



Bunts Sangha's
S.M Shetty College of Science, Commerce & Management Studies, Powai, Mumbai
Affiliated to University of Mumbai
NAAC Accredited 'A' Grade
IMC RBNQ Certificate of Merit 2019
ISO 9001 : 2018 Certified



THE DEPARTMENT OF MASS MEDIA & COMMUNICATION SKILLS
'THE STUDIO'
Bunts Sangha's

S.M. Shetty College of Science, Commerce and Management Studies, Powai.

Approval

Department: Mass Media & Communication Skills

Program: Path wise on Advertising and Film Making

Need: This workshop provides students with best insights on how the advertising and film making industry works

Date: 25th March 2023

Time: 10:00 pm

Venue: 817, 8th floor

Proposed by: Prof. Neena Sharma

Verified by: Prof Kalpana Rai Menon

Prof. Kalpana Rai Menon
(Head of Department)

Dr. Sridhara Shetty
(Principal)



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The Department of Mass Media and Communication Skills of Bunts Sangha's S. M. Shetty College of Science, Commerce, and Management Studies is back again with another

✨ PATHWISE ✨

This session will provide insights on Careers in Graphic Design 📱 🖨️

Pathwise is a unique opportunity for you to gain valuable insight into various career options to learn about the industry.

Our Session will be featuring our esteemed Guest Speaker Mr. Akash Poojary

✨He's an alumnus with a wealth of knowledge to share. ✨

So Please join us and get your doubts cleared!

Date 📅 : 25th March 2023

Time 🕒 : 12:00 pm

Venue 📍 : AV ROOM



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Date: 25th March , 2023

Time: 10:00 PM

Venue: 8th Floor 817

Teachers Present

Prof. Kalpana Rai Menon

Members Present:

Farhan Khan

Dolcee Shah

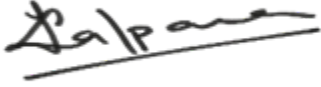
Mandeera Ramgir

Vijyalaxmi Poojary

Points Discussed

- Honorarium for the resource person.
- Technical team needed
- On the spot activity to be conducted

- Thank You letter for the resource person
- Colour coordinated outfits for the team.

A handwritten signature in blue ink, appearing to read 'Kalpana', with a horizontal line underneath.

Prof. Kalpana Rai Menon
(Head of Department)

A handwritten signature in blue ink, appearing to read 'Sridhara Shetty', with a horizontal line underneath.

Dr. Sridhara Shetty
(Principal)



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Incharge

Teachers

Prof. Kalpana Rai Menon
Prof. Neena Sharma

Overall Incharge

Farhan Khan
Anam Choudhary

Studio Team

Vaishnavi Moolya
Harman Kaur Badwal
Vijayalaxmi Poojary
Pratham Gore
Kumkum Gaikwad
Saisarnyya Menon
Dolcee Shah
Mandeera Ramgiri



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The final Pathwise session of the academic year was held on March 25, 2023. Akash Poojary, a college alumnus who is now a marketing executive, served as the session's resource person. Graphic design was the topic of the session.

The session was aimed at enhancing the students' skills and knowledge in graphic design principles and techniques. The session focused on the fundamentals of graphic design, including color theory, typography, layout design, and visual hierarchy.

Mr. Poojary's presentation covered a wide range of topics related to graphic design such as layout, and composition. He also discussed the importance of understanding the target audience, client briefs, and concept development in the design process. The session was interactive, with Mr. Poojary engaging the students in discussions, encouraging questions, and sharing practical tips and tricks.

The session lasted for 2 hours and ended with a QnA session.



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Action taken report

The entire response has been really favorable, and the students enjoyed the session because it was extremely beneficial to each one of them. More such sessions will be kept in the coming future.