

**A REPORT
ON**

**Design and Management Intern at Tecograph
Global Solutions**

Submitted by,

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Under the guidance of,

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in partial fulfillment for the award of the degree of

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At



PRESIDENCY UNIVERSITY

BENGALURU

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PRESIDENCY UNIVERSITY

PRESIDENCY SCHOOL OF COMPUTER SCIENCE AND ENGINEERING

CERTIFICATE

This is to certify that the Internship/Project report “**Design and Management Intern**” being submitted by “K. Md Hizqueel Danish” bearing roll number “20211CCS0076” in partial fulfillment of the requirement for the award of the degree of Bachelor of Technology in Computer Science and Engineering is a Bonafide work carried out under my supervision.

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DECLARATION

I hereby declare that the work, which is being presented in the report entitled “**Design and Management Intern**” in partial fulfillment for the award of Degree of **Bachelor of Technology in Computer Science and Engineering**, is a record of my own investigations carried under the guidance of **Dr. Sharmasth Vali Y, Associate Professor, Presidency School of Computer Science and Engineering, Presidency University, Bengaluru.**

I have not submitted the matter presented in this report anywhere for the award of any other Degree.

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INTERNSHIP COMPLETION CERTIFICATE

ABSTRACT

This report provides a comprehensive overview of my internship experience at Tecograph Global Solutions, Hyderabad. Initially onboarded as a design intern, my responsibilities included logo design, portfolio creation, and contributing to website interface development. As the internship progressed, my role organically evolved to encompass managerial responsibilities—handling client communications, coordinating between design and development teams, and ensuring timely project delivery.

This unique blend of creative and managerial exposure offered a holistic view of real-world project execution within a tech-based design environment. It also sparked a strong interest in project management, shaping my future aspirations in the field. The report details the technical and soft skills acquired, the challenges encountered, and the strategies employed to overcome them—all of which have been instrumental in laying a foundation for a potential career path in Project Management.

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K. Md Hizqueel Danish

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CHAPTER 1:

INTRODUCTION

1.1 General

Internships serve as a critical bridge between academic learning and industry practice. They provide students with the opportunity to gain hands-on experience, apply theoretical knowledge, and develop professional competencies in real-world environments. As a final-year engineering student specializing in Computer Science and Engineering, I undertook my internship at *Tecograph Global Solutions*, a company known for its work in design, branding, and digital solutions. This experience allowed me to engage in both creative and strategic roles, gradually expanding my involvement from design execution to project coordination and management.

1.2 About the Organization

Tecograph Global Solutions is a creative and digital marketing firm that provides branding, UI/UX design, web development, and marketing solutions for clients across various industries. The company is driven by a mission to deliver design-led solutions that are both innovative and user-focused. With a small but agile team, Tecograph encourages cross-functional collaboration, allowing interns and team members to explore multiple roles and responsibilities.

1.3 Internship Role and Scope

My initial responsibilities revolved around core design tasks, including logo design, portfolio layouts, and contributing to UI/UX deliverables for websites and digital platforms. Over time, I was given the opportunity to communicate directly with clients, understand their requirements, and coordinate project timelines and feedback loops. I also

began to manage the internal team's workflow, assign tasks, and ensure design consistency and timely delivery.

This role—design and managing—allowed me to develop not only technical and creative skills but also soft skills such as leadership, time management, and client communication. It also helped me identify a growing interest in project and product management, which I now plan to pursue in the future.

CHAPTER 2:

LITERATURE SURVEY

2.1 General

A literature survey forms the foundation for understanding the current state of knowledge in a particular field. In the context of this internship, the two primary domains explored were UI/UX design and project management. Studying existing literature in these areas provided valuable insights into established practices, common challenges, and evolving trends. It also helped me understand the significance of user-centric design and the role of agile methodologies in efficiently managing creative projects.

2.2 UI/UX Design Principles and Practices

UI/UX design focuses on creating intuitive, functional, and aesthetically pleasing digital experiences. Core principles such as **consistency**, **usability**, **accessibility**, and **responsive design** are widely emphasized across modern digital products. Frameworks like **Design Thinking** and methodologies such as **User-Centered Design (UCD)** have become standard in solving user pain points creatively and empathetically.

Throughout the internship, I referred to these principles while creating low-fidelity wireframes, interface layouts, and responsive prototypes using tools like **Figma**, and **Illustrator**.

2.3 Graphic Designing and Branding

Graphic design is at the heart of visual communication, and branding is the strategic approach to crafting a consistent and memorable identity. Literature in graphic design emphasizes typography, color theory, visual hierarchy, and composition as the

foundation of effective design. In branding, consistency across touchpoints—logos, business cards, digital media, packaging, etc ... is crucial to building trust and recognition.

2.4 Project and Client Management in Creative Teams

As I transitioned into a project management role, I studied how creative teams organize their workflows. Literature from both tech and design sectors emphasizes agile and hybrid methodologies—Scrum, Kanban, and even Lean UX—for efficient collaboration and iterative development.

Important takeaways include:

- Effective **briefing and feedback loops** are essential for aligning creative output with client expectations
- Task **delegation, scheduling, and team communication** are core project management responsibilities
- The shift in project management from a directive to a facilitative role—supporting creative flow while maintaining structure

CHAPTER 3:

RESEARCH GAPS OF EXISTING METHODS

3.1 General

While there is extensive literature and many tools available in the fields of design and project management, several practical gaps still exist between theory and real-world application—especially in smaller, fast-paced organizations like the one I interned at. Identifying these gaps was crucial in adapting and improvising during the course of the internship.

3.2 Gaps in UI/UX and Graphic Design Practices

Despite well-documented frameworks such as Design Thinking and User-Centered design, many organizations face challenges in applying them due to limited time, unclear requirements, or client constraints. During my internship, I observed:

- Lack of structured user research due to tight deadlines or limited resources
- Inconsistencies in design systems when multiple designers contribute without proper documentation
- Difficulty in convincing clients of the importance of usability and accessibility in early-stage design
- Overemphasis on visual appeal, sometimes at the cost of functionality and user experience

3.3 Gaps in Branding Implementation

Branding theory often emphasizes long-term strategy, storytelling, and consistency.

However, in practice:

- Clients often lack clear brand guidelines, leading to scattered visual identities
- Frequent last-minute changes dilute the strategic aspect of branding

- Short project timelines leave little room for testing and refining visual branding choices
- Limited awareness among clients about the value of cohesive branding across platforms

This created a need to act as both designer and brand strategist, guiding clients toward more unified, purposeful visual communication.

3.4 Gaps in Project and Client Management

Although agile methodologies are increasingly adopted, their implementation in design-driven teams is not always ideal. In my experience:

- **Project scopes were often loosely defined**, leading to feature creep and last-minute revisions
- **Client expectations were dynamic**, requiring adaptive communication and re-planning
- **Team coordination** faced occasional challenges due to the absence of formal task tracking tools
- In smaller firms, project managers often juggle multiple roles, which can affect focus and efficiency

These gaps highlighted the importance of not only applying agile concepts but tailoring them to the creative workflow. It also emphasized the need for **flexible but structured project management**, particularly in environments that require both creativity and delivery discipline.

CHAPTER 4:

PROPOSED METHODOLOGY

4.1 General

The methodology followed during the internship was iterative, combining aspects of Design Thinking, Agile workflow, and client-centered project coordination. The dual role—first as a designer and later managing clients & teams—required a flexible yet structured approach. The goal was to deliver high-quality design outputs while ensuring effective team collaboration and client satisfaction.

4.2 Design Process

The design workflow followed the Design Thinking framework, adapted to the pace and structure of the organization:

- Empathize – Understanding client needs via briefing sessions and competitor analysis
 - Define – Clarifying the problem statement and design goals
 - Ideate – Brainstorming and sketching creative solutions
 - Prototype – Creating wireframes, logo drafts, and portfolio layouts using tools like Figma, Illustrator, and Canva
 - Test & Iterate – Incorporating feedback from both internal team members and clients
- This cycle was repeated for each project, allowing for continuous refinement and alignment with the client's brand identity.

4.3 Branding and Graphic Design Workflow

For branding tasks such as logo creation, visual identity kits, and portfolio design, the following steps were followed:

- Initial Concept Discussion: Understanding the business, target audience, and brand tone

- Moodboarding and References: Gathering inspiration and creating a visual direction
- Design Execution: Creating draft versions and mockups
- Client Feedback Loops: Iterative revisions based on input
- Final Delivery: Packaging brand assets for handoff

Tools used: Adobe Illustrator, Figma, Canva, Photoshop (occasionally)

4.4 Project and Team Management Approach

As responsibilities expanded, I began applying lightweight Agile principles and basic project management practices:

- Task Management: Coordinated weekly tasks and deliverables for team members
- Client Communication: Maintained regular updates, feedback sessions, and timeline discussions
- Review Cycles: Scheduled internal reviews before client presentations
- Documentation: Maintained project notes, feedback logs, and deliverables tracking using Notion and Google Sheets

The focus was on balancing structure with flexibility to support the creative process while keeping timelines and client expectations on track.

4.5 Tools and Platforms Used

- Design Tools: Figma, Adobe Illustrator, Canva
- Communication: WhatsApp, Email
- Client Meetings: Google Meet, Zoom

CHAPTER 5:

OBJECTIVES

5.1 General

The primary goal of this internship was to gain practical exposure to design workflows and project management practices within a professional setting. The objectives were designed to align academic knowledge with industry requirements, helping develop both technical and managerial skillsets.

5.2 Internship Objectives

- To understand and participate in real-world UI/UX, branding, and graphic design projects.
- To apply theoretical design principles in practical scenarios using industry-standard tools.
- To work closely with clients to understand their brand needs and translate them into visual solutions.
- To develop and enhance communication and collaboration skills within a design team.
- To gain first-hand experience in managing design timelines, tasks, and project goals.
- To take on responsibilities in client coordination, feedback handling, and overall project delivery.
- To explore the fundamentals of project and product management within a creative agency.
- To assess personal interest and potential in transitioning toward a Project Manager role in the future.

CHAPTER 6:

SYSTEM DESIGN & IMPLEMENTATION

6.1 General

Although the internship did not involve building a software system in the traditional sense, the “system” in this context refers to the structured design and project workflow that was implemented throughout the internship period. The system was designed to streamline tasks, manage time effectively, and ensure smooth coordination between design, client communication, and delivery.

6.2 Design System Implementation

A consistent design system was created and followed for each branding and UI/UX project. This included:

- **Typography Guidelines:** Selection of fonts for headings, body text, and UI components
- **Color Schemes:** Defined brand palettes based on client preferences and emotional tone
- **Component Libraries:** Reusable elements such as buttons, cards, navbars, etc. (for web-based designs)
- **Grid Systems and Layouts:** Ensured responsive and consistent visual structure across all platforms

Design mockups and prototypes were developed using Figma, allowing for easy feedback collection and collaboration.

6.3 Project Management Workflow

To handle multiple projects simultaneously, a lightweight yet effective management system was followed:

- Task Allocation: Weekly goals and deliverables were discussed and assigned
- Tool Used: Notion for project tracking, and Google Sheets for delivery timelines
- Client Feedback Handling: Comments and change requests were documented in shared spaces
- Progress Reviews: Internal syncs every few days to ensure alignment across the team
- Delivery: Final outputs (logos, PDFs, web mockups, portfolio designs) were delivered via Google Drive or email in the required formats

6.4 Communication Channels

- Client Communication: Handled via WhatsApp, Google Meet, and email
- Internal Communication: Mostly WhatsApp groups and in-person discussions
- Documentation: Maintained records of client inputs, feedback history, and deliverable status using Notion

CHAPTER-7:

TIMELINE FOR EXECUTION OF PROJECT (GANTT CHART)

7.1 General

The timeline below represents the structured phases of the internship from the start date to the anticipated completion in July 2025. The timeline includes design execution, client coordination, management responsibilities, and ongoing project deliverables. As the internship is still in progress, the later phases indicate planned and ongoing tasks.

7.2 Timeline Overview

Task / Phase	March	April	May	June	July
Onboarding & Orientation	✓				
Branding Projects (Logos, Portfolios)	✓✓	✓			
UI/UX Design Work	✓	✓	✓	✓	
Client Interaction & Briefings	✓	✓	✓	✓	✓
Project/Team Management Tasks		✓	✓	✓	✓
Final Project Wrap-up					✓✓

✓ = Ongoing/Completed, ✓✓ = Peak activity

CHAPTER 8:

OUTCOMES

8.1 General

The internship at Tecograph Global Solutions provided a valuable blend of creative, technical, and managerial experience. The diverse roles and responsibilities helped bridge academic knowledge with real-world application, allowing me to develop as both a designer and an emerging project manager.

8.2 Key Outcomes

- **Enhanced Design Skills:** Strengthened my abilities in UI/UX, logo design, and branding by working on live client projects using industry-standard tools like Figma and Adobe Illustrator.
- **Understanding Branding Strategy:** Learned to align visual identity with brand values and audience expectations through hands-on branding projects.
- **Project Management Exposure:** Took initiative in handling project timelines, assigning tasks, and leading internal communication within the design team.
- **Client Communication:** Gained experience in managing client expectations, gathering feedback, and presenting design solutions professionally.
- **Tool Proficiency:** Became proficient in tools like Notion, Google Workspace, Canva, and Trello for managing tasks and collaborating with team members.
- **Professional Development:** Developed soft skills such as time management, leadership, adaptability, and problem-solving in a fast-paced work environment.
- **Career Clarity:** The internship helped solidify my interest in pursuing a career in Project Management, with a strong foundation in design.

CHAPTER 9:

RESULTS AND DISCUSSIONS

9.1 General

This chapter highlights the tangible results achieved during the internship and reflects on the practical challenges and learning experiences encountered. Working in a hybrid role that involved both creative execution and project coordination provided valuable insights into how design and management intersect in real-world settings.

9.2 Project Results

- Successfully completed multiple clients branding projects, including logo designs, portfolios, and digital assets that met or exceeded client expectations.
- Contributed to UI/UX designs for website layouts, user flows, and low-fidelity prototypes that were well-received by the internal team and clients.
- Implemented consistent visual design systems that improved project turnaround and client satisfaction.
- Played a key role in facilitating smoother communication between clients and the design team, resulting in faster feedback cycles and fewer revision rounds.
- Initiated internal task-tracking using Notion and Google Sheets, which helped the team stay organized and meet deadlines.

9.3 Discussions and Reflections

- **Design Challenges:** Every client had unique brand expectations and timelines. Balancing creativity with practicality was a frequent challenge, especially with limited time for exploration and revision.
- **Management Transition:** Stepping into a management role mid-internship required adaptability and confidence. Delegating tasks, managing feedback loops, and resolving small internal bottlenecks helped build real leadership experience.
- **Communication Gaps:** At times, unclear or rapidly changing client requirements introduced friction. These moments emphasized the importance of setting expectations early and documenting feedback thoroughly.
- **Workload Management:** With overlapping project deadlines, effective time and task management became essential—reinforcing the value of structured planning and agile thinking.

CHAPTER 10:

CONCLUSION

10.1 Discussions and Reflections

The internship at Tecograph Global Solutions has been a transformative experience that extended far beyond design work. It offered a unique opportunity to step into a dual role—contributing as a graphic and UI/UX designer while gradually taking on responsibilities in client coordination and team management.

Through real-world projects, I was able to apply theoretical knowledge in branding, interface design, and visual communication. At the same time, I gained exposure to project planning, stakeholder management, and internal coordination—skills that are rarely taught but critical in the workplace. This journey not only sharpened my creative thinking but also helped me grow as a communicator, collaborator, and aspiring project leader.

The experience has provided me with clarity about my career direction. With a strong foundation in design and an emerging interest in leadership, I am now actively considering a future in Project Management, where I can lead cross-functional teams, balance creativity with strategy, and deliver meaningful solutions.

Overall, this internship was more than a learning phase—it was a launchpad for my professional journey.

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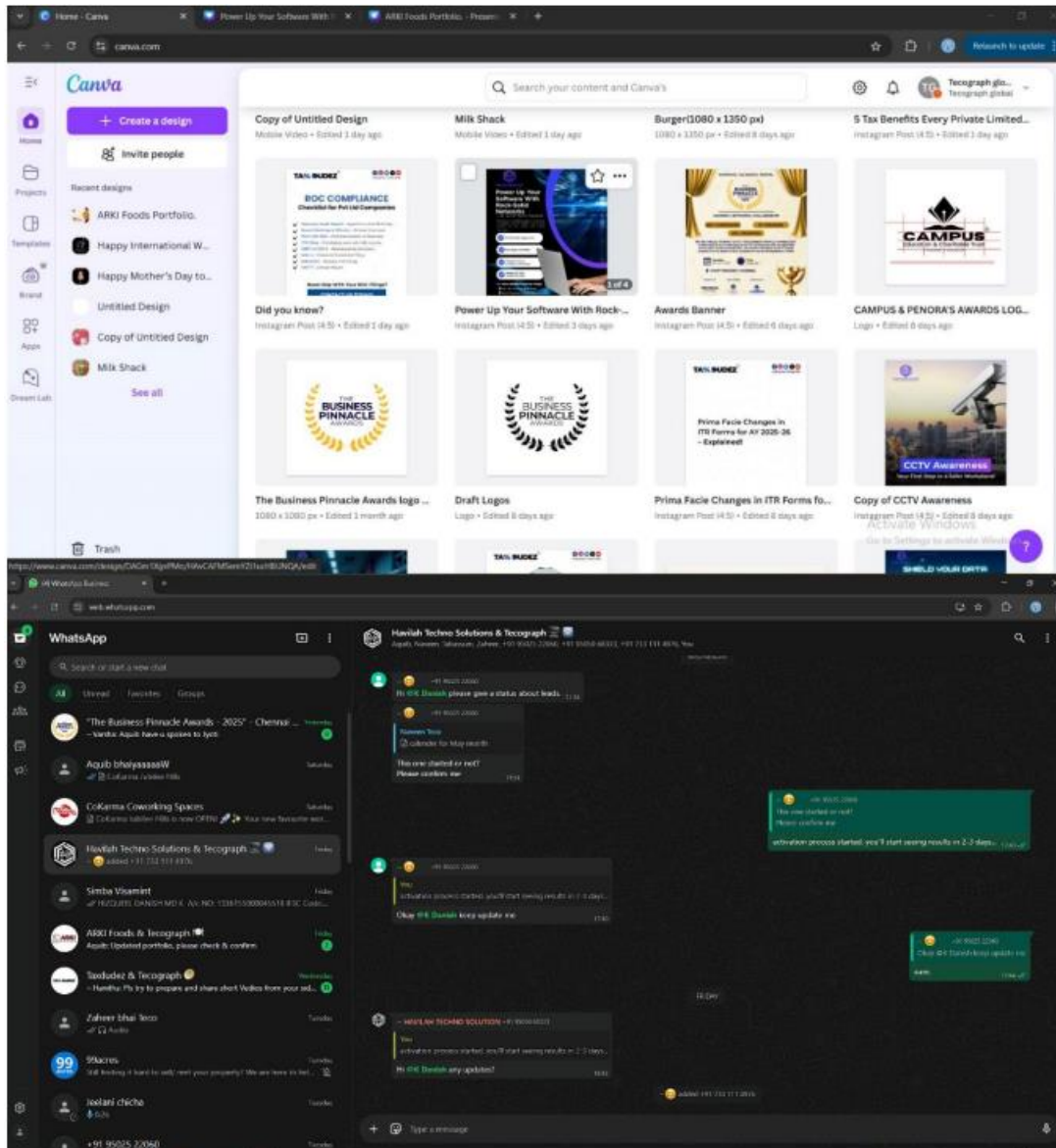
APPENDIX-A

PSUEDOCODE

Note: This internship was focused on design, branding, and project management. As no coding or algorithmic implementation was part of the work, pseudocode is not applicable.

APPENDIX-B

SCREENSHOTS



APPENDIX-C

ENCLOSURES

The following enclosures are relevant to the work carried out during the internship:

Similarity Index / Plagiarism Check Report

A plagiarism check has been conducted on the final report. The Similarity Index is within acceptable limits, and the content is original, based on practical implementation, scripting, and test execution performed during the internship.

Sustainable Development Goals (SDG) Mapping



The internship aligns with the following United Nations Sustainable Development Goals (UN SDGs):

- **Goal 9:** Industry, Innovation, and Infrastructure

By contributing to user-centric UI/UX design, branding, and digital identity creation for clients across industries, the internship promotes digital innovation and supports the development of modern, accessible, and inclusive digital infrastructure.

- **Goal 8:** Decent Work and Economic Growth

The internship encouraged practical exposure to real-world Design and Management Intern at Tecograph Presidency School of Computer Science and Engineering, Presidency University. 26 design and project management practices. It fostered workplace adaptability, collaboration, and professional development, thereby contributing to skill-building and sustained economic productivity.

- **Goal 4:** Quality Education

The internship served as an experiential learning opportunity that bridged academic knowledge with practical application. It enabled the development of both technical and soft skills, contributing to lifelong learning and career readiness.

