

TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE
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 Recognized Under Sec. 2(f) of UGC Act 1956
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Report on Departmental Workshop

Related to Logo Design

Title of Activity*	Workshop on "From Concept to Creation: Understanding Logo Design as a Visual Language"
Values	<ul style="list-style-type: none"> • Dedication • Inclusiveness
Learning Outcomes	<ul style="list-style-type: none"> • Promoting creativity and innovation • Encouraging visual thinking and self-expression • Enhancing problem-solving and conceptualization skills • Cultivating teamwork, discipline, and critical evaluation
Objectives	<ul style="list-style-type: none"> • Provide real-world design experience by working with a local non-profit to address their branding needs. • Promote the social impact of design by contributing to a cause that benefits the community. • Instill ethical design practices that reflect the mission and values of the non-profit organization.
Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name)*	Department of Journalism and Mass Communication
Program Theme*	From Concept to Creation: Understanding Logo Design as a Visual Language
External Expert / Internal Expert	Internal Expert

Date*	24/09/2025
Time*	11:30AM Onwards
Venue	Room no. 2403, UG Building

Dr. Shivbahu Kr. Rai
 HoD
 BA(JMC)-TIAS

Poster/Flyer/Notice*

TECNIA
INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE
DELHI, INDIA

Department of
Journalism & Mass
Communication

**FROM CONCEPT TO CREATION:
UNDERSTANDING LOGO DESIGN AS A
VISUAL LANGUAGE**

24 SEPTEMBER, 2025
11:30 AM Onwards
Room No. 2403, UG
Building

Faculty Incharge: Ms. Swati Gupta

Social media link (promoting in anyone Facebook/Instagram/Twitter is mandatory)

NA

No. of Students* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)

40

No. of Faculty* (only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)

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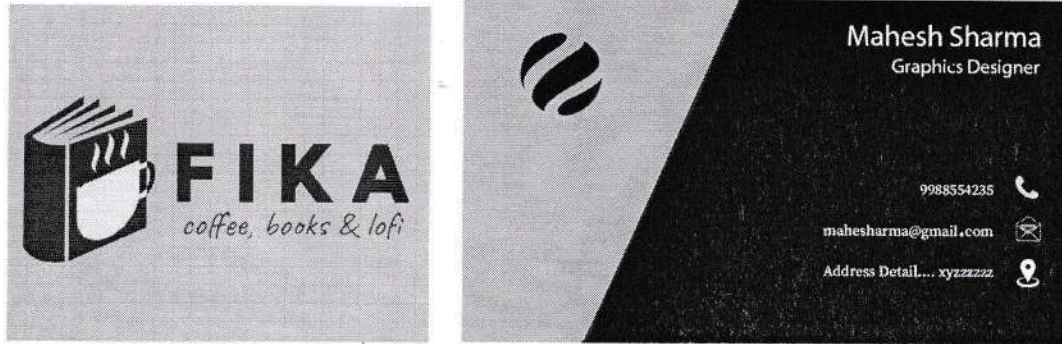
No. of External Participants (students + faculty) [write NA if not applicable]

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(Geotag) Photograph*

Swati Gupta
HoD
BA(JMC)-TIAS

Photograph of the Event with the Caption



Report: Description in (min 250 to max 800 words)*

On 24th September 2025, the Department of Journalism and Mass Communication at TECNIA Institute of Advanced Studies organized a participative learning session on *Logo Designing – Icons of Identity* in Room No. 2403, UG Building. The session began at 11:30 AM and saw enthusiastic participation from 55 students of the department.

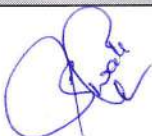
The primary objective of the activity was to provide students with practical exposure to the creative and conceptual aspects of logo design. Participants were encouraged to create unique logos representing various themes, institutions, or brands that reflect identity and purpose. Through this activity, students applied theoretical design principles to produce visually compelling and meaningful logos.

The session began with a brief discussion on the *importance of logos* as symbols of identity and communication in media and branding. Students then presented their logo concepts, explaining the rationale behind their color choices, typography, shapes, and symbolism. The participative format allowed for open discussion, peer evaluation, and faculty feedback, promoting a rich exchange of ideas and constructive critique.

The activity emphasized the *principles of design*—balance, proportion, unity, and contrast—and the *elements of design* such as line, shape, color, and texture. It also encouraged students to integrate storytelling and brand perception into their creative process. Faculty coordinators guided students in refining their designs and understanding the practical


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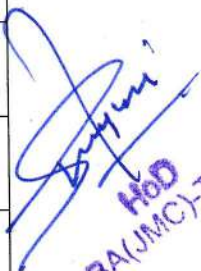
	<p>requirements of logo creation for digital and print media.</p> <p>The participative learning experience successfully combined creativity with conceptual understanding. It enhanced students' visual communication skills, broadened their perspective on branding, and nurtured their ability to express ideas through design. The event concluded with appreciation for the most creative and conceptually strong logo designs, motivating students to continue exploring the field of visual identity design.</p>
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Resource Person	NA
Attendance Sheet*	<i>Attached at the end of Report</i>
Feedback	<i>Sample feedback Attached at the end of Report</i>
Report Submitted by Convener <i>(write faculty coordinator name)</i>	Ms. Swati Gupta
For Office Use	
 Signature of Event Coordinator	Signature of School/Department Head <i>(With Seal)</i>
<u>List of Beneficiary</u>	


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List of Beneficiary

S.No.	Student ID	Enroll No.	Name of Student
1	TIAS/BAJMC/2025-29/744	02717002425	JYOTI YADAV
2	TIAS/BAJMC/2025-29/747	02917002425	YASH AGGARWAL
3	TIAS/BAJMC/2025-29/745	7900412457	MAHIMA JOSHI
4	TIAS/BAJMC/2025-29/748	7982792708	AARUSH GARG
5	TIAS/BAJMC/2025-29/730	8076463355	SHINE SARPAL
6	TIAS/BAJMC/2025-29/740	8178163005	PULKIT SHARMA
7	TIAS/BAJMC/2025-29/728	8287701446	KASHVI JAIN
8	TIAS/BAJMC/2025-29/720	8288881207	SHIVAM SHARMA
9	TIAS/BAJMC/2025-29/743	8368444826	AANYA SHARMA
10	TIAS/BAJMC/2025-29/714	8384009215	UNNATI BANSAL
11	TIAS/BAJMC/2025-29/712	8384076075	NITIN
12	TIAS/BAJMC/2025-29/738	8448262097	KASHISH JHA
13	TIAS/BAJMC/2025-29/721	8448471484	ADDHYAN GOSWAMI
14	TIAS/BAJMC/2025-29/709	8448841104	ANGAD SINGH
15	TIAS/BAJMC/2025-29/722	8586835640	DIKSHA
16	TIAS/BAJMC/2025-29/718	8595581783	DEEPANSHI YADAV
17	TIAS/BAJMC/2025-29/746	8700043339	KANISHTHA SHARMA
18	TIAS/BAJMC/2025-29/706	8750580520	ANGEL SHARMA


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19	TIAS/BAJMC/2025-29/733	8826091511	RASHI
20	TIAS/BAJMC/2025-29/715	8826855100	TANZIL CHAWLA
21	TIAS/BAJMC/2025-29/708	8920024445	AADYA SHREE JAIN
22	TIAS/BAJMC/2025-29/725	8920059923	LUCKY NEGI
23	TIAS/BAJMC/2025-29/742	8920296482	SNEHA KUMARI
24	TIAS/BAJMC/2025-29/719	8929278152	KATYANI GARG
25	TIAS/BAJMC/2025-29/713	9136128681	PRATIMA GUPTA
26	TIAS/BAJMC/2025-29/701	9289008910	BHAVI KOHLI
27	TIAS/BAJMC/2025-29/727	9310197762	ANSHUL SALUJA
28	TIAS/BAJMC/2025-29/734	9310709892	KHUSHI MISHRA
29	TIAS/BAJMC/2025-29/703	9310737135	RIVA BALIYAN
30	TIAS/BAJMC/2025-29/707	9311129050	AADYA SISODIA
31	TIAS/BAJMC/2025-29/723	9315879362	JAY MADAN
32	TIAS/BAJMC/2025-29/732	9350410651	ANGEL SHARMA
33	TIAS/BAJMC/2025-29/710	9560657802	PRACHI SHARMA
34	TIAS/BAJMC/2025-29/726	9625135289	SHUBHANGI RAJPUT
35	TIAS/BAJMC/2025-29/724	9650631697	BHUMIKA
36	TIAS/BAJMC/2025-29/702	9654311135	POORNIMA
37	TIAS/BAJMC/2025-29/705	9677284294	ASNETH JOSEPH
38	TIAS/BAJMC/2025-29/731	9711820382	PARITOSH GAUR
39	TIAS/BAJMC/2025-29/711	9870554309	RAKSHIT SHARMA
40	TIAS/BAJMC/2025-29/716	9871816952	PALLAVI KUMARI SINGH

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