

Event start and end date: 16-10-2018 and 17-10-2018

Event time: 9.00 AM to 4.30 PM

Name of the department: Bachelor of Visual Arts

Event venue: BVA dept., Degree block, Alva's College

Title of the event: Logo design and Branding

Objective of the event: To make everyone understand that the Design is not about the elegance or style It is about the language which communicates the purpose.

Resource person: Mr. Shivaram Kotari, BFA from College of Fine Art, Davanagere, Karnatak. Currently working as Manager in creative service at CISCO, Bengaluru. Also contributed for different organisations in branding and marketing.

Event details: The workshop was conducted on 16th and 17th of October, 2018. The event started with a formal inaugural function, followed by the workshop. The resource person briefed the students about the basics of logo designing and then proceeded towards how to create them. Then the students were made to create logo on a particular topic which was later examined and evaluated by him. Next day, the students were given a quick recap of the previous day's work and proceeded towards branding. At the end he showed some of his works which inspired all of the students.

Participants' details: BVA students

Conclusion: The event was a success. Students realized some job opportunities, courses, higher studies available after completion of B.V.A. He gave a brief note on logo designing and branding.

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