SUMMER INTERNSHIP REPORT

Project report submitted

In partial fulfillment of the requirement for the degree of

Bachelor of F i n e A r t s
In

Applied Arts

By

Aditi Routela

2306490006

Under the guidance of

KNOWLEDGE CENTER



School of Architecture and design

K. R. Mangalam University, Gurugram - 122003

AUGUST-2025
DECLARATION

We declare that this written submission represents our ideas in our own words and where other's ideas or words have been included, we have adequately cited and referenced the original sources. We also declare that we have adhered to all the principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in our submission. We understand that any violation of the above will because for disciplinary action by the Institute and canal so evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed. We further declare that if any violation of the intellectual property right or copyright, my supervisor and university should not be held responsible for the same.

Aditi Routela
2306490006

Place: K.R. Mangalam University

Date: 15nd AUGUST 2024

ACKNOWLEDGEMENT

"Enthusiasm is the feet of all progress, with it there is accomplishment and Without it there are only slits alibis."

Acknowledgment is not a ritual but is certainly an important thing for the successful completion of the project. At the time when we were made to know about the project, it was really tough to proceed further as we were to develop the same on a platform, which was new to us. More so, some parts seemed tricky that it seemed to be impossible for us to complete the work within the given duration.

We really feel indebted in acknowledging the organizational support and encouragement received from the university.

The task of developing this system would not have been possible without the constant help of our faculty members and friends. We take this opportunity to express our profound sense of gratitude and respect to those who helped us throughout the duration of this project.

We express our gratitude to our supervisors Mr. Sudhirfor giving their valuable time and guidance to us.

Place: - K.R. Mangalam University
Date: -25nd July 2024

Aditi Routela

ABSTRACT

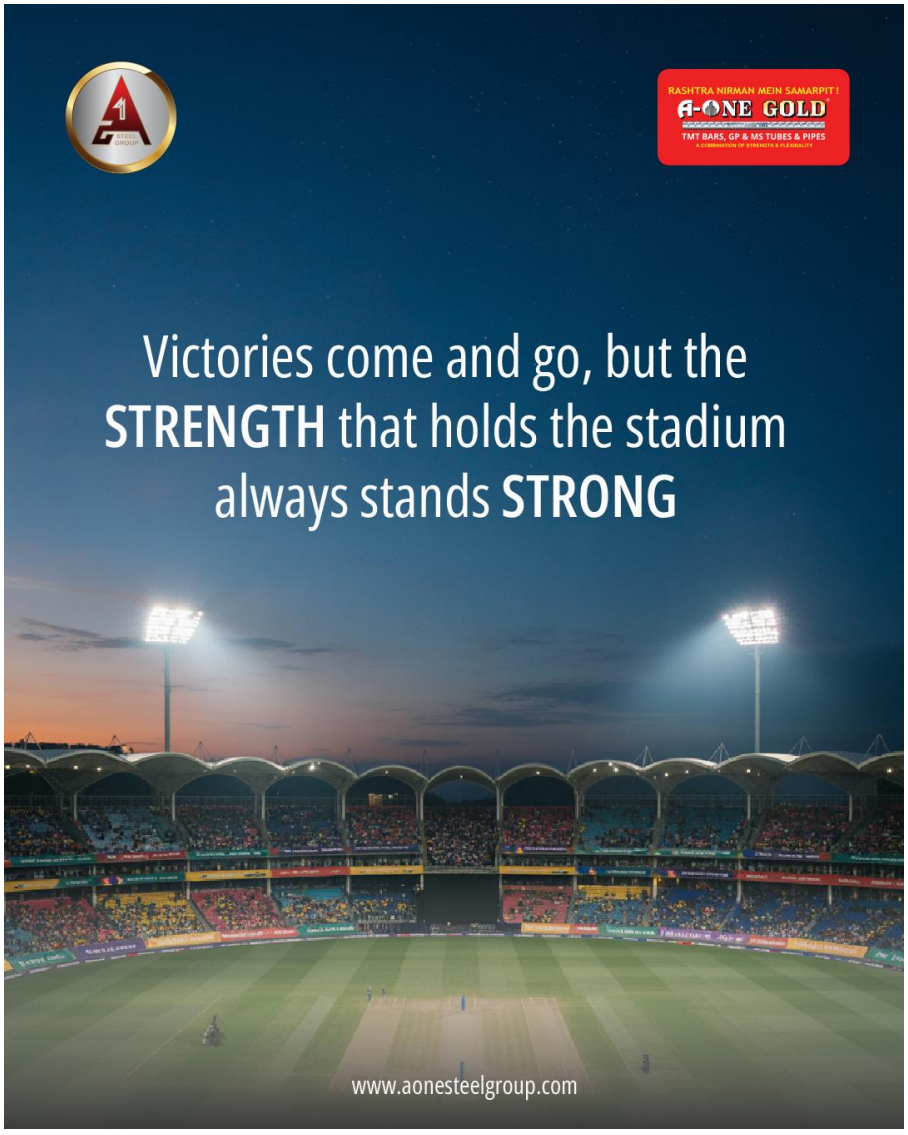
This report presents an overview of my internship experience as a Graphic Designer, where I was primarily responsible for developing and designing social media creatives. During the internship, I worked on creative content for **A-One Gold Steels**, focusing on enhancing brand presence and engagement through visually appealing and market-relevant designs. Additionally, I contributed to the **Knowledge Center**, designing graphics aimed at simplifying and presenting information in a clear, impactful manner. The internship enabled me to apply theoretical knowledge of design principles to real-world projects, while also improving my skills in visual communication, digital branding, and professional work-flow. This experience not only strengthened my technical proficiency in graphic design tools but also provided insights into brand communication strategies and the role of creativity in marketing.

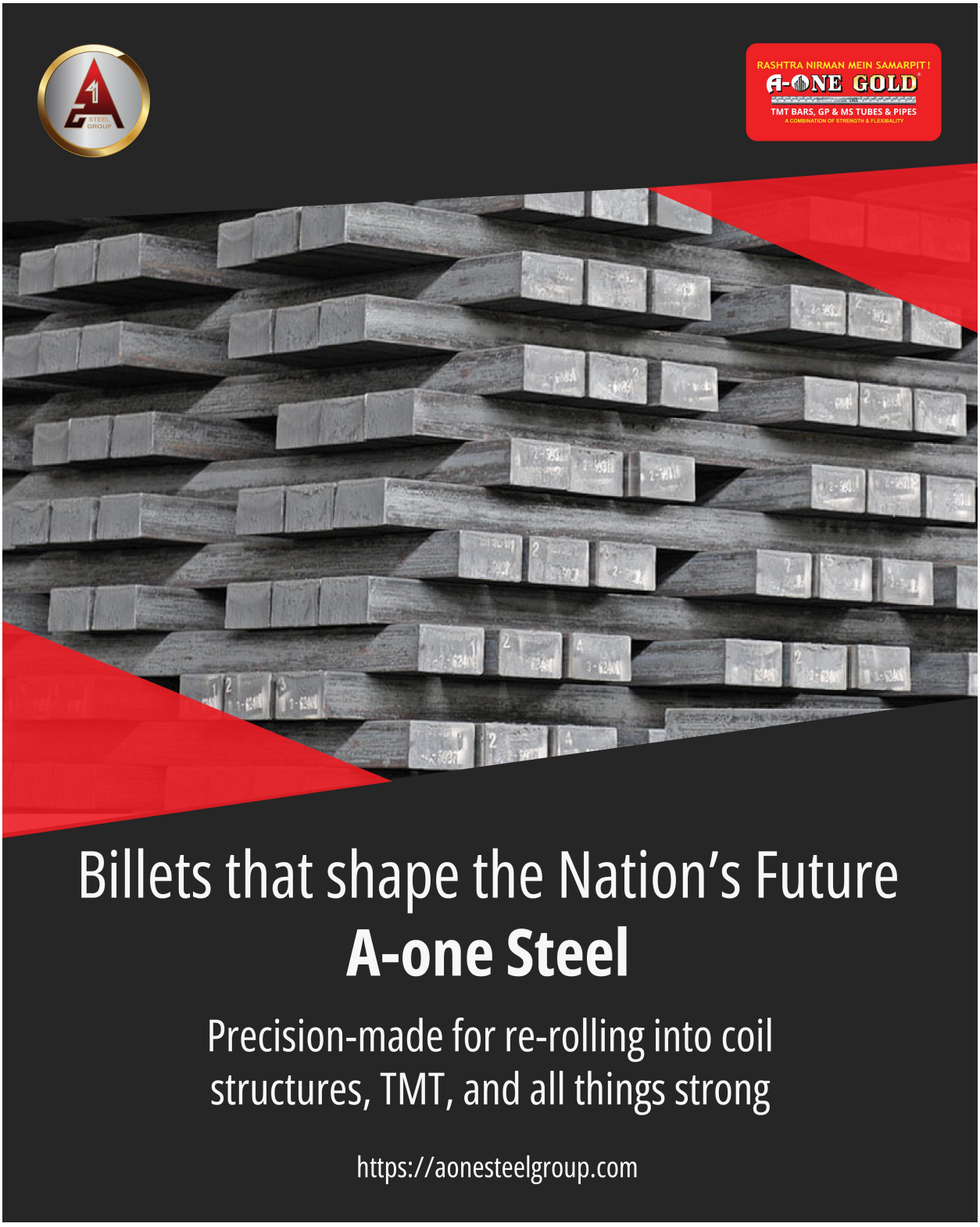
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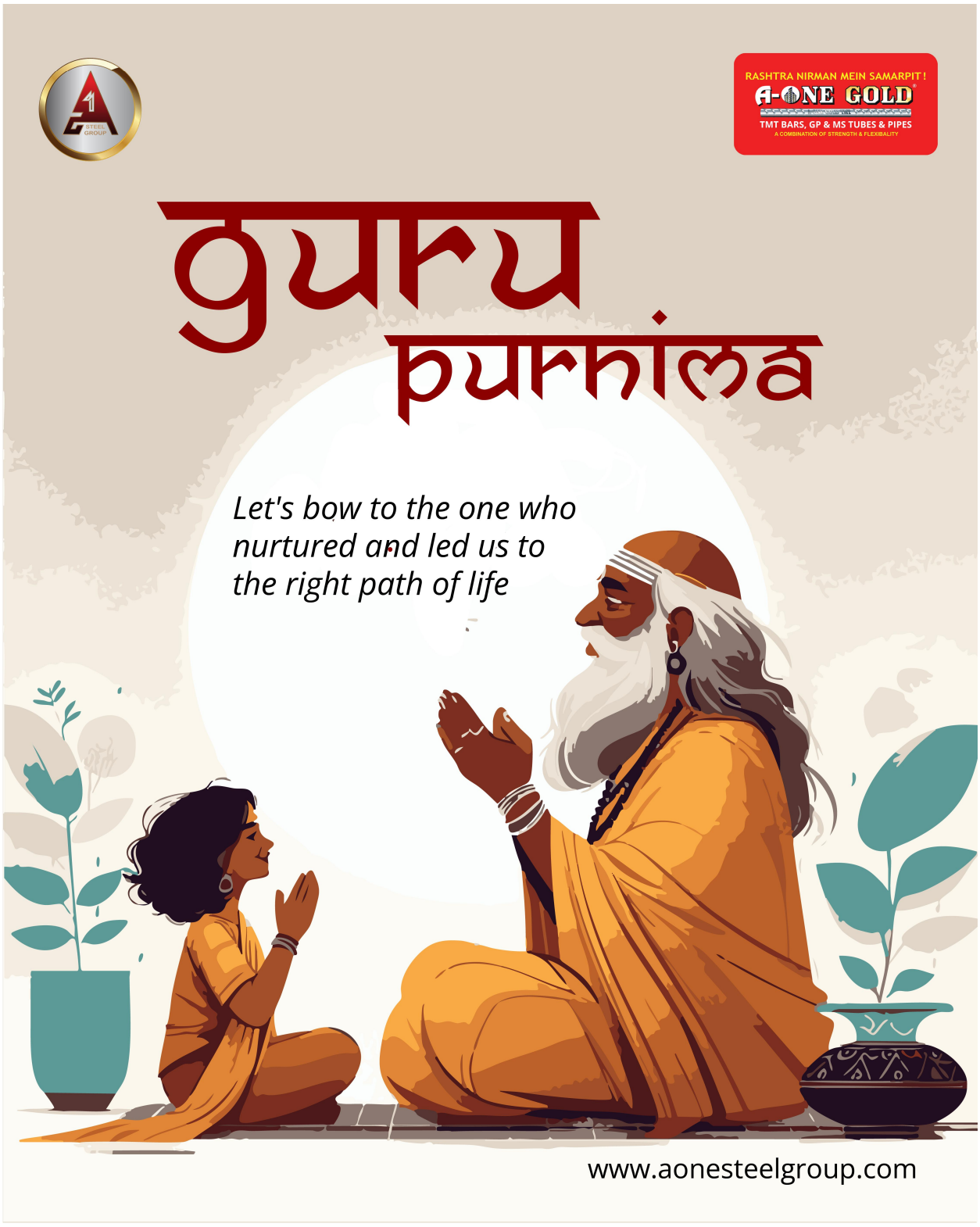
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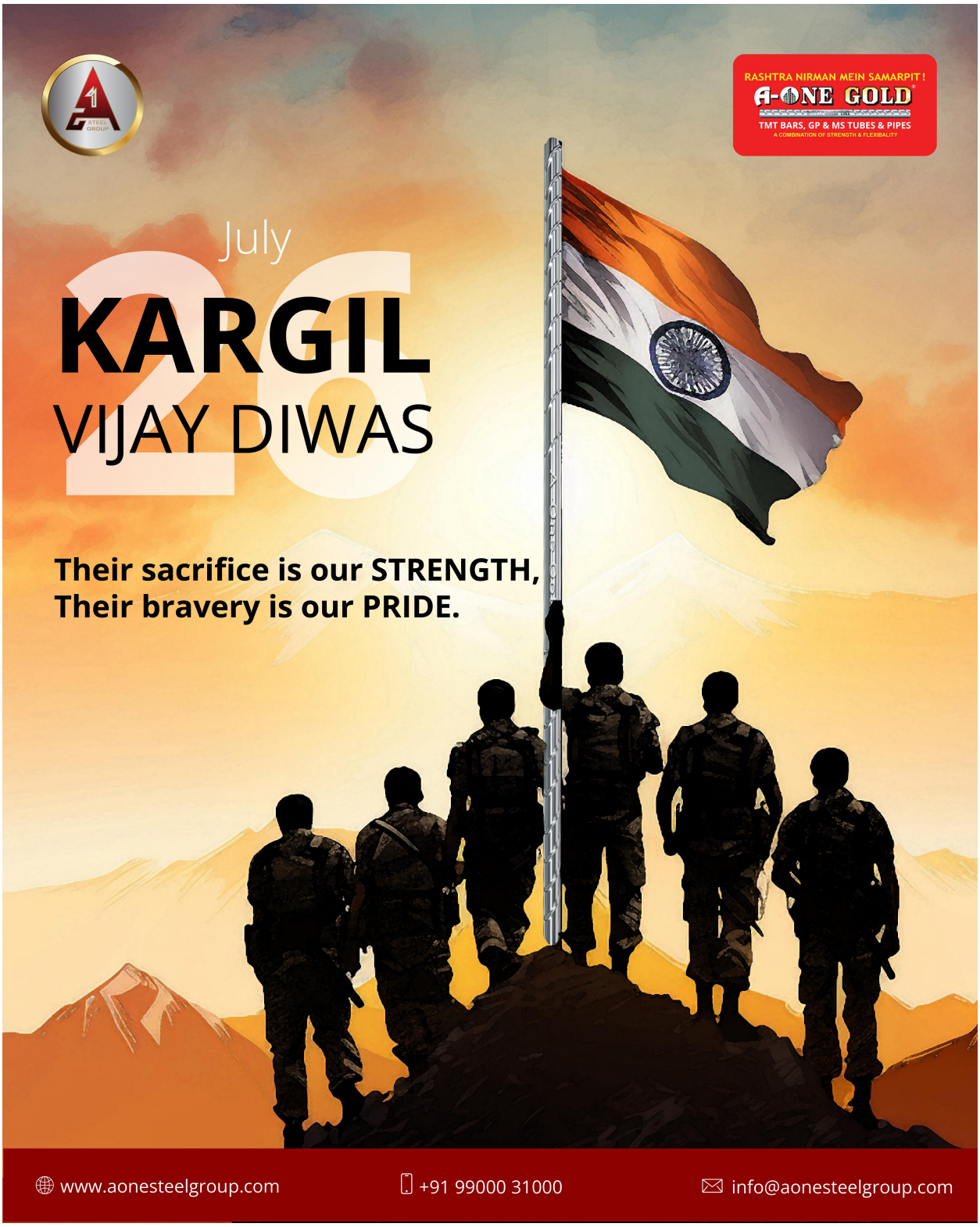
Work

During this whole 3 months of Internship I work as an graphic designer with the Marketing and Social media team where I used to design for the social media of the A-One Gold steels and Knowledge center. Also there I created some Collaterals for the Knowledge center. And made a logo for the A-one Defence and Aerospace. The attached files are some of my work




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Experience

During my internship as a Graphic Designer, I gained hands-on experience in creating social media creatives tailored for both **A-One Gold Steels** and the **Knowledge Center**. I was actively involved in understanding brand guidelines, conceptualizing ideas, and translating them into engaging visual designs. Working on industry-specific campaigns helped me learn how design plays a vital role in brand communication and audience engagement. The experience not only improved my technical skills in design software but also enhanced my ability to think creatively under deadlines, collaborate professionally, and adapt my work to different brand identities