INSTITUTE OF ADVANCED STUDY IN EDUCATION (AUTONOMOUS)

SAIDAPET, CHENNAI-600015.

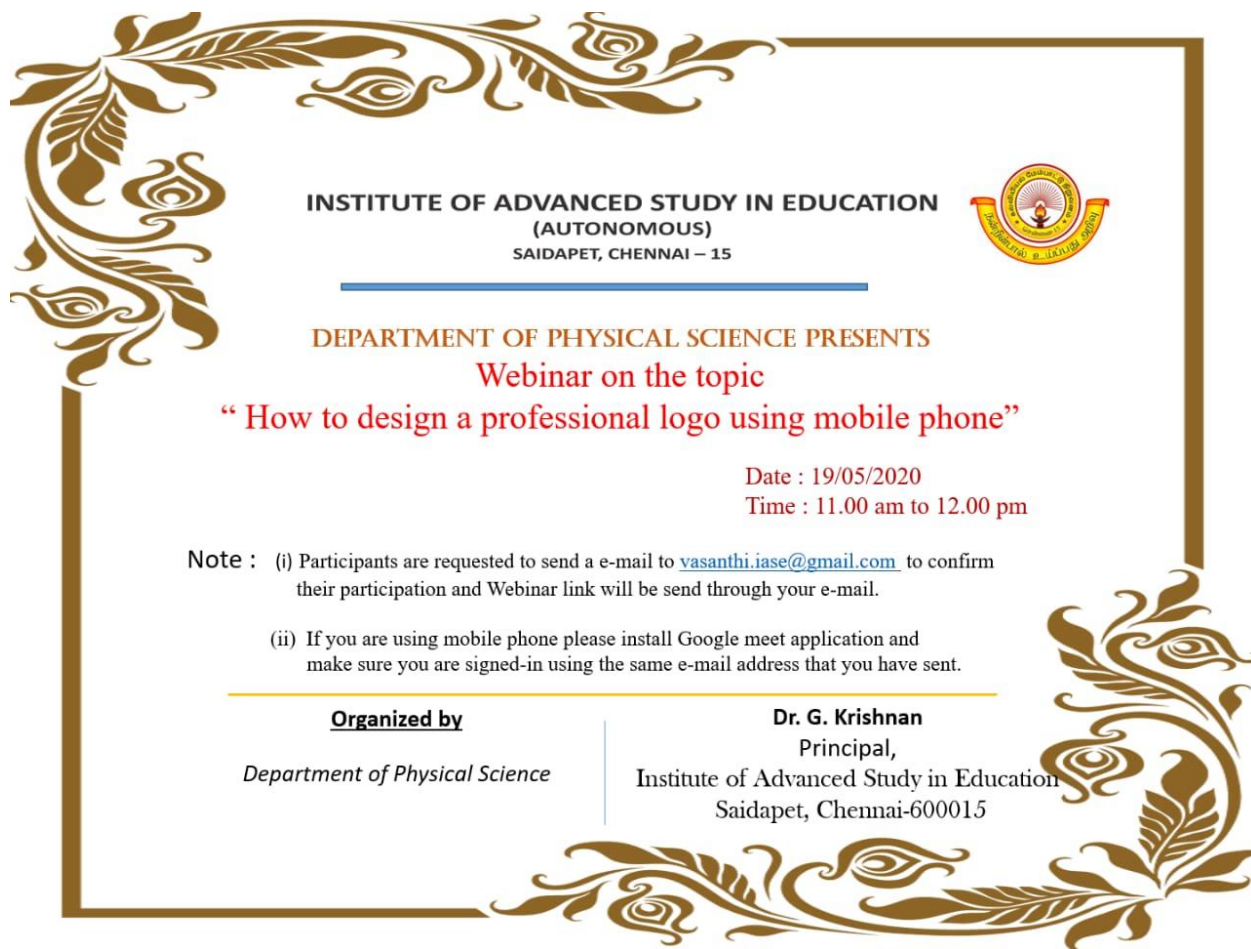No: 577, Anna Salai, Saidapet, Chennai-600015.

(Accredited by NAAC with B Grade)

The following activity was carried out by IASE (A), from Jan 2020 to May 2020.

Activity/ Event: How to design a professional logo using mobile phone.

Resource person: Mr. M. K. Udayakumar, B.Ed second year, Department of Physical science.

Date: 19-05-2020.

INSTITUTE OF ADVANCED STUDY IN EDUCATION
(AUTONOMOUS)
SAIDAPET, CHENNAI – 15

DEPARTMENT OF PHYSICAL SCIENCE PRESENTS
Webinar on the topic
" How to design a professional logo using mobile phone"

Date : 19/05/2020
Time : 11.00 am to 12.00 pm

Note : (i) Participants are requested to send a e-mail to vasanthi.iase@gmail.com to confirm
their participation and Webinar link will be send through your e-mail.

(ii) If you are using mobile phone please install Google meet application and
make sure you are signed-in using the same e-mail address that you have sent.

Organized by

Department of Physical Science

Dr. G. Krishnan
Principal,
Institute of Advanced Study in Education
Saidapet, Chennai-600015

Content :

i) What is a logo?

A logo is a symbol made up of text and images that identifies a business. A good logo shows what a company does and what the brand values. A logo builds brand recognition and a logo identifies key information about your business.

Logopit Plus and Pixel lab (android Applications)

Several applications are there in android to design logo, here Logopit plus app is used to design logo in a simple and easier way. The interface is user friendly and lot of sample logo designs and pics were given inbuilt. Not only a logo, various posters and other designs also can be created using this application.

In the demonstration, logo for science festival using Logopit plus and also personal logo using Pixel lab applications were designed in front of the audience.

A one hour webinar was organized by the Department of Physical science, IASE - Saidapet on "How to create a logo" through Google meet and the programme was hosted by Dr. A. Vasanthi, Head of the Department on behalf of the Institute of advanced study in education - Saidapet, Chennai on 19.05.2020.

The Webinar was inaugurated at 11 AM by Dr. Krishnan, Principal (Institute of advanced study in education – Saidapet) with an magnificent speech. Then the session was handovers to the key presenter of the programme Mr. M.K. Udaya Kumar (IASE). He provided a splendid insight on the topic "how to design professional logo using mobile phone?" with a live demo session.

Following the presentation, there was a wonderful interactive session where the participants interacted with the speaker clarifying their doubts and asking interesting questions.

The successful programme ended around 12.15 PM with Vote of Thanks by Dr. Vasanthi, Head of the Department, Physical science. The Webinar was very informative and provided the participants with enormous knowledge on how to create their own logo. They loved the event as a whole.