



DESIGN IT A GUEST LECTURE ON PRINT AD CAMPAIGN.

A Guest Lecture session with Mr. Dheebac, a Design Consultant, was conducted on 24th June 2019. The focus of the Guest Lecture was on Print Advertisement Campaign for 17UDJ batch students. It was useful for the students who were having 'Ad Production' paper.

Third year Digital Journalism students had an interactive Guest Lecture session with Mr. Dheebac. He started the lecture with a brief on making logo, preparing basic promotional materials like Business Cards, Letter Heads, Envelopes and other materials like Posters, Dangers and Brochures. He also instructed the making of Book Jacket and Newsletter. The guest lecture was organized in to help the final year students to fine tune their projects professionally. Students felt the Guest Lecture session was very useful.

Anunthra Parishath 17UDJ, reports:

The session was useful and it enhanced our knowledge. We were able to fine tune our understanding of Graphic Design. The skills we learnt, such as preparing stationery designs, which includes business cards, letter heads and envelopes, was very useful. We were briefed about the size of each and explained about how to frame them and design them. We are given an assignment to design any two stationery items. This provided us opportunity to design on our own and get feedback from him.