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(2025-2026)

Name of the Event : Graphic Design Workshop
Society Name : Lumen
Date of the Event : 22th October 2025
Duration : 1 PM - 3:30 PM
Venue of the Event : Online (Google meet)
Convenor : Rajendra Prasad Tiwari
Core : Shivam Singh, Manas Lohani, Srijal Kumar, Karan, Vedika Puri

Graphic Design Workshop

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Introduction

On the auspicious occasion of Diwali, a festival symbolizing light, creativity, and new beginnings, our departmental society organized an Online Workshop on Graphic Design Principles. The aim was to illuminate students' creative skills by exploring the art of visual communication and digital design.

This workshop on Graphic Design Principles aimed to introduce participants to the foundational concepts that define effective visual communication.

The session provided an excellent opportunity for students to utilize a few hours of their mid-semester break in a productive and skill-oriented manner, allowing them to gain creative learning experience outside their regular academic routine.

This workshop was conducted by **Mr. Srijal Kumar, Secretary of the Society**, who effectively guided the participants through the core principles of graphic design with practical demonstrations and interactive explanations.

Importance of the Workshop

Although the workshop was organized under the **Physics and Electronics Society**, it focused on **graphic design** — a skill that holds significant importance across all academic and professional fields today. In the current digital era, effective communication is not limited to written or spoken words alone; visual presentation has become equally essential for conveying ideas clearly and attractively.

Students and professionals from every background — including science, technology, and research — often need to design presentations, posters, reports, project visuals, and infographics. Understanding the principles of graphic design enables them to present their work in a more engaging and professional manner.

Thus, the workshop was not only about learning design tools but also about bridging creativity with scientific communication, empowering students to stand out in a visually driven world.

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Objectives of this Workshop:

- To understand the core design principles that influence visual hierarchy and composition.
- To learn the importance of consistency and rhythm in visual design.
- To explore typography anatomy and effective font pairing techniques.
- To develop an understanding of Gestalt principles in visual perception.
- To apply these principles to create cohesive, user-focused, and aesthetically pleasing designs.

Key Topics Covered

a. Visual Hierarchy

The workshop emphasized how information is perceived based on visual weight, guiding the viewer's eye from the most to least important elements. Techniques such as contrast, scale, and colour were demonstrated to create a clear hierarchy in design.

b. Composition and Flow

Participants learned about focal points, reading gravity, and page scanning patterns (Z-pattern and F-pattern). These concepts help designers place key information where the audience's attention naturally falls.

c. Balance, Alignment & White Space

The trio of balance, alignment, and white space ensures harmony in design. The session explained symmetrical and asymmetrical balance, emphasizing how proper spacing and alignment can make a design look clean and professional.

d. Gestalt Principles

An important section focused on Gestalt theory, explaining how humans perceive patterns and group elements. Principles such as proximity, similarity, closure, and continuity were discussed with examples, showing how our brains connect visual elements into a unified whole
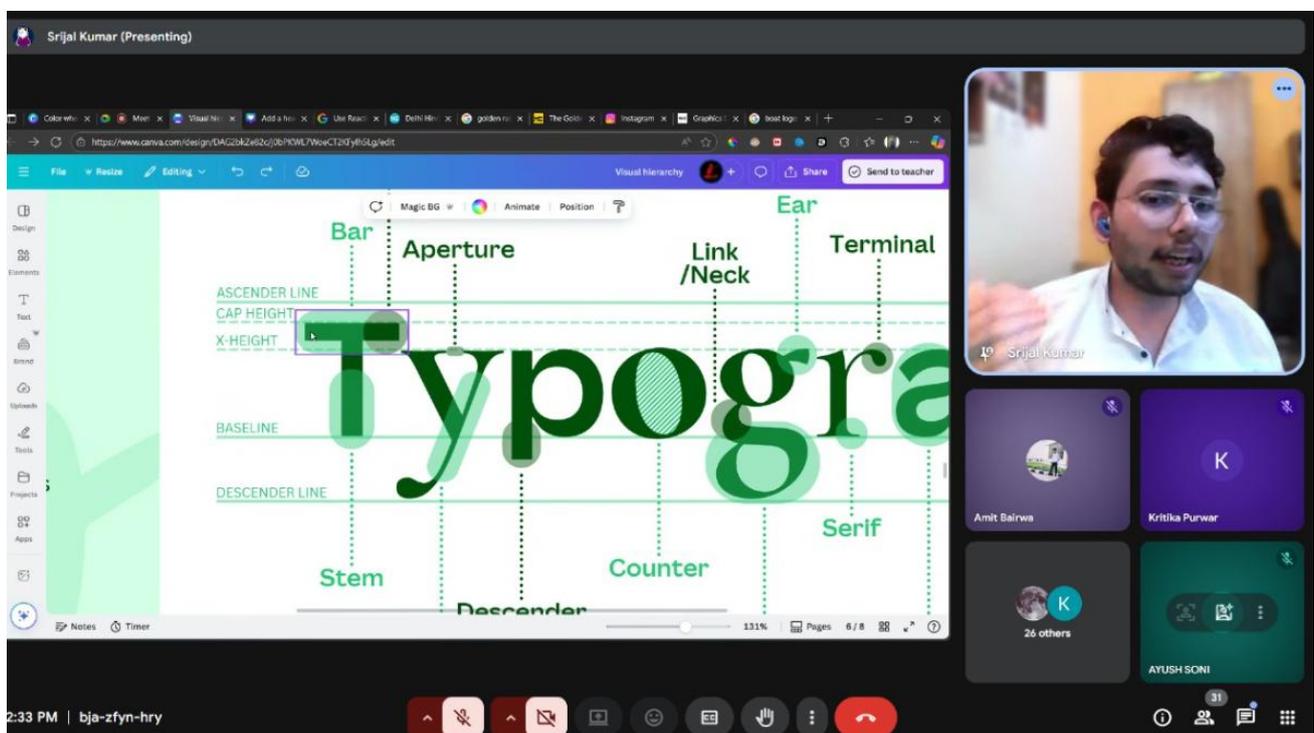
e. Consistency and Branding

Consistency across colours, fonts, and layouts helps create a recognizable visual identity. The workshop demonstrated how to maintain rhythm and coherence across campaigns using grids, CTAs, and colour palettes.

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f. Typography

Participants explored typographic anatomy — including terms like baseline, x-height, ascender, and descender — and how kerning, leading, and tracking affect readability. The importance of selecting complementary font pairs was also highlighted.

Practical Insights

The workshop provided several hands-on learning experiences that helped bridge the gap between theory and practice.
Some of the key practical insights included:

- Using contrast and colour to emphasize important design elements.
- Applying white space and alignment to improve layout readability.
- Understanding how hierarchy and composition guide the viewer's attention.
- Demonstrating design creation by making a sample coffee shop template on Canva. This example helped participants visualize how different design principles—such as

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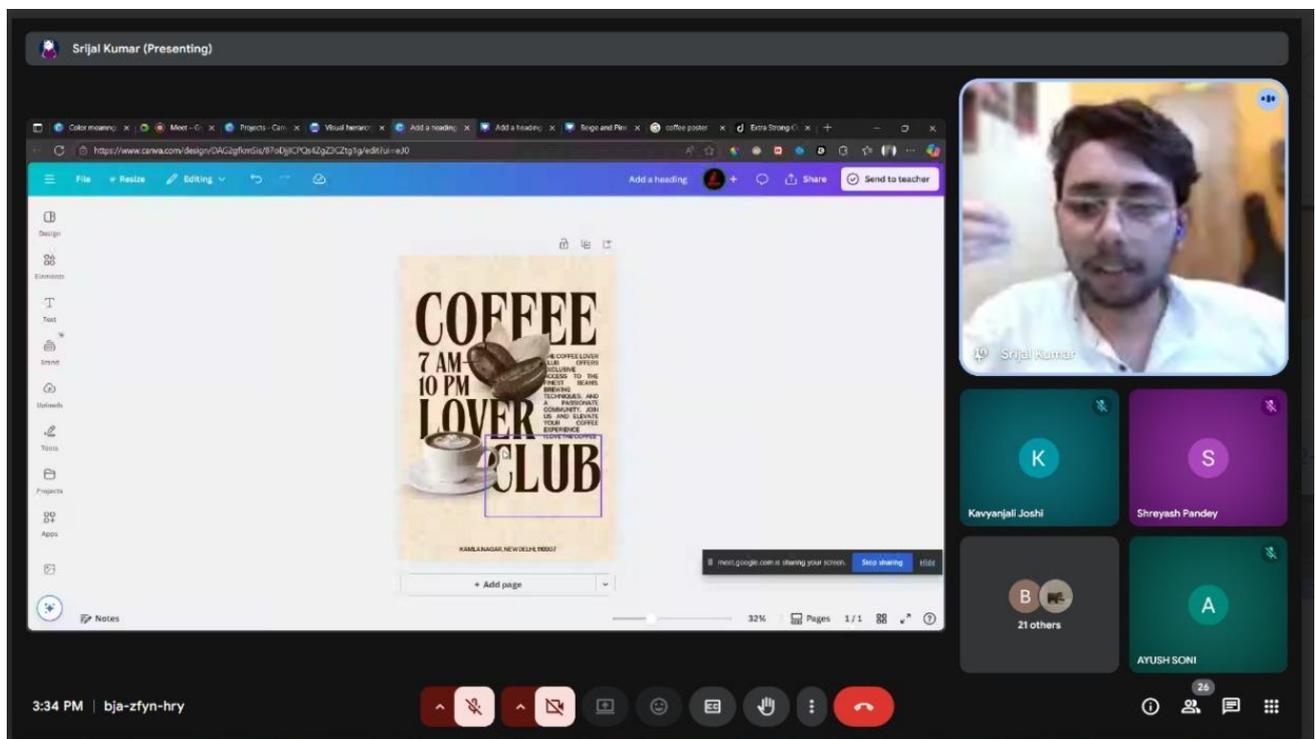Malkaganj, Delhi – 110007
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typography pairing, colour balance, and layout structure—are applied in real-world branding.

- Encouraging participants to experiment with different design combinations to build their creative confidence.

Future Scope

This Workshop on Graphic Design Principles was a brief yet impactful three-hour session that provided participants with a strong foundation in visual hierarchy, balance, colour theory, typography, and composition. Despite the limited duration, it effectively introduced the essential concepts needed to begin a design journey.

Due to time constraints, the practical demonstration was limited to Canva, but future sessions will expand to Adobe Photoshop, Illustrator, and Figma for broader exposure.

Upcoming workshops may include advanced training in branding, UI/UX design, typography, and colour psychology, along with hands-on projects, portfolio-building tasks, and collaborative design challenges. These initiatives will help participants strengthen their skills,

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explore multiple design platforms, and gain a deeper understanding of modern graphic design practices.

Feedback and Response

The workshop received positive feedback from participants, who found it interactive, informative, and engaging. Students particularly appreciated the coffee shop template demonstration, as it provided a clear, practical example of applying design principles in branding. Many participants expressed interest in attending more such creative workshops in the future.

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List of Student Participants

S.No.	Name
1.	Aarti Thakur
2.	Ayush Soni
3.	Anisha ravada
4.	Aaryan Panday
5.	Abhay Verma
6.	Abhiraj Gupta
7.	Akhil Das
8.	Shreyash Pandey
9.	Naveda N. khanongrum
10.	Niyati
11.	Rajesh roy
12.	Sanyu joshi
13.	Kritika
14.	Sneha
15.	Sumit mandal
16.	Vatsaraj anand
17.	Anya Garg
18.	Urvashi mittal
19.	Bhoomi
20.	Dhruv
21.	Amit Bairwa
22.	Janhvi sharma
23.	Jasmine
24.	Kavyanjali joshi
25.	Deepak kumar verma
26.	Shashank senani
27.	Rajendra roy
28.	Kushagra
29.	Dev
30.	Muskan
31.	Rajesh
32.	Sourabh
33.	Dheerendra
34.	Mohit
35.	Shikha
36.	Priyanshi
37.	Sanya