

## Event Report

**Organized by:** Ecell, Jadavpur University

**Title of the Event:** Intro to Design by Ecell, Jadavpur University

**Event Date:** 12th June, 2024(Online Session)

**Event Time:** 7:30-8:30pm

**Student Coordinators in Charge:**

1. Anurag Dey (BPrnE 2026)
2. Aindree Chatterjee (BETCE 2027)
3. Yash Raj Singh (BConE 2027)

**Brief Introduction of the Event:** The Intro to Design session was an educational event hosted online by Ecell, Jadavpur University. The session focused on introducing fundamental design concepts such as typography, color theory, hierarchy, layout, and composition. The session was aimed at students interested in design and aimed to provide them with foundational skills to create impactful designs.

**Event Highlights:** The session was structured into four main parts:

### Typography:

Typography was the first concept introduced in the session, focusing on the pivotal role text plays in design. Typography is more than just selecting fonts; it is a crucial element that affects how the content is perceived and engaged with by the audience. Participants learned that the style, arrangement, and structure of text can significantly influence the visual appeal of a design and how the message is communicated. For example, the difference between serif and sans-serif fonts can set the tone for a design—serif fonts often convey a more traditional, authoritative feel, while sans-serif fonts are perceived as modern and minimalist.

The session covered a wide range of font categories, including serif, sans-serif, and decorative fonts, explaining how each category serves different purposes in design. Serif fonts, with their small lines attached to the end of strokes in letters, are typically used in formal or printed materials, such as newspapers and books, where readability is paramount. On the other hand, sans-serif fonts, which lack these embellishments, are popular in digital and screen-based designs due to their clean and modern appearance.

Participants were encouraged to explore different font pairings, emphasizing how combining fonts can add depth and interest to a design. For example, using a bold, attention-grabbing font for titles and a more subdued, readable font for body text can help create a hierarchy in the design. Readability was another key focus, as poorly

chosen fonts or incorrect spacing can make text difficult to read, detracting from the overall effectiveness of the design. The session emphasized that typography is not just about aesthetics; it's a critical tool for creating clarity and ensuring that the audience can easily absorb the content. Techniques like adjusting letter spacing (kerning), line height (leading), and text alignment were discussed as ways to enhance the legibility and impact of typography in design.

### **Colors:**

Color theory was presented as another cornerstone of visual design, underscoring the powerful role colors play in conveying emotions, guiding the viewer's eye, and enhancing brand identity. The session began by introducing the basic concepts of color theory, such as primary and secondary colors, hue, shade, and tint. Participants were taught that primary colors—red, blue, and yellow—are the building blocks of all other colors, and secondary colors—green, orange, and purple—are created by mixing two primary colors.

Beyond the basics, the session delved into the emotional and psychological impact of colors. For instance, warm colors like red, orange, and yellow can evoke feelings of energy, passion, and warmth, making them ideal for designs intended to elicit strong emotions. Conversely, cool colors like blue, green, and purple are often associated with calmness, trust, and professionalism, making them popular choices in corporate or tech-related designs. Participants learned that understanding the psychological effects of colors is crucial when designing for branding and marketing, as the right color palette can influence consumer perception and behavior.

The session also introduced various color schemes, such as analogous, complementary, and triadic, and how they can be effectively applied in design. Analogous color schemes, which use colors that are next to each other on the color wheel (e.g., blue, teal, and green), create harmonious and cohesive designs. Complementary color schemes, which pair colors opposite each other on the color wheel (e.g., blue and orange), create high contrast and dynamic visuals that grab attention. Triadic color schemes, which use three evenly spaced colors on the color wheel (e.g., red, yellow, and blue), offer a balanced yet vibrant color combination.

### **Hierarchy:**

Hierarchy in design was explored as a fundamental method of organizing information to guide viewers' attention to the most important elements first. The session emphasized that visual hierarchy is crucial for effective communication, as it determines the order in which viewers process information. Through case studies, participants saw how brands and designers use hierarchy to direct focus, whether on a call-to-action button, a headline, or an image.

The session discussed several techniques to establish a clear visual hierarchy, including varying font sizes, using contrasting colors, and strategic placement of elements. For example, making the headline the largest and boldest element on a page naturally draws attention to it first. Similarly, using a different color for a call-to-action button can make it stand out from the rest of the design, guiding users toward a desired action.

Participants were encouraged to think about how hierarchy affects user experience. A well-structured design with clear hierarchy ensures that viewers can quickly understand the content and know where to focus their attention. Conversely, poor hierarchy can lead to confusion, with viewers not knowing what is most important or where to look first. Examples were provided to show how properly implementing hierarchy can make a design more engaging and easier to navigate, while disorganized designs can overwhelm or frustrate the audience.

### **Layout & Composition:**

The final part of the session focused on layout and composition, which form the structural foundation of any design. Participants were introduced to the five basic principles of design: proximity, white space, alignment, contrast, and repetition. Each principle was explained in detail, with examples demonstrating how they contribute to the overall effectiveness of a design.

- **Proximity:** Proximity refers to the relationship between elements based on their spatial closeness. Participants learned that elements that are visually grouped together are perceived as related, while those that are spaced farther apart are seen as separate. For example, placing a headline close to an image makes it clear that they are related, while spacing them too far apart can confuse the viewer. Proximity is a powerful tool for organizing content and creating a more cohesive design.
- **White Space:** White space, or negative space, was highlighted as a critical element in design that gives breathing room to the content. Participants were shown examples of cluttered designs where too many elements compete for attention, making the design overwhelming. The session emphasized that white space is not "empty" space but a deliberate design choice that helps to highlight important elements, improve readability, and create a sense of elegance and simplicity in the design.
- **Alignment:** Proper alignment was shown to create a clean, professional appearance in design. Participants were introduced to different alignment techniques, such as left, right, center, and justified alignment, and how these can be used to organize text and images. The session stressed that consistent alignment across a design creates visual harmony and helps guide the viewer's eye through the content in a logical and structured way.
- **Contrast:** Contrast was discussed as a key principle for creating emphasis and improving readability in design. Participants were shown how contrast can be achieved through color, size, shape, or texture, and how it can be used to draw attention to key elements in a design. For example, placing light text on a dark background or using a

bold font for a headline against a minimalist backdrop creates a striking contrast that enhances the design's impact.

- **Repetition:** The principle of repetition was explained as a way to create consistency and unity in design. Participants learned that repeating certain elements, such as fonts, colors, or shapes, across a design helps to tie different parts of the design together, making it feel cohesive and well-organized. Repetition is particularly important in multi-page documents or websites, where a consistent design helps users feel familiar with the layout and navigate more easily.

Initially, case studies and examples were presented to provide participants with a clear understanding of the concepts discussed during the session. These real-world examples demonstrated how design principles like typography, color theory, hierarchy, and layout are not only aesthetic tools but are integral to branding and marketing success. Participants were shown how companies use these principles to create a visual identity that resonates with their target audience. For instance, examples highlighted how brands like Apple and Coca-Cola use consistent design elements to build strong recognition and convey their brand values.

The session included Q&A interactions after each section, allowing participants to ask specific questions about the application of design principles in real-world branding scenarios. These discussions delved into how design choices impact customer perception, trust, and engagement with a brand. The facilitators emphasized that good design is not just about making things look attractive; it is a strategic tool that can influence consumer behavior and drive marketing efforts. Well-executed design can evoke emotions, communicate a brand's story, and create a memorable experience that sets a brand apart from its competitors.

Participants were also provided with **valuable resources** to further explore and apply the design concepts discussed. These resources included websites for finding icons (e.g., [flaticon.com](https://flaticon.com) and [icons8.com](https://icons8.com)), illustrations (e.g., [undraw.co](https://undraw.co) and [storyset.com](https://storyset.com)), and photos (e.g., [unsplash.com](https://unsplash.com) and [pexels.com](https://pexels.com)). The session emphasized how leveraging these resources can help participants create polished and professional-looking designs, even if they are just starting out.

Moreover, these resources were linked to the broader theme of **marketing and branding**. It was highlighted that a well-designed brand uses consistent visual elements across all platforms, from websites to social media and printed materials. The facilitators explained that these consistent design elements help build brand recognition and trust, which are crucial in today's competitive market. Effective use of design in branding can influence how consumers perceive a company, its products, and its values, ultimately playing a critical role in the success of marketing strategies.

Through the session, participants gained an appreciation for the importance of design in branding and learned how to apply these principles to create impactful and marketable designs.

The necessity of sessions like "Intro to Design" extends beyond just teaching design principles—they are crucial for Ecell coordinators who are simultaneously learning about finance, entrepreneurship, and marketing. As future entrepreneurs, these coordinators need to understand that design is not just an artistic endeavor but a powerful business tool that impacts branding, customer perception, and overall market success. In today's digital age, where first impressions are often visual, having a grasp of design can be the difference between a successful venture and one that struggles to connect with its audience. By learning about typography, color theory, and composition, coordinators can better communicate their ideas and create visually compelling business presentations, marketing materials, and user interfaces. This knowledge is essential for crafting brand identities that resonate with consumers and for developing marketing strategies that effectively convey a company's value proposition. These sessions equip Ecell coordinators with the skills to blend design thinking with entrepreneurship, ensuring they are well-rounded in their approach to building and promoting their future ventures.

**Event Attendance:**

Full Name	University
AD [JU]	Jadavpur University
Aditya Anand	Jadavpur University
Agrik Majumdar	Jadavpur University
Aindree Chatterjee	Jadavpur University
Alankrita Paul	Jadavpur University
Anirban Nandi	Jadavpur University

Anitketan Suin	Jadavpur University
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Anubrata Karmakar	Jadavpur University
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Anurag Dey	Jadavpur University
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Anurup Mondal	Jadavpur University
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Arijit Debnath	Jadavpur University
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Ayudh Banerjee	Jadavpur University
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Chandrima Ghosh	Jadavpur University
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Debamita Banerjee	Jadavpur University
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Irfan Ali	Jadavpur University
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Jotiraditya Banerjee	Jadavpur University
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Nikhil Sah	Jadavpur University
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Nilangshu Bhattacharyya	Jadavpur University
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Om Karmakar	Jadavpur University
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Piyush Gupta	Jadavpur University
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Pradipta Mondal	Jadavpur University
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Prama Ray	Jadavpur University
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Rahul Pandey	Jadavpur University
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Rupal Kumari	Jadavpur University
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Shubham Sarkar	Jadavpur University
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Sohini Hazra	Jadavpur University
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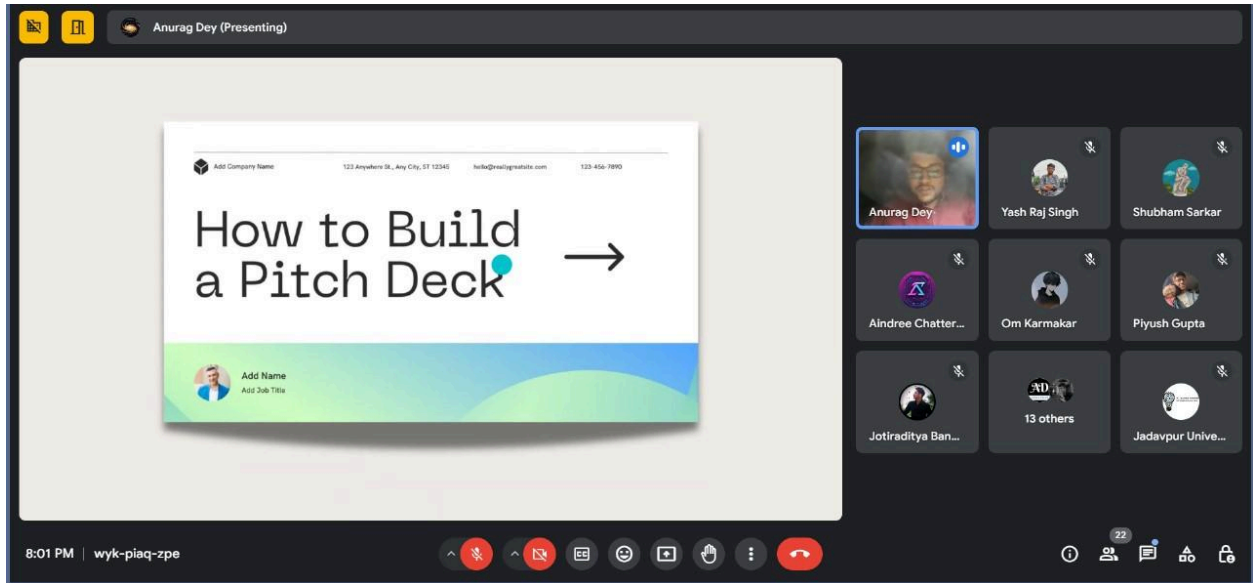
Subhro Roy	Jadavpur University
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Swapnaneel Ray	Jadavpur University
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Taufique Ali	Jadavpur University
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Yash Raj Singh	Jadavpur University
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**Event Images:**









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# Intro TO Design.



Why should you learn the basics of design?



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**Date:**  
14th June, 2024

**Time:**  
7:30 PM

**Venue:**  
Online Mode



In call



Piyush Gupta (You)

Visitor



Jadavpur University E-Cell

Meeting host



AD [JU]

Visitor



Aditya Anand

Visitor



Agrik Majumdar

Visitor



Aindree Chatterjee

Visitor



Alankrita Paul

Visitor





Anitketan Suin

Visitor




Anubrata Karmakar

Visitor



You



Yash Ra+20



Anurag Dey (Presentation)

Visitor



Arijit Debnath

Visitor



Ayudh Banerjee

Visitor



Jotiraditya Banerjee

Visitor



Om Karmakar

Visitor



Prama Ray

Visitor



Rahul Pandey

Visitor



Shubham Sarkar

Visitor



Sohini Hazra

Visitor




Subhro Roy

Visitor









Taufique Ali

 Visitor


 **Anurag Dey**  
Visitor  


 **Arijit Debnath**  
Visitor  




 **Ayudh Banerjee**  
Visitor  


 **Jotiraditya Banerjee**  
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 **Om Karmakar**  
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 **Toufique Ali**