



Event Report: Two-days Training Program on Material Development on Climate Change for Indian Academy for Self Employed Women (IASEW)

Date: 29th & 30th January 2025

Time: 11:45 AM to 3:30 PM

Venue: LJIMC Computer Lab

INTRODUCTION:

- The LJ Institute of Media & Communications (LJIMC) conducted a two-days training program on Material Development on Climate Change for Indian Academy for Self Employed Women (IASEW). The session was mentored by Dr. Divya Soni, who guided the participants through the training. This was a hands-on training session conducted in a lab where separate systems were allotted to the members for designing materials.

OBJECTIVES:

- To explain the use of visuals (posters and flyers) for creating awareness on climate change.
- To explain the importance of graphics and communication.
- To impart skills on how to design awareness posters.

PROCESS:

EVENT DETAILS

DAY 1:

The training began with a registration process where a registration fee of Rs. 600 was charged per participant for two days and refreshments along with a kit were provided. The participants were introduced to a variety of powerful design tools. The first session focused on the importance of visual communication, emphasizing how graphics can significantly enhance messages. Attendees were introduced to several free design tools like Canva, which is great for graphic design and social media content, as well as Figma for UI/UX design and prototyping.

They were also introduced to GIMP, a versatile tool for photo editing, and Inkscape, which is ideal for vector graphics and illustrations. After the first session, lunch was provided.

In the second session post lunch, the attendees learned how to create posters, flyers, and videos using Canva. Participants also learned how to apply filters to guarantee the correct dimensions for print materials. As a practical exercise, they were asked to design a poster or flyer on climate change, making use of the templates and considering design principles. Along with Canva, some explored tools like Blender for 3D modelling and animation, and Krita for digital painting and illustration. The program concluded with a doubt-solving session, addressing any questions from the attendees.

DAY 2 of WORKSHOP:

The first session of the second day began with a quick revision of the previous day's lessons. Afterward, participants were taught how to use a photo as a background, add graphics, select appropriate colour schemes for printing purposes, and upload logos.

The second session followed with a lunch break. Participants were then tasked with creating their own poster on the topic of climate change, incorporating logos and graphics, while applying their creativity. Each participant designed 4-5 different posters. Additionally, they were introduced to using ChatGPT for generating poster ideas, along with guidance on how to craft the right prompts.

The training concluded with a certificate distribution ceremony, a group photo, and a special surprise for the women of IASEW: a printout of their best posters.

- Participants had brought materials on various themes of climate change like, “Save Environment”, “Grow Trees”, “Say No to Single Use Plastic”, “Recycle, Reduce and Reuse” etc.
- SEWA approached LJIMC for a training session focused on graphical skill development for their women members.
- LJIMC designed a comprehensive two-day training model emphasizing material development on climate change.

ATTENDEES:

Registrations: 16, Women of IASEW.

CONCLUSION:

By the end of the training, they had gained a better understanding and use of designing tools for making posters and flyers.

OUTCOMES:

- **Adaptability:** Participants had adopted the designing tool to make their work easy and fast

- **Improved Output Quality:** Participants were able to produce more posters and flyers within short time period.
- The material was developed into slogans and then designing of flyers and posters was undertaken under the training.
- On Day 1, 2 posters by every participant were submitted
- On Day 2, 5 to 6 posters were submitted by each participant.

FEEDBACK

The training was successful as they gain knowledge about the designing tools, which made their work Quick, Effective, easy and error free. They can use creativity

Photos and links:



1. <https://www.instagram.com/reel/DFdP9D3PWrz/?igsh=aHR5OTczMDZwc2Fj>

કોમ્યુનિકેશન ટ્રેનિંગ વર્કશોપ યોજાયો



એલ.જે. ઇન્સ્ટિટ્યૂટ ઓફ મીડિયા એન્ડ કોમ્યુનિકેશન્સ (LJIMC) દ્વારા સેલ્ફ એમ્પ્લોઈડ વુમન એસોસિએશન (SEWA) સંસ્થાની કાર્યકર બહેનો માટે કોમ્યુનિકેશન ટ્રેનિંગ વર્કશોપનું આયોજન કરવામાં આવ્યું. જેમાં જોડાયેલી બહેનોને સર્ટિફિકેટ પણ એનાયત કરાયું હતું.

- Media coverage of the workshop published in Divya Bhaskar.

Enclosures:

- List of Registered Participants.
- Schedule of training.
- Profiles of participants.
- Attendance sheet of training session.
- List of student volunteers.

LJ Institute of Media & Communications



List of Volunteers

Activity:

Photography and videography:

- Kavisha Thakkar
- Keya Shah

Material development, coordination & report writing:

- Mudra Shah
- Kritee Patel