



National Seminar on
Brand Identity Design
29th and 30th April 2021



SYMBIOSIS
INSTITUTE OF DESIGN

A constituent of Symbiosis International University
(Estd. under section 3 of the UGC Act, 1956 of Govt. of India)
Re-accredited by NAAC with 'A' grade

Date: 3rd May 2021

To,
Dr. Sanjeevani Ayachit,
Director, Symbiosis Institute of Design,
Pune.

Subject: Report of Chhap - National Seminar on Brand Identity Design, 2021

Seminar Dates - 29th and 30th April 2021

Virtual Platform - Zoom

Students and Faculties in Attendance: 2nd and 3rd year Graphic Design students, students from other streams and all the faculties.

Total Number of Attendees - 125

Respected Ma'am,

Like every year, this year too we successfully conducted "**Chhap**" - **National Seminar on Brand Identity Design** on 29th and 30th April 2021. However, this time we conducted it on the virtual platform (Zoom) considering the COVID-19 pandemic scenario.

This year we primarily focused on the **Brand Identity Design, Creating Brand Identity, Branding, Advertising Design, Creating Identity and Posters for Films, Web Series and TV Serials.**

Chhap 2021 was very well received by the students with a positive feedback.

The Aim and Objective of the Seminar

The objective of this National Seminar was to give students a professional experience through visual presentation and personal interaction, with different visuals and live case studies from the industry experts and academicians. The professionals showcased some of their award winning work to the students during the seminar.

The aim was to help the students to give a professional touch to their upcoming in house and professional industry projects by interacting and gaining insights from the industry experts.

Every presentation was very interactive and insightful, followed by a question and answer session, where all the doubts/queries of the students were resolved by the speakers with real life examples.

Following are the names and presentation titles of the eminent speakers:

1. **Prof. Deepankar Bhattacharya** - Understanding the evolving role of Design for Brands - An experiential journey since the 1970s
2. **Mr. Saurabh Chandekar** - Insights of Design and Communication
3. **Ms. Gauri Dakhne** - BrandMark - Behind the scenes of brand-making
4. **Mr. Pradeep Shetty** - The importance of people management, the art of storytelling and educating stakeholders on creating the right brand experience for their product.
5. **Mr. Rakesh Manjrekar** - Movie/Entertainment Publicity Design

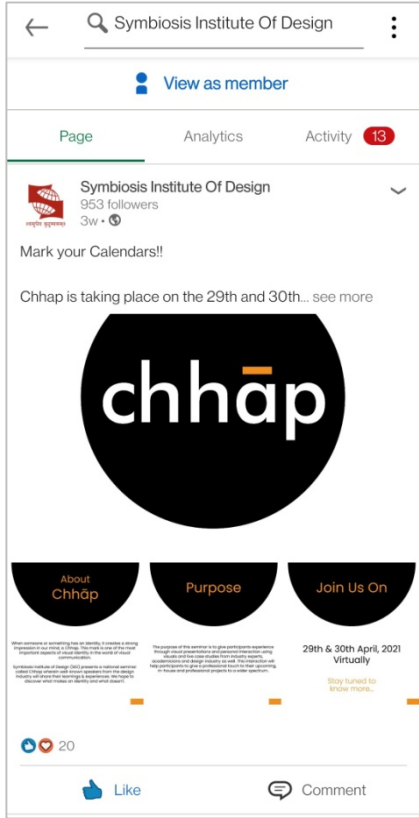
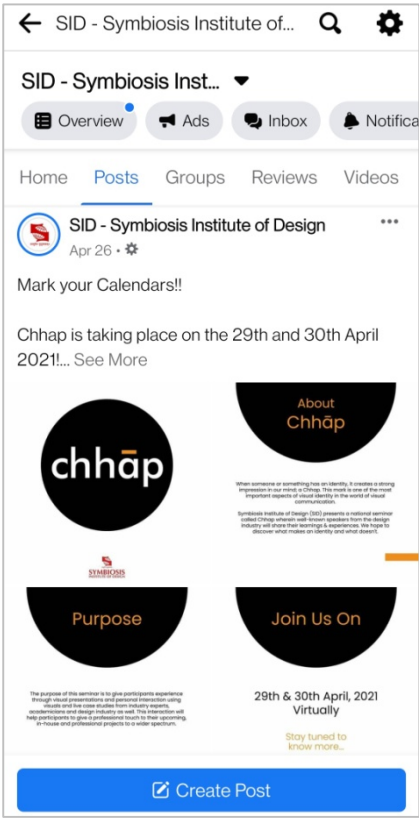


The promotions of the seminar were done through various digital mediums like emailer (to our students and faculties), our social media handles (Instagram, Facebook, LinkedIn) and on our YouTube page.

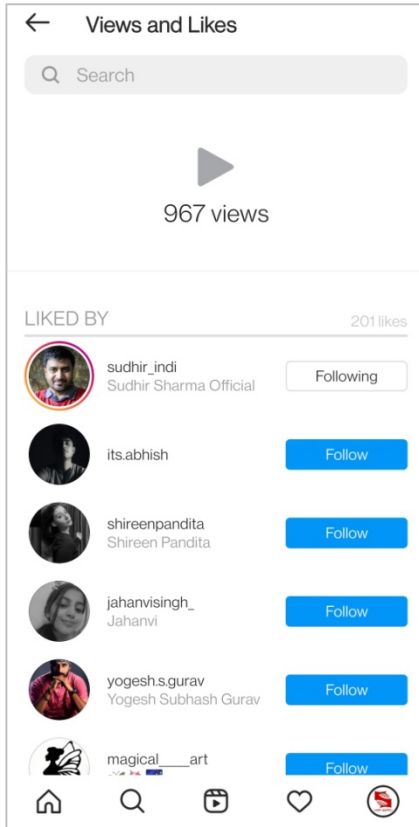
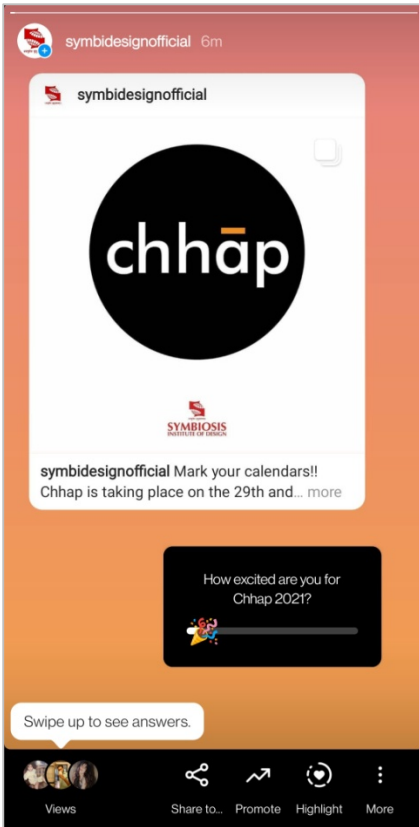
Glimpse of the Promotional Creatives for the Seminar:



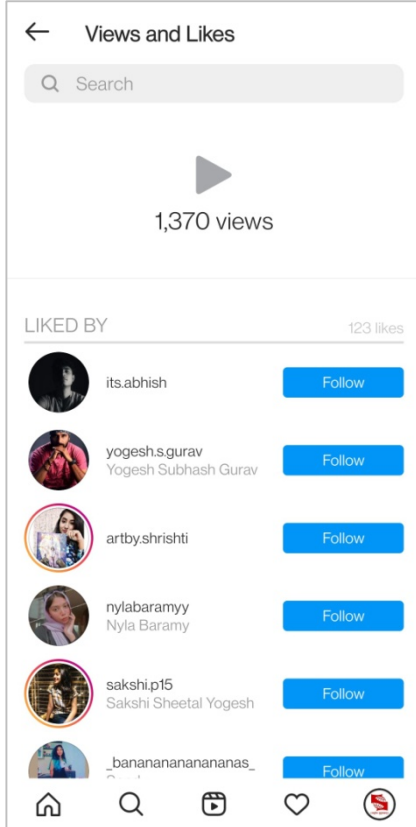
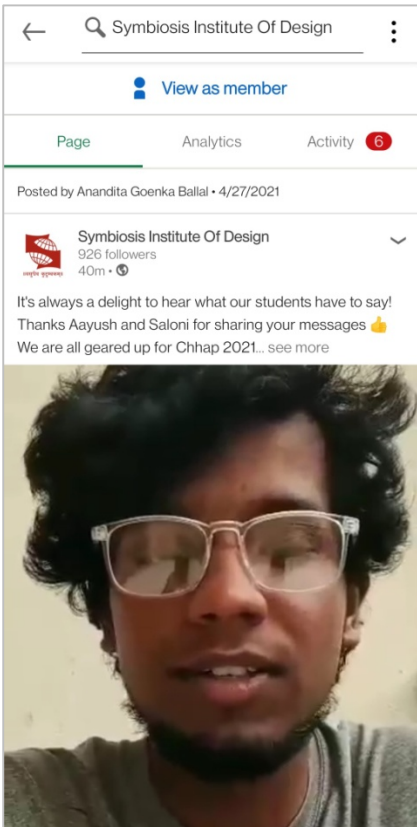
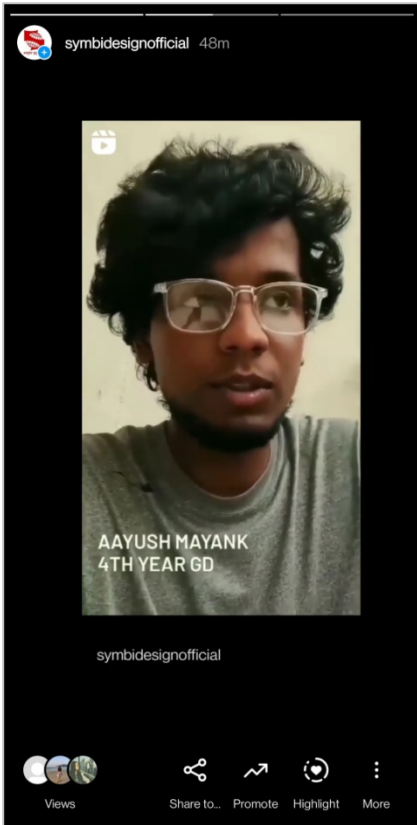
WhatsApp and Instagram



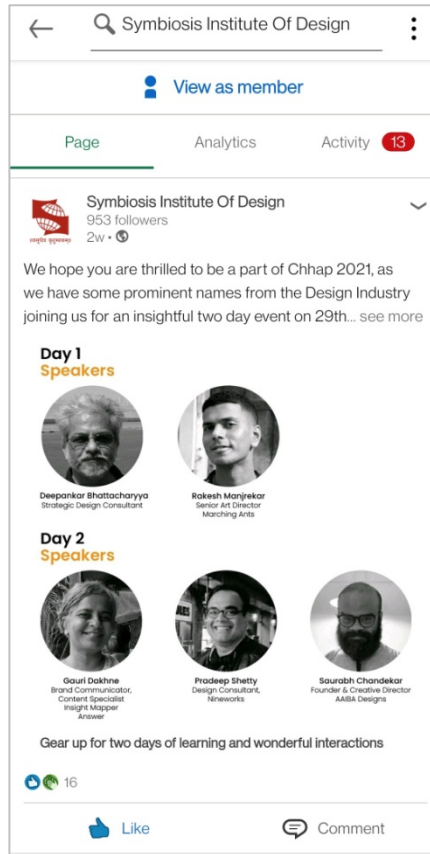
Facebook and LinkedIn



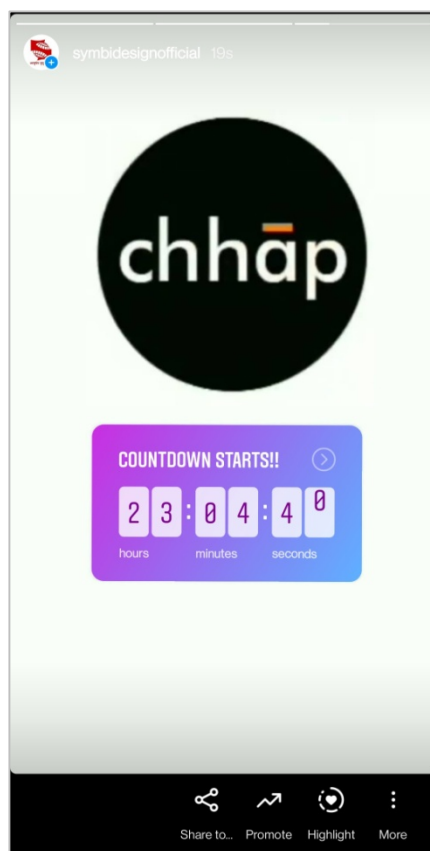
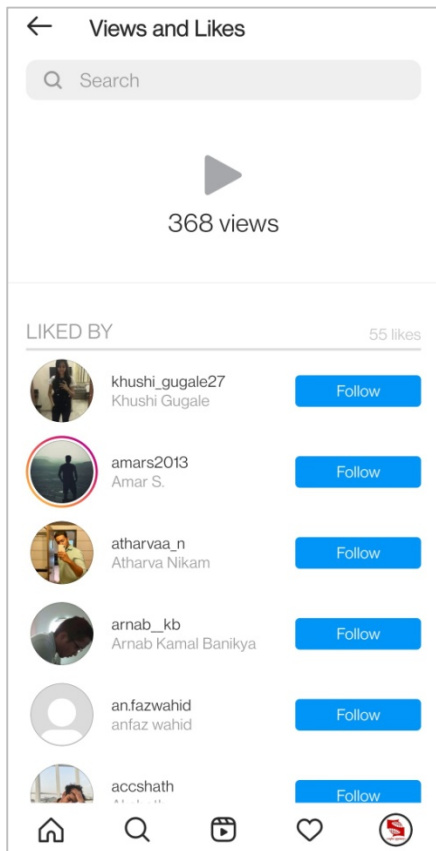
Instagram Facebook - Reveal story and its views and likes statistics



Student Reels on Instagram & Facebook story and LinkedIn and its views and likes statistics



View of the newsfeed on Instagram and LinkedIn about Speaker Reveal & Event Reveal



Faculty video views & likes statistics and Chhap countdown on Instagram & Facebook story



Chhāp 2021 is back!

29th & 30th April 2021

You are cordially invited to Chhāp, National Seminar on Brand Identity Design.

We will be delighted to have you with us for the next two days with an incredible line up of eminent speakers from the design industry.

Event Schedule

Day 1 29.04.21

Time	Event Details
10:00 AM - 10:30 AM	Welcome to Chhāp 2021 Inauguration and Address by Director, Dr. Sanjeevani Ayachit Dy. Director, Dr. Pranita Ranade HoD - CD GD, Dr. Manohar Desai

10:30 AM - 12:30 PM	Mr. Deepankar Bhattacharyya Understanding the evolving role of Design for Brands - An experiential journey since the 1970s
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12:30 PM - 2:00 PM Break

2:00 PM - 4:00 PM	Mr. Rakesh Manjrekar Movie/Entertainment Publicity Design
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Day 2 30.04.21

10:00 AM - 11:30 AM	Ms. Gauri Dakhne BrandMark - Behind the scenes of brand-making
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11:30 AM - 11:45 AM Break

11:45 AM - 1:00 PM	Mr. Pradeep Shetty The importance of people management, the art of storytelling and educating stakeholders on creating the right brand experience for their product.
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1:00 PM - 2:00 PM Break

2:00 PM - 4:00 PM	Mr. Saurabh Chandekar Insights of Design and Communication
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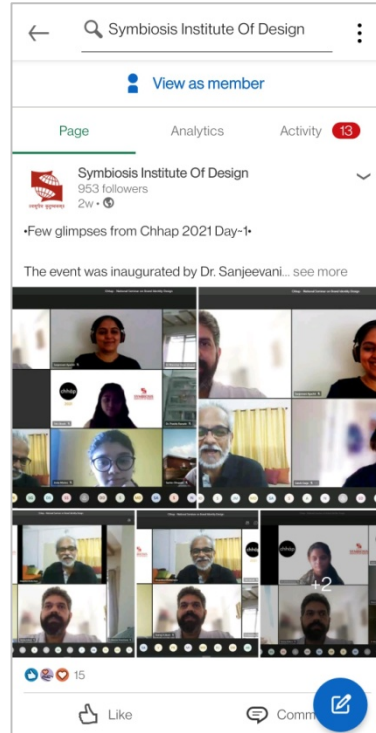
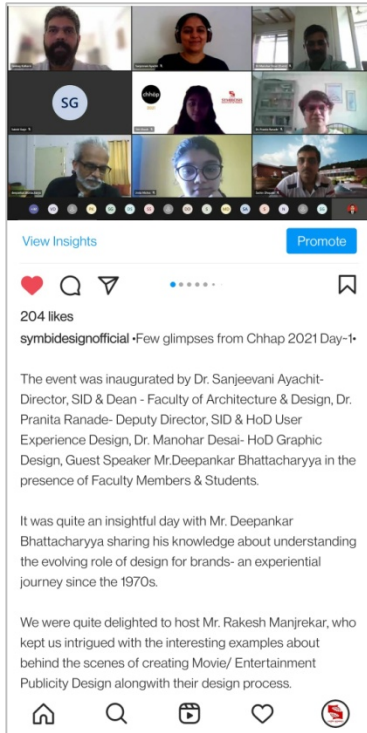
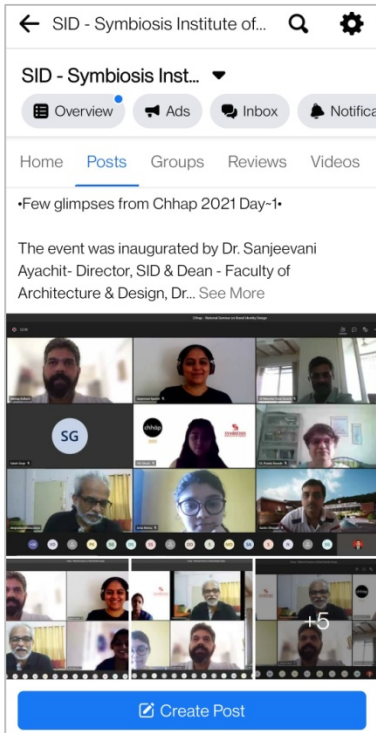
4:00 PM Conclusion - Vote of Thanks

Join us for some insightful and interactive sessions.

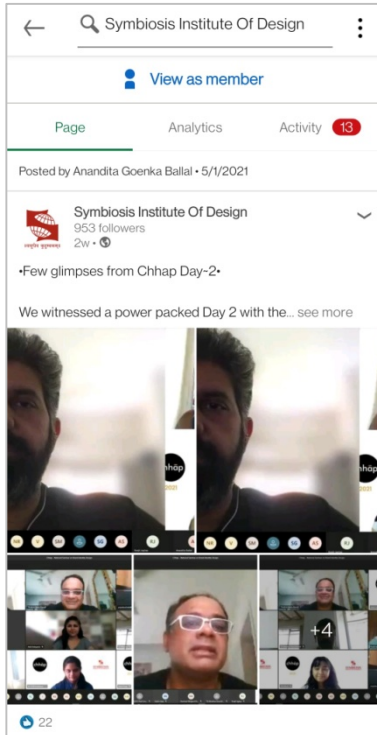
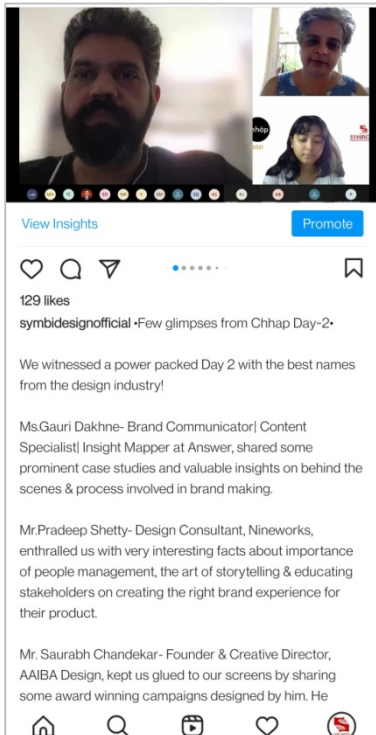
Press the button to join or [click here](#).

Join In!





Chhap 2021 - Day 1 pictures and post on Facebook, Instagram and LinkedIn



Chhap 2021 - Day 2 pictures and post on Instagram and LinkedIn

All in all, it was a power packed two days' seminar graced by prominent speakers from the industry who with their insightful sessions bestowed upon the students some interesting thoughts and creative work.

Thank you ma'am for your kind support extended to us.

Yours sincerely,



Assistant Prof. Tanmay Kulkarni
Organizing Secretary - Chaap 2021



Dr. Manohar Desai
HOD, CD-GD and Mentor - Chhap 2021.

Team Chhap 2021:

Prof. Mayuri Dabhi

Prof. Anandita Ballal

Tanisha Chanda

Titli Ghosh

Aparajita Sharma

Sakshi Garje

Vaishnavi Vidwans

Pushkar Paul