



ST. XAVIER'S COLLEGE, MAPUSA - GOA

Report of Activity conducted in the Academic Year 2026-27

Name of Activity	Value Added Course: The Text and Design Lab: Fundamentals of Using Language for Digital Advertising
Date/Duration	31/08/2026 to 28/09/2026
Venue	Room nos. 307 and 327
Name of organizing Department/Cell	Department of English
In collaboration with	
Name/s of Faculty Coordinator	Ms. Giann Maria Fernandes
Stratum of Event	College Level
Name & details of Resource Person/s If any	Ms. Giann Maria Fernandes (Faculty) and Ms. Vaibhavi Kerkar (SYBA) and Ms. Rachel Nazareth (SYBA).
Report	<i>"Design is thinking made visual." — Saul Bass</i> The Department of English, St. Xavier's College, Mapusa-Goa successfully conducted a Value-Added Course: The Text and Design Lab: Fundamentals of Using Language for Digital Advertising, between 31 August and 28 September 2026, coordinated by faculty, Ms. Giann Maria Fernandes. The course aimed at empowering students to access online software to design digital posters and certificates for promoting personal, business or college events. The resource persons for the interactive sessions were SYBA students: Ms. Vaibhavi Kerkar and Ms. Rachel Nazareth; and faculty, Ms. Giann Fernandes. While Ms. Giann introduced the course with a session on "Balancing Language with Principles of Design", Ms. Vaibhavi and Ms. Rachel rendered sessions on designing posters and certificates on the digital platform, Canva. The final session concluded with design challenges wherein students had to design posters/certificates on the spot. Students

	ardently participated and received hands-on experience at digital designing.
Brochure/Poster	https://xavierscollegegoa.ac.in/wp-content/uploads/2026/10/Poster-of-Value-Added-Course-The-Text-and-Design-Lab-Fundamentals-of-Using-Language-for-Digital-Advertising.pdf
Photographs	https://xavierscollegegoa.ac.in/wp-content/uploads/2026/10/Images-of-Value-Added-Course-The-Text-and-Design-Lab-Fundamentals-of-Using-Language-for-Digital-Advertising.pdf
List of participants With signatures	https://xavierscollegegoa.ac.in/wp-content/uploads/2026/10/signature-sheet-of-Value-Added-Course-The-Text-and-Design-Lab-Fundamentals-of-Using-Language-for-Digital-Advertising.pdf
Certificate	https://xavierscollegegoa.ac.in/wp-content/uploads/2026/10/Certificate-of-Value-Added-Course-The-Text-and-Design-Lab-Fundamentals-of-Using-Language-for-Digital-Advertising.pdf