

Name of the School	School of Creative Studies, DY Patil Deemed to be University
Activity Type	Placement Preparation
Activity No.	01
Name of the Activity	Pre-Placement Week – Professional Skill Development and Employability Enhancement
Date of the Activity	7th – 11th August 2025
Number of Students	All Batch students of 2023,24, BCMS, BFAS, BMAV
Organized By	School of Creative Studies, DY Patil Deemed to be University
Brief Report	<p>Introduction</p> <p>As part of the Pre-Placement Week organized by the School of Creative Studies (SOCS), a series of workshops were conducted from 7th to 11th August 2025 to enhance employability, industry readiness, and professional presentation skills across Communication, Design, Fashion, and Animation streams. Sessions provided hands-on exposure to LinkedIn branding, portfolio development, grooming &amp; appearance, CV writing, and mock interviews—led by distinguished professionals from industry and academia.</p> <p>2. Schedule Overview (see table below)</p> <p>3. Objectives</p> <ul style="list-style-type: none"> <li>-Bridge the gap between academic learning and industry expectations.</li> <li>-Train students in professional communication, personal branding, and portfolio presentation.</li> <li>-Build confidence via mock evaluations.</li> <li>-Strengthen digital identity, grooming, and interpersonal skills.</li> <li>-Enhance readiness for placement drives and internships.</li> </ul> <p>4. Summary of Activities</p> <ul style="list-style-type: none"> <li>- LinkedIn Workshop: Personal branding, recruiter perspective, and strategic networking.</li> <li>- Portfolio Development: Domain-specific portfolio curation for Media, Fashion, Animation &amp; Game Design.</li> <li>- Grooming &amp; Interview Appearance: Dress codes, body language, voice, and composure.</li> <li>- CV Writing &amp; HR Insights: Structure, tailoring, and evaluation criteria.</li> <li>- Mock Interviews &amp; Technical Rounds: GDs, domain tests, and individualized feedback.</li> </ul> <p>5. Outcomes</p> <ul style="list-style-type: none"> <li>•Improved resume quality and interview confidence.</li> <li>• Stronger LinkedIn presence and networking strategies.</li> <li>• Clearer portfolio storytelling and industry alignment.</li> <li>• Elevated professionalism, discipline, and employability focus across creative domains.</li> </ul> <p>6. Conclusion</p> <p>The Pre-Placement Week was a comprehensive, skill-oriented initiative that empowered students to transition confidently from academia to industry</p>

	through digital branding, grooming, portfolio presentation, resume structuring, and mock interviews.
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Schedule Overview (7th – 11th Aug 2025)

Date	Session Title	Resource Person(s)	Time	Venue
7th Aug 2025	LinkedIn Workshop – Personal Branding & Networking Strategies	Mr. Anup Menon (Account Director & Regional Head, LinkedIn); Mr. Daksh Agrawal (Account Executive, LinkedIn)	10:00 AM – 1:00 PM	Room 205
8th Aug 2025	Portfolio Development for Fashion, Media & Animation	Andrea Fernandes and Muskaan Chandani (TheSmallBigIdea) Nidhi G Ram Dhumne	10:00 AM – 1:00 PM	Room 205
8th Aug 2025	Grooming & Interview Appearance – Building a Confident Professional Persona	Ms. Seetha Nair	2:00 PM – 4:00 PM	Room 205
11th Aug 2025	CV Writing & HR Insights – Structuring Resumes for Industry Readiness	Ms. Dipanwita Chattopadhyay	10:00 AM – 1:00 PM	Room 205
11th Aug 2025	Mock Interviews & Technical Rounds – Building Confidence for Real-World Evaluations	Mrs. Sarla Sharma	12:00 PM – 4:00 PM	Room 205

## Report 1 – LinkedIn Workshop

Name of the School	School of Creative Studies, DY Patil Deemed to be University
Activity Type	Workshop
Name of the Activity	LinkedIn Workshop – Personal Branding & Networking Strategies
Date of the Activity	7th August 2025
Resource Persons	Mr. Anup Menon (Account Director & Regional Head, LinkedIn); Mr. Daksh Agrawal (Account Executive, LinkedIn)
Venue	Room 205, School of Creative Studies
Number of Students	BCMS, BFAS, BMAV Batches 2023 & 2024
Organized By	School of Creative Studies, DY Patil Deemed to be University
Brief Report	<p>The session was an impactful, demo-led experience that focused on building professional profiles, crafting effective headlines and summaries, strengthening digital footprints, and understanding recruiter algorithms.</p> <p>It emphasized the importance of digital identity, profile creation, networking strategies, online professionalism, and bridging the gap between academia and industry. Conducted through live walkthroughs, case examples, recruiter insights, and interactive Q&amp;A sessions, the workshop offered deep practical engagement. Key highlights included personal branding narratives, the creation of multimedia portfolios, authentic networking approaches, insights into hiring trends, and maintaining credibility and authenticity online.</p> <p>As an outcome, students developed step-by-step profile drafts, gained clarity on recruiter perspectives, created actionable networking plans, and became more aware of common professionalism pitfalls. Overall, it was a transformative session that equipped students to present credible, consistent, and industry-ready digital identities.</p>



## Report 2 – Portfolio Development Workshop

Field	Details
Name of the School	D Y Patil Deemed to be University – School of Creative Studies
Activity Type	Workshop
Name of the Activity	Portfolio Development Workshop (Media, Fashion, Animation & Game Design)
Date of the Activity	8th August 2025
Resource Persons	Faculty Members, School of Creative Studies (Media: Andrea Fernandes & Muskaan Chandani – TheSmallBigIdea; Fashion: Nidhi G; Animation & Game Design: Ram Dhumne)
Venue	Room 205, School of Creative Studies
Number of Students	BCMS, BFAS, BMAV Batches 2023 & 2024
Organized By	School of Creative Studies, DY Patil Deemed to be University
Brief Report	The workshop provided an in-depth overview of the portfolio as both a creative artefact and a professional dossier, emphasizing structure, storytelling, visual logic, and industry alignment. In the media segment, the session focused on developing persuasive and coherent portfolios through narrative framing and recruiter alignment, highlighting the importance of progressive flow, audience-aware tailoring, and the use of portfolios as

effective networking tools—ultimately promoting strategic communication and design for career visibility.

The fashion segment addressed global standards of layout and garment communication, balancing technical craftsmanship with creative ideation; it highlighted sequencing, color harmony, design rationale, mood boards, and process documentation, encouraging students to merge conceptual depth with technical execution and market awareness.

The animation and game design segment emphasized showcasing artistic style alongside technical proficiency, prioritizing quality over quantity, sequencing, problem-solving methods, story-centric reels, and synergy between software and artistry. Across all disciplines, the session reinforced conceptual innovation, clear storytelling, and applied design thinking. In conclusion, students gained valuable frameworks for curation, developed domain-specific standards, and created concrete strategies to elevate their portfolios for professional placements.

Photographs of the Event




Name of the School	School of Creative Studies, DY Patil Deemed to be University –
Activity Type	Workshop
Name of the Activity	Grooming & Interview Appearance – Building a Confident Professional Persona
Date of the Activity	8th August 2025
Resource Person	Ms. Seetha Sujatha Nair
Venue	Room 205, School of Creative Studies
Number of Students	BCMS, BFAS, BMAV Batches 2023 & 2024
Organized By	School of Creative Studies, DY Patil Deemed to be University
Brief Report	<p>The session was a high-impact engagement focused on creating strong first impressions, mastering professional etiquette, and understanding non-verbal communication in interview settings. It covered key objectives such as appropriate dress codes for formal, semi-formal, and creative roles, effective body language, voice modulation, and maintaining composure under pressure.</p> <p>Conducted through practical demonstrations of positive versus negative body language, attire walkthroughs, tone and projection exercises, stress-management strategies, and interactive Q&amp;A discussions, the session provided hands-on learning. Major highlights included the importance of eye contact, posture, gestures, authoritative voice control, interview etiquette, and confidence building.</p> <p>As an outcome, students developed clarity on industry-appropriate dressing, refined their non-verbal cues, and acquired ready-to-apply self-presentation techniques. Overall, the session equipped participants with actionable soft-skill toolkits essential for a polished, confident, and industry-ready professional presence in interviews and workplaces.</p>
Photographs of the Event	



#### Report 4 – CV Writing & HR Insights

Field	Details
Name of the School	D Y Patil Deemed to be University – School of Creative Studies
Activity Type	Workshop
Name of the Activity	CV Writing & HR Insights – Structuring Resumes for Industry Readiness
Date of the Activity	9th August 2025 ( <i>session window included 11th Aug insights where noted</i> )
Resource Person	Ms. Dipanwita Chattopadhyay
Venue	Room 205, School of Creative Studies
Number of Students	BCMS, BFAS, BMAV Batches 2023 & 2024
Organized By	School of Creative Studies, DY Patil Deemed to be University
Brief Report	<p>The session was a practical and insightful workshop focused on resume structure, content tailoring, and understanding recruiter perspectives, guiding students to frame their resumes as professional stories aligned with specific roles. It aimed to help participants create impactful CVs that meet HR expectations, avoid common errors, effectively highlight skills and achievements, and bridge academic profiles with employability standards.</p> <p>Conducted through a step-by-step walkthrough of structure, style comparisons, HR evaluation parameters, and interactive Q&amp;A sessions, the workshop provided hands-on clarity. Key highlights included understanding essential sections such as objectives, education, skills, projects, internships, and achievements, while emphasizing role-specific customization, clarity,</p>

	<p>conciseness, quantifiable outcomes, and professional design. Memorable takeaways like “A CV is your professional story,” “Tailor every resume,” “Numbers speak louder than words,” and “Clarity and authenticity win” reinforced the importance of precision and personalization.</p> <p>As an outcome, students developed cleaner and more compelling drafts, avoided common presentation pitfalls, and aligned their profiles to industry expectations with measurable impact. Overall, it was a high-utility workshop that significantly enhanced students’ placement readiness through valuable HR insights and practical application.</p>
Photographs of the Event	

### Report 5 – Mock Interviews & Technical Rounds

Name of the School	School of Creative Studies, DY Patil Deemed to be University
Activity Type	Workshop
Name of the Activity	Mock Interviews & Technical Rounds – Building Confidence for Real-World Evaluations
Date of the Activity	11th August 2025
Resource Person	Mrs. Sarla Sharma
Venue	Room 205, School of Creative Studies
Number of Students	BCMS, BFAS, BMAV Batches 2023 & 2024
Organized By	School of Creative Studies, DY Patil Deemed to be University

**Brief Report**

The session provided simulation-based training designed to strengthen students' interview techniques, group discussion (GD) performance, and technical round preparedness through practical, real-time feedback. It aimed to help participants build confidence in high-pressure settings, understand various interview formats and evaluation methods, refine GD dynamics, receive personalized feedback, and assess both domain knowledge and communication effectiveness.

The workshop included an orientation to expectations, guided GD practice, interactive role-play exercises, one-on-one mock interviews, and structured feedback loops with tailored improvement plans. Key highlights covered the structure of interviews, handling behavioral and situational questions, mastering GD strategies such as active listening, effective turn-taking, and concise articulation, as well as developing technical problem-solving abilities, confidence, and composure. Students gained first-hand exposure to interview dynamics, enhanced their communication clarity, strengthened their domain-specific responses, and received individualized action points to improve placement readiness.

Overall, the session successfully bridged the gap between theoretical learning and real-world performance, equipping students with the clarity, confidence, and competence needed to excel in recruitment processes.

**Photographs of the Event**

