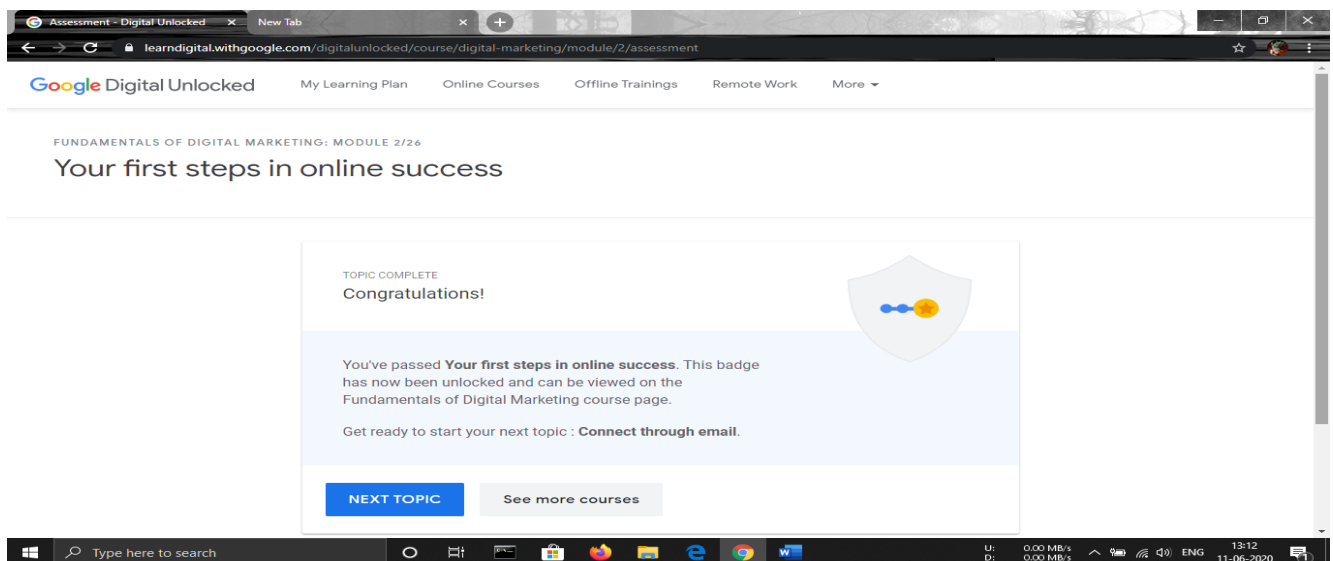
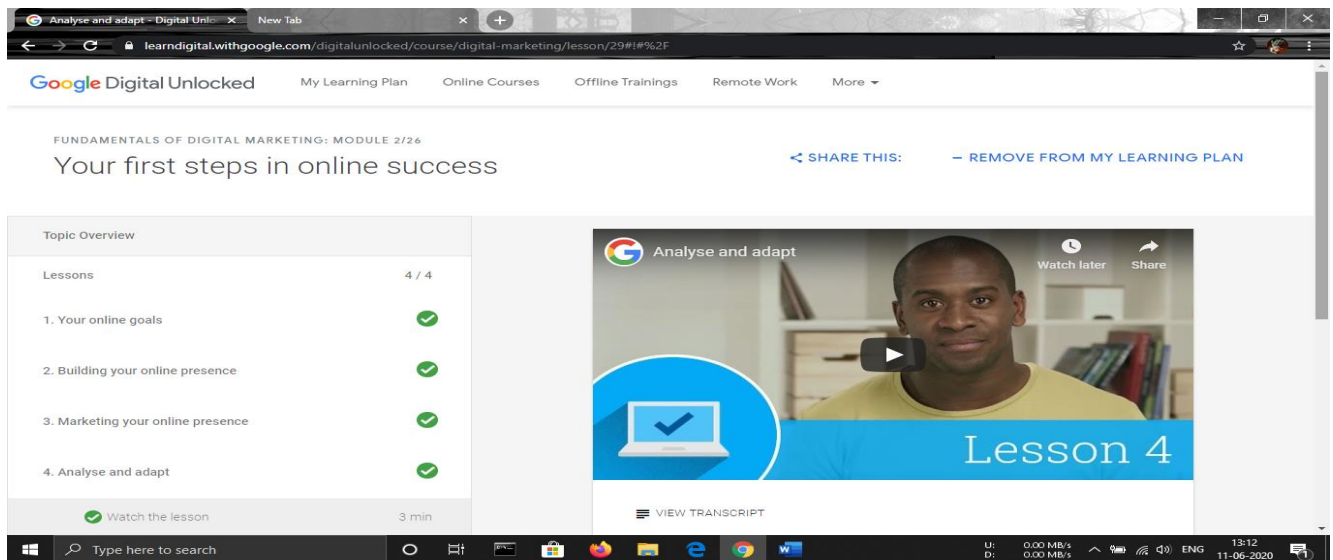
- Virtual components are those which have a footprint on the PCB (and may additionally have a schematic symbol) but do not have an associated physical component which needs to be loaded onto the board during assembly.
- Examples of virtual components include:
 - ✓ Mounting holes.
 - ✓ Solder bridges.
 - ✓ Net ties.
 - ✓ Test points.
 - ✓ Fiducial markings.

Custom libraries can be created in KiCad using the existing libraries which can be edited however the user wants it to be and make use of the custom library in the projects.

Date:	11/06/2020	Name:	Abhishek M Shastry K
Course:	Google Digital Unlocked: Fundamentals of digital marketing	USN:	4AL17EC002
Topic:	1] Your first steps in online success <ul style="list-style-type: none"> • Your online goals • Building your online presence • Marketing your online presence • Analyse and adapt 	Semester & Section:	6th 'A'
Github Repository:	AbhishekShastry-Courses		

AFTERNOON SESSION DETAILS

Image of session



Report

Your online goals

- There are lots of clear ways digital can help your business. Such as, building relationships on social networks, selling online, finding new customers. Or even keeping existing ones.
- For example, when people look for hairdressers on search engines or online maps, your business will show up. Then you might decide to build a website to share information about your business. This could be things like your opening hours, your location, your prices and the services you offer. Maybe even photos and videos that could entice new customers to walk through your door.
- You could add new features to your site. Things like online appointment scheduling, a “reviews” section where people can say nice things about you, or even an ecommerce store to sell your hair and beauty products online.
- Whatever your ultimate digital goals are, or where you currently stand, your priorities will naturally change and grow with your business. Now to make sure you’re meeting your objectives, it’s really important to measure your progress along the way.
- This is called “analytics”. Analytics lets you know what’s working well, and what could be tweaked.

Building your online presence

- You’ve got lots of options for building a digital presence, including things like local listings, websites, mobile apps and social media. If you get these basics right, it could make a world of difference.
- You could also start a Facebook page to give potential customers a glimpse into your business and what you can do, like photos or videos of some happy customers with great hairstyles that you’ve created.
- Websites aren’t the only online homes anymore. These days many businesses create mobile apps for customers which they can keep on their smartphones or tablets.
- Apps open up all kinds of digital doors - for example, you can create loyalty program or automatically send reminders about upcoming appointments.

Marketing your online presence

- Social media sites like Facebook or Twitter are another option for boosting awareness of your business, and they're especially useful for building relationships with customers.
- If you offer relevant services and products, search engines will show your business in the search results. Now, there are two main ways you can use search engines, and we've got lots of info to share on both.
- The first is search engine optimization, or SEO, which helps you promote your business in the unpaid search results.
- The second is search engine marketing, or SEM, which lets you buy ad space in the search results. SEO is all about getting your site in front of the right people who are searching for your products and services.

Analyze and Adapt

- It's important to remember that the online world is constantly changing. New tools, technologies and tactics pop up pretty much daily. So, a good plan combines the basic concepts that don't change that often, with forward-thinking to keep up with the latest and greatest.
- Always keep up-to-date and adapt to changes in technology and the industry you work in. If your plan tackles all these things and you stay flexible, you'll be well on your way.