



SETHU INSTITUTE OF TECHNOLOGY
(AN AUTONOMOUS INSTITUTION | ACCREDITED WITH 'A' GRADE BY NAAC)



DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING
B.E. COMPUTER SCIENCE AND ENGINEERING

2020 – 2021 ODD SEMESTER

Activity Supports Employability/Entrepreneurship/Skill Development

Subject Code: **15UIT509**

Subject Name: **GRAPHICS AND MULTIMEDIA LAB**

Entrepreneurship

The following activities were incorporated in the course for the students to support Employability/Entrepreneurship/Skill Development

The primary trait graphic designers and entrepreneurs possess is that they are both creative problem solvers. Studies show that both designers and innovative entrepreneurs are taught creative problem solving and both utilize it as practitioners.

The pedagogic approach adopted in innovative entrepreneurship programs engages students directly in the highly unpredictable exercise of synthesizing new knowledge for the creation of new entities.

Innovative entrepreneurs follow a design-like approach, called 'creative theory', in which new ideas do not exist and must be created. In managerially oriented studies and practice, the discovery theory, ideas already exist and are only waiting to be found.

Recommended Approaches For Developing Entrepreneur Skills in Graphic Designers

Graphic designers need business education and resources to become entrepreneurs. It is easier to learn a set of linear thinking skills than to learn how to think creatively.

It would be more advantageous for students to introduce these studies earlier in their education since anecdotal evidence shows that undergraduates want to take their ideas to market before they know how to do so.

Ideas for supplementary business education for Graphics design entrepreneurs

- Design Entrepreneurship certification program
- Cross-department collaboration within colleges
- Design entrepreneur internship and mentor programs
- Country sponsored design councils

Skill Development

In this course we cover all the technical skill the students should have in order to become a full-fledged Graphic Designer.

Technical Skills

- **Blender** - It can be used to create posters, flyers, books and magazines, amongst many, many other things—all those things that immediately spring to people's minds when you say you're a graphic designer.
- **Adobe Photoshop** - The program can be used for things like cropping, colour-correcting, resizing and editing images and photos.

Non-Technical Skills

- **Creativity** - Though, graphic design being a creative career path means that you're going to need creativity by the bucket load to get anywhere in the industry.
- **Communication** - First of all, graphic design can be defined as "effective visual communication of an idea or concept" so communication is at the very heart of what a graphic designer does.
- **Problem Solving** - problem solving is actually a key part of what a graphic designer does in their day-to-day working life.

The above technical and non-technical skills are supported by providing MiniProject , Hands on Technical Training in this course.


Prepared by


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