

INDIAN INSTITUTE OF MANAGEMENT AND COMMERCE
DEGREE & P.G COLLEGE, HYDERABAD
Re-Accredited by NAAC with 'A+' Grade
An ISO 9001:2015 Certified College
Internal Quality Assurance Cell (IQAC)
Seminars & Workshops Committee

Report on Workshop : "Digital Poster and Video Making"

A comprehensive workshop on 12-09-2023 , "Digital Poster and Video Making" was conducted to equip participants(105) with the essential skills to create visually appealing and effective digital content for websites, designs, and digital marketing campaigns. The workshop provided a blend of theoretical knowledge and hands-on practice, empowering participants to apply their learning immediately.

Key Topics Covered

1. Digital Poster Design:

- Principles of effective poster design, including layout, typography, and colour theory
- Utilizing design tools like Canva, Adobe Photoshop, and Illustrator to create visually striking posters
- Optimizing posters for different platforms (web, social media, print)

2. Logo Design:

- Understanding the significance of a strong brand identity
- Creating unique and memorable logos that represent a brand's essence
- Exploring various logo design techniques and styles
- Leveraging design software to bring logo concepts to life

3. Video Production:

- Planning and scripting videos to effectively communicate a message
- Utilizing video editing software (e.g., Adobe Premiere Pro, DaVinci Resolve) to assemble footage
- Adding visual effects, music, and voiceovers to enhance video production
- Optimizing videos for different platforms and target audiences

Hands-on Practice and Assignments

To solidify learning and foster creativity, participants engaged in a series of hands-on exercises and assignments:

- **Poster Design Challenge:** Participants were tasked with creating a digital poster for a specific product or service, applying the principles learned in the workshop.

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- **Logo Design Contest:** Participants designed logos for hypothetical brands, considering factors like target audience, brand values, and industry trends.
- **Video Production Project:** Participants produced short videos on a given topic, demonstrating their skills in video editing, storytelling, and visual communication.

Trainer's Expertise and Delivery

The workshop was facilitated by **S.Jayalakshmi**, 20 years experienced Associate Professor, Dept. of Computer Science, Bhavans Vivekananda College of Science, Sainikpuri, Secunderabad. with a deep understanding of digital design and video production. The trainer's engaging delivery style and practical approach made the learning experience enjoyable and informative.

Participant Feedback

Participants expressed high satisfaction with the workshop, highlighting the following:

- **Clear and concise explanations** of complex concepts
- **Practical, hands-on exercises** that reinforced learning
- **Valuable insights** into industry best practices
- **A supportive and collaborative learning environment**
- **Increased confidence** in creating professional-quality digital content



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A comprehensive workshop on 3-11-2023, "Tally Prime - Advanced Auditing Tools" was jointly organized by the Seminars and Workshops Committee and the Department of Computer Science. The workshop was conducted by Mr. Alok Kumar Singh, an esteemed expert in the field of accounting and auditing software. The primary objective of the workshop was to equip participants with advanced auditing techniques using Tally Prime, enabling them to conduct thorough and efficient audits. 85 students are registered for this workshop.

Key Topics Covered

1. Introduction to Tally Prime:
 - A brief overview of Tally Prime's features and functionalities
 - Understanding the basic accounting principles and concepts
 - Navigating the Tally Prime interface
2. Advanced Auditing Tools in Tally Prime:
 - Audit Trail:
 - Tracing the history of transactions and modifications
 - Identifying unauthorized changes and discrepancies
 - Analysing the audit trail to detect potential fraud or errors
 - Voucher Class:
 - Categorizing vouchers based on specific criteria
 - Filtering and analysing data for targeted audits
 - Identifying unusual patterns and inconsistencies
 - User-Wise Analysis:
 - Tracking user activities and permissions
 - Monitoring access to sensitive data
 - Detecting unauthorized access or misuse of privileges
 - Stock Analysis:
3. Hands-on Practice:
 - Participants were provided with real-world scenarios and case studies
 - Step-by-step guidance on using advanced auditing tools
 - Practical exercises to apply the learned techniques
 - Troubleshooting common issues and challenges

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Workshop Highlights

- **Expert Guidance:** Mr. Alok Kumar Singh's in-depth knowledge and practical experience enriched the learning experience.
- **Interactive Sessions:** The workshop fostered a dynamic learning environment through discussions and Q&A sessions.
- **Practical Application:** Hands-on practice sessions allowed participants to apply their knowledge to real-world situations.
- **Networking Opportunities:** The workshop provided a platform for participants to connect with industry experts and peers.

Participant Feedback

Participants expressed high satisfaction with the workshop, citing the following benefits:

- **Enhanced Auditing Skills:** Participants gained proficiency in using Tally Prime's advanced auditing tools.
- **Improved Efficiency:** The workshop provided techniques to streamline auditing processes.
- **Enhanced Accuracy:** Participants learned to identify and rectify errors and inconsistencies.
- **Increased Confidence:** The hands-on practice sessions boosted participants' confidence in using Tally Prime.

