

GRAPHIC DESIGN INTERNSHIP

Completed At

Jar, No. 752, Vasantham Building, 18th Main, 5th Cross Rd, Karnataka, Bangalore

A REPORT

Submitted by

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Under the guidance of : Anoushka Malpathak

(Graphic Designer)

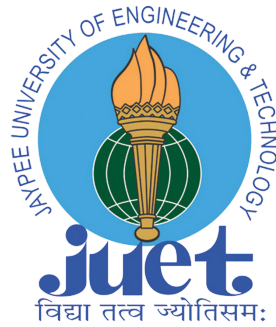
Submitted in partial fulfillment for the award of the degree of

BACHELOR OF TECHNOLOGY

IN

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Department of Computer Science & Engineering

JAYPEE UNIVERSITY OF ENGINEERING & TECHNOLOGY,

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DECLARATION

I hereby declare that the work reported in the summer internship report entitled as “**Graphic Design Internship**”, in partial fulfillment for the award of degree of **B.Tech (CSE)** submitted at Jaypee University of Engineering and Technologu, Guna, as per best of my knowledge and belief there is no infringement of intellectual property right and copyright. In case of any violation, I will solely be responsible.

Signature of the Student

Place:

Date:

TRAINING COMPLETION CERTIFICATE



CHANGEJAR TECHNOLOGIES Pvt. Ltd

CIN: U74999KA2021PTC143459

752, 18th Main Rd, 6th Block, Koramangala, Bengaluru, Karnataka 560095 IN

website: www.myjar.app

Internship Completion Certificate

14th July 2023

This is to certify that Rohan Shah has successfully completed his 6 weeks internship in **Marketing Team** at Jar from **7th June to 19th July**

During this tenure, he worked as a part of the Marketing team as a Graphic Design Intern and we found him to be extremely hard-working, diligent and result oriented.

It was a pleasure having him and we would like to take this opportunity to thank him for all the sincere efforts he has put into his work and wish him all the luck in his future endeavors!

DocuSigned by:

Riya Merin James
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Riya James

People OPS

ChangeJar Technologies Pvt Ltd

ACKNOWLEDGEMENT

I extend my heartfelt appreciation to **Ms. Anoushka Malpathak**, Graphic Designer at Jar and to all of my seniors, for the leadership and dedication to fostering learning opportunities. The guidance and support have been instrumental in shaping my understanding of the industry during this training.

Warm regards,

Rohan Shah

ABSTRACT

During my six-week internship at Jar, a forward-thinking fintech company, I undertook a diverse range of graphic design projects, contributing to the company's visual identity and brand recognition. Tasked with creating impactful design assets, I focused on crafting engaging Instagram posts, reel thumbnails, YouTube thumbnails, Twitter cover images, and intricate jewelry mockups for Viba, Jar's sister brand. Equipped with Adobe Creative Suite, I meticulously adhered to brand guidelines and client requirements, ensuring consistency and alignment with the company's image.

The organization's dynamic work culture promoted collaboration, creativity, and open communication. Working closely with the Design Manager and the creative team, I learned to execute design tasks effectively within a fintech context. Throughout the internship, I evaluated project feasibility, refined design processes, and conducted rigorous testing to achieve optimal visual appeal and message conveyance.

The results of my internship encompassed a collection of visually compelling assets that bolstered Jar's online presence and engagement levels. The experience enriched my graphic design skills, offering valuable insights into the fintech industry's visual communication strategies. This abstract encapsulates my journey as a graphic design intern, showcasing my commitment to enhancing brand aesthetics and customer engagement in the ever-evolving fintech landscape.

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INTRODUCTION

I am writing this internship report to document my experience as a graphic designer at Jar for 6 weeks. During my internship, I worked on a variety of projects, including designing social media creatives, jewellery mockups, and LinkedIn posts. I also learned a lot about the fintech industry and the work culture at Jar.

1. INTRODUCTION

1.1 PROBLEM DEFINITION

The problem that I was tasked with solving was to create a variety of graphic designs that would help Jar to achieve its marketing goals. Jar is a fintech company that provides financial services to consumers in India. They were looking for designs that would be eye-catching and engaging, and that would help them to connect with their target audience.

1.2 PROJECT OVERVIEW/SPECIFICATIONS

The project overview and specifications were as follows:

- The designs should be created for a variety of platforms, including social media, website, and print.
- The designs should be visually appealing and engaging.
- The designs should communicate Jar's brand message effectively.
- The designs should be consistent with Jar's existing branding guidelines.

1.3 HARDWARE SPECIFICATIONS

Macbook 14 Pro M1 Chip, 16 GB RAM was given to me by the company for the internship period equipped with Adobe Creative Suite and Access to paid resources like Shutterstock, Freepik Premium, Adobe Stock Photos.

1.4 SOFTWARE SPECIFICATIONS

The primary software applications I employed for design tasks were Adobe Photoshop, Illustrator, and XD, which enabled me to create a wide range of high-quality design assets.

2. DESCRIPTION OF INDUSTRY/ORGANIZATION/COMPANY

2.1 ABOUT ORGANIZATION

Jar is a fintech company that provides financial services to consumers in India. They offer a variety of products, including savings accounts, credit cards, and loans. Jar is a rapidly growing company, and they are looking to expand their market share.

2.2 WORK CULTURE

Jar boasts a dynamic and collaborative work culture that encourages creativity and innovation. Regular feedback sessions and open communication channels fostered a positive and constructive work environment. Jar is a great place to work for anyone who is passionate about fintech and design.

2.3 MANAGEMENT HIERARCHY

As a graphic design intern, I worked directly with the creative team under the supervision of the Design Manager. The hierarchy emphasized open dialogue and efficient task allocation.

3. DESCRIPTION OF WORK

3.1 EXISTING SYSTEM

Upon joining the team, I engaged in ongoing design tasks, familiarizing myself with Jar's design standards and brand guidelines. I created social media posts and design assets following the established visual identity.

3.2 PROPOSED SYSTEM

As my internship progressed, I took on more diverse projects, such as crafting striking jewelry mockups for Viva. These projects aimed to strengthen brand image and engage audiences across multiple platforms.

3.3 FEASIBILITY STUDY

Throughout my projects, I assessed the feasibility of each design task, considering factors such as time, resources, and alignment with the brand's image.

4. SYSTEM ANALYSIS AND DESIGN

4.1 REQUIREMENT SPECIFICATION

For each project, I closely adhered to brand guidelines and client requirements, ensuring a consistent visual identity across all assets.

4.2 FLOWCHARTS/ DFDs / ERDs

Visual representations, such as flowcharts and mockups, were employed to illustrate the design process and gather feedback from the team.

4.3 DESIGN AND TEST STEPS

I followed a systematic design process involving ideation, creation, and refinement. Each design underwent a thorough review process to meet predefined quality standards.

4.4.ALGORITHMS AND PSEUDO CODE

Algorithms and coding weren't applicable to the graphic design tasks I undertook.

4.5 TESTING PROCESS

I conducted rigorous testing on various design assets to ensure their visual appeal, consistency, and effectiveness in conveying the intended message.

5. RESULTS/ OUTPUTS

The internship yielded an array of successful design assets, including eye-catching Instagram posts, enticing YouTube thumbnails, and captivating jewelry mockups that contributed to enhancing brand recognition and engagement.

6. CONCLUSIONS/ RECOMMENDATIONS

In conclusion, my internship at Jar was an enriching experience that allowed me to hone my graphic design skills and gain practical insights into working within a dynamic fintech environment. I recommend further exploration of incorporating user-generated content into social media strategies to enhance customer engagement.

7. REFERENCES

References and resources consulted during the internship were provided by the Design Manager and the creative team at Jar.

8.APPENDICES

8.1 DETAILS OF SOFTWARE/SIMULATOR IF ANY

The primary software used were Adobe Photoshop, Illustrator, and XD.

8.2 STEPS TO EXECUTE/RUN/IMPLEMENT THE PROJECT

Detailed instructions on executing the design projects can be found in the project documentation.

8.3 CODING IF ANY

No coding elements were involved in the design projects undertaken during the internship.