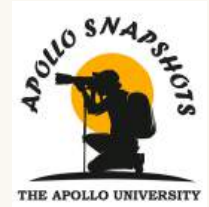


WORKSHOP REPORT

Date: March 01, 2025

Time: 11.00 AM - 4.00 PM

Directorate of Press
and Publications
in collaboration with



Media and Photography Club



Contact Us:



www.apollouniversity.edu.in



ad_iaf@apollouniversity.edu.in

Address

The Apollo University
The Apollo Knowledge City
Saketa, Murukambattu
Chittoor (AP) - 517127



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We sincerely acknowledge the support of

Mr. Vivek Seenivasan
Strategy and Marketing Head
Apollo Knowledge, Chennai



BANNER

THE APOLLO UNIVERSITY
Directorate of Press and Publications



From Concept to Creation: Master the Art of Design

**Hands-on Training & Designing
Workshop**

with

**Sriram Rajagopalan &
Akshay Kumar**

From, Apollo Knowledge, Chennai

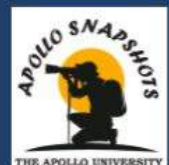
Saturday, March 01, 2025

11.00 Am - 04. 00 Pm

Venue: G 05 Dr. Pratap C Reddy Knowledge Centre

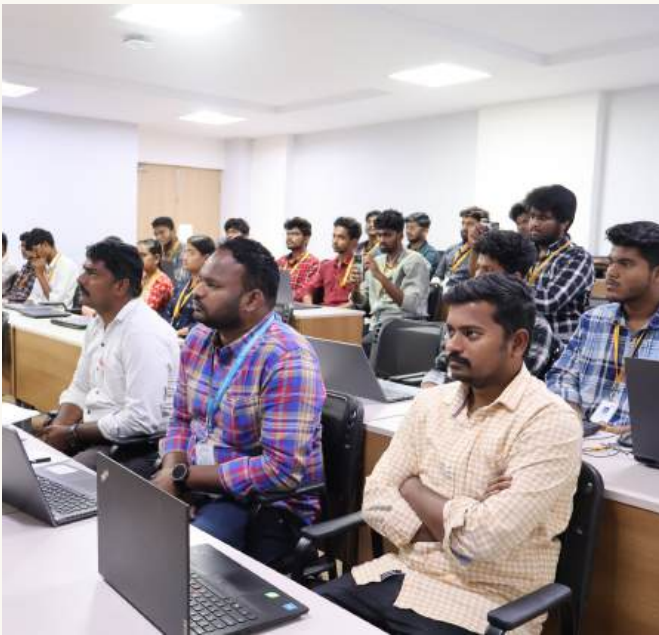
Chief Guest
Dr. H. Vinod Bhat
Vice Chancellor, TAU
Guest of Honor
Prof. M. Potharaju
Registrar, TAU

In Association With



WORKSHOP OVERVIEW

From Concept to Creation: Master the Art of Design



The Directorate of Press and Publications, The Apollo University successfully conducted a one-day Designing Workshop aimed at enhancing the design and content creation skills of students and staff involved in university publications, including newsletters, banners, and club activities. The workshop focused on graphic design, photo, and video editing using tools like Figma and AI-powered design platforms to enable efficient and professional content development.

Workshop Highlights:

Introduction to Design Principles & Tools – Understanding fundamentals, visual aesthetics, and best practices.

- Hands-on with Figma & Other Software – Exploring layouts, typography, branding, and template-based designing.
- AI-Powered Design Tools – Utilizing AI for graphics, quick edits, and automated content placement.
- Photo Editing Techniques – Enhancing images with retouching, filters, and color correction.
- Video Editing Basics – Learning trimming, transitions, and effects for professional-quality videos.
- Practical Training on Banner & Video Editing – Creating engaging posters, social media graphics, and promotional videos.

The session was led by industry experts from Apollo Groups, providing insights into design trends and hands-on training, ensuring that participants gained practical experience in creating visually appealing digital content. The event was interactive and engaging, promoting creativity and technical proficiency among the attendees.

OBJECTIVES



01

Enhance Design and Content Creation Skills – Equip students and staff with fundamental and advanced graphic design techniques for university publications, including newsletters, banners, and digital content.

02

Introduce AI-Powered Design Tools – Familiarize participants with AI-driven platforms for quick edits, automation, and content placement to streamline the creative process.

03

Develop Hands-on Expertise – Provide practical training on Figma and other design tools to create professional-quality posters, banners, and videos.

04

Stay Updated on Industry Trends – Share insights into modern design trends, best practices, and real-world applications to improve the overall visual communication strategy.

PROFILE OF THE EXPERTS

SRIRAM RAJAGOPALAN

Project Manager (Global Workforce Development)
Apollo Knowledge, Chennai

Sriram Rajagopalan is a dynamic and creative professional currently serving as the Deputy Manager – Project Operations in the Global Workforce Development division at Apollo Knowledge, Chennai. A graduate in B.Tech (Electronics and Instrumentation Engineering) from the esteemed Shanmugha Arts, Science, Technology and Research Academy (SASTRA), Sriram brings a unique blend of technical acumen and artistic flair to his work.

Before joining Apollo Knowledge, Sriram honed his skills at BYJU'S, one of India's leading ed-tech companies, where he played multifaceted roles in design, marketing, and brand communication. At BYJU'S, he was a lead in the creative division, contributing to campaigns and visuals that impacted millions.

An expert in advanced design tools and proficient with cutting-edge AI-based platforms, Sriram is known for transforming ideas into compelling visual narratives. His ability to integrate technology with design thinking makes him a sought-after mentor and trainer in the creative space.



MR. AKSHAY KUMAR

Marketing Specialist, Apollo Knowledge, Chennai

Mr. Akshay Kumar is a result-driven marketing professional currently working as a Marketing Specialist at Apollo Knowledge. With a strong background in campaign design, digital strategy, and brand storytelling, he has been instrumental in amplifying the institution's visibility across platforms. His ability to blend creativity with analytics has made him a valuable asset in crafting compelling narratives and engaging content. As one of the experts in the Designing Workshop, Mr. Akshay brought a wealth of practical experience, offering participants insightful perspectives on visual branding, content design, and market trends that shape the modern digital landscape.



REPORT

The Directorate of Press and Publication, in collaboration with the Media and Photography Clubs of The Apollo University successfully organized a Hands-on Training Workshop on 'From Concept to Creation: Master the Art of Design' at the Dr. Prathap C Reddy Knowledge Centre aimed at enhancing the creative and technical skills of its non-teaching staff and students. The workshop was formally inaugurated at 11:00 AM by Prof. Dr. H. Vinod Bhat, Hon'ble Vice Chancellor, The Apollo University. In his inaugural address, Dr. Bhat emphasized the increasing relevance of design and visual communication in today's fast-evolving digital landscape. The workshop was divided into two insightful sessions. The morning session (11:00 AM - 1:00 PM) introduced participants to the fundamentals of design principles, color theory, typography, and effective visual storytelling.



DETAILS

The Vice Chancellor highlighted that such workshops not only serve as platforms to explore creative potential beyond regular responsibilities, but also offer avenues for personal skill enhancement and financial growth. By equipping staff with foundational design skills, these sessions empower individuals to enhance internal communication, boost their professional capabilities, and open doors to diverse career opportunities across multiple platforms. The afternoon session (2:00 PM - 4:00 PM) offered a hands-on training experience, where participants explored easy-to-use design tools to create banners, posters, infographics, profiles and social media content.



REPORT



The training was led by Mr. Sriram Rajagopalan, Project Manager at Apollo Knowledge, and Mr. Akshay Kumar, Marketing Specialist at Apollo Knowledge, both of whom brought valuable industry expertise and practical insights to the session. Their practical demonstrations, real-time feedback, and interactive approach allowed participants to gain hands-on experience in digital design, helping them understand how to apply these skills in their creative responsibilities at the university. Prof. M. Potharaju, Registrar, The Apollo University appreciated the efforts of the clubs and the Directorate to involve them as active participants for contributing to the creative exercises of the University and developing a strong design team of students for the campus.

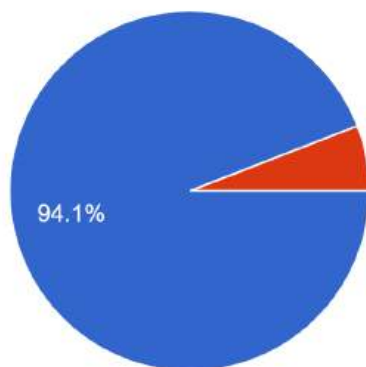
Dr. Keerthana Thankachan, Assistant Director, Directorate of Press and Publications, set the context for the workshop by explaining how the initiative is part of a larger effort to build internal capacity and nurture a culture of creativity led by student designers in the campus. She acknowledged the enthusiastic response from the non-teaching staff and emphasized that such training programs not only enhance personal skill sets but also contribute significantly to the university's creative ecosystem. Coordinated by Dr. Shaik Jakeer, Assistant Professor, School of Technology & Faculty Coordinator, Media Club, and Dr. Lokesh Ravi, Assistant Professor, In-Charge Deputy Director, Centre for Digital Health & Precision Medicine & Faculty Coordinator, Photography Club, the workshop covered essential topics such as design principles, visual aesthetics, branding, layouts, typography, AI-powered tools for automation, and practical hands-on training.

FEEDBACK



1) How satisfied were you with the overall workshop?

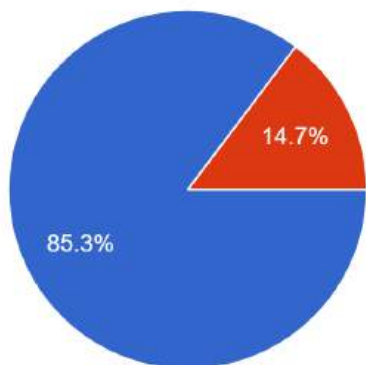
34 responses



- ★ Excellent
- 👍 Satisfactory
- 😊 Good
- 👎 Poor

2) How relevant was the workshop content to your learning needs?

34 responses



- ★ Excellent
- 👍 Satisfactory
- 😊 Good
- 👎 Poor

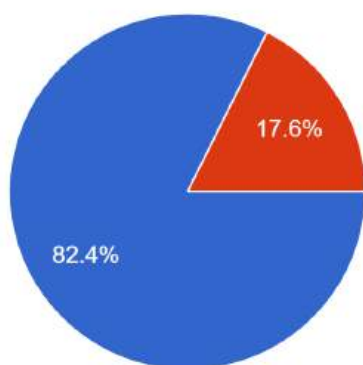




FEEDBACK

3) Was the workshop well-structured and easy to follow?

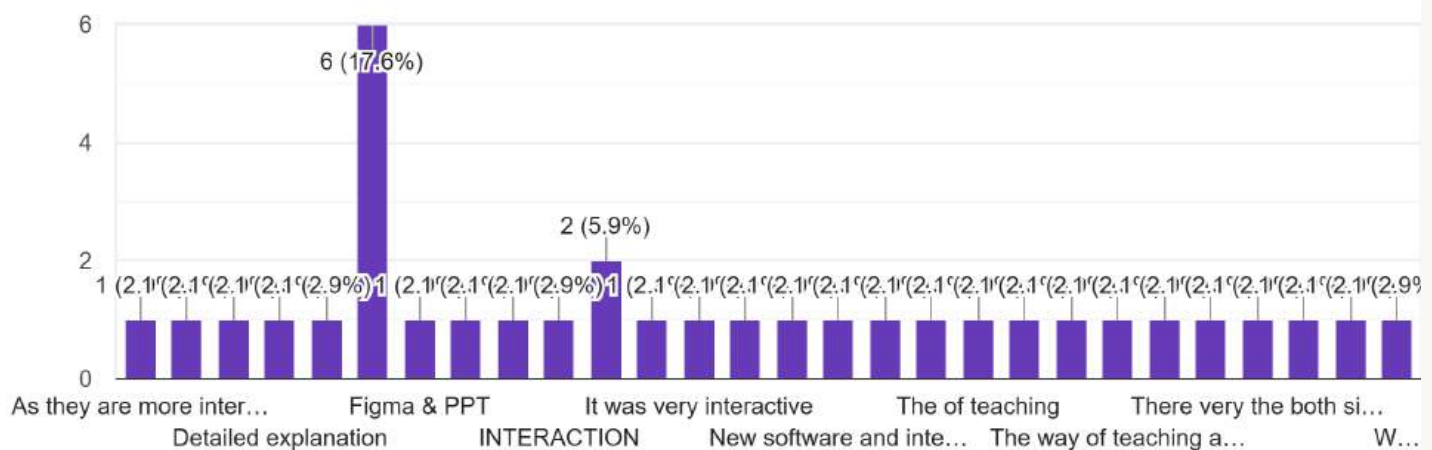
34 responses



- ★ Excellent
- 👍 Satisfactory
- 😊 Good
- 👎 Poor

4) What did you like the most about the workshop?

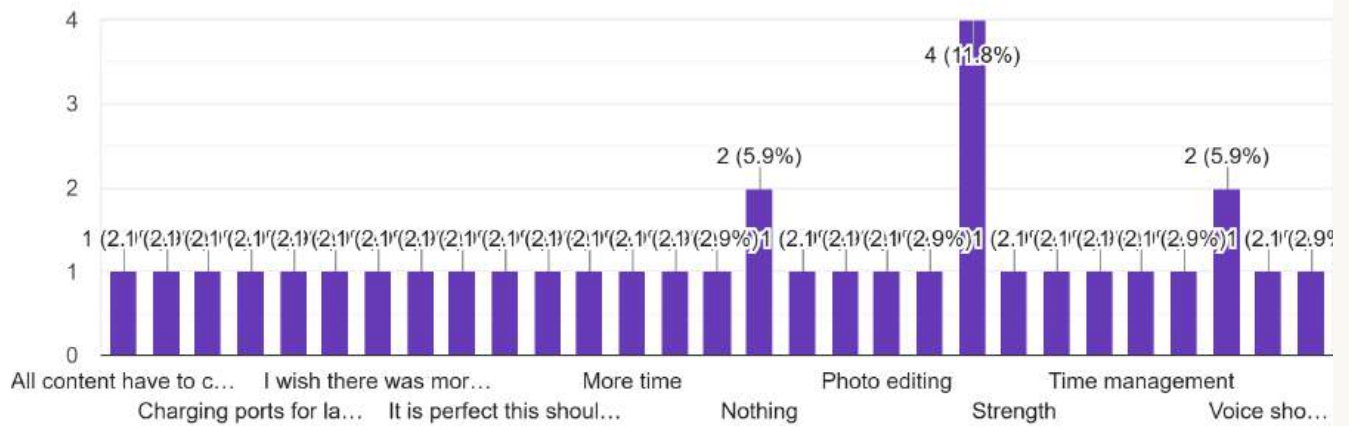
34 responses



FEEDBACK

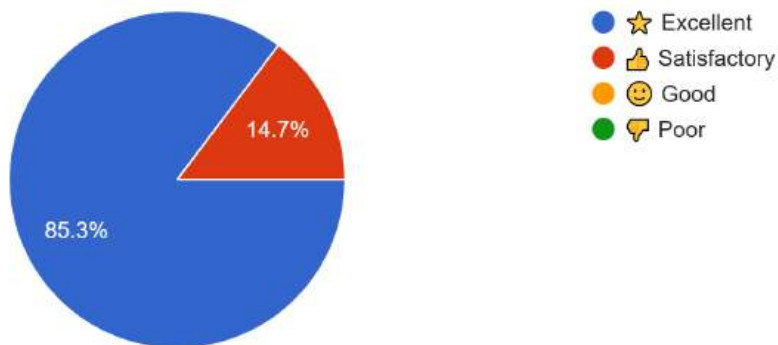
5)What could be improved in future workshops?

34 responses



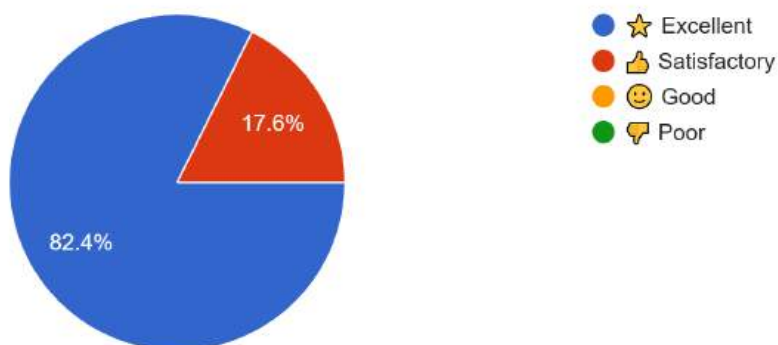
6) How would you rate the introduction to design principles and tools?

34 responses



7) How useful was the hands-on training with Canva and other design software?

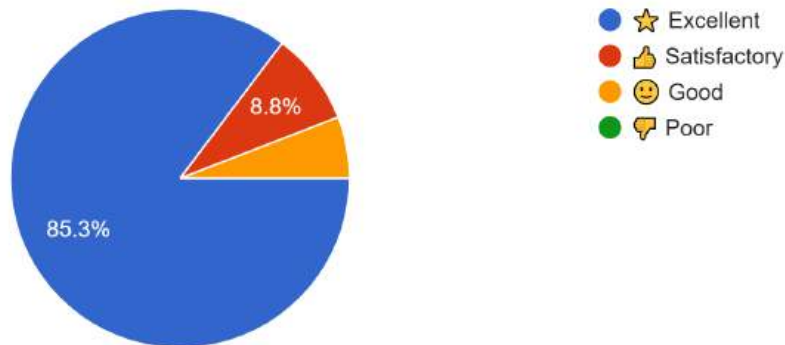
34 responses



FEEDBACK

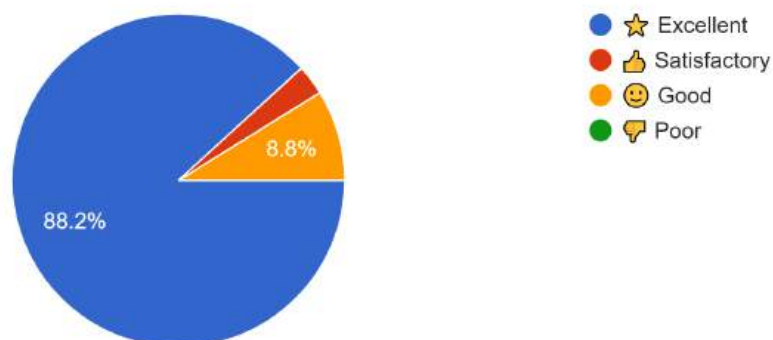
8) Were the practical exercises and live demonstrations effective in enhancing your skills?

34 responses



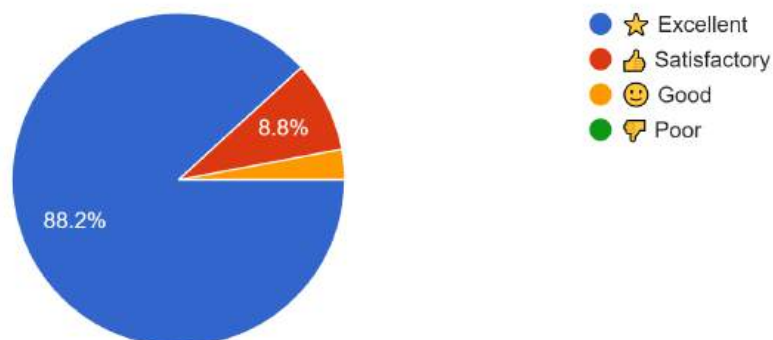
9) Did the workshop provide enough practical applications and real-world examples?

34 responses



10) Were the topics covered at an appropriate level for your understanding?

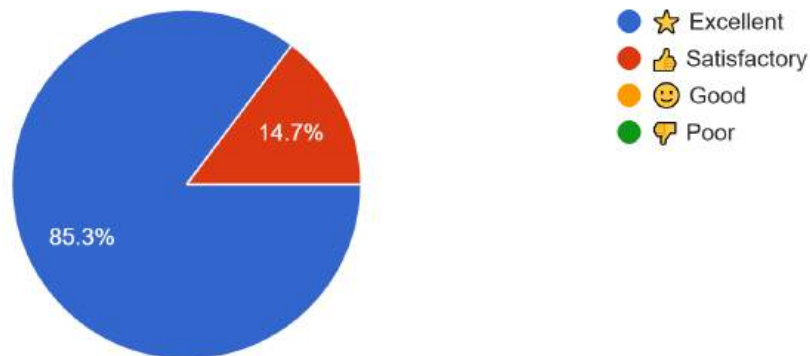
34 responses



FEEDBACK

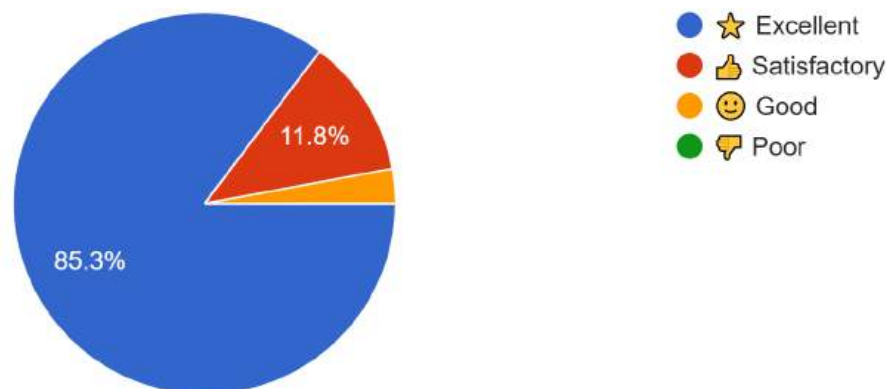
11)How would you rate the trainers' knowledge and expertise?

34 responses



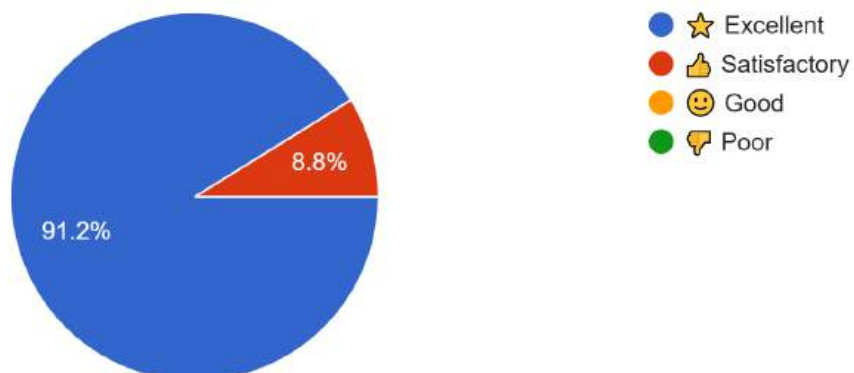
12)Did the trainers explain the concepts clearly and effectively?

34 responses



13)Did you feel encouraged to ask questions and participate?

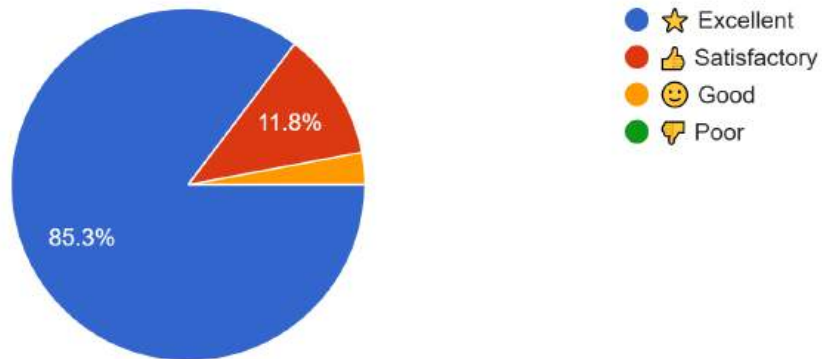
34 responses



FEEDBACK

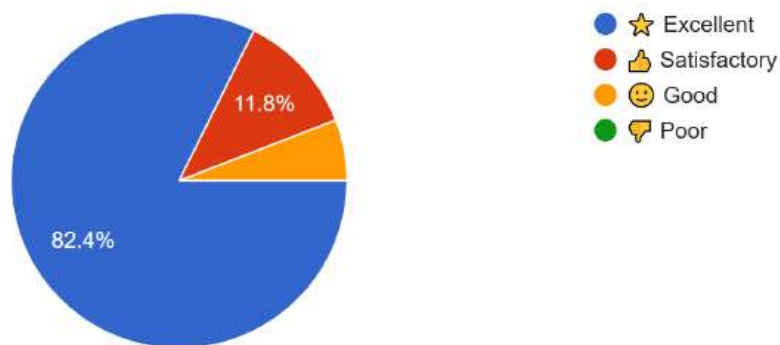
14) Was the pace of the workshop suitable for learning?

34 responses



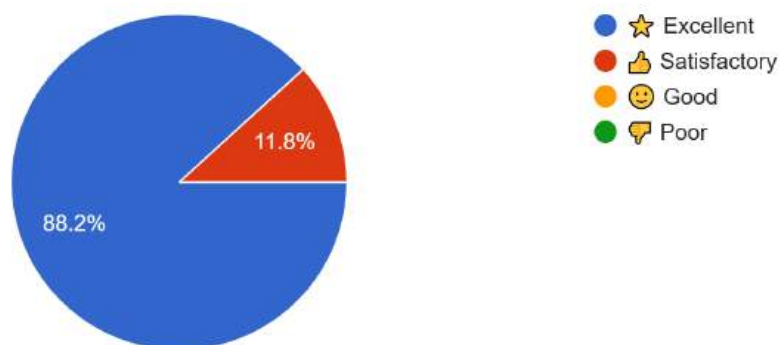
15) How engaging and interactive was the workshop?

34 responses



16) How would you rate the venue and workshop setup?

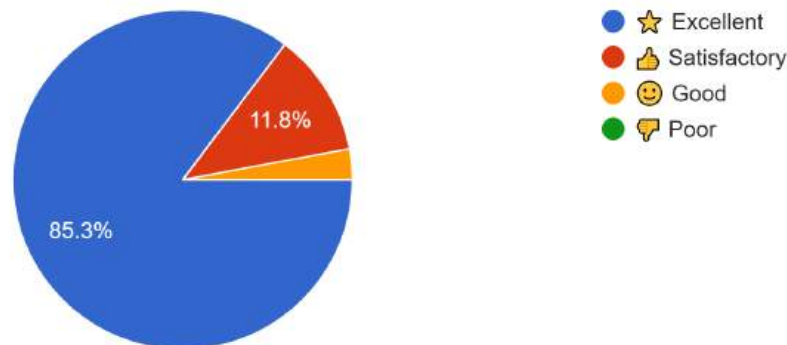
34 responses



FEEDBACK

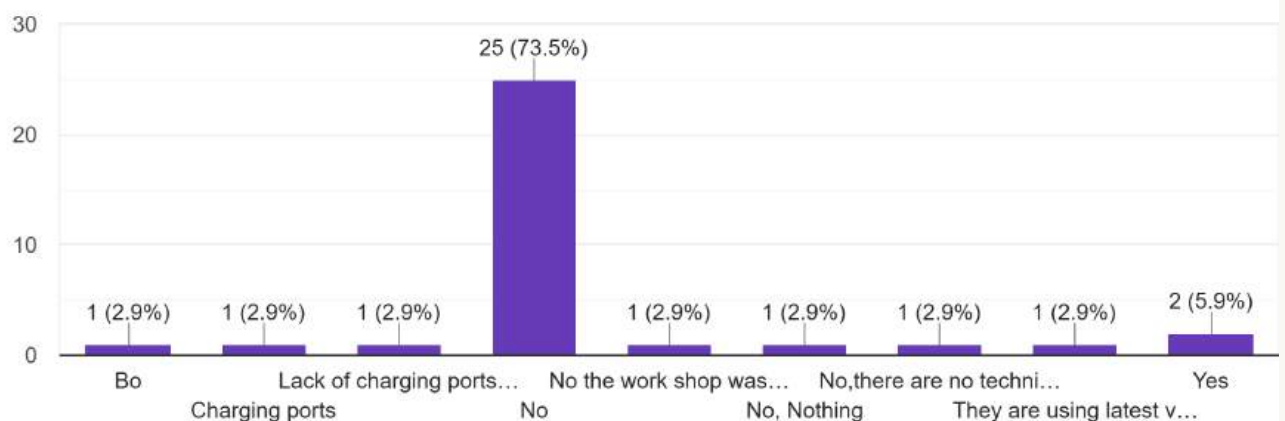
17) Were the provided materials/resources (slides, guides, tools) helpful?

34 responses



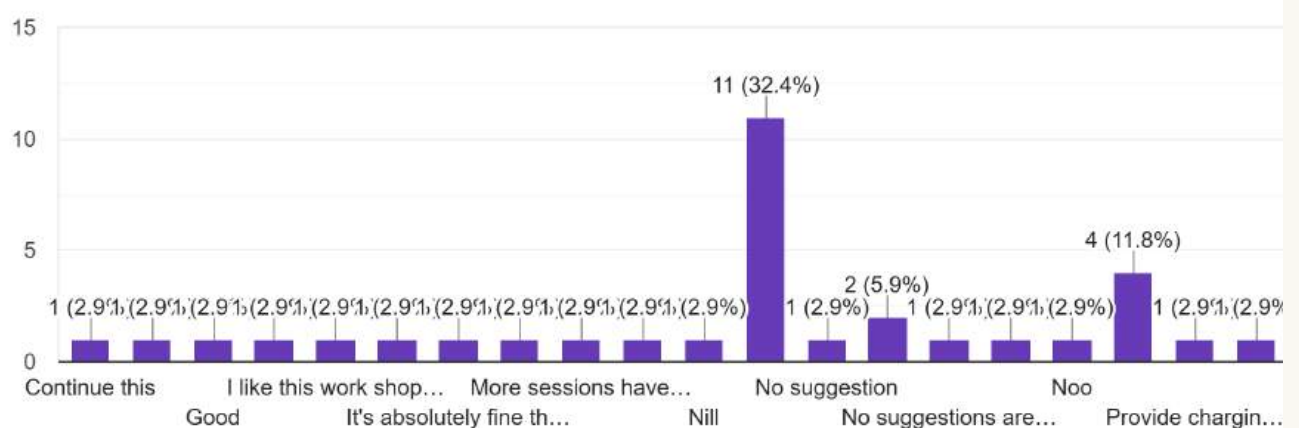
18) Were there any technical issues that affected your learning experience? (Yes/No, with comments)

34 responses



19) Any other suggestions or feedback to improve future workshops? (Open-ended response)

34 responses





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