

हंसराज महाविद्यालय

दिल्ली विश्वविद्यालय

महात्मा हंसराज मार्ग,

मलकागंज, दिल्ली - 110007

दूरभाष : 011-27667458, 27667747

ई-मेल : principal_hrc@yahoo.com

वेबसाइट : www.hansrajcollege.ac.in



HANSRAJ COLLEGE

UNIVERSITY OF DELHI

Mahatma Hansraj Marg

Malkaganj, Delhi – 110007

Tel.: 011-27667458, 27667747

E-mail: principal_hrc@yahoo.com

Website: www.hansrajcollege.ac.in

NAAC ACCREDITED 'A++' GRADE COLLEGE

2024-25

IQAC centre : Student Learning Centre, Hansraj College

Centre Coordinator: Dr. Pooja Arora

Name of the course: Graphic Design (SLC33)

Course Convener : Dr. Pooja Arora and Ms. Madhavi Moni K

Course Coordinator: Dr. Pooja Arora

Student Coordinator: Ashmi Shandilya and Sartaj Kapoor

Start Date: 02.07.2025

End Date: 17.07.2025

Duration: 32 hours

Number of Registered Participants: 18

Number of Participants who successfully finished the course: 18

Report:

Summary of report (covering modules)

The 32 hours Graphic Design (SLC-33) course, conducted by instructors Mr. Vaibhav and Nanda, adopted an experiential and practical approach using Canva as the primary tool. The program was highly interactive, combining live design tasks, discussions, and feedback to build both technical skills and creative confidence.

The curriculum was divided into five modules: **Fundamentals of Design** (covering Canva basics, color theory, typography, and the golden ratio), **AI in Design** (AI image generation, prompting techniques, storytelling, and ethics of responsible use), **Branding & Visual Identity** (designing social media posts, logo creation, brand kits, and visual consistency), **UI/UX Design**

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(wireframes, user journeys, usability principles, and low-fidelity prototypes), and **Career Development** (portfolio building, resume design, niche specialization, internships, and live projects including collaborations with Hansraj College). By blending creative practice with industry-relevant tools and strategies, the course equipped students with both design expertise and professional readiness.

Graphic Design Course(SLC-33)

This course introduces students to the principles, tools, and practices of graphic design. It covers visual communication, design theory, typography, color, composition, branding, and digital tools. Students will complete hands-on projects that build a professional design portfolio.

- 01 Understand and apply core principles of design and visual hierarchy.
- 02 Use professional tools (Adobe Photoshop, Illustrator, InDesign, or alternatives like Figma and Canva).
- 03 Create logos, posters, branding materials, and digital content.
- 04 Analyze and critique designs from both aesthetic and functional perspectives

KIRTI KUSHWAHA
RESOURCE PERSON

COURSE COORDINATORS:
DR. POOJA ARORA

FOUNDATIONS OF GRAPHIC DESIGN

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List of Resource Persons And Topics

RESOURCE PERSON – Mr. Vaibhav

Lecture 1 – Introduction & Canva Basics

- Explored Canva as the primary tool.
- Covered colour schemes, typography, RGB vs CMYK.
- Students designed a “4th of July” post.
- Encouraged study of Golden Ratio and brand design languages.

Lecture 2 – Colour Theory & Branding

- Introduction to colour wheel, primary/secondary/tertiary colours.
- Explained complementary, monochromatic, analogous, triadic schemes.
- Case studies: Gucci, Nike, H&M, Burger King.
- Task: Analyze cake brand colour schemes and create palettes.

Lecture 3 – Typography & Font Selection

- Types of fonts: serif, sans-serif, script, decorative.
- Discussed readability, visual hierarchy, and white space.
- Task: Match fonts to brands; explore DaFont for creative fonts.

Lecture 4 – AI Tools in Design

- AI image generation with ChatGPT, Gemini.
- Prompting techniques for brand-specific designs.
- Ethics: copyright, bias, responsible AI use.

Lecture 5 – Soap Brand Design Project

- Students designed a soap brand using AI and Canva.
- Focus on originality, layout, contrast, and avoiding overused templates.
- Icons and branded text integration encouraged.

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Lecture 6 – Storytelling with AI Imagery

- Created brand narratives through AI-generated visuals.
- Emphasis on before-during-after product storytelling.
- Challenge: 15–20 min design sprints to test creativity under time pressure.

Lecture 7 – Branding & Logo Creation

- Using Canva templates to create fictional brand logos.
- Peer feedback on creativity vs. consistency.
- Task: Build a complete brand kit (logo, fonts, palette, imagery).

Lecture 8 – UI/UX Wireframe Design Basics

- Wireframes as low-fidelity screen layouts.
- Information architecture and balancing UI (visuals) with UX (behavior).
- Practical tasks: redesign Facebook signup page & search bar.

Lecture 9 – UI/UX Principles

- UI vs UX differences explained.
- Seven principles: usability, accessibility, error prevention, hierarchy, etc.
- Assignments: UX survey form, mood boards, low-fidelity prototypes.

Lecture 10 – Career Growth & Portfolio Building

- Importance of Canva as a starting tool.
- “Better Fit” program introduced for projects/internships.
- Covered ATS-friendly resumes, Behance/Dribbble portfolios.
- Niche specialization and daily practice emphasized.

Lecture 11 – Advanced Design & Internships

- Multi-team project with Hansraj College (design + policy + marketing).
- Deeper dive into hierarchy, alignment, colour psychology.
- Tools: Photoshop, Illustrator, Figma, After Effects.

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- Students guided on portfolios, internships, and live projects.

Attendance Details

<https://1drv.ms/x/c/8b52421b7efdc6dd/Eah2MdH5HKtHqLzlfTONT80B5KrgLAR6cA0UHO8jcK-vFg?e=pD26tw>

List of registered participants

S.No.	Name of the Student	Email address of the student	Name of the College/Institution
	A	B	C
1	Nishtha Malhotra	itznishthamalhotra@gmail.com	Sol
2	Mukul kumar	mukulmmkumar@gmail.com	Hansraj college
3	Naman Gupta	naman.gupta20023@gmail.com	Hansraj College
4	Khushi Pandita	khushipandita665@gmail.com	Hansraj College
5	Shubhi Saini	shubhisaini134@gmail.com	Gargi College
6	Daksh Kumar	kumardaksh6395@gmail.com	NIOS Board
7	Manasvi Chaudhary	manasvichaudhary602@gmail.com	Hansraj College
8	Aayush Maurya	aayushmaurya822@gmail.com	PM shri kendriya vidyalaya vikaspuri New delhi 110059
9	Swetalina Mohanty	tapaskm@gmail.com	Hansraj college
10	Ankit Chandra	ankitchandra1210@gmail.com	Department of English L.N.M.U.
11	Srishti Verma	srishtiverma230@gmail.com	Hansraj College
12	Simran Kaur	simraan2310@gmail.com	Akal University, Talwandi Sabo
13	Srishti Verma	sv7stan@gmail.com	Hansraj College
14	Ananya Tiwari	rachelgreenisme111@gmail.com	St. Agnes Loreto Day school, Lucknow
15	Monika Chaudhary	monikachaudhary14123@gmail.com	Hansraj College
16	Anoushka Chaudhary	anoushkachaudhary1709@gmail.com	Hansraj College
17	Siddi Raghav	raghavsiddi2004@gmail.com	Maharaja Surajmal Institute, C-4, Janakpuri
18	Srishti Soni	srishtidelhi2006@gmail.com	Hansraj College (NCWEB)

Overall Feedback

<https://docs.google.com/spreadsheets/d/1d0arx2H11OA-nvDsGpOLVZHUCGvNVj-UxKwKl1ppvyk/edit?usp=sharing>

The class showed great enthusiasm and active participation throughout the course. Students were highly interactive, asking questions and sharing valuable insights. Their positive energy

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created a collaborative and enjoyable learning environment. It was clear that they not only understood the material but also enjoyed the process.

Overall, this made the course a rewarding and successful experience for everyone.