

Report on Logo Designing Workshop with Marketing & Branding Tactics

The Digitizer Club of Christ College, Rajkot, successfully organized a workshop on Logo Designing with Marketing & Branding Tactics on 25th September 2024, from 12:15 PM to 1:30 PM in the conference hall (Room No. 112). The workshop was coordinated by Dr. Jeba Praba J., Associate Professor, Department of Computer Applications, Christ College, Rajkot.

The event began with the formal greeting of the expert, Mr. Mitesh Vaja, Graphic Designer at Tops Technologies, Rajkot, who was welcomed with a sapling by Rev. Fr. Dr. Stanley Joseph. The resource person, Mr. Mitesh Vaja, led the session with an insightful introduction to logo designing techniques, branding essentials, and marketing strategies crucial for creating a brand identity.

During the workshop, Mr. Vaja elaborated on the key elements of logo design and how various logo styles are categorized based on their design concepts. He provided valuable insights into how students, particularly those with an interest in design, can develop their skills and explore career opportunities in the IT industry through graphic design. His clear explanation of the creative and strategic aspects of logo design helped students understand the thought processes behind successful branding.

The session concluded with a vote of thanks delivered by Hiral Tolia, President of the Digitizer Club, followed by a group photo with the expert, which added a cheerful and memorable end to the event.

Overall, the workshop was highly informative and engaging, equipping students with practical knowledge on logo design and branding strategies, and inspiring them to explore graphic design as a potential career path.

