

BUNTS SANGHA'S

**S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT
STUDIES(Autonomous)**

PERMANENTLY AFFILIATED TO UNIVERSITY OF MUMBAI
IMC RBNQ Certificate of Merit
NAAC RE-ACCREDITED WITH A+ GRADE, 2nd CYCLE.
ISO 21001: 2018 Certified

Student Enrichment Activity Approval Form

Department: Department of Accountancy & Finance

Program: Creative Focus - Photography & Branding in Advertising

Objectives: To understand about Photography & Branding in Advertising

Need: By conducting this HRM recruitment process activity, SYBCOM students will gain valuable practical experience, enhancing their academic learning and preparing them for successful careers in business and HR management.

Content:. HRM : Recruitment & Selection Process

Resource Person: NA

Date: 22nd August, 2024

Timing: 9.30 am to 10:30 am

Venue: SYBCOM-607

Cost/Budget: NA

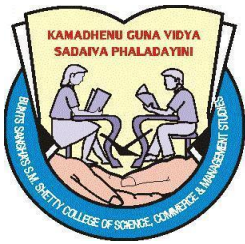
Proposed by: Department of Accountancy & Finance

VERIFIED BY:

Dr Vijay Vishwakarma
Convenor

CS Sandesha Shetty
Vice-Principal &
B.COM Coordinator

Dr Sridhara Shetty
Principal



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DEPARTMENT OF ACCOUNTANCY & FINANCE

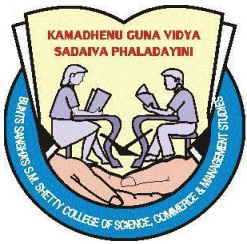
Welcomes you to

**CREATIVE FOCUS:
PHOTOGRAPHY AND BRANDING
IN ADVERTISING**

Date :- 22nd August, 2024

VENUE:- Room No. 607





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Report on Session: Creative Focus - Photography & Branding in Advertising

Date: 22nd August 2024

Venue: SYBCOM Classroom No: 607

Time: 9:30am-10:30am

Speaker: Mr. Rahul Donakonda, Professional Photographer & Cinematographer

Overview:

On 22nd August 2024, a session titled "Creative Focus: Photography & Branding in Advertising" was conducted for the SYBCOM students by Mr. Rahul Donakonda, an esteemed professional photographer and cinematographer. The event aimed to enhance students' understanding of the critical role that photography and branding play in the field of advertising.

Session Highlights:

1. Introduction to Photography in Advertising:

- Mr. Donakonda began the session by discussing the importance of photography as a powerful tool in advertising. He emphasized how visually compelling images can capture the essence of a brand and resonate with the target audience.

2. Branding Strategies:

- The session delved into the significance of branding in today's competitive market. Mr. Donakonda explained the core elements of effective branding and how photography can be used to reinforce a brand's identity and values.

3. Techniques in Advertising Photography:

- Practical techniques were shared on how to shoot impactful advertising photographs. Mr. Donakonda covered aspects such as composition, lighting, color schemes, and the use of props to create visually appealing images that align with the brand's message.

4. Case Studies:

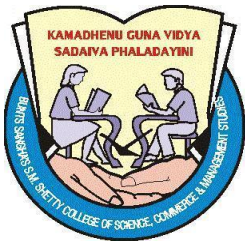
- The speaker presented several case studies of successful advertising campaigns where photography played a pivotal role. These examples helped students understand the real-world application of the concepts discussed.

5. Interactive Q&A Session:

- Towards the end of the session, students were encouraged to ask questions and seek advice on their photography and branding projects. Mr. Donakonda provided insightful answers and tips, making the session highly interactive and engaging.

6. Practical Demonstration:

- A live demonstration of a photoshoot was conducted, where students could observe the process of creating a brand-focused image. This hands-on experience gave them a practical understanding of the techniques discussed.



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Conclusion:

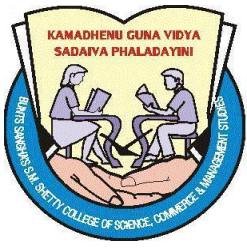
The session was highly informative and beneficial for the SYBCOM students, providing them with valuable insights into the integration of photography and branding in advertising. Mr. Rahul Donakonda's expertise and practical approach made the learning experience enriching and memorable.

The students expressed their gratitude for the opportunity to learn from a seasoned professional and showed great enthusiasm in applying these concepts to their academic projects and future careers in advertising. The event was a success, contributing significantly to the students' creative and professional development.

Dr Vijay Vishwakarma
Convenor

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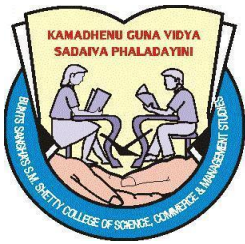
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Photos





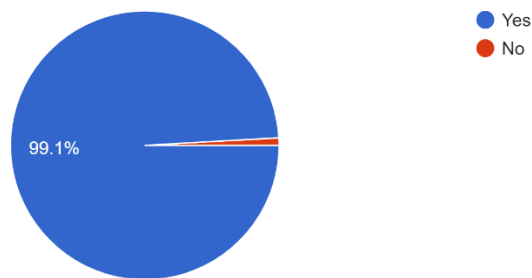
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Feedback

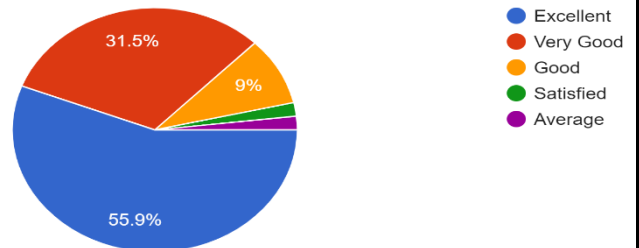
Was the session helpful in gaining knowledge about careers in advertising ?

111 responses



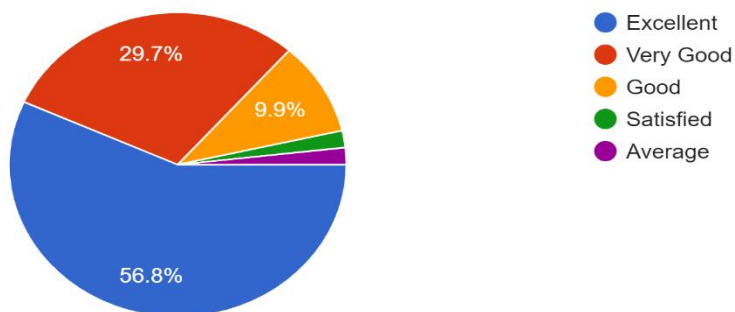
How will you rate the resource person's interaction skills ?

111 responses



How would you rate the overall quality of this session?

111 responses





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Action Taken Report:

Student Feedback:

- The feedback received from students was overwhelmingly positive. Many students appreciated the practical insights and the opportunity to interact with an industry expert.
- Students expressed interest in similar future sessions, indicating the value they found in this learning experience.

Speaker Feedback:

- Mr. Donakonda provided feedback on the students' enthusiasm and eagerness to learn. He commended the students for their participation and expressed willingness to collaborate on future sessions.

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