

A
Summer Internship Report
On
"Graphics Design"

(IT346 : Summer Internship - I)

Prepared by
Kushal Desai (20IT024)

Under the Supervision of
Asst. Prof. Amit Parmar

Submitted to

Charotar University of Science & Technology (CHARUSAT)
for the Partial Fulfillment of the Requirements for the
Degree of Bachelor of Technology (B.Tech.)
for Semester 5

Submitted at



Smt. Kundanben Dinsha Patel Department of Information Of Technology
Chandubhai S. Patel Institute of Technology (CSPIT)
Faculty of Technology & Engineering (FTE), CHARUSAT
At: Changa, Dist: Anand, Pin: 388421.

July 2022



Accredited with Grade A by NAAC
Accredited with Grade A by KCG

CERTIFICATE

This is to certify that the report entitled "**Graphics Design**" is a bonafied work carried out by **Kushal Desai (20IT024)** under the guidance and supervision of **Asst. Prof. Amit Parmar & Ms. Uma** for the subject **Summer Internship – I (IT346)** of 5th Semester of Bachelor of Technology in **Department of Information** at Chandubhai S. Patel Institute of Technology (CSPIT), Faculty of Technology & Engineering (FTE) – CHARUSAT, Gujarat.

To the best of my knowledge and belief, this work embodies the work of candidate Kushal Desai, has duly been completed, and fulfills the requirement of the ordinance relating to the B.Tech. Degree of the University and is up to the standard in respect of content, presentation and language for being referred by the examiner(s).

Under the supervision of,

Asst. Prof. Amit Parmar
Assistant Professor
Smt. Kundanben Dinsa Patel Department of
Information Technology
CSPIT, FTE, CHARUSAT, Changa, Gujarat

Ms. Uma
HR
Shivanjali

Dr. (Prof.) Parth Shah
Head of Department (IT)
CHARUSAT, Changa, Gujarat.

Chandubhai S. Patel Institute of Technology (CSPIT)
Faculty of Technology & Engineering (FTE), CHARUSAT

At: Changa, Ta. Petlad, Dist. Anand, Pin: 388421. Gujarat.



presents this

Certificate

to

KUSHAL DESAI

in recognition of completing the GRAPHIC DESIGN internship
held for 1 month



Anjali

ANJALI SHARMA

President

Laxmi

LAXMI SHARMA

Secretary

CERTIFICATE ID:

100208

WWW.SHIVANJALISOCIETY.IN

Verify at :- authenticate.shivanjalisociety.in

ABSTRACT

Canva is home to thousands of free, professionally designed templates that, thanks to their drag and drop interface, can be customized with just a few clicks. Simply upload your photos to Canva, drop them into the template of your choice, and save the file to your computer.

From basic cropping and straightening to adding textures and color correcting, Canva's beginner-friendly features make editing photos simple. You can add a textured background to give your photo more dimension, insert text to create your own meme, create a photo grid, blur your photo, and more.

Overall, Canva is a great option if you're looking to create simple graphics and documents that require little design skill.

I was supposed to make designs in Canva app, and the team provides me all necessary content and pictures, which I need to design as Instagram Story and then their Social Media Handler would post it in their Instagram Story.

ACKNOWLEDGEMENT

I'm really grateful to Ms.Uma, for providing me with an opportunity to undertake this internship in Shivanjali and providing me with all the facilities. I am highly thankful to Mr. Amit Parmar for their active support, valuable time and advice during the project and in completing the designs within the time stipulated.

I would like to thank my Head of the Department, Mr. Parth Shah for his constructive criticism throughout my internship. I would like to thank Prof. Chandrashekhar Goswami, college internship coordinator for their support and advices to get and complete internship in above said organization. I am extremely great full to my department staff members and friends who helped me in successful completion of this internship.

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COMPANY DESCRIPTION

Name of the company	Shivanjali
Address	B-25, Tonk Road Shakti Nagar, Tonk Phatak Jaipur, Rajasthan 302018 India
E-mail	internship@shivanjalisociety.in

CHAPTER 1: INTRODUCTION

1.1 Internship Objectives

An internship provides a variety of benefits for young workers who want to broaden their chances for landing a job and jump-starting their careers. Internships give you a taste of what a profession is like, help you build your resume and let you meet people who can help you in your career. Don't be passive during an internship and miss opportunities to expand your business background. Take advantage of the many benefits of holding an internship.

The purpose of this internship was to upskill my designing skills using editor like Canva in Summer Vacation and not just wasting my time sitting idle in home and gain some knowledge.

CHAPTER 2 : TOOLS AND TECHNOLOGIES

Software Requirements

- Canva App:
- Canva is an online design tool that offers users the opportunity to create professional-looking posters, slideshows, images, event flyers, resumes, cards, certificates, infographics, and other media. The tool allows students to design visuals to showcase their knowledge in unique ways.

CHAPTER 3: TASK DESCRIPTION

My task was to design Instagram Story for the company,
Content was being shared with me (text + pictures)
And I was supposed to edit it and send it to the team,
So that they can upload it on their Instagram Story

Week 1 - Designs :

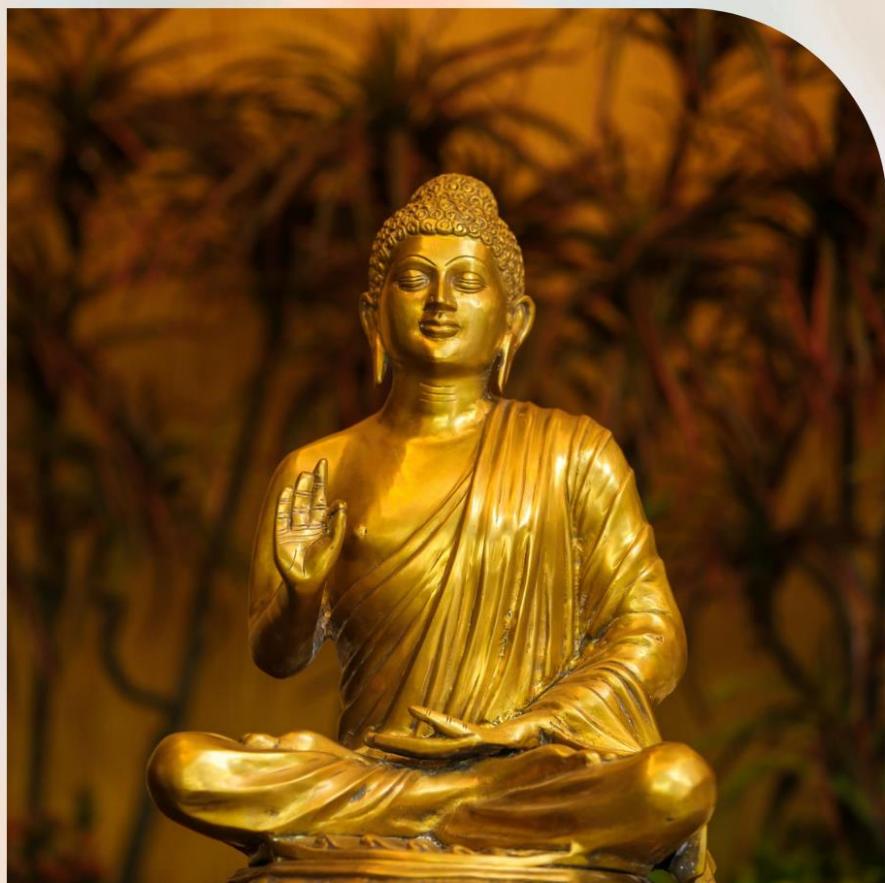
- Topic-1 : Gautam Buddha

Content : It is believed that Gautam Buddha was born in the 6th century BC in Lumbini province of Nepal as the son of King Suddhodana. As a child, his name was Siddhartha. It is said that his mother died a few days after the birth of Siddhartha. After this, Mata Mahamaya's sister Gautami took care of her. Hence his name was Siddhartha Gautama. At the time of birth, the astrologer had predicted that this child would grow up to take renunciation and would become a great saint-mahatma. The world will walk on the path shown by it. At the age of 16, he was married to Yashodhara. Siddharth and Yashodhara also gave birth to a son, who was named Rahul. At the age of 35, Siddhartha Gautama attained enlightenment under the Bodhi tree in Bodh Gaya and was called Buddha. After this, he spread his views and taught people a new way of living. Millions of people became his followers on seeing him. Gautama Buddha founded Buddhism, one of the world's major religions. Spreading from India to Central and Southeast Asia, China, Korea, and Japan, Buddhism has played a central role in Asia's spiritual, cultural, and social life, and, beginning in the 20th century, it spread to the West. Today there are approximately 350 million Buddhists in the world. Lord Buddha was born, attained enlightenment, and left the human body to merge in the universe on the same day i.e. on the day of Vaishakh Purnima. On the day of Buddha Purnima, people worldwide honor Gautam Buddha and spread his message of compassion and empathy. In India, there is a fair organized in Sarnath, Uttar Pradesh where it is believed that Gautam Buddha gave his first sermon after having attained enlightenment. The relics are also put on a display for people. While in other countries, the day is celebrated by visiting temples, lighting candles, and offering sweets.

Output (After Designing in Canva) :

Know more about

GAUTAM BUDDHA



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@shivanjalingo



info@shivanjalingo

Know more about

GAUTAM BUDDHA

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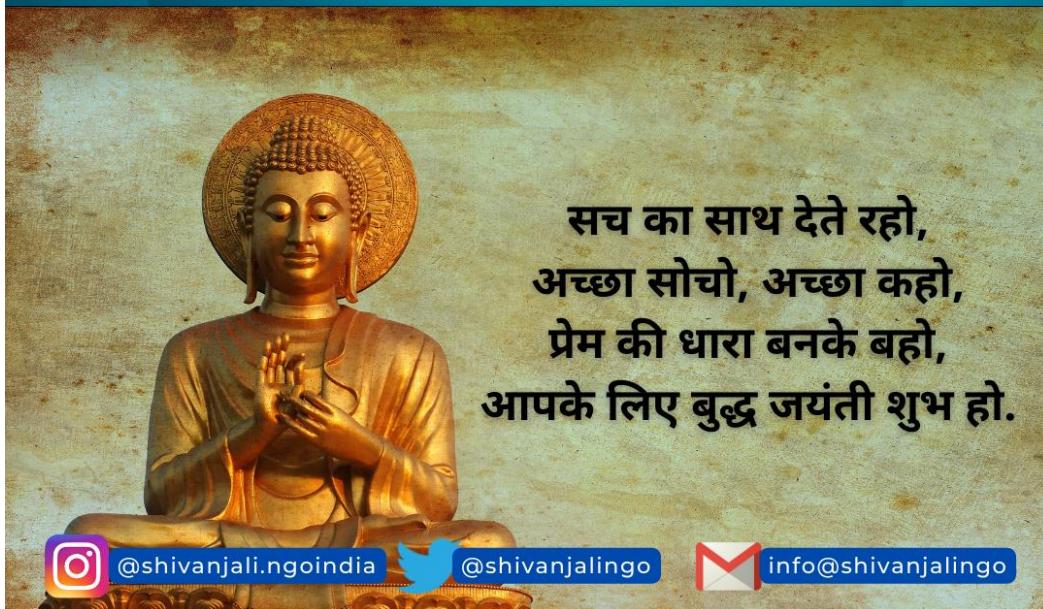


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HAPPY BUDDHA PURNIMA 2022



Shivanjali

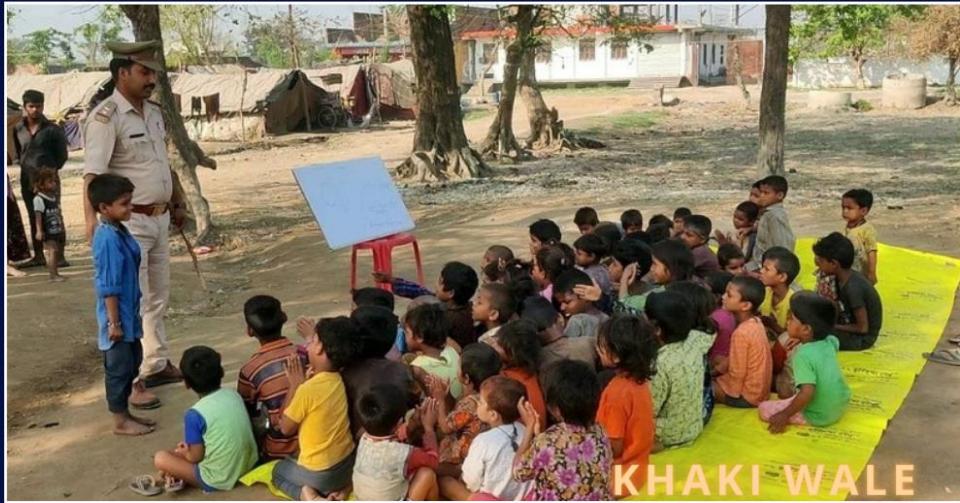


- **Topic-2 : Insp. Ranjeet Singh Yadav**

Content : Inspector Ranjeet Singh Yadav from Ayodhya, Uttar Pradesh, better known as ‘Khaki Wale Guruji’ in the Ayodhya Ghats, he has been taking classes for kids who cannot afford their education, through his initiative — Apna School. Born to a farmer, he had to work extremely hard in his childhood to beat the odds and pursue his education.

Understanding the circumstances of the children in the ghats, he went beyond his duties to be a teacher for them. Understanding the circumstances of the children in the ghats, he went beyond his duties to be a teacher for them. Through his initiative “Apna School” he has been taking classes for kids who cannot afford education and has become a guiding light for not only the kids but for their parents as well. His own childhood was a roller-coaster ride that was filled with financial hardships. His family was unable to afford school books and other basic necessities, and as a result he had to borrow books from his friends and learn everything in a limited time. When he saw kids begging on ghats, he realized he had to do something to lift them out of the slums and push them towards a better future

Output (After Designing in Canva) :



**INSPECTOR
RANJEET SINGH YADAV
FROM AYODHYA, UTTAR PRADESH**

BETTER KNOWN AS 'KHAKI WALE GURUJI' IN THE AYODHYA GHATS, HE HAS BEEN TAKING CLASSES FOR KIDS WHO CANNOT AFFORD THEIR EDUCATION, THROUGH HIS INITIATIVE — APNA SCHOOL.

BORN TO A FARMER, HE
HAD TO WORK EXTREMELY
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UNDERSTANDING THE
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HIS OWN CHILDHOOD WAS A ROLLER-COASTER RIDE THAT WAS FILLED WITH FINANCIAL HARDSHIPS. HIS FAMILY WAS UNABLE TO AFFORD SCHOOL BOOKS AND OTHER BASIC NECESSITIES, AND AS A RESULT HE HAD TO BORROW BOOKS FROM HIS FRIENDS AND LEARN EVERYTHING IN A LIMITED TIME. WHEN HE SAW KIDS BEGGING ON GHATS, HE REALIZED HE HAD TO DO SOMETHING TO LIFT THEM OUT OF THE SLUMS AND PUSH THEM TOWARDS A BETTER FUTURE.



- **Topic-3 : Warrior Aaji**

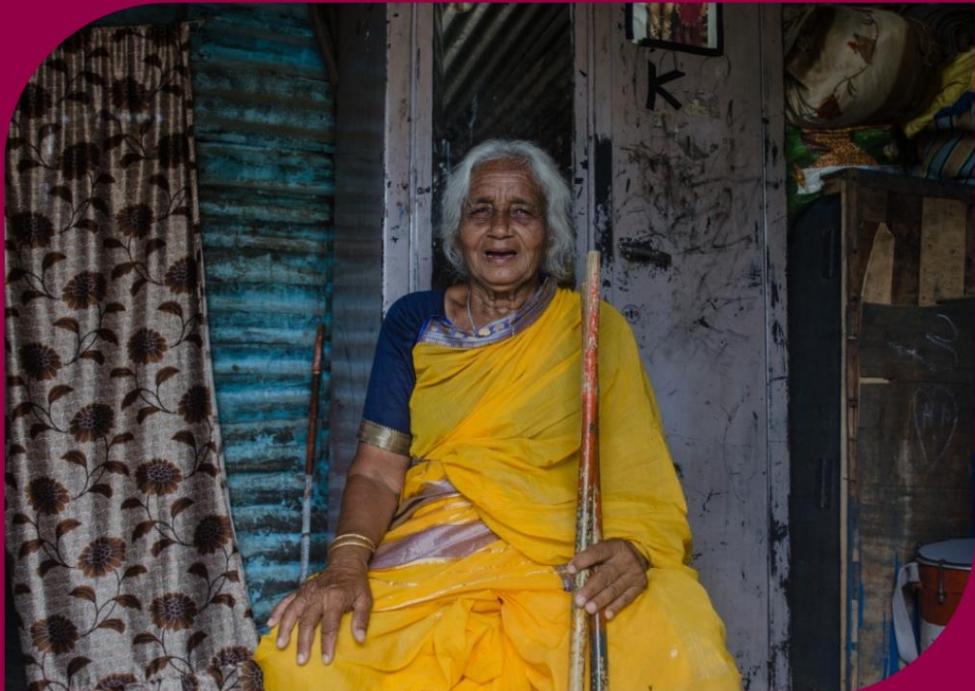
Content : Shanta Balu Pawar is an 86 yearly woman who is highly skilled in the lathi-kathi and tightrope walking and uses these skills to feed her family of 20 members. Warrior aaji performs in the Gosavi vast area of Pune. Apart from putting on a great show on the streets, Shanta teaches martial arts and self defence to children. This was possible after one of Shanta's performance videos went viral and she got a lot of support, some of that even came from big Bollywood stars. The covid 19 lockdown brought a big challenge in front of this high-spirited veteran in terms of her family's financial situation and her martial arts school. Shanta being resilient as ever came back on the streets and started entertaining people in tough time and winning bread for her 20 member family ensuring that no one in her family goes hungry.

Output (After Designing in Canva) :

WARRIOR AAJI

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Shanta Balu Pawar is an 86 yearly woman who is highly skilled in the lathi-kathi and tightrope walking and uses these skills to feed her family of 20 members. Warrior aaji performs in the Gosavi vast area of Pune.



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Week 2 - Designs :

- **Topic-4 : Matir Kala**

Content : Rajat Kumar Panigrahi from Odisha is a zoology lecturer by the day and preserver of the folk art by the night. He spent his college money to revive the folk art which has been forgotten by the people. He was joined by his cousin Satya Panigrahi and friend Ganesh Pradhan to buy instruments for the artists and encourage them to play. They created a YouTube channel and Facebook page titled ‘Matir Kala’ where they post the performances of the artists and all their proceeds go to bring more artists back to the profession. Rajat does not want to earn any material benefits from this inspiring work, he does this for his aatma trupti.

Output (After Designing in Canva) :

RAJAT KUMAR PANIGRAHI

Rajat Kumar Panigrahi from Odisha is a zoology lecturer by the day and preserver of the folk art by the night.



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- **Topic-5 : Kochi Metro Musical Staircase**

Content : Kochi Metro Musical Staircase known for its motto ‘Health with enjoyment,’ Kochi Metro has come up with its one-of-a-kind ‘musical staircase’ that plays notes of piano and keyboard when people walk up or down the stairs. One of its primary aim is to encourage the city-dwellers to climb stairs, rather than using escalators or elevators. Kochi Metro Rail Limited collaborated with Triaxia Infotec Private Limited to complete this project in just one week. This staircase works using laser beam lights which with further development will let the people who know how to play Piano or Keyboard create music on the stairs while climbing. Not only is the idea unique but the MG Road station in Ernakulam is giving strength to its motto by compelling people to make better lifestyle choices in a fun little way.

Output (After Designing in Canva) :

Kochi Metro Musical Staircase



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Kochi Metro Musical Staircase

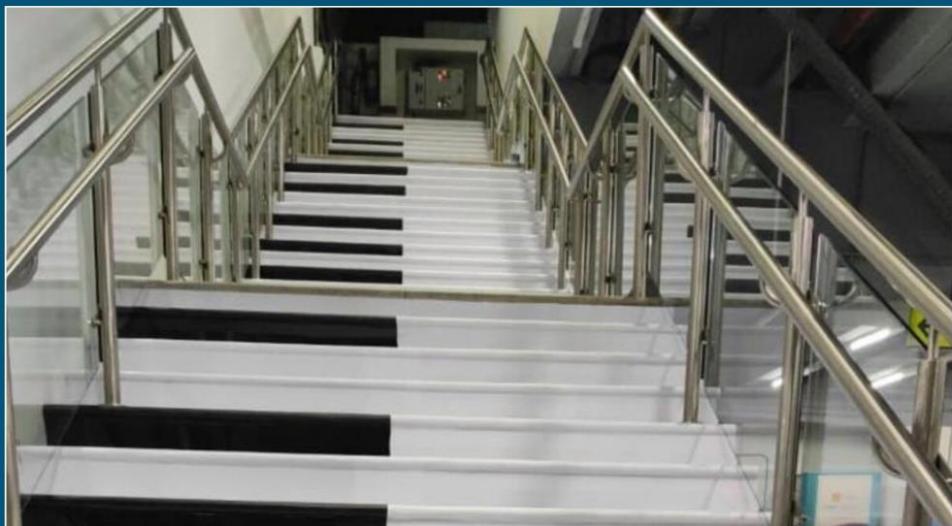
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Kochi Metro Musical Staircase

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Not only is the idea unique but the MG Road station in Ernakulam is giving strength to its motto by compelling people to make better lifestyle choices in a fun little way.

- **Topic-6 : Manjuba Ki Rasoi**

Content : Mayur and Pranali Kamdar are fulfilling the dream of Mayur's mother Manjulaben, who passionately fed home cooked food to the hungry for free when she was alive. Before the pandemic, the Kamdars used to cook food and feed the needy but because of lockdown, they had to stop. Later, they started a food truck named 'Manjuba ki Rasoi', honouring Manjulaben's legacy, in Ahmedabad and currently, they feed home cooked meal to around 300 poor people every day.

Output (After Designing in Canva) :

MANJUBA KI RASOI



MAYUR AND PRANALI KAMDAR ARE FULFILLING THE DREAM OF MAYUR'S MOTHER MANJULABEN, WHO PASSIONATELY FED HOME COOKED FOOD TO THE HUNGRY FOR FREE WHEN SHE WAS ALIVE.

MANJUBA KI RASOI



BEFORE THE PANDEMIC, THE KAMDARS USED TO COOK FOOD AND FEED THE NEEDY BUT BECAUSE OF LOCKDOWN, THEY HAD TO STOP. LATER, THEY STARTED A FOOD TRUCK NAMED 'MANJUBA KI RASOI', HONOURING MANJULABEN'S LEGACY, IN AHMEDABAD AND CURRENTLY, THEY FEED HOME COOKED MEAL TO AROUND 300 POOR PEOPLE EVERY DAY.



- **Topic-7 : Quilts**

Content : Farah Ahmad, a lady from Bengaluru, who in the process of trying to cope up with the death of her mother ended up helping many people through her brilliant idea. Farah is a entrepreneur and has a company called sweet root that made quilts from clothe of newborn babies as a keepsake for the family. Her main inspiration for starting the business was that she had noticed that a lot of clothes were wasted as soon as the infants grew out of them and she saw this as an opportunity to recycle the clothes and provide people with a sentimental possession of the child. After her mother's death, she did not have the courage to throw the clothes away and hence she made a quilt out of them. It gave her a sense of comfort and she came up with the idea of memory quilts. She feels no joy in making memory quilts as a business but rather she knows how precious this can be and she feels as though she is sharing their pain and helping others out. These memory quilts provide a sense of belonging and comfort since it hold very high emotional value for people. Farah Ahmad is originally from Kolkata but has been in Bengaluru for almost two decades and has a master's degree in biotechnology. Her entrepreneurial journey started a Goldman Sachs programme had selected her and the entrepreneurial spark in her heart. Now, the company follow very high customer involvement while making their quilts and has hired designers and interns from top institutes like National Institute of Design, etc. Sweet tooth, today, makes close to 500 quilts.

Output (After Designing in Canva) :

FARAH AHMAD



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FARAH AHMAD



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Week 3 - Designs :

- **Topic-8 : E-Scooter**

Content : This story is about a boy from Chennai who decided to face each and every challenge and problem that life threw at him with utmost grit and determination. The story about Naidhroven will definitely give you some perspective in life and inspire you to face your problems head-on! At the age of 25 years, Naidhroven paved the way for Nappinnai Private Limited that designs scooters for the disabled. This innovative idea was so potent that it even got a seed funding of Rs. 10 lakh from the Tamil Nadu state government under the Prime Minister Employment Generation Programme (PMEGO). The product can change thousands of lives and can bring a change in the way disabled people are given opportunities.

E-SCOOTER



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E-SCOOTER



Naidhroven met with an unfortunate accident that resulted in him being disabled for the rest of his life with a condition called muscular dystrophy. Being an MBA student, he had always dreamt of working for large corporations but due to his disability he couldn't find a job. But Naidhroven did not give up.

At the age of 25 years, Naidhroven paved the way for Nappinnai Private Limited that designs scooters for the disabled. This innovative idea was so potent that it even got a seed funding of Rs. 10 lakh from the Tamil Nadu state government under the Prime Minister Employment Generation Programme (PMEGO).

E-SCOOTER



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Output (After Designing in Canva) :

- **Topic-9 : Echoes Cafe**

Content : Echoes Cafe in Satyaniketan, Delhi is a unique experience, started by a group of friends few years ago. It is the only cafe in Delhi with deaf and mute staff members. There are different techniques to place the order and requests so that the gap between the customers and the staff can be minimized, for example the use of placards by the customers or lighting the bulb to call a waiter. Currently, it employs around 40 differently abled. The start-up commenced with an idea to serve the disabled people with making a profit. They have opened branches in Bangalore and Calcutta as well.

Output (After Designing in Canva) :

echoes cafe



**Echoes Cafe in Satyaniketan, Delhi
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echoes cafe



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echoes cafe



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- **Topic-10 : Surjeet Lodhi**

Content : Recipient of the Diana Award in 2020, Surjeet Lodhi is just a normal 17 years old boy from Madhya Pradesh who is on a journey to eradicate alcoholism and child labor in his village. Coming from a background of domestic and alcohol abuse he knew how much alcohol was affecting his life therefore he decided to join the local Bal Mitra Gram Programme started by the KSC Foundation. There Lodhi came up with the ideas of rallies, complaints, and awareness campaigns. His efforts did come to fruition when he shut down several thekas in his village. Through his hard work, he also helped children of alcoholic parents enroll in school. His ultimate aim is to scale his initiatives at the national level and help every child who wants to study.

Output (After Designing in Canva) :

SURJEET LODHI



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SURJEET LODHI



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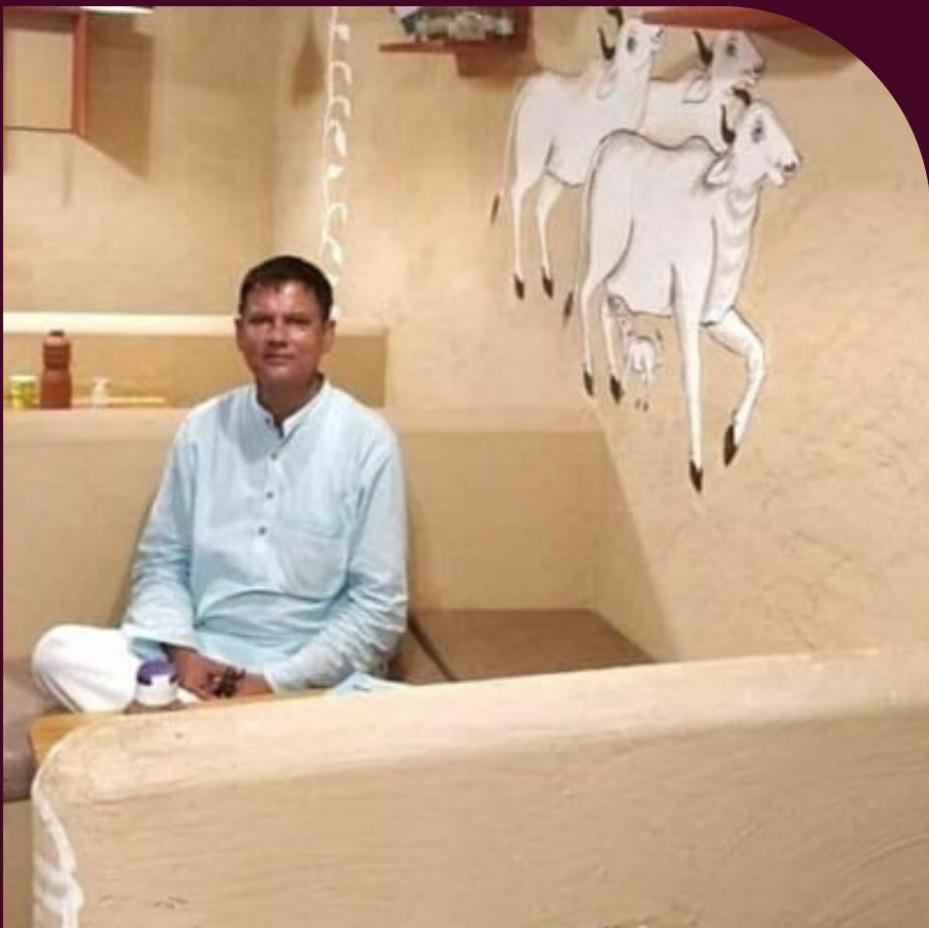
Week 4 - Designs :

- **Topic-11 : Dr. Shividarshan Malik**

Content : Haryana's Dr Shividarshan Malik, a lecturer, has found an innovative and more permanent solution to the problem of fighting heat at home. He has created Vedic Plaster and Gocrete bricks from natural substances like cow dung, soil and other materials that keep the houses cooler by 7 degrees. He is on a mission to develop eco-friendly, cheap and sustainable alternatives to the conventional materials used for construction. Currently, around 20,000 homes have benefited from the Vedic Plaster by cutting down their electric bills as well. He also generates an income from Rs. 10 lakh per annum through this venture.

Output (After Designing in Canva) :

DR. SHIVDARSHAN MALIK



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a lecturer, has found an
innovative and more permanent
solution to the problem of
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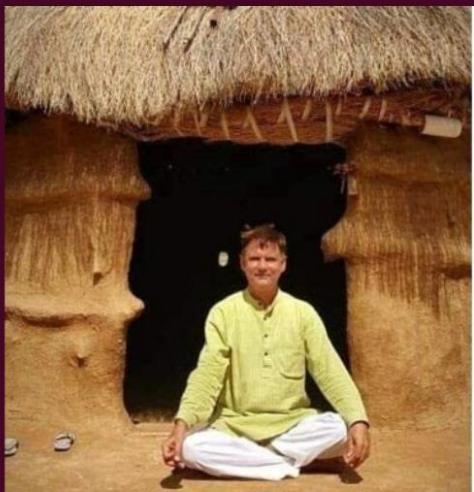
DR. SHIVDARSHAN MALIK



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DR. SHIVDARSHAN MALIK



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He also generates an income from Rs. 10 lakh per annum through this venture.

- **Topic-12 : The Dip-In Tiffin**

Content : The Dip-in Tiffin is aimed to eliminate single-use food packaging by restaurants. By opting for this three-tiered eco-friendly design, people will not only receive their food in natural packaging, but it will also contribute to less waste, due to the material that has been used. Srishti chose a material that would be easily recyclable as well as provide employment to many involved in the production process. Sarita Srishti's design is based on the Mumbai dabbawalas - a soup bowl made out of areca leaf. The process involved playing around with different thicknesses of paper for her trial foods, she decided to go with idli, vada and appams. People are reminded of their Indian roots with my design. The material is an entire industry in itself that is generating employment for so many people in south India. Srishti is not looking to make a final structure for her business but is rather looking at many other options and is open to adopt changes and try out different things. This will also make her product design more adaptable and versatile. She also aims at making packaging that incorporates gravy items with being eco-friendly. Srishti is working hard to spread her products reach and making it as popular as possible and revolutions the way we package our daily tiffins and food.

Output (After Designing in Canva) :

THE DIP-IN TIFFIN

The Dip-in Tiffin is aimed to eliminate single-use food packaging by restaurants.



By opting for this three-tiered eco-friendly design, people will not only receive their food in natural packaging, but it will also contribute to less waste, due to the material that has been used.

THE DIP-IN TIFFIN

Srishti chose a material that would be easily recyclable as well as provide employment to many involved in the production process.

Sarita Srishti's design is based on the Mumbai dabbawalas - a soup bowl made out of areca leaf.

The process involved playing around with different thicknesses of paper for her trial foods, she decided to go with idli, vada and appams



THE DIP-IN TIFFIN

People are reminded of their Indian roots with my design. The material is an entire industry in itself that is generating employment for so many people in south India.



THE DIP-IN TIFFIN

Srishti is not looking to make a final structure for her business but is rather looking at many other options and is open to adopt changes and try out different things. This will also make her product design more adaptable and versatile. She also aims at making packaging that incorporates gravy items with being eco-friendly.



Srishti is working hard to spread her products reach and making it as popular as possible and revolutionise the way we package our daily tiffins and food.

- **Topic-13 : Arcatron Mobility**

Content : In the year 2011, Ganesh Sonawane, Laxmikant Banjarey, Kunal Kamble and Dewraj Barua bagged the first prize in NIT Calicut on the theme ‘Design for Disabled’. In 2015, they proceeded to commence a start-up Arcatron Mobility that focuses on making products for the disabled at an affordable rate. Their wheelchairs and other products can be used by the disabled people without anybody’s assistance. The wheelchairs start from Rs. 11,400, that can be adjusted according to the height and are designed to be commode-friendly.

Output (After Designing in Canva) :

ARCATRON MOBILITY



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ARCATRON MOBILITY



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ARCATRON MOBILITY



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- **Topic-14 : Matka Man**

Content : Alagarathnam Natarajan has been labelled as Delhi's Matka Man. This 73-year-old individual provides the poor with the most basic need of a human- cold water in the summer. He first noticed the problem and wanted to solve it when he returned from London after being diagnosed with cancer. A few years later, he was declared cancer free and installed a water cooler outside his house for the needy but was not contented. It was then that he decided to provide all the unfortunates of South Delhi with water, fruits and food, leading by an example that age is just a number.

Output (After Designing in Canva) :

MATKA MAN



Alagarathnam Natarajan has been labelled as Delhi's Matka Man.

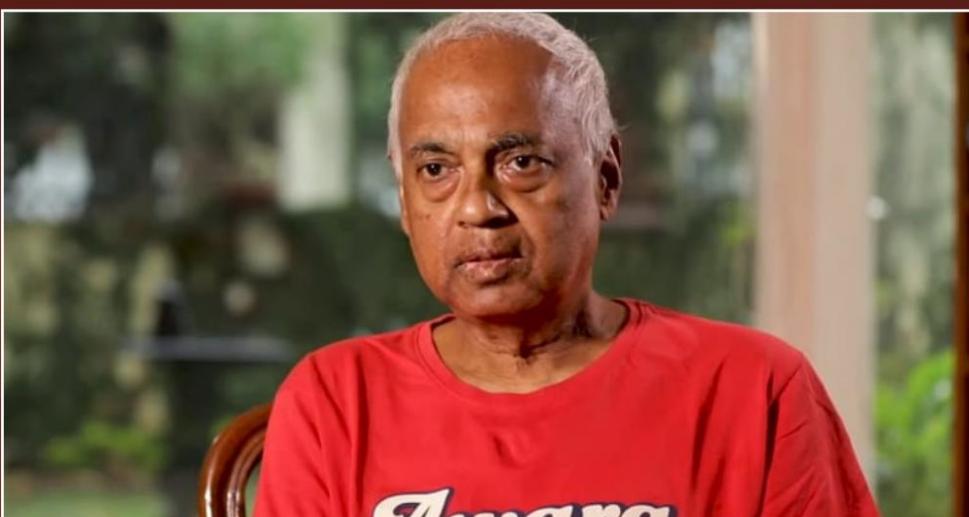
This 73-year-old individual provides the poor with the most basic need of a human- cold water in the summer.

MATKA MAN



**He first noticed the problem
and wanted to solve it when
he returned from London after
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MATKA MAN



A few years later, he was declared cancer free and installed a water cooler outside his house for the needy but was not contented.

MATKA MAN



It was then that he decided to provide all the unfortunates of South Delhi with water, fruits and food, leading by an example that age is just a number.

CHAPTER 4 : LEARNING EXPERIENCES

Knowledge Acquire

From this internship I learnt a lot about designing in Canva App like

- Practice Design Thinking. ...
- Design Your Own Lesson Plan. ...
- Discover Other Educators' Lesson Plans. ...
- Help Students Create Learning Portfolios. ...
- Create Presentations and Videos. ...
- Build a Brand For Your Classroom. ...
- Ask Students to Create Learning Plans. ...
- Make Group Projects More Appealing.

Real-time applicability of technologies learnt

- Available for iPhones, iPads and Android phones and tablets, the app allows you to create professional looking designs within seconds—and it makes it even easier to send your designs directly to your social media platforms..

CHAPTER 5: CONCLUSION

This internship helped me a lot, from this internship I learn so many things regarding Designing and there is lot of demand for it, in the industry. Graphic Design is a great career for people who are creative thinkers and enjoy art, technology, and communication. There are design needs across every industry, so Graphic Designers have many opportunities to take on a range of new and exciting projects. However, when we talk about graphic design in social media marketing, we are referring to professional designs. By working with professionals, you can have more creative and innovative graphic content. Such graphics are also more distinguishable and stay unique to your brand.

CHAPTER 6: REFERENCES

- <https://youtu.be/Q9uv3mnfNfs>
- <https://youtu.be/2mAAG6virpQ>
- <https://youtu.be/GPagVjqeQZY>
- <https://www.canva.com/features/>