

A.V.C. College of Engineering
Department of Management Studies

REPORT ON

PEER LEARNING WORKSHOP

Digital Creativity: Poster & Invitation Making with Canva

Date: 25th September 2025

Venue: MBA Seminar Hall

Resource Person: Ms. Veedika, Final Year IT Student

Coordinator: Dr. R. Renukadevi, Assistant Professor – MBA

The **Department of Management Studies**, in association with the **Entrepreneurship Development Cell (ED Cell)**, organized a **Peer Learning Workshop** on “*Digital Creativity: Poster & Invitation Making with Canva*” for **II-MBA students** under the course *Creativity and Innovation Lab* on **25th September 2025**. The primary objective of the workshop was to enhance students’ **creative thinking, digital design skills, and practical knowledge of graphic tools** in a collaborative learning environment.

The session was conducted under the **Student Knowledge Exchange Initiative**, which aims to encourage peer-to-peer learning and inter-departmental skill sharing.

Inauguration and Welcome:

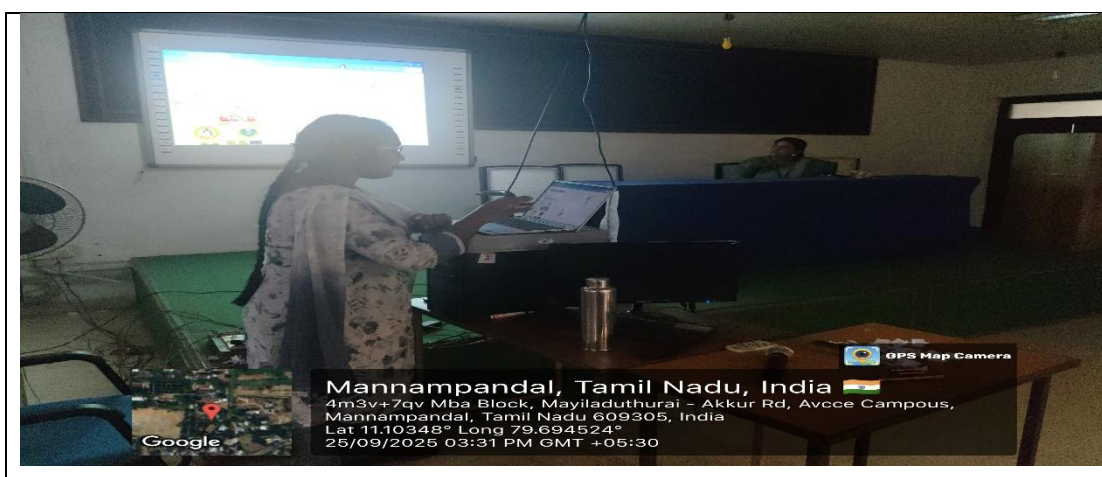
The workshop commenced with a **welcome address and introduction of the resource person** by **Ms. N. Dhanalakshmi**, II-MBA student. **Dr. G. Sridevi**, **Head of the Department (MBA)**, honoured **Ms. Veedika**, the guest resource person, appreciating her efforts in sharing her expertise with MBA students. The dignitaries encouraged students to leverage digital tools like Canva for **innovative, professional, and creative projects**.



Workshop Objectives:

The key objectives of the workshop were:

1. To introduce students to **Canva**, an online graphic design platform.
2. To develop **poster and invitation design skills** for academic, professional, and social purposes.
3. To enhance students' **digital literacy, creativity, and design thinking**.
4. To encourage **peer-based knowledge exchange** and collaborative learning.
5. To provide hands-on experience in **professional presentation and communication through visual media**.



Workshop Activities:

The workshop was structured in a **hands-on interactive format**, which included:

- **Introduction to Canva:** Overview of tools, templates, and design features.
- **Practical Demonstration:** Step-by-step guidance on creating posters and invitations.
- **Live Activity:** Students designed their own creative posters and invitation layouts under the guidance of the resource person.
- **Peer Review:** Participants shared their designs, received feedback, and learned design improvement techniques.

The session encouraged **active participation**, creativity, and experimentation, providing students with practical skills that extend beyond the classroom.



Agenda:

- **Ms. N. Dhanalakshmi** – Introduced the resource person and welcomed the gathering.
- **Dr. G. Sridevi** – HOD-MBA Honoured the resource person and encouraged students to engage actively in creative learning.
- **Ms. Veedika** – Conducted the workshop, provided practical demonstrations, and guided students through the design exercises.
- **Ms. Rakshana R** – Proposed the **vote of thanks**, acknowledging the efforts of the resource person, faculty members, and students.
- **Students (I&II-MBA)** – Participated enthusiastically in both learning and practical design activities, applying their creativity in real-time exercises.

Outcome and Feedback:

The workshop successfully achieved its objectives. Key outcomes included:

- Students gained hands-on experience in **digital poster and invitation design**.
- Enhanced **creativity, presentation, and visual communication skills**.
- Improved **digital literacy and confidence in using design software**.
- Strengthened **peer-to-peer learning and collaborative engagement**.
- Positive feedback from students highlighted the **interactive and practical nature** of the session.



Conclusion:

The **Peer Learning Workshop on Digital Creativity: Poster & Invitation Making with Canva** was a **resounding success**, providing students with valuable skills in digital creativity and graphic design. The initiative exemplified **effective peer learning, interdisciplinary collaboration, and student engagement**. The Department of Management Studies and ED Cell thank all participants, the resource person, and faculty members for their support in making this event a **meaningful and enriching learning experience**.