ACTIVITY REPORT

EVENT NAME: *RE: BRAND*
SOCIETY NAME: GNDEC DATA SCIENCE CLUB

Type of Event: Logo Redesign

Date: 6 February,2025

Timing: 1:30 onwards

Venue:R-LAB (CSE Department)

BRIEF DETAILS OF EVENT:

Event Overview: The Data Science Club organized a logo redesign event, Re:Brand, providing a platform for participants to showcase their creativity by redesigning logos of selected companies. Event held on ***February 6, 2025***, the event aimed to foster creativity, innovation, critical thinking, effective communication, and reasoning skills.

Event Format:

1.Team registration: Participants registered as 1-member teams.

2. Logo selection: Each team selected one logo from six provided options.

3. Logo redesign: Teams redesigned the logo of their chosen company.

4. Judgment round: The best designs were selected for the next stage.

5. PPT creation: Selected participants created a PowerPoint presentation justifying their design choices.

6. Presentations: Each team delivered a 2–3 minute presentation.

7. Cross-questioning: Judges asked questions to assess clarity and reasoning.

Judging Criteria:

Judges evaluated teams based on following criteria:

1. Creativity and Uniqueness

2. Brand Relevance and Aesthetic appeal

3. Innovation and originality

4. Confidence and Clarity

5. Effectiveness in handling questions

Winning teams were selected based on these criteria, showcasing exceptional innovation and presentation skills.

Key Components:

-Team registration: 1-member teams registered for the event.

- Topic selection: Participants chose from six pre-provided logos.

- Logo creation: Teams redesigned the selected logo.

- PPT creation: Participants prepared a presentation explaining their design choices.

- Presentations: Each team delivered a 2–3 minute presentation.

- Cross-questioning: Judges asked questions to assess clarity and reasoning.

- Judging criteria: Evaluations were based on creativity, clarity, and presentation skills.

Outcome:

The Re:Brand logo redesign event successfully showcased participants' creativity and design skills. Teams reimagined brand logos while maintaining relevance and aesthetic appeal. Through presentations and cross-questioning, participants demonstrated critical thinking, effective communication, and the ability to justify their design choices. The event highlighted the importance of branding and visual storytelling, with the winning teams standing out for their innovation, design execution, and presentation skills.

GLIMPSES

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ATTENDANCE SHEET

GURU NANAK DEV ENGINEERING COLLEGE
Department of Computer Science & Engineering

GNDEC DATA SCIENCE CLUB

ATTENDANCE SHEET

Event Name: Re:Brand

Date: 6/2/2025

S. No.	Name	Year	Branch	CRN	URN	Signature
1.	Shehzael	2nd	CSE	2315157	2302612	Shehzael
2.	Krishan Kumar	1st	ECE	2417051	2435418	Krishan
3.	Chirag Sharma	2nd	CSE	2315047	2302553	Chirag
4	Jiya Kumari	2nd	CSE	2315115	2302571	Jiyakumari
5.	Tanvi	2nd	CSE	2315101	2302558	Tanvi
6	Snover	1st	ECE	2417081	2417081	Snover
7.	Khushi	2nd	CSE	2315129	2302585	Khushi
8	Lovejeet kaur	2nd	CSE	2315140	2302595	Lovejeet kaur
9.	Jaspreet Kaur	1st	BCA	2491056	2435988	Jaspreet Kaur
10.	Jasleen kaur	1st	BCA	2491051	2435988	Jasleen kaur
11.	Jasdeep Singh	1st	BCA	2491045	2435976	Jasdeep
12.	Jashirat Singh	1st	BCA	2491050	2435982	Jash

WINNERS OF COMPETITION:

S No.	Participant Name	URN
1.	Chirag Sharma	2302503
2.	Lovejeet Kaur	2302595
3.	Krishan Kumar	2435418

LIST OF ORGANISERS:

Sno	NAMES	URN
1	Diljeet Singh	2434960
2	Gaganjot Kaur	2203429
3	Gurasees Singh	2434974
4	Gurman Singh	2434982
5	Gurpiyar Singh	2302529
6	Gursimran Kaur	2203443
7	Gurwinder Singh	2435721
8	Harleen Kaur Bhullar	2302537
9	Jaideep	2203463
10	Keshav Garg	2203847
11	Komalpreet Kaur	2302589
12	Shivansh Vishwakarma	2203561

EVENT FLYER:

Data Science Club

RULES :

1. The event consists of two rounds:
a) Logo Redesign Round
b) Presentation Round
2. This is an individual competition (one participant per team).
3. Only selected participants will qualify for the second round.
4. Participants have 45 minutes to redesign a logo.
5. Logos will be provided on the spot.
6. AI tools and browser access are strictly prohibited.
7. Mobile phone use is not allowed during the event.
8. Try to bring your own laptops.

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Contact Details :
+91 94782 40830 (Convener)