



Ministry of Information
Technology & Telecom
Government of Pakistan



Hands-on Exercise No. 2
Batch-02
Freelancing

Total Marks: 10
Due Date: 18/08/2022

Instructions:

Please read the following instructions carefully before submitting this Hands-on Exercise:

- Use Microsoft Word to prepare exercise solution.
- You may consult tutorials and videos if the concept is not clear.
- Your submitted exercise will not be considered/counted if:
 - ✦ It is submitted after due date.
 - ✦ It is not in the required format (.doc or .docx)
 - ✦ It does not open, or file is corrupt.
 - ✦ It is copied (partial or full) from any source (websites, forums, groups, students, etc.)

Learning Outcome:

After completing this exercise, you shall be able to:

- Create an attractive thumbnail.
- Search free pictures/icons/design-elements for the thumbnail.
- Use online tools and applications to create the artwork.

Introduction of Thumbnail:

A thumbnail is a compressed preview image of a gig/service that explains the vision or ideology behind the service. Creating a thumbnail for your gig/service will impress the potential client at the first sight. Gig/service thumbnail plays a very important role in encouraging client to hit the order button.

Problem Statement:

You're required to create an attractive thumbnail for your gig/service that can help your potential client to understand your services in a single glimpse. Use any background color for your thumbnail. Make sure to use Fiverr's recommended size (between 1280 x 769 pixels with a minimum of 712 x 430 pixels and a maximum of 4000 x 2416 pixels at 72 DPI) for your gig/service thumbnail image.

Task

1. Create a thumbnail according to the service you are offering e.g., Logo Design, Social Media Marketing, Article Writing, etc.

Note: Check the Guideline section for instructions.

Requirements:

MS Word file with following item(s):

1. Atleast 3 Screenshots of process while creating the thumbnail
2. Final Thumbnail design

Guideline:

- Use [Canva](#) to complete this Hand-on Exercise.
- Add any graphical element (image/clipart) related to your skillset. For example: Logo of applications/CMS/tools, any skill relevant design elements (such as brushes, floor layout, pens, etc.).
- Use the right image proportions. Don't stretch, rotate, or use images that are too small.
- Don't use too much text on an image. Keep the design minimal so your primary message will pop.
- Use [Remove.bg](#) for removal of background of your image. It is recommended to use a high-quality picture with a plain background.
- You can use <https://icons8.com/> for free icons and <https://www.freepik.com/> for free graphics.

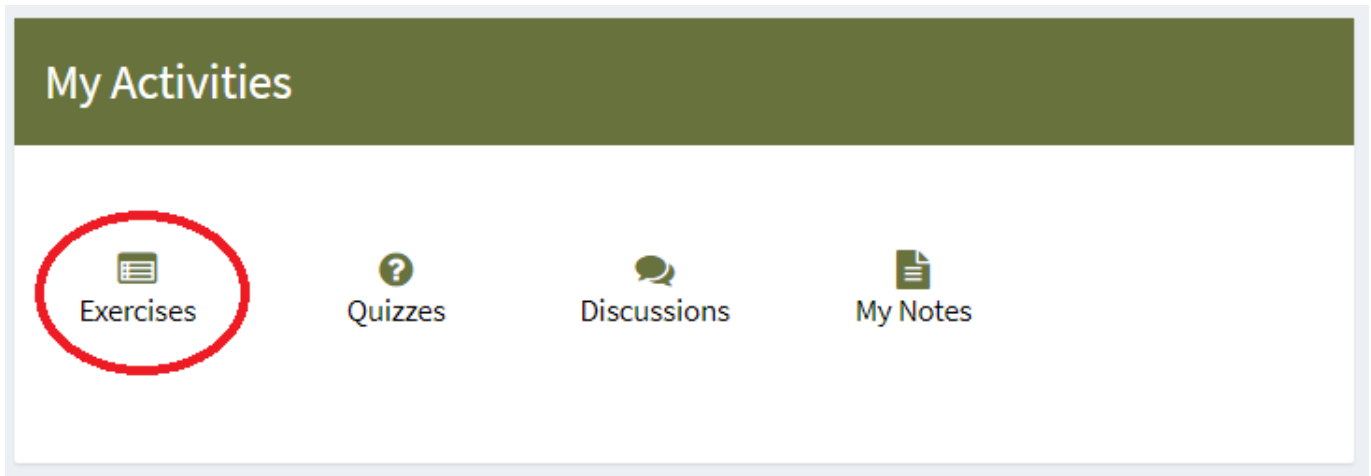
Note: If you have any query related to the Hands-on Exercise, then you can contact us via LMS using the "Online Support" feature available on the "Home" page or you can call us at 0304-111-1570.

BEST OF LUCK ☺

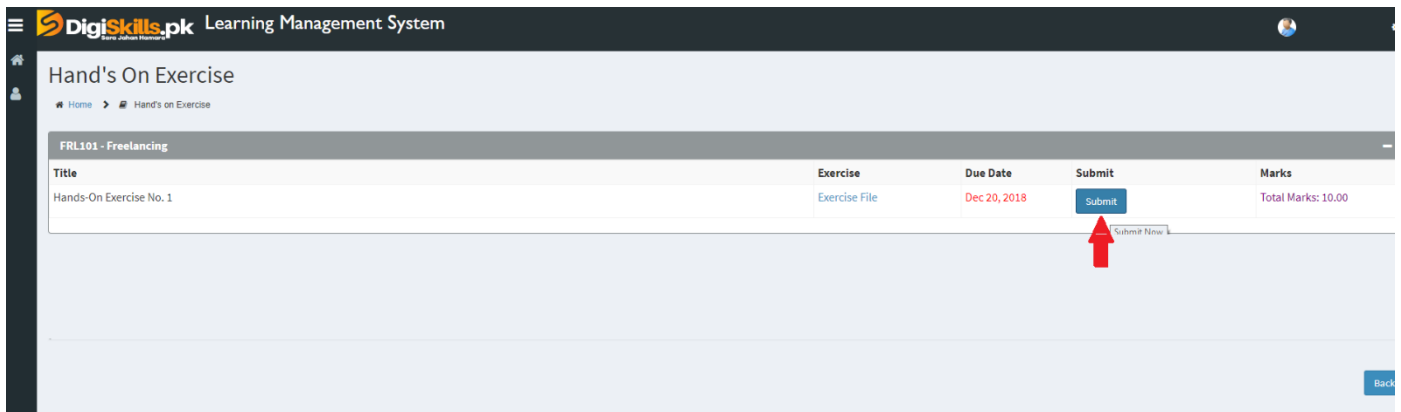
How to submit solution file on LMS?

Please perform the following steps for submitting your solution using LMS:

- 1) Login to the LMS
- 2) Click on the **Exercises** button within the **My Activities** section



- 3) Click on the submit button to upload your Solution.



- 4) Keep in mind to upload your Solution in .doc or .docx format