

EVENT



**SHARDA**  
**UNIVERSITY**  
*Beyond Boundaries*

COMPLETION REPORT

SECTION

**A: Event Detail**

<b>Event title:</b>	<b>Corporate Communication Workshop (Typography)</b>	
<b>Starting date of event:</b>	14-01-19	<b>Duration of Event ( in days) 5 days</b>
<b>Name of the event organizing School</b>	<b>SCADMS</b>	
<b>Name of the event organizing Department</b>	Design	
<b>Sponsor of the Event</b> Sharda University in case of internal sponsorship)	Sharda University	
<b>Committee Members:</b>	<b>Convener/Coordinator</b>	Asst. Prof. Om Singh
	<b>Co convener</b>	Asst. Prof. Vikesh Ghosh



	<b>Secretary</b>	Professor Tauheed Mehtab
<b>Chief Guest/ Guest of Honor with affiliation (If any)</b>	<b>Prof. Krishan Ahuja</b>	<b>Email:krisahuja@yahoo.com</b>  <b>Contact No: 9810677455</b>
<b>Name of Speaker/s with affiliation (If any)</b>		<b>Email:</b>  <b>Contact No:</b>

  
 Prof. Gaurav Sharma  


## **SECTION B: Event report and reflection**

**Event objectives** To learn and practice elements of Branding for Corporate Communication.

**Event description:** Digital and Communication stream of Design Department conducted 5 Days Corporate communication (Typography) workshop for the students. Students from 2nd, 3rd and 4th year actively participated in the workshop. Students were joined by the faculty members, which boosted their motivation.

The workshop was conducted under the direction of veteran artist and photographer, Professor Krishan Ahuja.

The major attraction of the event was the prototype of Cad-bury Chocolate made out of themocol and paper.

The event ended with distribution of certificates small exhibition of works attended by students, faculty members, HOD and Dean of Design Department. It was all together a hands on learning opportunity for the participants and they appreciated the workshop and the holistic learning atmosphere they experienced throughout it.



**Participants (compulsory for events):**

S. No	Total Participants	Number of Male	Number of Female
1	20	11	09

**Budget distribution from University/any other agency:**

Rs 40,000



## Appendices

<input type="checkbox"/>	<b>Appendices</b>
<b>1</b>	<b>Participant contact list: Annexure 1</b>
<b>2</b>	<b>Participants feedback on the organized program : Annexure 2</b>
<b>3</b>	<b>Event Agenda : Annexure 3</b>
<b>4</b>	<b>Photographs of the events : Annexure 4</b>
<b>5</b>	<b>Web sites link ( If created) : NA</b>
<b>6</b>	<b>Other information ( If Any) : NA</b>





## Annexture 1: Attendance

SCHOOL OF CREATIVE ART, DESIGN & MEDIA STUDIES							
DEPARTMENT OF DESIGN							
B.DESIGN-2nd YR (TERM-4)							
DIGITAL & COMMUNICATION DESIGN							
CORPORATE COMMUNICATION WORKSHOP 14th to 18th January, 2019							
S.NO	SYSTEM ID	NAME	14th	15th	16th	17th	18th
1	2017003977	SUBHAM DEY	PRESENT	PRESENT	PRESENT		
2	2017010914	RISHABH KUMAR	PRESENT	PRESENT	PRESENT		
3	2017013579	RESHU VERMA	PRESENT	PRESENT	PRESENT	PRESENT	PRESENT
4	2017012087	RITIKA BHARTI	PRESENT	PRESENT	PRESENT	PRESENT	PRESENT
5	2017008156	GAURAV SHARMA	PRESENT	PRESENT	PRESENT	PRESENT	PRESENT
6	2017009456	SANCHALITA SINHA	PRESENT	PRESENT	PRESENT	PRESENT	
7	2017001963	SHASHI GAUTAM	PRESENT	PRESENT	PRESENT	PRESENT	PRESENT

SCHOOL OF CREATIVE ART, DESIGN & MEDIA STUDIES							
DEPARTMENT OF DESIGN							
B.DESIGN-4th YR (TERM-8)							
DIGITAL & COMMUNICATION DESIGN							
CORPORATE COMMUNICATION WORKSHOP 14th to 18th January, 2019							
S.NO	SYSTEM ID	NAME	14th	15th	16th	17th	18th
1	2015015680	Aditya Aryan	PRESENT	PRESENT	PRESENT	PRESENT	
2	2015016565	Deepali Avasthi	PRESENT	PRESENT	PRESENT	PRESENT	
3	2015008769	Km Renu Bhati	PRESENT	PRESENT	PRESENT	PRESENT	
4	2015011847	Swati Shekhar	PRESENT	PRESENT	PRESENT	PRESENT	PRESENT
5	2014009003	Sunny Chauhan	PRESENT	PRESENT	PRESENT	PRESENT	

SCHOOL OF CREATIVE ART, DESIGN & MEDIA STUDIES							
DEPARTMENT OF DESIGN							
B.DESIGN-3rd YR (TERM-6)							
DIGITAL & COMMUNICATION DESIGN							
CORPORATE COMMUNICATION WORKSHOP 14th to 18th January, 2019							
S.NO	SYSTEM ID	NAME	14th	15th	16th	17th	18th
1	2016007633	Atash Khan	PRESENT	PRESENT	PRESENT	PRESENT	PRESENT
2	2016009856	Deepankar Chaudhary	PRESENT	PRESENT	PRESENT	PRESENT	PRESENT
3	2016007345	Varsha Anand	PRESENT	PRESENT	PRESENT	PRESENT	PRESENT
4	2016002313	Shabhat Ahsan Mallick	PRESENT	PRESENT	PRESENT	PRESENT	PRESENT
5	2015013573	Dushyant Choudhary	PRESENT	PRESENT	PRESENT	PRESENT	PRESENT
6	2017015147	Khushali Paliya	PRESENT	PRESENT	PRESENT	PRESENT	PRESENT

SCHOOL OF CREATIVE ART, DESIGN & MEDIA STUDIES							
DEPARTMENT OF DESIGN							
B.DESIGN-4th YR (TERM-8)							
COMMUNICATION DESIGN							
CORPORATE COMMUNICATION WORKSHOP 14th to 18th January, 2019							
S.NO	SYSTEM ID	NAME	14th	15th	16th	17th	18th
1	2015003438	Manjeet Kumar Singh	PRESENT	PRESENT	PRESENT	PRESENT	PRESENT
2	2015011600	Shubhanshu Sharma	PRESENT	PRESENT	PRESENT	PRESENT	PRESENT
3	2015009917	Vaishali Bhati	PRESENT	PRESENT	PRESENT	PRESENT	PRESENT

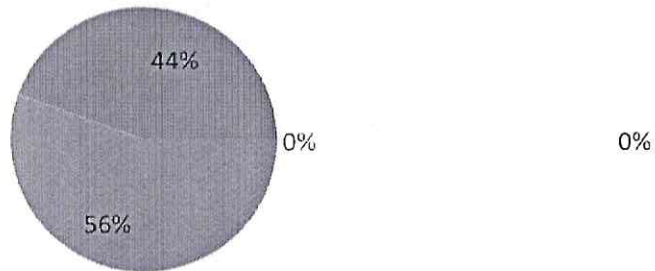
Total 18 Present



## Annexture 2: Participants Feedback

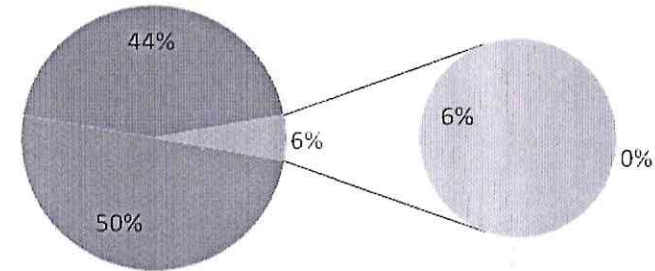
### Did the workshop covered useful material?

■ Excellent ■ Good ■ Needs Improvement ■ Not Applicable



### Was the workshop well organized?

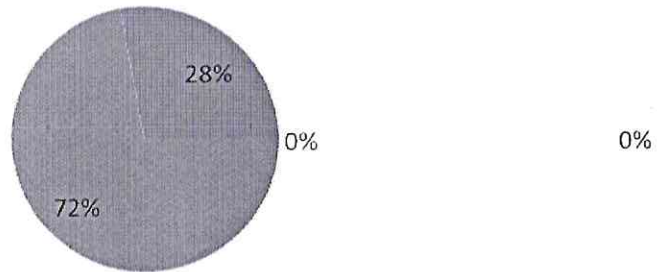
■ Excellent ■ Good ■ Needs Improvement ■ Not Applicable



  
Prof. Gaurav Sharma  
Architecture and Planning Department of Design  
Sharda University  
Ghaziabad, U.P.

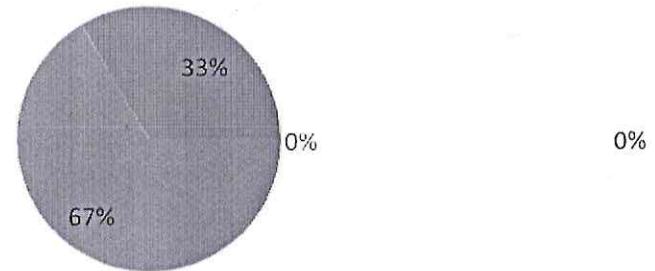
### Was it Practical to my Needs and interests?

■ Excellent ■ Good ■ Needs Improvement ■ Not Applicable



### How was the instructor's knowledge?

■ Excellent ■ Good ■ Needs Improvement ■ Not Applicable

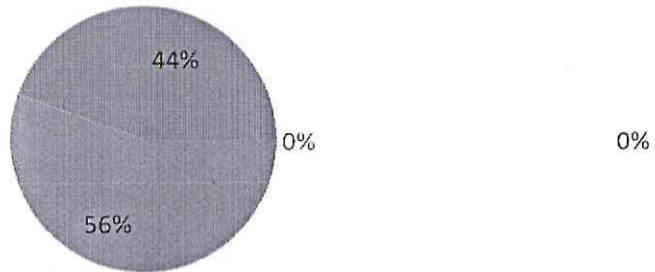


Prof. Gaurav Sharma  
School of Architecture and Planning Department of Civil Engineering  
Sharda University  
Greater Noida



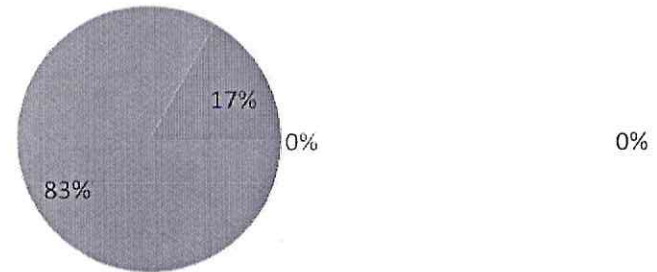
### How was the Instructors' Presentation Style?

■ Excellent ■ Good ■ Needs Improvement ■ Not Applicable



### How did instructor responded well to question?

■ Excellent ■ Good ■ Needs Improvement ■ Not Applicable



Prof. Gaurav Sharma  
School of Architecture and Planning, Department of Design  
Sharda University  
Greater Noida

## Annexture 3 : Event Agenda

### Agenda of the Event

The Agenda of the event was to conduct a workshop on one fundamental component of Graphic Design which has a consistent say in Corporate World. Typography was chosen as being versatile component in all types of communication.

#### Objective of Event

- To motivate and instigate students at the beginning of the semester.
- Hands on experience and importance of manual work before executing any task digitally.
- Team Building exercise.



Details of the event:

<b>Workshop on Corporate Communication Design</b>			
<b>Day</b>	<b>Timing</b>	<b>Description</b>	<b>Deliverables</b>
<b>Day 1</b>	9.30-12.30 P.M	Introduction on Typography	<b>One Model each showing Font</b>
	1.30-4.15 P.M	Basic Fonts - Gothic and Roman with examples.	
<b>Day 2</b>	9.30-12.30 P.M	Calligraphy and Freehand writing with brush , bamboo stick (kalam)and use it in the form of Design	<b>Typography Poster</b>
	1.30-4.15 P.M		
<b>Day 3</b>	9.30-12.30 P.M	After two days learning students will make the LOGO and LOGO type of any company/Corporate social of their own name	<b>Logo Design</b>
	1.30-4.15 P.M		
<b>Day 4</b>	9.30-12.30	Student will make our exercise using Typography in	<b>Creative</b>
	1.30-4.15	Packaging, Danglers, Dockets, Posters/ show cards etc.	
<b>Day 5</b>	9.30-12.30	1st half - Students will finish and give final touches to their artwork.	<b>Final Display</b>
	1.30-4.15	2nd half - Display and present their exercise for the faculty members and other students to review.Certificate distribution	



**Annexure 4 : Photographs of the events**























Prof. Gaurav S.





