

COLLEGE OF NON-CONVENTIONAL VOCATIONAL COURSES FOR WOMEN

(CNCVCW), CSIBER.

KOLHAPUR



A PROJECT REPORT ON

“GRAPHIC DESIGN FOR ENTREPRENEURSHIP DEVELOPMENT”

SUBMITTED TO
CNCVCW AFFILIATED TO

SHIVAJI UNIVERSITY KOLHAPUR

IN PARTIAL FULFILLMENT OF REQUIREMENT FOR THE DEGREE OF

BACHELOR OF MULTIMEDIA

SUBMITTED BY

RITWIJA N. SHINDE

UNDER THE GUIDANCE OF
MR. RAGHUNATH TOPKAR

ASSISTANT PROFESSOR

DEPARTMENT OF MULTIMEDIA

2020-2021

DECLARATION

I hereby declare that, the project work entitled “**GRAPHIC DESIGN FOR ENTREPRENEURSHIP DEVELOPMENT**” is my original work. To the best of my knowledge and belief it contains no material previously published either written by another person or material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning. Except where due to acknowledgement has been made in the text.

NAME: MISS. RITWIJA NARENDRA
SHINDE

ROLL NO. : 14

SIGNATURE:

A handwritten signature in black ink, appearing to read 'Ritwiya Narendra Shinde', written over a light blue grid background.

DATE: 10/08/2021

COLLEGE OF NON-CONVENTIONAL VOCATIONAL COURSES FOR WOMEN
(CNCVCW)

CSIBER, KOLHAPUR.

CERTIFICATE

This is to certify that, **RITWIJA NARENDRA SHINDE** Of Bachelor of Multimedia(B.M.M.) III has satisfactory completed the project entitled “**GRAPHIC DESIGN FOR ENTREPRENEURSHIP DEVELOPMENT**” in partial fulfillment of Bachelor Degree in Multimedia affiliated to Shivaji University, Kolhapur, for the academic year 2020-2021.

Mr.RaghunathTopkar

(Project Guide)

Forwarded Through: Dr. A. R. Kulkarni

(M.Sc., PhD, MMEI, RQP, LEAD AUDITOR (EMS))

(Principal)

EXTERNAL EXAMINER

ACKNOWLEDGMENT

I have great pleasure in the submission of this project entitled “**GRAPHIC DESIGN FOR ENTREPRENEURSHIP DEVELOPMENT**” in partial fulfillment of Bachelors of Multimedia (B.M.M.) program.

While submitting this project report, I take this opportunity to thank those directly and indirectly related to project work. Without their active co-operation and guidance, it would have been extremely difficult to complete this task in time.

As the outset, I keep in record my deep sense of gratitude towards my project guide **MR. RAGHUNATH TOPKAR** who guided me, right from initial stage of project and offered me several valuable suggestions for developing this project in a systematic and presentable manner.

I am also thankful to our Faculty Members, **Dr.A.R.Kulkarni**, Principal and **Dr. A.D.Shinde**, Secretary and Managing Trustee for their support throughout my project work.



DATE: 10/08/2021

PLACE: CNCVCW, Kolhapur

Ritwija Narendra Shinde

ABSTRACT

The project titled “**GRAPHIC DESIGN FOR ENTREPRENEURSHIP DEVELOPMENT**” is all about creating my own graphic design for social media posts.

In this project I have created graphic design for social media posts for entrepreneurship development as per the company requirements. All the posts are unique in their own way. All the posts were designed for motivational purposes for the audience, which in return will boost the morale of the upcoming and striving entrepreneurs.

For designing the graphic posts I have used traditional method that is pen and paper method. Sketching was the 1st step and afterwards the images are designed into posts by using basic designing softwares, Adobe Illustrator and Adobe Photoshop.

The retrieved output was then converted into .jpeg files for posting on social media handles like Instagram, Facebook and Whatsapp.

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What is Graphic design?

Due to its interdisciplinary nature, graphic design can be performed in different areas of application: branding, technical and artistic drawing, signage, photography, image and video editing, 3D modeling, animation, programming, among other fields.

Graphic design is the **profession** and **academic discipline** whose activity consists in projecting **visual communications** intended to transmit specific **messages** to social groups, with specific objectives. Therefore, it is an interdisciplinary branch of **design**^[1] whose foundations and objectives revolve around the definition of problems and the determination of objectives for decision-making, through **creativity**, **innovation** and **lateral thinking** along with digital tools, transforming them for proper interpretation. This activity helps in the optimization of graphic communications. It is also known as **visual communication design**, *visual design* or *editorial design*.

The role of the **graphic designer** in the communication process is that of encoder or interpreter of the message. They work on the interpretation, ordering, and presentation of visual messages. The design work always starts from a client's demand, a demand that ends up being established linguistically, either orally or in writing, that is, that graphic design transforms a linguistic message into a graphic manifestation.^[2]

Graphic design has, as a field of application, different areas of knowledge focused on any visual communication system. For example, it can be applied in advertising strategies, or it can also be applied in the aviation world.^[3] In this sense, in some countries graphic design is related as only associated with the production of

sketches and drawings, this is incorrect, since visual communication is a small part of a huge range of types and classes where it can be applied.

Given the rapid and massive growth in information sharing, the demand for experienced designers is greater than ever, particularly because of the development of new technologies and the need to pay attention to human factors beyond the competence of the engineers who develop them.

Applications



Colour

Graphic design is applied to everything visual, from [road signs](#) to technical schematics, from interoffice [memorandums](#) to reference [manuals](#).

Design can aid in selling a [product](#) or [idea](#). It is applied to products and elements of company identity such as [logos](#), colors, [packaging](#) and text as part of [branding](#) (see also [advertising](#)). Branding has become increasingly more important in the range of services offered by graphic designers. Graphic designers often form part of a branding team.

Graphic design is applied in the [entertainment](#) industry in decoration, scenery and visual story telling. Other examples of design for entertainment purposes include

novels, vinyl [album covers](#), comic books, DVD covers, [opening credits](#) and [closing credits](#) in [filmmaking](#), and programs and props on stage. This could also include artwork used for T-shirts and other items screen printed for sale.

From scientific journals to news reporting, the presentation of opinion and facts is often improved with graphics and thoughtful compositions of visual information - known as [information design](#). Newspapers, magazines, blogs, television and film documentaries may use graphic design. With the advent of the web, information designers with experience in interactive tools are increasingly used to illustrate the background to news stories. Information design can include [data visualization](#), which involves using programs to interpret and form data into a visually compelling presentation, and can be tied in with [information graphics](#).

Skills

A graphic design project may involve the stylization and presentation of existing [text](#) and either preexisting [imagery](#) or images developed by the graphic designer. Elements can be incorporated in both traditional and digital form, which involves the use of visual arts, typography, and page layout techniques. Graphic designers organize pages and optionally add graphic elements. Graphic designers can commission photographers or illustrators to create original pieces. Designers use digital tools, often referred to as [interactive design](#), or [multimedia](#) design. Designers need communication skills to convince an audience and sell their designs.

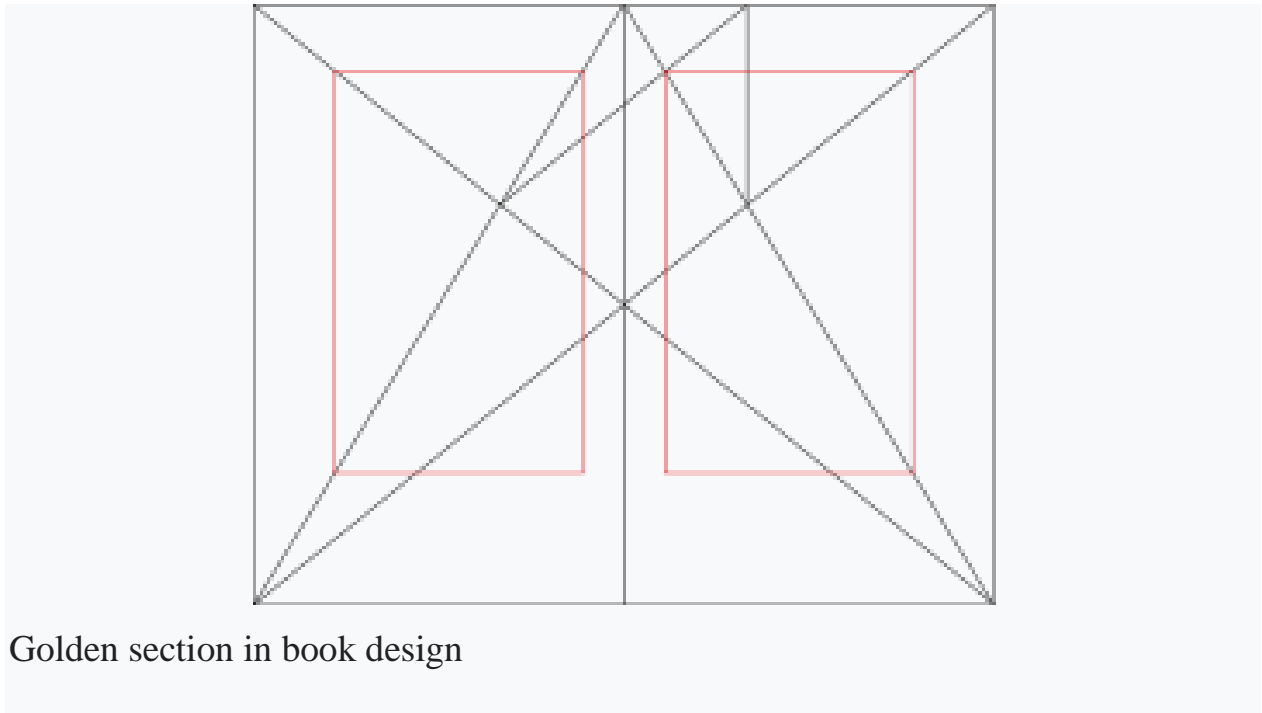
The "process school" is concerned with communication; it highlights the channels and media through which messages are transmitted and by which senders and receivers encode and decode these messages. The semiotic school treats a message as a construction of signs which through interaction with receivers, produces meaning; communication as an agent.

Typography

Typography includes type design, modifying type [glyphs](#) and arranging type. Type glyphs (characters) are created and modified using illustration techniques. Type arrangement is the selection of typefaces, point size, tracking (the space between all characters used), kerning (the space between two specific characters) and leading (line spacing).

Typography is performed by typesetters, compositors, typographers, graphic artists, art directors, and clerical workers. Until the digital age, typography was a specialized occupation. Certain fonts communicate or resemble stereotypical notions. For example, 1942 Report is a font which types text akin to a typewriter or a vintage report.

Page layout



Golden section in book design

Page layout deals with the arrangement of elements (content) on a page, such as image placement, text layout and style. Page design has always been a consideration in printed material and more recently extended to displays such as web pages. Elements typically consist of [type](#) (text), [images](#) (pictures), and (with print media) occasionally place-holder graphics such as a [dyeline](#) for elements that are not printed with ink such as [die/laser cutting](#), [foil stamping](#) or [blind embossing](#).

Printmaking

Printmaking is the process of making artworks by printing on [paper](#) and other materials or surfaces. The process is capable of producing multiples of the same work, each called a print. Each print is an original, technically known as an

impression. Prints are created from a single original surface, technically a matrix. Common types of matrices include: plates of metal, usually copper or zinc for engraving or etching; stone, used for lithography; blocks of wood for woodcuts, linoleum for linocuts and fabric plates for screen-printing. Works printed from a single plate create an edition, in modern times usually each signed and numbered to form a limited edition. Prints may be published in book form, as artist's books. A single print could be the product of one or multiple techniques.



The [pencil](#) is one of the most basic graphic design tools.

Aside from technology, graphic design requires [judgment](#) and [creativity](#). Critical, observational, quantitative and analytic thinking are required for design layouts and [rendering](#). If the executor is merely following a solution (e.g. sketch, script or instructions) provided by another designer (such as an [art director](#)), then the executor is not usually considered the designer.

Strategy

[Strategy](#) is becoming more and more essential to effective graphic design. The main distinction between graphic design and [art](#) is that graphic design solves a problem as well as being aesthetically pleasing. This balance is where strategy comes in. It is important for a graphic designer to understand their clients' needs, as well as the needs of the people who will be interacting with the design. It is the designer's job to combine business and creative objectives to elevate the design beyond purely [aesthetic](#) means.

Tools

The method of presentation (e.g. Arrangements, style, medium) is important to the design. The development and presentation tools can change how an audience perceives a project. The image or layout is produced using [traditional media](#) and [guides](#), or [digital image editing](#) tools on computers. Tools in [computer graphics](#) often take on traditional names such as "scissors" or "[pen](#)". Some graphic design tools such as a [grid](#) are used in both traditional and digital form.

In the mid-1980s [desktop publishing](#) and [graphic art software](#) applications introduced computer image manipulation and creation capabilities that had previously been manually executed. Computers enabled designers to instantly see the effects of layout or typographic changes, and to simulate the effects of traditional media. Traditional tools such as [pencils](#) can be useful even when computers are used for finalization; a designer or art director may sketch numerous concepts as part of the [creative process](#). Styluses can be used with tablet computers to capture hand drawings digitally.

Computers and software

Designers disagree whether computers enhance the creative process. Some designers argue that computers allow them to explore multiple ideas quickly and in more detail than can be achieved by hand-rendering or [paste-up](#). While other designers find the limitless choices from digital design can lead to paralysis or endless iterations with no clear outcome.

Most designers use a hybrid process that combines traditional and computer-based technologies. First, hand-rendered [layouts](#) are used to get approval to execute an idea, then the polished visual product is produced on a computer.

Graphic designers are expected to be proficient in software programs for image-making, typography and layout. Nearly all of the popular and "industry standard" software programs used by graphic designers since the early 1990s are products of [Adobe Systems](#) Incorporated. [Adobe Photoshop](#) (a [raster](#)-based program for photo editing) and [Adobe Illustrator](#) (a vector-based program for drawing) are often used in the final stage. Some designers across the world use [CorelDraw](#). **CorelDraw** is a vector graphics editor software developed and marketed by [Corel Corporation](#). Open source software used to edit the vector graphics is [Inkscape](#). Primary file format used in Inkscape is [Scalable Vector Graphics](#) (SVG). You can import or export the file in any other vector format. Designers often use pre-designed [raster images](#) and [vector graphics](#) in their work from online design databases. Raster images may be edited in Adobe Photoshop, vector logos and illustrations in Adobe Illustrator and CorelDraw, and the final product assembled in one of the major page layout programs, such as [Adobe InDesign](#), [Serif PagePlus](#) and [QuarkXpress](#).

Powerful open-source programs (which are free) are also used by both professionals and casual users for graphic design, these include [Inkscape](#) (for vector graphics), [GIMP](#) (for photo-editing and image manipulation), [Krita](#) (for painting), and [Scribus](#) (for page layout).

History of Graphic Design

The origins of graphic design can be traced from the origins of human existence, from the caves of [Lascaux](#), to Rome's [Trajan's Column](#) to the [illuminated manuscripts](#) of the Middle Ages, to the neon lights of [Ginza](#), [Tokyo](#). In "Babylon, artisans pressed cuneiform inscriptions into clay bricks or tablets which were used for construction. The bricks gave information such as the name of the reigning monarch, the builder, or some other dignitary". This was the first known road sign announcing the name of the governor of a state or mayor of the city. The Egyptians developed communication by hieroglyphics that used picture symbols dating as far back as 136 B.C. found on the [Rosetta Stone](#). "The Rosetta stone, found by one of Napoleon's engineers was an advertisement for the Egyptian ruler, Ptolemy as the "true Son of the Sun, the Father of the Moon, and the Keeper of the Happiness of Men" The Egyptians also invented [papyrus](#), paper made from reeds found along the [Nile](#), on which they transcribed advertisements more common among their people at the time. During the "[Dark Ages](#)", from 500 AD to 1450 AD, monks created elaborate, illustrated manuscripts.

In both its lengthy history and in the relatively recent explosion of [visual communication](#) in the 20th and 21st centuries, the distinction between [advertising](#), art, graphic design and [fine art](#) has disappeared. They share many elements, theories, principles, practices, [languages](#) and sometimes the same benefactor or client. In advertising, the ultimate objective is the sale of goods and services. In graphic design, "the essence is to give order to information, form to ideas, expression, and feeling to artifacts that document the human experience."

Graphic design in the United States began with [Benjamin Franklin](#) who used his newspaper [The Pennsylvania Gazette](#) to master the art of publicity, to promote his own books, and to influence the masses. "Benjamin Franklin's ingenuity gained in strength as did his cunning and in 1737 he had replaced his counterpart in Pennsylvania, [Andrew](#)

[Bradford](#) as postmaster and printer after a competition he instituted and won. He showed his prowess by running an ad in his *General Magazine and the Historical Chronicle of British Plantations in America* (the precursor to the [Saturday Evening Post](#)) that stressed the benefits offered by a stove he invented, named the *Pennsylvania Fireplace*. His invention is still sold today and is known as *the Franklin stove*. "

American advertising initially imitated British newspapers and magazines.

Advertisements were printed in scrambled type and uneven lines, which made them difficult to read. Franklin better organized this by adding a 14-point type for the first line of the advertisement; although later shortened and centered it, making "headlines".

Franklin added illustrations, something that London printers had not attempted. Franklin was the first to utilize [logos](#), which were early symbols that announced such services as opticians by displaying golden spectacles. Franklin taught advertisers that the use of detail was important in marketing their products. Some advertisements ran for 10-20 lines, including color, names, varieties, and sizes of the goods that were offered.

The advent of printing

During the [Tang Dynasty](#) wood blocks were cut to print on textiles and later to reproduce Buddhist texts. A Buddhist scripture printed in 868 is the earliest known printed book. Beginning in the 11th century, longer scrolls and books were produced using [movable type](#) printing, making books widely available during the [Song dynasty](#).

During the 17th-18th century movable type was used for handbills or trade cards which were printed from wood or copper engravings. These documents announced a business and its location. English painter [William Hogarth](#) used his skill in engraving was one of the first to design for business trade.

In Mainz Germany, in 1448, [Johannes Gutenberg](#) introduced movable type using a new metal alloy for use in a [printing press](#) and opened a new era of commerce. This made graphics more readily available since mass printing dropped the price of printing material

significantly. Previously, most advertising was word of mouth. In France and England, for example, [criers](#) announced products for sale just as [ancient Romans](#) had done.

The printing press made books more widely available. [Aldus Manutius](#) developed the book structure that became the foundation of western publication design. This era of graphic design is called [Humanist](#) or Old Style. Additionally, [William Caxton](#), England's first printer produced religious books, but had trouble selling them. He discovered the use of leftover pages and used them to announce the books and post them on church doors. This practice was termed "*squis*" or "*pin up*" posters, in approximately 1612, becoming the first form of print advertising in Europe. The term *Siquis* came from the [Roman era](#) when public notices were posted stating "*if anybody...*", which in Latin is "*si quis*". These printed announcements were followed by later public registers of *wants* called *want ads* and in some areas such as the first periodical in Paris advertising was termed "advices". The "Advices" were what we know today as *want ad media* or *advice columns*.

In 1638 [Harvard University](#) received a printing press from England. More than 52 years passed before London bookseller [Benjamin Harris](#) received another printing press in Boston. Harris published a newspaper in serial form, [Publick Occurrences Both Foreign and Domestick](#). It was four pages long and suppressed by the government after its first edition.

John Campbell is credited for the first newspaper, the [Boston News-Letter](#), which appeared in 1704. The paper was known during the revolution as "*Weeklies*". The name came from the 13 hours required for the ink to dry on each side of the paper. The solution was to first, print the ads and then to print the news on the other side the day before publication. The paper was four pages long having ads on at least 20%-30% of the total paper, (pages one and four) the hot news was located on the inside. The initial use of the *Boston News-Letter* carried Campbell's own solicitations for advertising from his readers. Campbell's first paid advertisement was in his third edition, May 7 or 8th, 1704. Two of the first ads were for stolen anvils. The third was for real estate in [Oyster Bay](#),

owned by [William Bradford](#), a pioneer printer in New York, and the first to sell something of value. Bradford published his first newspaper in 1725, New York's first, the [New-York Gazette](#). Bradford's son preceded him in Philadelphia publishing the [American Weekly Mercury](#), 1719. *The Mercury* and William Brooker's *Massachusetts Gazette*, first published a day earlier.

Nineteenth century[\[edit\]](#)

In 1849, [Henry Cole](#) became one of the major forces in [design education](#) in Great Britain, informing the government of the importance of design in his *Journal of Design and Manufactures*. He organized the [Great Exhibition](#) as a celebration of modern industrial technology and Victorian design.

From 1891 to 1896, [William Morris'](#) Kelmscott Press published some of the most significant of the graphic design products of the [Arts and Crafts movement](#), and made a lucrative business of creating and selling stylish books. Morris created a market for works of graphic design in their own right and a profession for this new type of art. The Kelmscott Press is characterized by an obsession with historical styles. This historicism was the first significant reaction to the state of nineteenth-century graphic design. Morris' work, along with the rest of the [Private Press](#) movement, directly influenced [Art Nouveau](#).

During the first half of the nineteenth century, there were diverse styles that were used by various graphic designers. Several examples are Greek, Roman, Classical, Egyptian, and Gothic. The early part of the century has often been regarded as being lackluster for reviving historic styles.¹ However, the latter part of the century would showcase designers using these existing styles as a conceptual framework to expand their own styles. For instance, designer [Augustus W.N. Pugin](#) has a quote in the book *The True Principles of Pointed or Christian Architecture* (1841) that says Gothic is "not a style, but a principle."



Cover of the Thanksgiving 1895 issue of *The Chap-Book*, designed by [Will H. Bradley](#)

[Will H. Bradley](#) became one of the notable graphic designers in the late nineteenth-century due to creating art pieces in various Art Nouveau styles. Bradley created a number of designs as promotions for a literary magazine titled *The Chap-Book*. One of them was a Thanksgiving poster that was finished in 1895. The poster is recognized for including a system of curved lines and forms. The poster also borrows elements from Japanese printing styles by using flat colored planes. Bradley's works have proven to be inspiration as the concept of art posters would become more commonplace by the early twentieth century. In addition, art posters would become a significant aspect in the subject of advertising.

Twentieth century



A Boeing 747 aircraft with [livery](#) designating it as [Air Force One](#). The cyan forms, the [US flag](#), [presidential seal](#) and the [Caslon](#) lettering, were all designed at different times, by different designers, for different purposes, and combined by designer [Raymond Loewy](#) in this one single aircraft exterior design.

In 1917, [Frederick H. Meyer](#), director and instructor at the [California School of Arts and Crafts](#), taught a class entitled "Graphic Design and Lettering". Raffe's *Graphic Design*, published in 1927, was the first book to use "Graphic Design" in its title.

The signage in the [London Underground](#) is a classic design example of the [modern era](#). Although he lacked artistic training, [Frank Pick](#) led the Underground Group design and publicity movement. The first Underground station signs were introduced in 1908 with a design of a solid red disk with a blue bar in the center and the name of the station. The station name was in white sans-serif letters. It was in 1916 when Pick used the expertise of [Edward Johnston](#) to design a new typeface for the Underground. Johnston redesigned the Underground sign and logo to include his typeface on the blue bar in the center of a red circle.

In the 1920s, Soviet [constructivism](#) applied 'intellectual production' in different spheres of production. The movement saw individualistic art as useless in revolutionary Russia and thus moved towards creating objects for [utilitarian](#) purposes. They designed buildings, theater sets, posters, fabrics, clothing, furniture, logos, menus, etc.

[Jan Tschichold](#) codified the principles of [modern typography](#) in his 1928 book, *New Typography*. He later repudiated the philosophy he espoused in this book as fascistic, but it remained influential.¹ Tschichold, [Bauhaus](#) typographers such as [Herbert Bayer](#) and [László Moholy-Nagy](#) and [El Lissitzky](#) greatly influenced graphic design. They pioneered production techniques and stylistic devices used throughout the twentieth century. The following years saw graphic design in the modern style gain widespread acceptance and application.^[17]

The post-World War II American economy revealed a greater need for graphic design, mainly in advertising and packaging. The spread of the German [Bauhaus](#) school of design to Chicago in 1937 brought a "mass-produced" minimalism to America; sparking "modern" [architecture](#) and design. Notable names in mid-century modern design include [Adrian Frutiger](#), designer of the [typefaces Univers](#) and [Frutiger](#); [Paul Rand](#), who took the principles of the Bauhaus and applied them to popular advertising and logo design, helping to create a uniquely American approach to European minimalism while becoming one of the principal pioneers of [corporate identity](#), a subset of graphic design. [Alex Steinweiss](#) is credited with the invention of the album cover; and [Josef Müller-Brockmann](#), who designed posters in a severe yet accessible manner typical of the 1950s and 1970s era.

The professional graphic design industry grew in parallel with [consumerism](#). This raised concerns and criticisms, notably from within the graphic design community with the [First Things First manifesto](#). First launched by [Ken Garland](#) in 1964, it was re-published as the [First Things First 2000 manifesto](#) in 1999 in the magazine [Emigre](#) 51 stating "We propose a reversal of priorities in favor of more useful, lasting and democratic forms of communication - a mindshift away from product marketing and toward the exploration

and production of a new kind of meaning. The scope of debate is shrinking; it must expand. Consumerism is running uncontested; it must be challenged by other perspectives expressed, in part, through the visual languages and resources of design." Both editions attracted signatures from practitioners and thinkers such as [Rudy VanderLans](#), [Erik Spiekermann](#), [Ellen Lupton](#) and [Rick Poyner](#). The 2000 manifesto was also published in [Adbusters](#), known for its strong critiques of visual culture.

Occupations



Graphic symbols are often [functionalist](#) and anonymous,^[27] as these [pictographs](#) from the US [National Park Service](#) illustrate.

Graphic design career paths cover all parts of the [creative spectrum](#) and often overlap. Workers perform specialized tasks, such as design services, publishing, advertising and public relations. As of 2017, median pay was \$48,700 per year. The main job titles within the industry are often country specific. They can include [graphic designer](#), art director, [creative director](#), [animator](#) and entry level [production artist](#). Depending on the industry served, the responsibilities may

have different titles such as "DTP Associate" or "Graphic Artist". The responsibilities may involve specialized skills such as [illustration](#), [photography](#), [animation](#), [visual effects](#) or [interactive design](#).

Employment in design of online projects was expected to increase by 35% by 2026, while employment in traditional media, such as newspaper and book design, expect to go down by 22%. Graphic designers will be expected to constantly learn new techniques, programs, and methods.

Graphic designers can work within companies devoted specifically to the industry, such as design consultancies or branding agencies, others may work within publishing, marketing or other communications companies. Especially since the introduction of personal computers, many graphic designers work as in-house designers in non-design oriented organizations. Graphic designers may also work [freelance](#), working on their own terms, prices, ideas, etc.

A graphic designer typically reports to the [art director](#), [creative director](#) or [senior media creative](#). As a designer becomes more senior, they spend less time designing and more time leading and directing other designers on broader creative activities, such as [brand](#) development and [corporate identity](#) development. They are often expected to interact more directly with clients, for example taking and interpreting briefs.

Adobe Illustrator



Adobe Illustrator CC running on [macOS High Sierra](#)

[Developer\(s\)](#)

[Adobe Inc.](#)

Initial release	March 19, 1987; 34 years ago
<u>Stable release</u>	CC 2021 (25.2.3) / April 30, 2021; 2 months ago
Written in	<u>C++</u> , <u>ActionScript</u>
<u>Operating system</u>	<u>Windows 10</u> and <u>macOS</u> 10.12 Sierra and later
<u>Type</u>	<u>Vector graphics editor</u>
<u>License</u>	<u>Proprietary</u>
Website	<u>www.adobe.com/products/illustrator.html</u>

Adobe Illustrator is a vector graphics editor and design program developed and marketed by Adobe Inc. Originally designed for the Apple Macintosh, development of Adobe Illustrator began in 1985. Along with Creative Cloud (Adobe's shift to monthly or annual subscription service delivered over the Internet), Illustrator CC was released. The latest version, Illustrator CC 2021, was released on October 20, 2020 and is the 25th generation in the product line. Adobe Illustrator was reviewed as the best vector graphics editing program in 2018 by PC Magazine.

What is Illustrator?

Adobe Illustrator is a professional vector-based design and drawing program. Used as part of a larger design workflow, Illustrator allows for the creation of everything from single design elements to entire compositions. Designers use Illustrator to create posters, symbols, logos, patterns, icons, etc.

Vector vs. Raster

Computer graphics fall into two main categories: vector graphics and raster graphics. Understanding the difference between the two helps you create, edit, and import artwork appropriately.

What are vectors?

Drawing programs such as Adobe Illustrator create vector graphics, which are composed of lines and curves defined by mathematical objects called “vectors.” Vectors describe a graphic according to its geometric characteristics. For example, a bicycle tire in a vector graphic is drawn using a mathematical equation for a circle with a certain radius, set at a specific location, and filled with a specific color. You can move, resize, or change the color of the tire without losing graphic quality because the underlying equations will compensate for your actions.

A vector graphic is resolution-independent, —that is, it can be scaled to any size and printed on any output device at any resolution without losing its detail or clarity. As a result, vector graphics are the best choice for type (especially small type) and bold graphics that must retain crisp lines when scaled to various sizes.

Why I chose Adobe Illustrator

Adobe Illustrators is a vector-based creative program designed for those involved with graphic design. Instead of using bitmap images to store data, this program used algorithms to draw shapes. That is why the vector graphics created within Illustrator can be scaled to any size without losing their quality or overall resolution.

Because of this unique design, Adobe Illustrator is used to make everything from business logos to detailed illustrations to animated concepts. It can print layouts, create stunning website graphics, and give users complete control over their typography.

There are several additional features available to customize the graphics being created through the program as well.

First designed in 1986, here are some of the advantages and disadvantages to consider when using Adobe Illustrator.

List of the Advantages of Adobe Illustrator

1. It provides a helpful user interface.

With Adobe Illustrator, you have an extra level of flexibility when working to customize your overall workspace. Your interface allows for custom viewing. There is an option to enable space saving as well. These processes allow you to work on your project in whatever way is most comfortable, while maintaining complete control over all the available options.

2. It allows for in-panel editing.

You also save a bunch of time when working with Adobe Illustrator thanks to its option for in-panel editing. You also have the use of multiple artboards simultaneously. That allows you to work on multiple images in a similar fashion all at once, which makes you much more productive than the other programs which force you to work on one image at a time.

3. It is completely scalable.

You have zero resolution issues when working with Adobe Illustrator. Because the graphics are based on mathematics equations instead of stored pixels, you're always given sharp, crisp lines that are print-ready in any dimension. You never lose resolution when you're working with graphics through this program, which means you have much more versatility when designing multimedia for various purposes.

4. It creates files in manageable sizes.

You're not stuck with enormous files that are difficult to transfer when creating something with Adobe Illustrator. Compared to similar platforms, Illustrator creates files that are relatively small. You can share them quite easily, mail them as an attachment, or use them without absorbing a majority of your computing resources. You don't waste a bunch of time syncing your massive files to the cloud either to share them through a service like Dropbox either.

5. It works on almost any computer system.

Although Adobe Illustrator doesn't work well on mobile devices, it does an exceptional job on almost any computer system. You can use it on Windows PCs or on Apple products. It will even work adequately on older computers, even from

the early 2000s, if you are using an older top-of-the-line option. That means most people are going to be able to access the benefits of this platform if they have their system's operating system up-to-date.

6. It creates print graphics and web graphics.

You can create print-ready graphics with ease thanks to Adobe Illustrator. You are also able to create web graphics with this platform. It works in any screen resolution, offering a tool set that is constantly updated, which allows you to create professional vector graphics with relative ease.

government policies, an economic crisis, lack of market demand, or a combination of all of these.

In the field of [economics](#), the term entrepreneur is used for an entity which has the ability to translate inventions or technologies into products and services. In this sense, entrepreneurship describes activities on the part of both established firms and new businesses.

Adobe Photoshop

Adobe Photoshop is a [raster graphics editor](#) developed and published by [Adobe Inc.](#) for [Windows](#) and [macOS](#). It was originally created in 1988 by [Thomas](#) and [John Knoll](#). Since then, the software has become the industry standard not only in [raster graphics](#) editing, but in [digital art](#) as a whole. The software's name has thus become a [generic trademark](#), leading to its usage as a verb (e.g. "to photoshop an image", "[photoshopping](#)", and "[photoshop contest](#)") although Adobe discourages such use. Photoshop can edit and compose raster images in multiple layers and supports [masks](#), [alpha compositing](#) and several [color models](#) including [RGB](#), [CMYK](#), [CIELAB](#), [spot color](#), and [duotone](#). Photoshop uses its own PSD and PSB file formats to support these features. In addition to raster graphics, Photoshop has limited abilities to edit or render text and [vector graphics](#) (especially through [clipping path](#) for the latter), as well as [3D graphics](#) and [video](#). Its feature set can be expanded by [plug-ins](#); programs developed and distributed independently of Photoshop that run inside it and offer new or enhanced features.

Photoshop's naming scheme was initially based on [version numbers](#). However, in October 2002 (following the introduction of [Creative Suite](#) branding), each new version of Photoshop was designated with "CS" plus a number; e.g., the eighth major version of Photoshop was **Photoshop CS** and the ninth was **Photoshop CS2**. Photoshop CS3 through CS6 were also distributed in two different editions: Standard and Extended. With the introduction of the [Creative Cloud](#) branding in June 2013 (and in turn, the change of the "CS" suffix to "CC"), Photoshop's

licensing scheme was changed to that of [software as a service](#) subscription model. Historically, Photoshop was bundled with additional software such as [Adobe ImageReady](#), [Adobe Fireworks](#), [Adobe Bridge](#), [Adobe Device Central](#) and Adobe Camera RAW.

Alongside Photoshop, Adobe also develops and publishes [Photoshop Elements](#), [Photoshop Lightroom](#), [Photoshop Express](#), [Photoshop Fix](#), [Photoshop Sketch](#) and [Photoshop Mix](#). As of November 2019, Adobe has also released a full version of Photoshop for the [iPad](#), and while initially limited, Adobe plans to bring more features to Photoshop for iPad. Collectively, they are branded as "The Adobe Photoshop Family".

history

Photoshop was developed in 1987 by two brothers [Thomas](#) and [John Knoll](#), who sold the distribution license to Adobe Systems Incorporated in 1988. Thomas Knoll, a Ph.D. student at the [University of Michigan](#), began writing a program on his [Macintosh Plus](#) to display [grayscale](#) images on a monochrome display. This program (at that time called **Display**) caught the attention of his brother John, an [Industrial Light & Magic](#) employee, who recommended that Thomas turn it into a full-fledged image editing program. Thomas took a six-month break from his studies in 1988 to collaborate with his brother on the program. Thomas renamed the program ImagePro, but the name was already taken. Later that year, Thomas renamed his program **Photoshop** and worked out a short-term deal with scanner manufacturer Barneyscan to distribute copies of the program with a [slide scanner](#); a "total of about 200 copies of Photoshop were shipped" this way.

During this time, John traveled to [Silicon Valley](#) and gave a demonstration of the program to engineers at [Apple](#) and Russell Brown, art director at [Adobe](#). Both showings were successful, and Adobe decided to purchase the license to distribute in September 1988.^[7] While John worked on [plug-ins](#) in California, Thomas remained in [Ann Arbor](#) writing code. *Photoshop* 1.0 was released on February 19, 1990, for [Macintosh](#) exclusively. The Barneyscan version included advanced color editing features that were stripped from the first Adobe shipped version. The handling of color slowly improved with each release from Adobe and Photoshop quickly became the industry standard in digital color editing. At the time Photoshop 1.0 was released, digital retouching on dedicated high-end systems (such as the [Scitex](#)) cost around \$300 an hour for basic photo retouching. The list price of Photoshop 1.0 for Macintosh in 1990 was \$895.

Photoshop was initially only available on Macintosh. In 1993, Adobe chief architect Seetharaman Narayanan [ported](#) Photoshop to [Microsoft Windows](#). The Windows port led to Photoshop reaching a wider [mass market](#) audience as [Microsoft](#)'s global reach expanded within the next few years. On March 31, 1995, Adobe purchased the rights for Photoshop from Thomas and John Knoll for \$34.5 million so Adobe would no longer need to pay a royalty for each copy sold

File format

Photoshop document	
Filename extension	.psd
Internet media type	image/vnd.adobe.photoshop
Type code	8BPS
Open format?	no
Website	www.adobe.com/devnet-apps/photoshop/fileformatashtml/

Photoshop files have default file extension as .PSD, which stands for "Photoshop Document".^[17] A PSD file stores an image with support for most imaging options available in Photoshop. These include layers with **masks**, **transparency**, text, **alpha channels** and **spot colors**, **clipping paths**, and **duotone** settings. This is in contrast to many other file formats (e.g., .JPG or .GIF) that restrict content to provide streamlined, predictable functionality. A PSD file has a maximum height and width of 30,000 pixels, and a length limit of two gigabytes.

Photoshop files sometimes have the file extension .PSB, which stands for "Photoshop Big" (also known as "large document format").^[18] A PSB file extends the PSD file format, increasing the maximum height and width to 300,000 pixels

and the length limit to around 4 [Exabytes](#). The dimension limit was apparently chosen arbitrarily by Adobe, not based on computer arithmetic constraints (it is not close to a power of two, as is 30,000) but for ease of [software testing](#). PSD and PSB formats are documented.^[19]

Because of Photoshop's popularity, PSD files are widely used and supported to some extent by most competing software, including [GIMP](#) and [Affinity Photo](#). The .PSD file format can be exported to and from Adobe's other apps, such as [Adobe Illustrator](#), [Adobe Premiere Pro](#), and [After Effects](#).

Why I chose Adobe Photoshop

Adobe Photoshop is the industry standard software when it comes to editing, retouching and prepping up photographs and ambiance attributes. In fact, the uses of Photoshop in real life are limitless. At PGBS, we have a proficient fleet of seasoned creative artists who can deftly harness this limitless potential of Photoshop software to create brilliant and literally unbelievable effects.

With changing times, the authority of Adobe Photoshop is being challenged by other software which is providing features that are powerful and utility rich. The rise in competition has not dented the popularity of Photoshop as most companies and professionals still rely on it for accomplishing their image editing related needs.

The advantages and disadvantages of Adobe Photoshop should be considered from a neutral plane to understand the reason for its appeal among masses and why it is experiencing competition from other contemporary software.



What is Photoshop?

Adobe Photoshop is a popular software program for photo editing and retouching. It is available on Mac and Windows and has numerous features for enhancing and creating images. Aside from images, it can also help with editing illustrations, artwork, and videos.

You can carry out a variety of tasks in Photoshop, be it changing the photo background or imitating a real-life painting. It also allows you to edit pictures individually or in large batches.

Photoshop is available in several versions. It includes Photoshop Lightroom, Photoshop CC, Photoshop Express, and Photoshop Elements. Furthermore, there is also a separate version for iOS users. But, it may not contain all the features of the original version.

Coming to the availability of **Adobe Photoshop**, it has a subscription of its own that incorporates Photoshop Lightroom. Besides, the subscription itself is a part of the Creative Cloud subscription offered by Adobe Corporation.

Purpose of Using Photoshop Software

Photoshop is a powerful tool developed by Adobe Corporation for photo editing. The program is used worldwide not just for graphic editing but also digital art projects.

The raster graphics editor is enriched with numerous functions, filters, and tools to make the editing tasks easier for users. In case you are looking for other reasons, we have discussed a few more purposes of using Photoshop below.

- **Photo Restoration**

Photoshop can help with the restoration of damaged or old photographs. For minor damages, you can use the tools and filters available in Photoshop.

For example, to remove blemishes or spots, you can use the Clone Stamp tool. To eliminate noise and dust, you can use the noise reduction filter. In case of major damages like filling up a missing section, you can use the function, Vanishing Point.

- **Resizing/ Cropping**

Resizing and cropping images is one of the popular uses of Photoshop. You can resize your picture by simply selecting “Image” from the “Menu” option and then clicking “Size”. A dialog box will appear, from which you can change the pixel height, width, and resolution.

To crop your image, choose the Crop Tool from the Toolbar. Now, trim it to the size you want. The cropping technique is widely employed by the printing and publishing industry.

- **Animation**

Photoshop is also a powerful **tool** for **graphics animation**. You only have to create frames in the form of layers. Once you are done, activate the Animation panel from the timeline. Now, choose “Make Frames from Layers” to create your animation and finally, export it in GIF.

- **Website Graphics**

Apart from **photo editing** and animation, Photoshop can be used to design graphics for your website layouts. For example, you can use the Shape Tool and set it to “Fill” for creating a simple button shape.

You can also use the function, FX to add depth to the button. A few functions you can use are “Drop Shadow” and “Bevel and Emboss”. There’s also a Text Tool that can help you add a name to the button.

- **Websites Layout**

In addition to creating graphics, you can also use Photoshop to create web page layouts. You only have to create and assemble the different elements of a web page the way you want it to look.

Now, select the Slice Tool for dividing the picture into different parts of the page. It may include your banner, navigation button, etc. Finally, save and export the document by using the function, Save for Web or Devices.

Quick Overview

Pros:

- Surplus of cutting-edge tools at one's disposal
- Photoshop offers unparalleled editing features
- Creativity can be unlocked fully with integrated stock library
- Trivial editing can be pulled off with ease
- Ease of editing different image formats
- Ordinary images can be transformed into professional ones with ease
- Business quality images can be rendered easily
- Graphics can be designed meticulously
- Social platforms can be used for brand promotion with visually pleasing images
- An all-purpose software
- Passport or stamp sized photos can be created
- All communications can be made more professional looking
- Ability to edit video or animation layers
- Easily transfer of files between different programs
- Capitalize on the practicality and flexibility
- Benefit from smooth operations
- Generate high-end graphics for your projects
- Take advantage of versatile features
- You can customize images for social media
- Make use of readily-available Photoshop Templates
- Make your cropping and resizing tasks easier

Cons:

- Beginners may find the interface difficult to take in one's stride

- Raw updates or untested beta versions are sometimes released
- Progress monitoring facility is not present in fewer tools
- New input features may not have an appeal for everyone
- Photoshop is expensive
- Less support for vector graphics
- Full functionality may not be utilized by every user
- High-quality graphics are difficult to render
- You can't purchase Photoshop.
- The program consumes a lot of space.
- The toolbar is less-detailed.

Adobe Photoshop's Advantages

- **Surplus of cutting-edge tools at one's disposal**

Adobe Photoshop offers a range of tools that help in the creation of compelling graphic designs for web platform as well as handheld devices. The responsive graphics can be created through an inbuilt interface that makes editing images a cushy job. Further, a wide array of tools is available and gets continuously added to its repertoire which enhances the creative capability of the artists and helps them stretch their imagination optimally.

- **Photoshop offers unparalleled editing features**

Photoshop has come of age. It has no longer restricted its editing capabilities to images only. In addition to photo post-processing, you can easily work on video content and carry out the intricacies of editing with flair. Photoshop brings on its platform the features of best video editing tools with its new releases. You can also

work with the free mobile app available on subscription to extract maximum value from the software.

- **Creativity can be unlocked fully with integrated stock library**

Most of you who are acquainted with Photoshop know that free stock images are not readily available. One has to toil hard to come across free images that can be used for creative processing. Further, relevant images may not catch one's attention. Photoshop has alleviated this problem with its own integrated stock library from where you can retrieve the desired picture or video to let your creative juices flow. Syncing of libraries with Photoshop's interface help you glide through various tasks simultaneously.

- **Trivial editing can be pulled off with ease**

With Photoshop, you can make numerous smaller changes to an image which although may not require much effort to carry out but the tools for the same are not readily available with other editors. You can alter the skin tone, render an ordinary image into high resolution, fine tune the brightness, remove the smudge, or pull off other sort of retouching with relative ease in Photoshop.

- **Ease of editing different image formats**

This is yet another Photoshop advantage. This software allows under its single roof editing of all available and popular [image file formats](#) without requiring any expensive plugin. You need not invoke other editing software to carry out partial

editing in them before importing the image in Photoshop for final editing. A single Photoshop is enough.

- **Ordinary images can be transformed into professional ones with ease**

You cannot take the liberty of posting ordinary looking shabby images for your professional purpose as your reputation, brand image and professional identity would be at stake. Photoshop offers a plethora of tools to help you transform substandard images into spectacular, aesthetically pleasing and shipshape pictures.

- **Business quality images can be rendered easily**

Photoshop is used by businesses for varied branding and marketing purposes. The pictures you capture through camera invariably need editing for improvement in their quality. [Shadows creation](#) or [color corrections](#) need to be subtly adjusted to ensure that the appeal of your images is heightened. You need not pay professional artists as Photoshop lets you do the tweaking on your own. The digital or scanned image can be retouched to make minute variations in color tone and lighting exposure of the images. The backgrounds of the images can be seamlessly deleted or substituted with newer ones. Watermarked proprietary images can be made free stock ones by removing the stamp. The photo restoration tools allow you to give a fresh lease of life to old, yellowed out pictures. The images of products to be displayed on e-commerce sites can be made crisper and alluring. Lifestyle images can be refreshed with new backgrounds and product snapshots can be projected against new backdrop.

- **Graphics can be designed meticulously**

Photoshop lets you create compelling graphics for a variety of purposes like book cover designs, [brochure designs](#), [flyer designs](#), promotional stuff and brand building materials. With a little effort, one can easily master the use of tools designed to bring out the artist inherent in him. From the perspective of website, you can create gripping landing pages, site designs, sales funnel, product depictions, [logos](#), icons for various purposes, call to action lever, connect request forms etc. Newsletters or emails that your brand sends out to customers can also be designed with Photoshop.

- *Social platforms can be used for brand promotion with visually pleasing images*

You need to shine on the social platform? Just take to Photoshop and chisel out the perfect look for the image you are going to post. It would grab appreciative eyeballs easily. Just an amateurish knowledge of Photoshop would help you create promotional materials for social platforms which would tantalize the viewers and seduce them on your brand's page. Your brand's social media identity would be reinforced with engrossing graphics which would promote better engagement of relevant audiences and help you reap rich dividends from the response your brand generates from social platforms.

- *An all-purpose software*

You can literally create anything in the [latest Photoshop version](#). For special occasions, you can develop greetings, invitation or wishes cards. All physical objects that you see around you can be created in 2D mode in Photoshop. Whether it is color tweaking, cropping, [retouching](#), [restoration](#), [image stitching](#),

enhancement, [manipulation](#), masking or [product image editing](#), the software helps in all.

- *Passport or stamp sized photos can be created*

You can easily create passport or stamp size photos in Photoshop for taking printouts and pasting in job or admission related application forms.

Related Article: [Tips for perfect photo printing in Photoshop](#)

- *All communications can be made more professional looking*

You engage in various types of official communications in the capacity of an individual, business owner, manager or professional. Just a little retouching or tweaking can help you create attention-grabbing communicational materials in Photoshop.

- *Ability to edit video or animation layers*

Apart from editing images, Adobe Photoshop has also included the feature to effortlessly edit videos and animations. This can be done by editing the individual frames of video or animation layers.

- *Easily transfer of files between different programs*

Photoshop allows the user to transfer the image files from one program to another with ease. The process is carried out with the help of a Creative Suite which doesn't affect the image quality.

- *Capitalize on the practicality and flexibility*

Photoshop allows users the privilege of completing complex photo reconstruction and graphic design tasks as well as on vector graphics development, digital painting, and even animated graphics.

- *Benefit from smooth operations*

Photoshop is a reactive and robust platform that operates very smoothly and efficiently. Incidences of system failure or crashes are too less and can be addressed very well by the dedicated professionals who are given the charge of delivering support.

- *Generate high-end graphics for your projects*

Photoshop allows users perform in-depth and advanced editing, thereby facilitating the creation of high-resolution image versions that can address your clients' requirements and that are print-ready as well as suitable enough to be displayed on the screen.

- *Take advantage of versatile features*

You can explore Photoshop's versatile features to create awesome designs, instill new effects, and conduct batch processing of images. You can use the creative features of Photoshop to deliver the highest standard of outcomes.

- *You can customize images for social media*

Using this software, you can professionally edit and personalize images and can get images resized to the desired extent in order to make them suitable for use across diverse social media platforms as well as websites. Once you download a graphic or a logo from a stock photo website, you can use Photoshop to get the image customized to meet the color and style requirements of a specific brand.

- *Make use of readily-available Photoshop Templates*

Several websites offer ready-to-use [Photoshop templates](#) that can be customized easily using Photoshop. All you need to do is to open the image in Photoshop and modify the existing layers. The final outcome will look extremely professional as though you took several weeks to create this high-quality outcome.

- *Make your cropping and resizing tasks easier*

With Photoshop, you can resize and crop images very easily. This comes especially handy if you are managing social media accounts, which come equipped with a scheduling tool that demands all images to have a size of 10MB or even

less. You can resize even high-resolution images with a higher degree of perfection in order to create platform-specific image versions.

What is entrepreneurship?

Who is an entrepreneur really?

a person who sets up a business or businesses, taking on financial risks in the hope of profit.

It turns out that there are four distinct types of entrepreneurial organizations; *small businesses, scalable startups, large companies and social entrepreneurs*. They all engage in entrepreneurship. Yet entrepreneurs in one class think that the others aren't the "real" entrepreneurs. His post looks at the differences and similarities and explains why there's such confusion.

Entrepreneurship is the creation or extraction of value. With this definition, entrepreneurship is viewed as change, generally entailing risk beyond what is normally encountered in starting a business, which may include other values than simply economic ones.

More narrow definitions have described entrepreneurship as the process of designing, launching and running a new business, which is often similar to a [small business](#), or as the "capacity and willingness to develop, organize and manage a business venture along with any of its risks to make a [profit](#). The people who create these businesses are often referred to as **entrepreneurs**. While definitions of entrepreneurship typically focus on the launching and running of businesses, due to the high risks involved in launching a [start-up](#), a significant proportion of start-up businesses have to close due to "lack of funding, bad business decisions,

Types of Entrepreneurship

Ethnic

The term "ethnic entrepreneurship" refers to [self-employed](#) business owners who belong to racial or [ethnic minority](#) groups in the United States and Europe¹A long tradition of academic research explores the experiences and strategies of ethnic entrepreneurs as they strive to integrate economically into mainstream U.S. or European society. Classic cases include Jewish merchants and trades people in large U.S. cities in the 19th and early 20th centuries as well as Chinese and Japanese small business owners (restaurants, farmers, shop owners) on the West Coast. In the 2010s, ethnic entrepreneurship has been studied in the case of Cuban business owners in Miami, Indian motel owners of the U.S. and Chinese business owners in [Chinatowns](#) across the United States. While entrepreneurship offers these groups many opportunities for economic advancement, self-employment and business ownership in the United States remain unevenly distributed along racial/ethnic lines.¹ Despite numerous success stories of Asian entrepreneurs, a recent statistical analysis of U.S. census data shows that whites are more likely than Asians, African-Americans and Latinos to be self-employed in high prestige, lucrative industries.

Institutional

The American-born British economist [Edith Penrose](#) has highlighted the collective nature of entrepreneurship. She mentions that in modern organizations, human resources need to be combined to better capture and create business opportunities. The sociologist [Paul DiMaggio](#) (1988:14) has expanded this view to

say that "new institutions arise when organized actors with sufficient resources [institutional entrepreneurs] see in them an opportunity to realize interests that they value highly". The notion has been widely applied

Cultural[\[edit\]](#)

According to Christopher Rea and Nicolai Volland, cultural entrepreneurship is "practices of individual and collective agency characterized by mobility between cultural professions and modes of cultural production", which refers to creative industry activities and sectors. In their book *The Business of Culture* (2015), Rea and Volland identify three types of cultural entrepreneur: "cultural personalities", defined as "individuals who build their own personal brand of creativity as a cultural authority and leverage it to create and sustain various cultural enterprises"; "tycoons", defined as "entrepreneurs who build substantial clout in the cultural sphere by forging synergies between their industrial, cultural, political, and philanthropic interests"; and "collective enterprises", organizations which may engage in cultural production for profit or not-for-profit purposes.

In the 2000s, story-telling has emerged as a field of study in cultural entrepreneurship. Some have argued that entrepreneurs should be considered "skilled cultural operators" that use stories to build legitimacy, and seize market opportunities and new capital. Others have concluded that we need to speak of a 'narrative turn' in cultural entrepreneurship research.

Feminist

A [feminist](#) entrepreneur is an individual who applies feminist values and approaches through entrepreneurship, with the goal of improving the quality of life and well-being of girls and women. Many are doing so by creating "for women, by women" enterprises. Feminist entrepreneurs are motivated to enter commercial

markets by desire to create wealth and social change, based on the ethics of cooperation, equality and mutual respect. These endeavors can have the effect of both empowerment and emancipation.

Social

Student organizers from the Green Club at Newcomb College Institute formed a social entrepreneurship organization in 2010.

Social entrepreneurship is the use of the by [startup companies](#) and other [entrepreneurs](#) to develop, fund and implement solutions to social, cultural, or environmental issues. This concept may be applied to a variety of organizations with different sizes, aims, and beliefs. For-profit entrepreneurs typically measure performance using business metrics like [profit](#), [revenues](#) and increases in [stock prices](#), but social entrepreneurs are either [non-profits](#) or blend for-profit goals with generating a positive "return to society" and therefore must use different metrics. Social entrepreneurship typically attempts to further broad social, cultural, and environmental goals often associated with the [voluntary sector](#)¹ in areas such as poverty alleviation, [health care](#) and [community development](#). At times, profit-making [social enterprises](#) may be established to support the social or cultural goals of the organization but not as an end in itself. For example, an organization that aims to provide housing and employment to the [homeless](#) may operate a [restaurant](#), both to raise money and to provide employment for the homeless people.

Nascent

A nascent [entrepreneur](#) is someone in the process of establishing a business venture. In this observation, the nascent entrepreneur can be seen as pursuing an [opportunity](#), i.e. a possibility to introduce new services or products, serve new markets, or develop more efficient production methods in a profitable manner. But

before such a venture is actually established, the opportunity is just a venture idea.¹ In other words, the pursued opportunity is perceptual in nature, propped by the nascent entrepreneur's personal beliefs about the feasibility of the venturing outcomes the nascent entrepreneur seeks to achieve. Its prescience and value cannot be confirmed *ex ante* but only gradually, in the context of the actions that the nascent entrepreneur undertakes towards establishing the venture. Ultimately, these actions can lead to a path that the nascent entrepreneur deems no longer attractive or feasible, or result in the emergence of a (viable) business. In this sense, over time, the nascent venture can move towards being discontinued or towards emerging successfully as an operating entity.

The distinction between the novice, serial and portfolio entrepreneurs is an example of behavior-based categorization. Other examples are the (related) studies by, on start-up event sequences. Nascent entrepreneurship that emphasizes the series of activities involved in new venture emergence, rather than the solitary act of exploiting an opportunity. Such research will help separate entrepreneurial action into its basic sub-activities and elucidate the inter-relationships between activities, between an activity (or sequence of activities) and an individual's motivation to form an opportunity belief, and between an activity (or sequence of activities) and the knowledge needed to form an opportunity belief. With this research, scholars will be able to begin constructing a theory of the micro-foundations of entrepreneurial action.

Scholars interested in nascent entrepreneurship tend to focus less on the single act of opportunity exploitation and more on the series of actions in new venture emergence. Indeed, nascent entrepreneurs undertake numerous **entrepreneurial** activities, including actions that make their businesses more concrete to themselves and others. For instance, nascent entrepreneurs often

look for and purchase facilities and equipment; seek and obtain financial backing, form [legal entities](#), organize teams; and dedicate all their time and energy to their business

Project-based

Project entrepreneurs are individuals who are engaged in the repeated assembly or creation of temporary organizations. These are organizations that have limited lifespans which are devoted to producing a singular objective or goal and get disbanded rapidly when the project ends. Industries where project-based enterprises are widespread include: [sound recording](#), [film production](#), [software development](#), television production, [new media](#) and construction. What makes project-entrepreneurs distinctive from a theoretical standpoint is that they have to "rewire" these temporary ventures and modify them to suit the needs of new project opportunities that emerge. A project entrepreneur who used a certain approach and team for one project may have to modify the business model or team for a subsequent project.

Project entrepreneurs are exposed repeatedly to problems and tasks typical of the entrepreneurial process. Indeed, project-based entrepreneurs face two critical challenges that invariably characterize the creation of a new venture: locating the right opportunity to launch the project venture and assembling the most appropriate team to exploit that opportunity. Resolving the first challenge requires project-entrepreneurs to access an extensive range of information needed to seize new investment opportunities. Resolving the second challenge requires assembling a collaborative team that has to fit well with the particular challenges of the project and has to function almost immediately to reduce the risk that performance might be adversely affected. Another type of project entrepreneurship involves

entrepreneurs working with business students to get analytical work done on their ideas.

Millennial

The term "millennial entrepreneur" refers to a business owner who is affiliated with [millennials](#) (also known as Generation Y), those people born from approximately 1981 to 1996. The offspring of [baby boomers](#) and early [Gen Xers](#), this [generation](#) was brought up using digital technology and mass media. Millennial business owners are well-equipped with knowledge of new technology and new business models and have a strong grasp of its business applications. There have been many breakthrough businesses that have come from millennial entrepreneurs such as [Mark Zuckerberg](#), who created [Facebook](#). Despite the expectation of millennial success, there have been recent studies that have proven this to not be the case. The comparison between millennials who are self-employed and those who are not self-employed shows that the latter is higher. The reason for this is because they have grown up in a different generation and attitude than their elders. Some of the barriers to entry for entrepreneurs are the economy, debt from schooling, and the challenges of regulatory compliance.

4 types of entrepreneurs

If you are a counselor or teacher for entrepreneurs you should distinguish between at least 4 different types of entrepreneurs.

If you don't distinguish between the different types of entrepreneurs you will probably find it hard to do good counseling.

Each type has different reasons to start, need different advice and learn differently.

The 4 different types of entrepreneurs:

1. The Traditional Entrepreneur
2. The Growth Potential Entrepreneur
3. The Project-Oriented Entrepreneur
4. The Lifestyle Entrepreneur

Overview of the 4 types of entrepreneurs

1. Traditional businesses are those ones that have been around for many years; restaurants, shops, carpenters, hair dressers, mechanics and other companies that help the local community function.
2. A growth potential business typically works with software development, applications for smart phones and tablets, consulting, communication and marketing, development of medical equipment, business intelligence. The really good ones are scalable.

3. The project oriented businesses are typically owned by well-educated entrepreneurs and they work with tasks close to their education. Fx: translation, design of concepts, exhibitions at museums, they are graphic designers, authors, psychologist, film makers, textile designers ...

4. The lifestyle entrepreneur doesn't have an education as a basis for starting the company. It is a "con amora business" – for love of the idea/service. The life style entrepreneur might be selling Aloe Vera or slimming products, be a glass artist, children's book author, do painting therapy, sell coaching or aura interpretation.

Elements of Entrepreneurship

Entrepreneurship is an act of being an [entrepreneur](#), or "the owner or manager of a business enterprise who, by risk and initiative, attempts to make profits".^[14] Entrepreneurs act as managers and oversee the launch and growth of an enterprise. Entrepreneurship is the process by which either an individual or a team identifies a business opportunity and acquires and deploys the necessary resources required for its exploitation. Early-19th-century French economist [Jean-Baptiste Say](#) provided a broad definition of entrepreneurship, saying that it "shifts economic resources out of an area of lower and into an area of higher productivity and greater yield". Entrepreneurs create something new, something different—they change or transmute values. Regardless of the firm size, big or small, they can partake in entrepreneurship opportunities. The opportunity to become an entrepreneur requires four criteria. First, there must be opportunities or situations to recombine resources to generate profit. Second, entrepreneurship requires differences between people, such as preferential access to certain individuals or the ability to recognize information about opportunities. Third, taking on risk is a necessity. Fourth, the entrepreneurial process requires the organization of people and resources.

The entrepreneur is a factor in and the study of entrepreneurship reaches back to the work of [Richard Cantillon](#) and [Adam Smith](#) in the late 17th and early 18th centuries. However, entrepreneurship was largely ignored theoretically until the late 19th and early 20th centuries and empirically until a profound resurgence in business and economics since the late 1970s. In the 20th century, the understanding of entrepreneurship owes much to the work of economist [Joseph](#)

Schumpeter in the 1930s and other Austrian economists such as Carl Menger, Ludwig von Mises and Friedrich von Hayek. According to Schumpeter, an entrepreneur is a person who is willing and able to convert a new idea or invention into a successful innovation. Entrepreneurship employs what Schumpeter called "the gale of creative destruction" to replace in whole or in part inferior innovations across markets and industries, simultaneously creating new products including new business models. In this way, creative destruction is largely responsible for the dynamism of industries and long-run economic growth. The supposition that entrepreneurship leads to economic growth is an interpretation of the residual in endogenous growth theory and as such is hotly debated in academic economics. An alternative description posited by Israel Kirzner suggests that the majority of innovations may be much more incremental improvements such as the replacement of paper with plastic in the making of drinking straws.

The exploitation of entrepreneurial opportunities may include:^[17]

- Developing a business plan
- Hiring the human resources
- Acquiring financial and material resources
- Providing leadership
- Being responsible for both the venture's success or failure
- Risk aversion

Economist Joseph Schumpeter (1883–1950) saw the role of the entrepreneur in the economy as "creative destruction" – launching innovations that simultaneously destroy old industries while ushering in new industries and approaches. For Schumpeter, the changes and dynamic disequilibrium brought on by the innovating entrepreneur [were] the norm of a healthy economy While entrepreneurship is

often associated with new, small, for-profit start-ups, entrepreneurial behavior can be seen in small-, medium- and large-sized firms, new and established firms and in for-profit and not-for-profit organizations, including voluntary-sector groups, [charitable organizations](#) and [government](#).

Entrepreneurship may operate within an [entrepreneurship ecosystem](#) which often includes:

- Government programs and services that promote entrepreneurship and support entrepreneurs and start-ups
- Non-governmental organizations such as small-business associations and organizations that offer advice and mentoring to entrepreneurs (e.g. through entrepreneurship centers or websites)
- Small-business [advocacy organizations](#) that lobby governments for increased support for entrepreneurship programs and more small business-friendly laws and regulations
- Entrepreneurship resources and facilities (e.g. [business incubators](#) and [seed accelerators](#))
- Entrepreneurship education and training programs offered by schools, colleges and universities
- Financing (e.g. bank loans, [venture capital financing](#), [angel investing](#) and government and private foundation grants)

In the 2000s, usage of the term "entrepreneurship" expanded to include how and why some individuals (or teams) identify opportunities, evaluate them as viable, and then decide to exploit them. The term has also been used to discuss how people might use these opportunities to develop new products or services, launch

new firms or industries, and create **wealth**. The entrepreneurial process is uncertain because opportunities can only be identified after they have been exploited.

Entrepreneurs exhibit positive **biases** towards finding new possibilities and seeing unmet market needs, and a tendency towards risk-taking that makes them more likely to exploit **business opportunities**

NEED FOR ENTREPRENEURSHIP DEVELOPMENT

Entrepreneurs play a significant role in economic development of a country. He promotes the prosperity of a nation by his innovation and dynamic leadership Skills. He creates wealth, opens up employment opportunities and fosters the other segments. According to Harbison, entrepreneurs are prime movers of innovation, growth and as such, entrepreneurship is a dynamic force. The role and significance of an entrepreneur are explained below :

1. Bringing Economic Growth and Prosperity: Entrepreneur bring economic growth and prosperity in the country through generation of employment opportunities, capital and wealth creation, increasing per capita income and GDP, improvement in quality of life by raising the standard of living, growth of infrastructural facilities, forward and backward linkages in society, development of backward regions, economic independence. George gilder observes, “The ‘heroic creativity of entrepreneur came to seem essential to our economic well-being in a global economy”. Baumbach and Mancuso write, “In underdeveloped nations, entrepreneurs often hold the key to economic growth for a whole society. So entrepreneur is not a dirty word or a fast buck opportunist, but, rather the backbone of the capitalist system”.

2. Brining Social Stability and Balanced Regional Development: Entrepreneurs play a crucial and unique role in bringing about social stability and balanced

regional development through absorption of workforce in industries, removal of poverty, improving health and education facilities, creating fair competition, equitable distribution of income, creation of social infrastructures, empowering women and weaker sections of the society and supply of qualitative goods and services. Although entrepreneurs are criticized as self interested exploiters, Adam Smith, while recognizing that they do some good for society, partly reflected this view when he wrote in *The Wealth of Nations*: “In spite of their natural selfishness and rapacity, though they mean only their convenience, though the sole end which they propose from the labours of all the thousands they employ be the gratification of their own vain and insatiable desires they are led by a hidden hand, and without intending it, without knowing it, advance the interest of society”.

3. Innovator in Economic Growth: by bringing new ideas, combinations, products techniques, organizations, new markets, making full use of technical knowledge, balanced growth, systematic innovation, technological advancement, implementation of mechanical skills, an entrepreneur play very crucial role in encouraging entrepreneurship and economic development. Peter Drucker writes, “Just as management has become the specific organ of all contemporary institutions and the integrating organ of our society of organizations, so innovation and entrepreneurship have to become an integral life-sustaining activity in our organizations, our economy, and our society”. He further says that the emergence of a truly entrepreneurial economy is the most significant and hopeful event that have occurred in recent economic and social history.

4. Creation of Employment Opportunities: Entrepreneurs play a significant role in generation of employment opportunities by establishing new units in manufacturing, trading and service sectors, laying emphasis on small scale industries, utilizing the surplus labour force in varied industrial and/or service

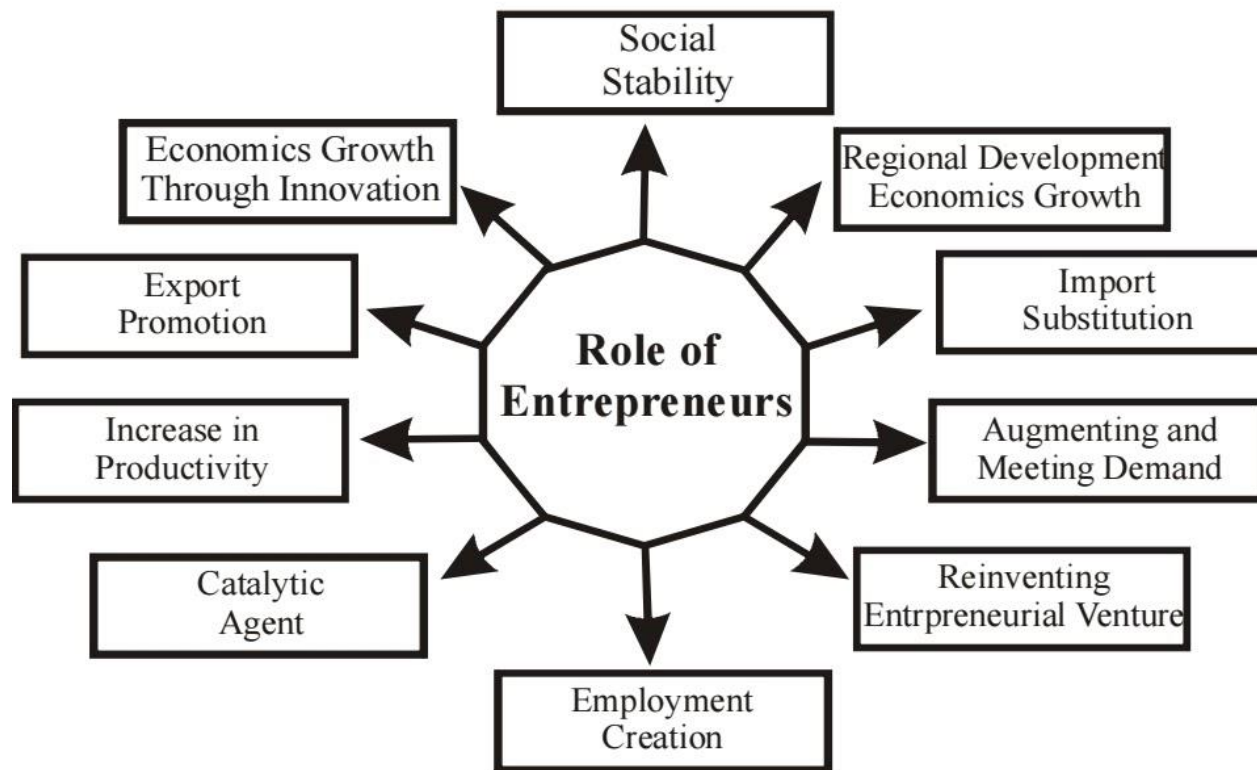
activities, upholding self-employment as a core objective. Entrepreneur integrates resources and technologies into profitable business ventures and creates job opportunities.

5. Increase Productivity with Modern Production System: Play an important role in raising productivity. John Keudrick writes, “Higher productivity is chiefly a matter of improving production techniques, and this task is the entrepreneurial function par excellence”. Two keys to higher productivity are research and development and investment in new plant and machinery. But there is a close link between R & D and investment programmes, with a higher entrepreneurial input into both”. George Gilder in *The Spirit of Enterprise* said that: “Entrepreneurs are innovators who evoke demand’. They are makers of markets, creators of capital, and developers of opportunity and producers of new technology. They seek the unique product, the marketing breakthrough, the startling new, feature or the novel design. They change technical frontiers and reshape public desires. They create wealth and employment. They take exception to the received view that companies should be market led. They lead the market”.

6. Export Promotion and Import Substitution: Liberalization, privatization and globalization [LPG] has opened the arena of export promotion and import substitution to entrepreneurs by establishing industries producing import substitution goods, establish new industries, especially for export, products, exploration of new global markets, earning foreign exchange reserves, utilizing the available productive resources, achieving self-reliance in production of as many goods as possible, entrepreneur, are playing a pivot role in export promotion and import substitution.

7. Entrepreneur Plays a Role of Catalytic Agent: As Joseph Schumpeter says, entrepreneur's task is "creative destruction". He destroys to create new things. He changes and transmutes values. He searches change and responds to it. He is a change creator. Ralph Harwitz writes in his book 'Realities of Profitability', "The entrepreneur makes a happening, wants piece of action, is the growth man. Without him there is no happening, no action, and no growth".

8. Augmenting and Meeting Local Demands: Entrepreneurs also play a significant role in augmenting local demands and meeting them satisfactorily. Towards this entrepreneurs focus their attention to manufacture service through indigenous technology, skill, resources and experiences.



9. Reinventing Entrepreneurial Venture: An entrepreneur work to reinvent his entrepreneurial venture. He knows that change and innovation is good for his organization. Paul Wilken observes, “Entrepreneurship is a discontinuous phenomenon, appearing to initiate changes in the production process and then disappearing until it reappears to initiate another change”. Zoltan Acs writes, “Entrepreneurs stir up the waters of competition in the market place. They are ‘agents of change in a market economy’”.

How does Graphic Design help Entrepreneurs

The Science Behind Why Inspirational Quotes Motivate Us

When things get tough, many people turn to a motivational quote for a bit of inspiration. Some of these pithy sayings have become celebrated parts of society's lexicon. Some include:

“I have not failed. I've just found 10,000 ways that won't work.” —Thomas Edison

“No one can make you feel inferior without your consent.” —Eleanor Roosevelt

“If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do you have to keep moving forward.” —Rev. Martin Luther King, Jr.

But out of all of the things that people—famous, influential, and otherwise—have to say, what makes some turns of phrase so powerful that they become mantras for generations?

Depending on whom you ask, the appeal appears to lie in a combination of good wordsmithing, motivational psychology, and a measure of self-selection. Obviously, people who tend to feel inspired by motivational quotes are going to find them more resonant than those who don't find simple phrases and sayings to be particularly meaningful, says psychologist and motivation expert Jonathan Fader, PhD, founder of the Union Square Practice in New York City.

THE COACHING FACTOR

Fader says there's a self-selection process that narrows the population of people who are drawn to motivational sayings. Beyond that, the message that someone else believes you can achieve what you want to achieve can be a powerful incentive to try harder, he says. If your teacher, coach, or mentor believes you can do something, you're more likely to do it.

"There's a little bit of implicit coaching that's happening when you're reading it. It's building that self-efficacy in that kind of dialogue that you're having with yourself," Fader says.

THE POWER OF LANGUAGE

There's also power in the words themselves, says Ward Farnsworth, dean of the University of Texas School of Law and author of [*Farnsworth's Classical English Rhetoric*](#). Farnsworth says that people have an "appetite for well-expressed wisdom, motivational or otherwise."

"Students of Latin see examples of aphorisms from 2,000 years ago, such as *ubi concordia, ibi victoria*, 'where there is unity, there is victory.' Usually, these sayings involve some keen insight put into memorable wording. They are little triumphs of rhetoric, in the old and positive sense of the word," he says.

The way an idea is expressed can affect judgments about its merit.

Phrasing contributes to effectiveness—for better or worse. Farnsworth points to a [2000 study](#) by cognitive scientists at Lafayette College that found that when people were shown two statements of the same pithy saying, study participants were more likely to say the rhyming aphorism seemed true.



FAST COMPANY EVENTS

Fast Company announces details of seventh annual innovation festival

“The Rebuilders” will explore opportunities to reshape business, community, and culture, post-pandemic.

“As O.J. Simpson’s lawyer once said, ‘If the glove doesn’t fit, you must acquit.’ The study shows that the way an idea is expressed can affect judgments about its merit,” he says. A more upbeat and motivational example is, “Whatever the mind of man can conceive and believe, it can achieve,” by Napoleon Hill.

Farnsworth says the details of wording make a difference. While there are many ways to say the same thing, one may be more pleasing and convincing than all the others

because of the way words are arranged. For example, parallel construction where two halves of a claim are “attractively balanced” can be effective, he adds.

“An example is the use of parallel construction, so that the two halves of a claim are attractively balanced, such as ‘marry in haste, repent at leisure.’ The reversal of structure, or ‘chiasmus,’ is also attractive—‘ask not what your country can do for you; ask what you can do for your country,’” he says.

Metaphor use can also make a simple idea compelling. When people talking about business say that you should “skate to where the puck is going, not to where it has been”—or when they just talk about “dropping the ball”—they are making implied comparisons to sports. A metaphor usually succeeds by making its subject more visible, or by making it simpler, or by caricaturing it, Farnsworth says. The quote “Everyone is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid” would be far less powerful or evocative if it stopped after the first sentence.

THE PRIMAL ASPECT

Some of their appeal may even be rooted in biology, says media psychology expert and communications consultant Scott Sobel, founder of Media & Communications Strategies, Inc. in Washington, D.C.

“Humans are aspirational. We want to look up to role models and leaders and follow what they ask,” he says. “Leaders and their words—inspirational quotes—affect us on a primal level.”

Words from recognized leaders in business, politics, and the arts may also hold more gravitas because of the assumption that when people are in public positions, they must

be accomplished, wise, or otherwise exceptional to have achieved those positions. Those perceptions can make messages from such leaders more powerful.

For people open to their message, well-structured messages that use strong imagery and appeal to our aspirational nature can be meaningful and powerful in changing our thinking and helping us see something in ourselves that we want to change or overcome, Fader says. That's one of the main reasons they're passed on for generations.

The Power of Graphic Design and Typography

We're living in an age where typography and graphic design are absolutely everywhere. From shop windows, billboards and road signs, to countless printed materials, grocery packaging and even our clothes, it's very rare you'll find a manmade object that doesn't include at least a small amount of imagery and text, even if it's just a brand name or logo on the surface.

With graphic design and typography so central to how we share information, express ourselves, sell products and create clear identities, it's crazy to think that it hasn't been around since the beginning of time. In fact, people are so used to digesting messages and data in this way that they often fail to consider the work invested into each design and typeface. Not us though, as the team at Drunk Animal live and breathe branding and commit precision, creativity and patience to every project, no matter how small or fleeting it may be.

Focusing on typography specifically for a minute, it's true that it has technically been around since ancient times, when Mesopotamian cities in the second millennium BC used identical characters to create texts. Still, modern applications are far more sophisticated, with the ultimate focus for any typeface design being legibility and usability. For instance, one typeface could be very easy to read yet lack any truly distinguishing features to entice the user to choose it over a similar one. Meanwhile, a genuinely interesting typeface could grab the eye but prove too difficult to read in large quantities, resulting in few people using it. A balance between the two is key, although higher levels of creativity can be employed to a typeface that's used only for a brand logo rather than body text (imagine reading an entire novel in the Coca-Cola logo font – it would be practically impossible, yet this brand is one of the world's most easily recognised).

After millennia of innovations, from Gutenberg’s mass-produced movable type, to the swift rise in popularity of the typewriter, it was the 20th century that thoroughly revolutionised the world of typography, and graphic design along with it. Computer technology and digital applications from the 1980s onwards have allowed designers to create types using commercial software. Enabling them to experiment more widely, finely and quickly, this shift in the design process has been referred to as the “democratisation of type” and is partly responsible for the rise of today’s independent agency culture. Working much differently from the marketing companies of old, smaller businesses such as Drunk Animal have the resources, freedom and guts to transform how brands interact with the public.

For instance, our CEO, Calvin Innes, is an award-winning illustrator, artist and cartoonist. He loves creating wild characters and fascinating environments by hand at his desk and on large-scale surfaces, often combining this manual application with a range of digital tools to develop and fine-tune his ideas. Sometimes it could be a case of sketching how a potential installation will look, then building on the basic structure using design software. Other times it will be a graphic design that requires the hand of an artist to bring it to life, which can result in some pretty incredible marketing campaigns. By combining our shared aptitudes in graphic design, typography, fine art and event management, Drunk Animal has introduced the world to [The Orange Man](#), the [Alternative Heritage plaques](#), [Tilly the Turtle](#), and a huge range of [street murals](#) that are integral to our hometown’s regeneration.

To sum up, whilst graphic design is important for any business or organisation, playing the leading role in both competitive business and the dissemination of crucial public sector information, typography is the art of visual language, which consciously and subconsciously affects how the viewer engages with it. Only by getting each of

these just right can a brand effectively communicate with audiences and convert interest all the way into advocacy and positive action.

Company Profile

OpEx Accelerator Pvt. Ltd.

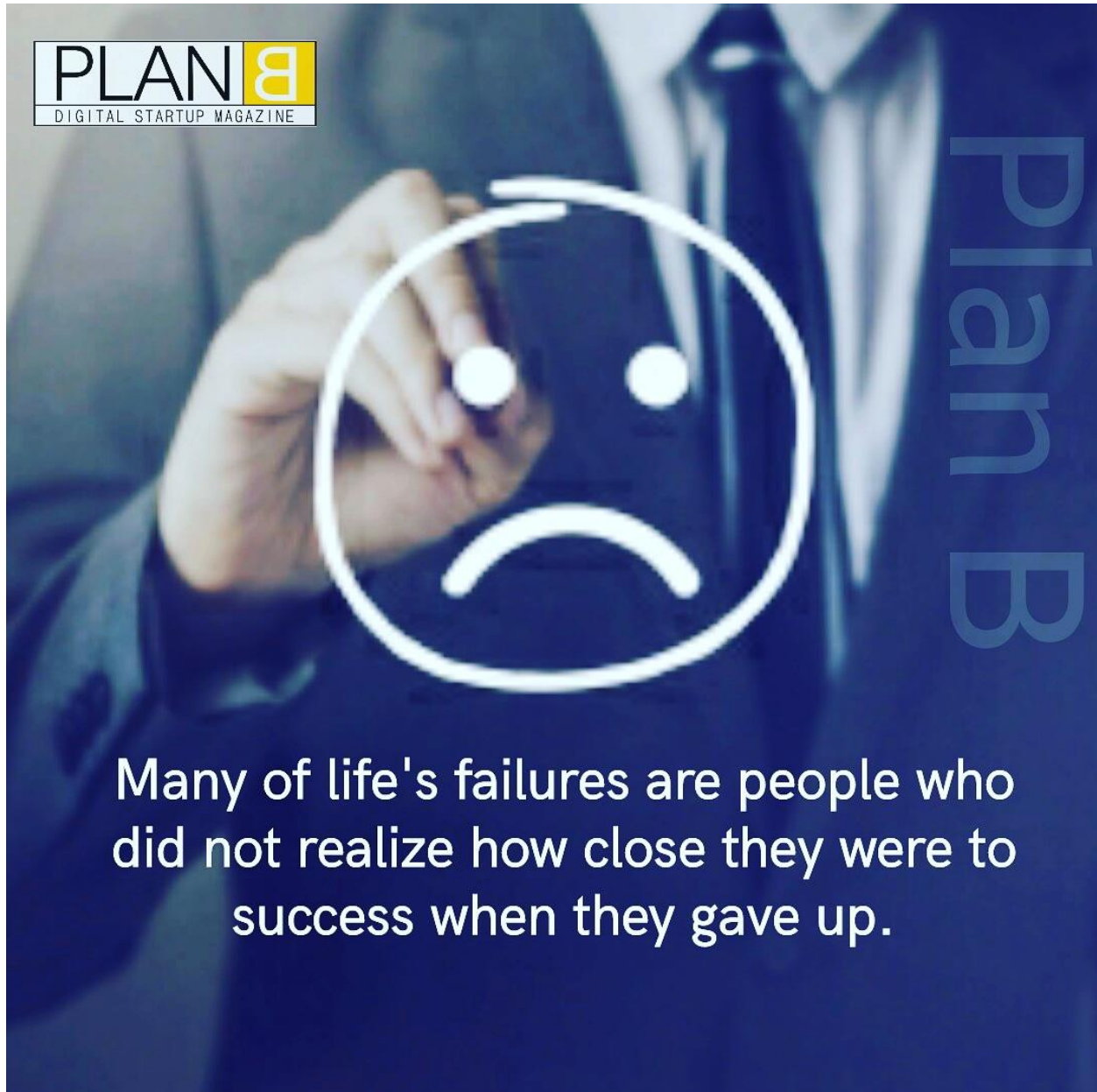
Skill Development | StartUp Accelerator | Consulting
Kolhapur.

Quotes design made by me for entrepreneurs

INK PEN WRITING STYLE FONT IS USED FOR COMPOSITION. DROP SHADOW EFFECT OF THE CUP AND PEN IS CREATED IN ADOBE PHOTOSHOP.



IMAGE TRANSPARENCY EFFECT IS USED IN PHOTOSHOP AND ILLUSTRATOR USED FOR THE SMILEY.



Many of life's failures are people who did not realize how close they were to success when they gave up.


A SIMPLE MONOCHROMATIC EFFECT IS CUT BY THE STARK CONTRAST OF THE RED.

PLAN B
DIGITAL STARTUP MAGAZINE

Life is not always a matter of holding good cards, but sometimes playing a poor hand well.

MONOCHROMATIC COLOR SCHEME.





There is always time
to be exactly whom
you wanted to be.

Plan B

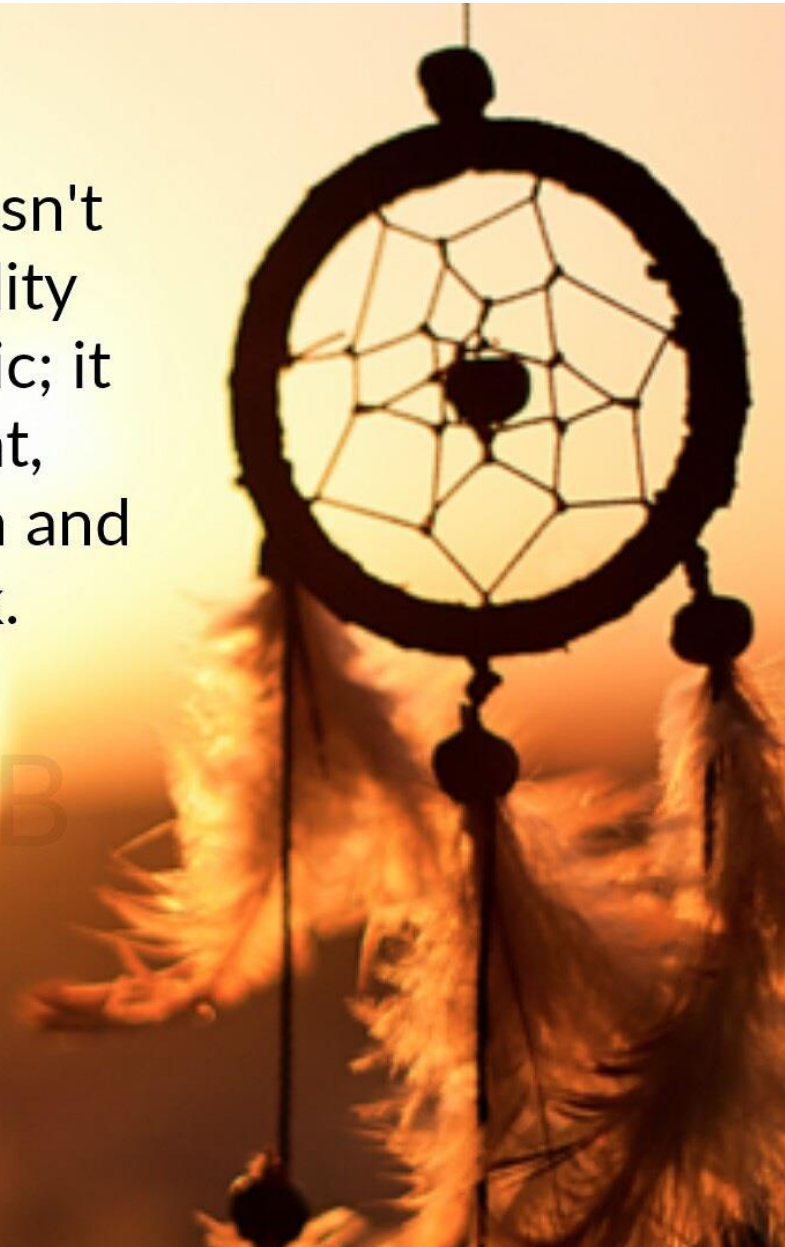
PLAN B
DIGITAL STARTUP MAGAZINE


LAYER EFFECT SET TO HARD LIGHT AND SOFT LIGHT.

A dream doesn't
become reality
through magic; it
takes sweat,
determination and
hard work.

PLAN B

PLAN B
DIGITAL STARTUP MAGAZINE





Our environment, the world in which we live and work, is a mirror of our attitudes and expectations.

Plan B

You can never go wrong
when you have a great team
to work with.



In order to succeed,
we must first believe
that we can.

PLAN B





Failure is simply the opportunity to
begin again, this time more
INTELLIGENTLY.

Plan B

YOU DON'T NEED A PARTNER; YOU NEED A STARTNER.



PLAN B



Three things to create a successful startup:

- ✓ start with good people,
- ✓ make something customers actually want,
- ✓ spend as little money as possible.



**GREAT THINGS ARE
DONE BY A SERIES OF
SMALL THINGS
BROUGHT TOGETHER**

—

Plan B



LOGO DESIGNS MADE IN ADOBE ILLUSTRATOR USED IN FURTHER FEW DESIGNS.



IF EVERYTHING SEEMS
UNDER CONTROL
YOU'RE NOT GOING
FAST ENOUGH.

PLAN B



Ideas are
worthless until
you get them out
of your head to
see what they
can do.

PLAN B
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**EXPERIMENT.
FAIL.
LEARN.
REPEAT.**

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"In the end,
every startup is
different. But in
the beginning
every startup is
the same."

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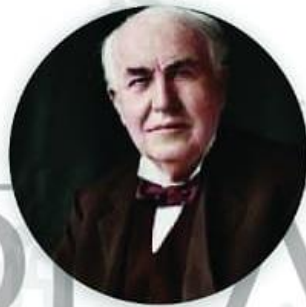


Remember to
celebrate milestones
as you prepare for
the road ahead.

QUOTES OF LEADERS

The value of an idea
lies in the using of it.

THOMAS EDISON | Co-founder of General Electric



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जेव्हा आपल्याकडे कार्य करण्यासाठी
एक उत्कृष्ट कार्यसंघ असेल तेव्हा आपण
कधीही चुकू शकत नाही.



**IMPORTANT CELEBRATORY
DAYS DESIGN**



2nd Oct
Gandhi
JAYANTI

Be the change you wish to
see in the world

Happy Gandhi Jayanti

- Plan B

Happy Engineers day

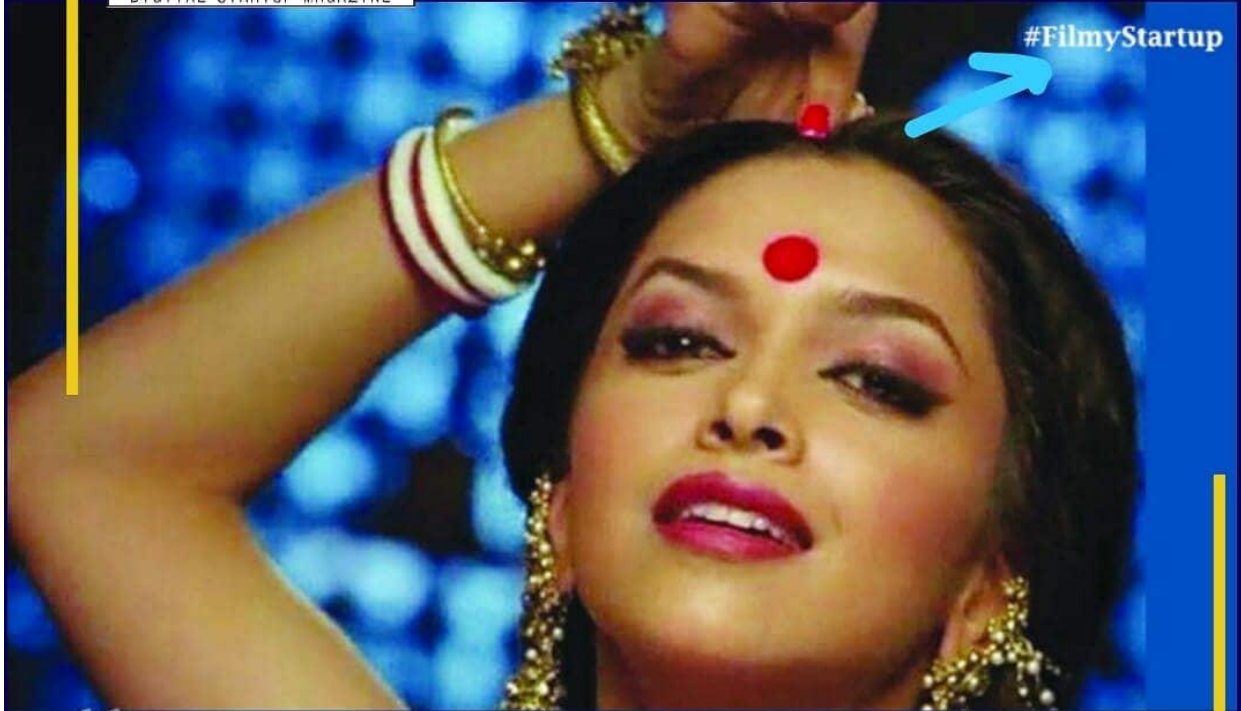


AI is probably the most important thing humanity has ever worked on.

SUNDAR PICHAJ | CEO of Google



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“

**Ek StartUp ki keemat tum kya jaano
Ramesh baabu...**

HUMOROUS CONTENT THROUGH GRAPHIC DESIGN.

CONCLUSION

CONCLUSION

Here, I have come to the end of the project on the topic Graphic design for Entrepreneurship development, I tried my best to include all the necessary points that are required related to the given topic. Some of the information I wrote in the project were taken from the internet and I have also referred to some books. This project contains information of graphic design, entrepreneurship, impact of graphic design in creating entrepreneurs, psychological impact of graphics and their discoveries, etc. I do hope that my project will be interesting and may be even knowledgeable.”

“It was a wonderful and learning experience for me while working on this project. The joy of working and the thrill involved while tackling the various problems and challenges gave me a feel of the industry. I enjoyed each and every bit of work I had put into this project.”

“The project took me through various phases of creating graphic design and gave me a better understanding of the topic I selected.

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BIBLIOGRAPHY

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