



National Seminar on Visual Identity Design

13th & 14st March'2020



**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

To,

**Dr. Sanjeevani Ayachit,
Director
SID.**

Date: 15th March 2020

Subject: Report of The National seminar on Visual Identity Design“ Chaap”

Seminar dates: 13th & 14st March 2020

Students in attendance: 2nd yr. CD, 3rd yr. Graphic Design, UED & Fashion, students.

Respected Ma'am,

This year the Chhap achieved new level as the dynamic speakers accepted our Invitation. The Seminar was planned on 13th of March 2020 (2days). The first 13th March 2020 we started the session at 10.00 with the informal inauguration of the seminar by the first speaker and Dr. Manohar Desai.

The First day Mangesh Someshwar, Mr. Sudhir Nair, Pradipto Ray and Amit Bhambere these speakers shared their valuable information through their exciting and very informative presentation and interaction.

The second day was 14th March 2020 for the seminar. Every thing was in schedule and all speakers planned for the day 2 but due to the unforeseen and unfortunate pandemic of Covid 19, we had to cancel the sessions scheduled for Chaap. But the silver lining was that we very successfully conducted the sessions for the 13th of March with all the guests in attendance.

As we had planned a seminar under the subject visual Identity Design for 2nd yr. students of CD as scheduled in our academic time table. The seminar went very well with a positive feedback from student's community to have more such seminars in future. Theme for the seminar was **“Role of Visual Identity in Branding, Role of technology in today's digital world, UX and UI from Graphic design perspective, Advertising Design & Design Studios”**.

Aim & Objective of the seminar

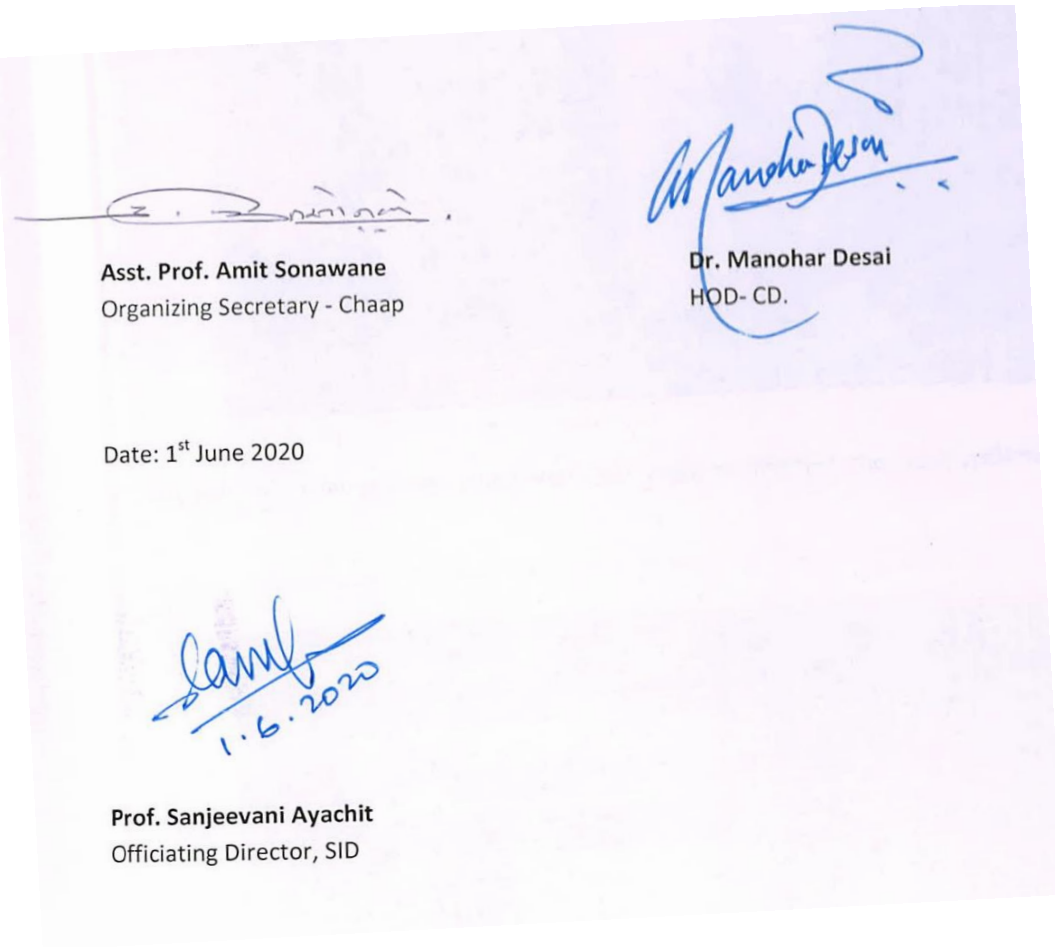
Objective of National seminar was planned to give students a professional experience through visual presentation and personal interaction with different visuals and live case studies from industry people and academicians from NID, IDC, advertising agencies, and alumni & design industry as well. Live work of professionals and case studies were shared with students to showcase a high bench mark in front of students. Students were given insights that design is with a purpose full activity by keeping a defined objective executed in a systematic way. Each presentation was followed with a questionnaire session where the student's doubts were answered by speakers with examples.

Schedule for seminar & the list of the speakers is attached with the report

Speakers shared their experiences in the industry followed by interactive session.

We all thank you for your kind support extended to us.

Yours sincerely,





Keynote Speaker, Mangesh Someshwar signs the traditional drawing board to inaugurate the seminar.



Dr. Manohar Desai, HOD, Graphic design, addressing the audience on inauguration.



Keynote Speaker, Mangesh Someshwar sharing his experiences on working in the advertising industry.



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Mr. Sudhir Nair a veteran in the digital world shares his own views with the students.



More practical tips for students to adapt in the ever evolving world of digital



Next guest speaker Pradipto Ray sharing his thoughts on being an queer in a bigoted world, his struggles and emphatic moments in the film industry and the media world.



The last guest speaker of the day Amit Bhambere wrapped up the exciting day with opening new vistas For students about the world of User experience design.



Dr. Manohar Desai presents a token of appreciation to Mr. Mangesh Someshwar.



Prof. Mayuri Dabhi presents a token of appreciation to Pradipto Ray.



Prof. Nitin Gawai presents a token of appreciation to Amit Bhambere.



Students competing the event of Chaap.

Schedule

Day One - 13th March 2020

Time	Event	Speaker
10:00 - 11:30	Speaker	Mangesh Someshwar
11:30 - 11:45	Tea Break	
11:45 - 01:00	Speaker	Sudhir Nair
01:00 - 02:00	Lunch Break	
02:00 - 03:15	Speaker	Pradipta Ray
03:15 - 03:30	Tea Break	
03:30 - 04:30	Speaker	Amit Bhambere

Day Two - 14th March 2020

10:00 - 10:45	Speaker	Rohan Nikam
10:45 - 11:30	Speaker	Vinayak Raskar
11:30 - 11:45	Tea Break	
11:45 - 01:00	Speaker	Mayuri Nikumbh
01:00 - 02:00	Lunch Break	
02:00 - 03:15	Speaker	Anant Tambade
03:15 - 03:30	Tea Break	
03:30 - 04:30	Speaker	Vishal Sawant