

**FINAL YEAR PROJECT**  
**Internship on Graphic Design in Mindscape Communication**

**BY**

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This Report Presented in Partial Fulfillment of the Requirements for the  
Degree of Bachelor of Science in Multimedia and Creative Technology

Supervised By

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**DAFFODIL INTERNATIONAL UNIVERSITY**

**DHAKA, BANGLADESH**

**1 October, 2022**

## APPROVAL

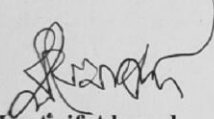
This project titled “**Graphic Design in Mindscape Communication**”, submitted by Shatabdee Debnath to the Department of Multimedia and Creative Technology, Daffodil International University has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Multimedia and Creative Technology and approved as to its style and contents. The presentation has been held on 1 October 2022.

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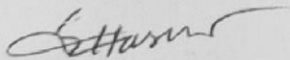
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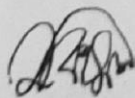
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## DECLARATION

I hereby declare that this internship has been done by me under the supervision of **MR. Mizanur Rahman Ashik, Assistant Professor of Department of Multimedia and Creative Technology**, Daffodil International University. I also declare that neither this project nor any part of this project has been submitted elsewhere for the award of any degree or diploma.

**Supervised by:**



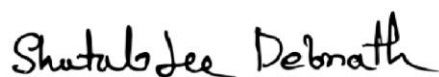
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## ACKNOWLEDGEMENT

First I express my heartiest thanks and gratefulness to almighty God for His divine blessing makes us possible to complete the final year internship successfully.

Internships are temporary jobs that focus on vocational training as well as paid or unpaid employment. If you want to start publishing, you may need to do an internship before you qualify for the actual position. An internship helps to learn professional meaningful and practical work.

My internship was a very positive and memorable experience. I gained a better understanding of the actual work experience in the **Mindscape Communication**.

First of all, I want to thank all the people who guided and helped me during my internship period. I am obliged to my supervisor Mr. **Mizanur Rahman Ashik**, Assistant Professor of **Multimedia and Creative Technology (MCT)**, DIU provided advice and also helped me prepare the internship report.

I would also like to thank the Mindscape Communication, which gave me the opportunity to do an internship as a graphic designer in their company. I would also like to especially thank the Senior Art director of the Mindscape Communication, Mr. Rakib Hasan, for his sincere support during my internship. I learned many things from fieldwork experience.

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I am also obliged to the Department of Multimedia and Creative Technology, Daffodil International University.

## **ABSTRACT**

An internship is an opportunity offered by an employee called "interns" to work at an office for a fixed limited period of time. Internships allow students to extend the knowledge and theoretical practices they have learned. Internships may be arranged for students by an educational advisor. This is a great opportunity to develop long-term skills and professionalism. In addition to acquiring specialist skills in a specific area, flexible skills such as the ability to work in a team, communication, and IT skills are also acquired during the internship.

During my internship, I have accumulated a lot of experience that helps me to fulfill my potential to be qualified in the world of work for a fixed limited period of time. I chose Graphic Design in Mindscape communication for my internship. During my internship, I had the opportunity to work with some of the top designers who are highly skilled in the field and I have learned a lot from them.

In my internship, I worked on some different projects such as a Deshi Illustration content, social media content, A deck of card, Book cover, Mobile app interface design etc. All of these task gave me real work experience and some of classic work experience and made me competent in my job. I am a lot assured I will be able to utilize all of those skills in my future skilled life.

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# **CHAPTER-ONE**

## **INTRODUCTION**

### **1.1 What is an internship?**

Internships are a type of professional experience that provides study or job-related practical work. It also allows the student to explore and build a career path. An internship provides professional experience in a field that someone wishes to pursue.

During the internship and in your professional life, you can get practical knowledge and relieve a lot of job pressure through the internship. Experts in this sector supervise her/him. Internships can allow you to bring fresh perspectives and energy to the workplace. This is something he can work on. He gains knowledge of his existing job position, work habits, and challenges and solutions.

### **1.2 Why is it important?**

Internships are important because they can offer new skills and opportunities that may not be available otherwise. Intern not only gains technical knowledge in the industry of choice, but also learns how to interact with workplace professionals and develops key social skills such as time management, organization, adaptability, problem solving and teamwork. I will wear it.

Acquiring knowledge while studying is not the same as working as an expert. Without an internship, it is impossible to get an accurate image of a particular area of activity. Every industry today requires a skilled workforce, and internships help students realize their potential. However, internships provide the experience of becoming familiar with and solving problems in the work environment. Therefore, as students, we all need to spend our internship time to develop and prepare for the future.

### 1.3 Name of the Agency:

“MINDSCAPE COMMUNICATION.”



Figure 1.1: Agency logo



Figure 1.2: Agency logo (black version)

## **1.4 Introduction of the Agency:**

Mindscape is an integrated creative marketing agency based in Dhaka, Bangladesh experienced in data-driven marketing solutions in more than 16 industries. They are a group of creative storytellers, data analysts, tech geeks and visual artists collaborating to build and manage brands, and solve their communication challenges. In a world of noise and clutter, they combine strategic thinking and audience insights to develop result-driven creative solutions, bringing ideas to life. <sup>[15]</sup>

They are active on their field since 2017. BAT and Unilever Bangladesh Limited are their regular client. They have also local client such as BRAC, JPG foundation, Giga Tech, Peakward, Agro Acres etc.

## **1.5 Description of my internship:**

During my internship, I gained great experience by working on a variety of tasks. I began the internship by assisting with the creation of a rickshaw illustration for deshi stock. I also created a couple drawings that were related to the topic. Aside from these responsibilities, I was able to learn more about digital marketing and develop relationships with coworkers. Working as part of a team, following rules, and maintaining discipline were the most essential lessons I learned from this experience. As a result, I'd want to mention that my internship was fantastic, that I enjoyed working in a professional setting, and that I'd like to collaborate with professionals again. Because of this, I have visited other departments in the organization to get more information. <sup>[1]</sup>

## **1.6 Duration of my internship: 1<sup>st</sup> June-2022 to september-2022**

## CHAPTER –TWO

### EXPLANATION OF SOME WORKS IN A RELATED AREA

#### 2.1 Background study:

Design concept is one of the essential things to start a static design. Graphic designers create static visual art for branding, promotions, operations, and more. Graphic designers can create business logos, movie posters, website designs, promotional materials, and other catchy, meaningful visual elements. They work with clients to develop a deep understanding of their vision and goals for the brand and marketing. They then turn to their artistic skill and creativity to make that vision a reality. To find success as a graphic designer, it's essential to develop skills in typography, design sense, and layout. <sup>[4]</sup>

For all of these elements you have to research the essentials. For a good design, you can get reference from many sites like Google, Pinterest, Dribbble, Behance etc.

#### 2.2 Introduction of my work in this field:

During my internship, I took part in various projects in which I mostly worked individually. I worked on different kinds of projects. Internships are a great way to build a foundation for your career. Not only does it provide the experience many, if not all, employers are looking for in potential candidates, it is also great for learning skills that the curriculum and homework cannot teach. Now I'll talk about some of the projects I worked on throughout my internship period, such as Social Media Content, Poster & Brochure, Book cover, Mobile app design, Illustration for deshi stock, A deck of card etc.

- **Social Media Content:** Social media content is content designed by individuals or companies for social networks such as Facebook, Instagram, or Twitter. These platforms are of particular interest to companies because they allow for more direct user interaction than traditional marketing methods. However, to be fully effective, all content initiatives used must also be carefully targeted to the target group.



- **A deck of card:** The standard 52-card deck of French-suited playing cards is the most common pack of playing cards used today. A standard deck of cards has four suites: hearts, clubs, spades, diamond. Each suite has thirteen cards: ace, 2, 3, 4, 5, 6, 7, 8, 9, 10, jack, queen and king. Thus the entire deck has 52 cards total. <sup>[7]</sup>
- **Poster:** A poster is a large page that is placed either on a public space to promote something or on a wall as decoration. Typically, posters include both textual and graphic elements. Posters are designed to be both eye-catching and informative. <sup>[6]</sup>
- **Brochure:** And Brochures are present to help people read and absorb important information. Companies want to distribute them to potential customers who are already interested in what they offer. Brochures are different from flyers because they tend to be folded. <sup>[5]</sup>
- **Mobile app UI design:** Mobile app design is the task of designing mobile applications. Even though mobile apps have a wide variety of uses, what unifies them is the need for optimal usability, accessibility, engagement, and overall user experience. UI- User interface design is a purely digital practice. A user interface (UI) is how a user interacts with a device or application. UI design is the process of designing interfaces to make them easy to use and provide a user-friendly experience. It considers all the visual, interactive elements of a product interface including buttons, icons, spacing, typography, color schemes, and responsive design. The goal of UI design is to visually guide the user through a product's interface. <sup>[8]</sup>

## **CHAPTER-THREE**

### **DETAILS OF USED SOFTWARE**

#### **3.1 Description of used software:**

I used a variety of software for my job throughout my internship. I didn't utilize them all in the same project at the same time. As I have worked on individual projects. I had my own role. Graphic Designers' roles differ based on where they work. Designers may be assigned duties such as picking pictures and fonts, building layouts, and designing logos. Graphic designers may specialize in one field; such as motion graphics or print media. Visual ideas are created by graphic designers to convey information. From posters and billboards to packaging, logos, and marketing materials, they do it all. Shapes, colors, typography, pictures, and other design components are used by graphic designers to communicate ideas to an audience. During my internship, I used Adobe Photoshop and Adobe Illustrator.

My office colleagues were helpful and they have provided me necessary stuff to add and assemble in the projects. The majority of the software I've used is detailed below.

#### **3.2 Adobe Illustrator**



Figure 3.1: Adobe Illustrator logo

Graphic designers use Adobe Illustrator to produce vector graphics. Illustrator was initially launched by Adobe in 1987, and it has since gone through several versions to become a standard in graphic design. It includes advanced digital drawing tools for producing vector-based graphics, icons, typography, logos, and other artwork. Adobe Illustrator is one of Adobe Creative Cloud's software programs. Personal art and enjoyment, as well as commercial branding and design, are all prominent uses for it. Banners, posters, invitation cards, logos, promotional or branded material, icons, website graphics, digital artwork, and more are all frequent uses for Adobe Illustrator. It's widely used in the corporate sector for graphic design tasks involving marketing, advertising, and branding, as well as by artists who make digital artwork for fun and profit. [2]

I have used this software to create some of my designs & got much appreciation from my clients.

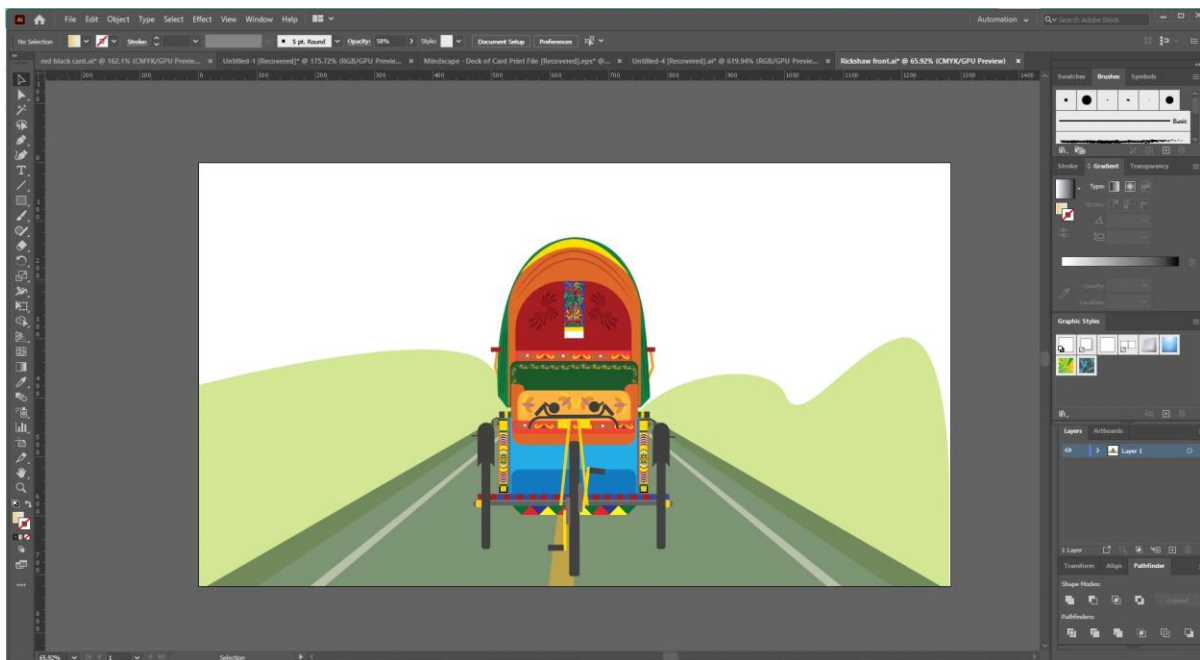


Figure 3.2: Designing Rickshaw illustration

This was the screenshot which I have taken while designing Rickshaw illustration in illustrator.

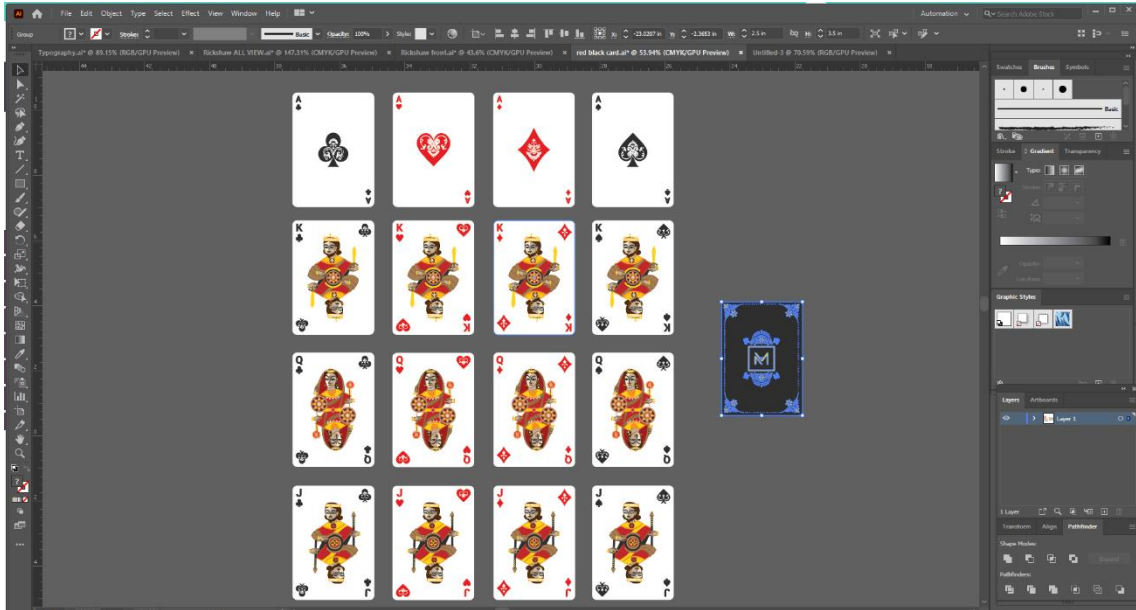


Figure 3.3: Designing deck of card

This was the screenshot which I have taken while designing A deck of card in illustrator.

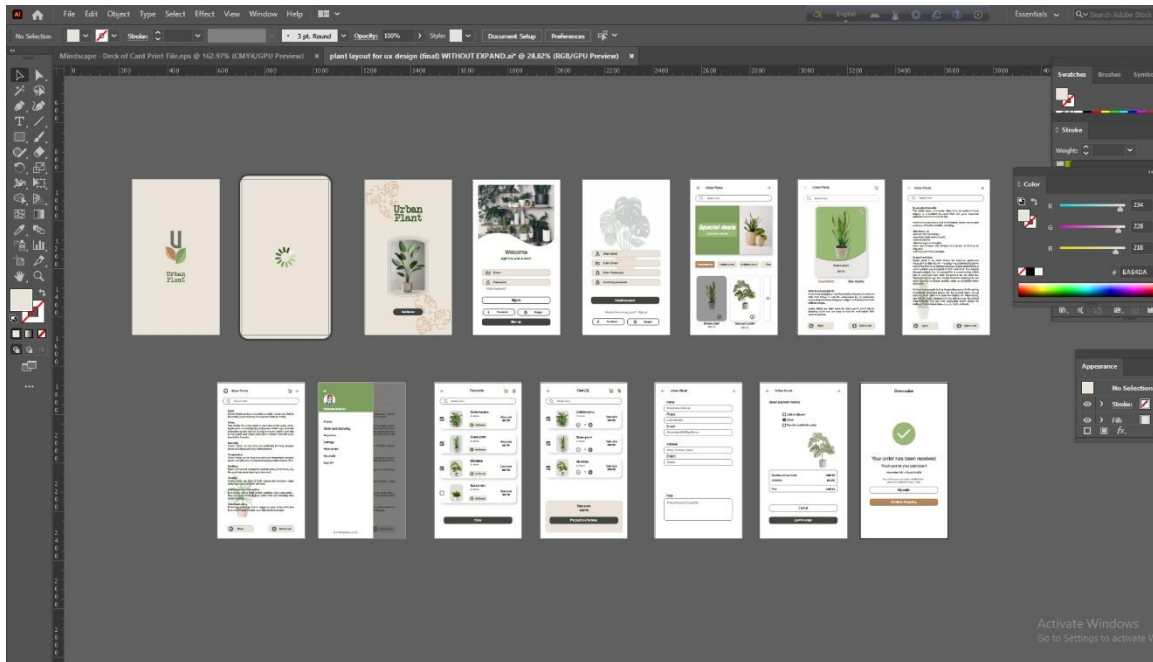


Figure 3.4: Designing interface of mobile app

This was another screenshot which I have taken while designing mobile app interface in illustrator.

### 3.3 Adobe Photoshop:



Figure 3.5: Adobe Photoshop logo

Adobe Photoshop is a picture editing and graphics creation program created by the firm Adobe. Photoshop has a plethora of picture-altering tools as well as the capacity to create sophisticated visuals. Photoshop has become the industry standard for many creatives since it is extremely flexible and is typically one of the first tools that many people learn to use. Adobe Photoshop is a picture editing, compositing, animation, and graphic design program. Adobe Photoshop has professional tools that help artists bring their visions to reality. Photoshop was originally created by two brothers, John Knoll and Thomas Knoll. In 1987. Today, Adobe Photoshop is utilized by a wide range of artists and creative professionals in the business. Photoshop is a piece of software that may be used for a variety of purposes including photography, graphic design, digital art, and more. <sup>[3]</sup> I've included a few examples of how Photoshop can be utilized to generate wonderful work below.

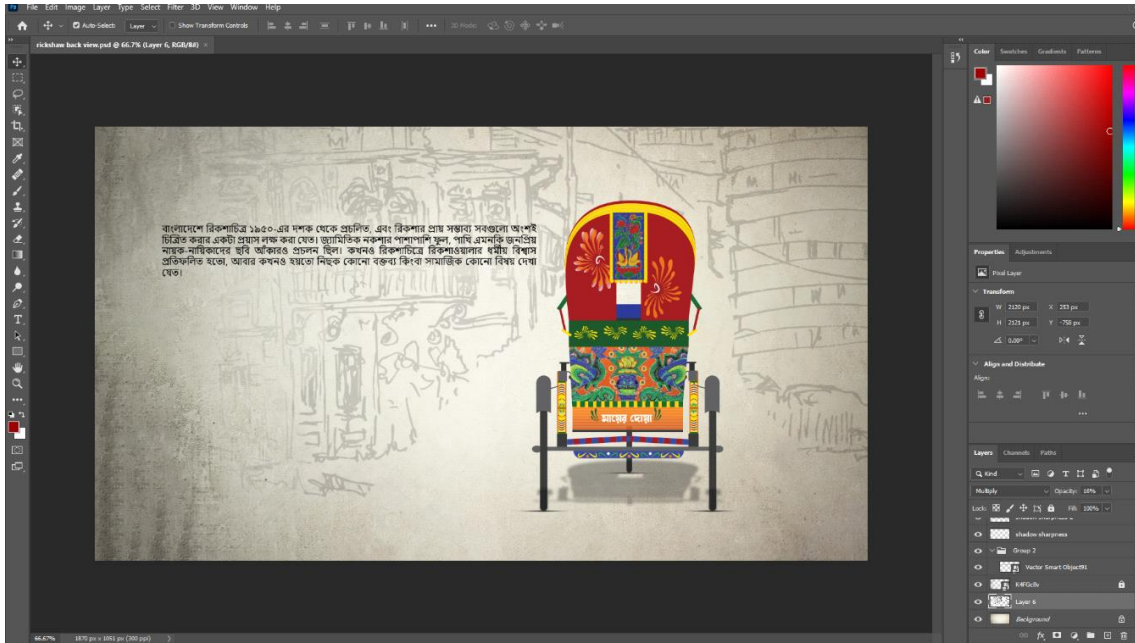


Figure 3.6: Making magazine page of Rickshaw

This was the screenshot which I have taken while making Rickshaw documentary in Photoshop.



Figure 3.7: Making social media content

This was the screenshot which I have taken while making agro acres social media content in Photoshop.

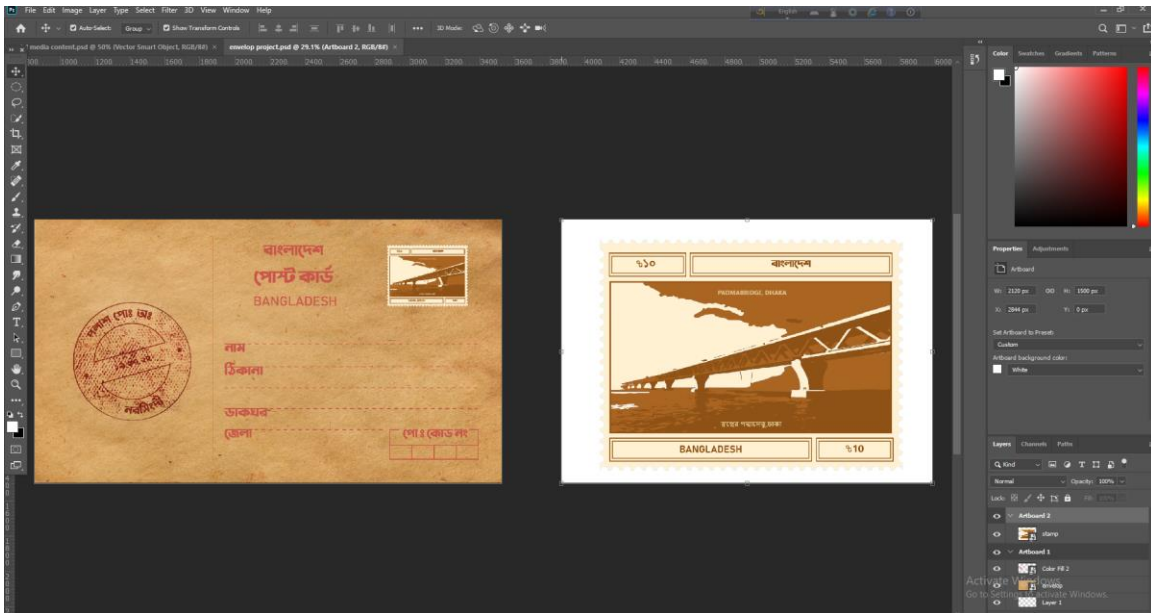


Figure 3.8: Making stamp and envelop

This was the screenshot which I have taken while making old envelop and stamp in Photoshop.

## **CHAPTER –FOUR**

### **EXPLORATION OF MY INTERNSHIP**

#### **4.1 Work I've Done:**

I was involved with many projects during my internship

- Illustration for Deshi stock
- A deck of card design
- Social Media Content
- Book cover
- Mobile app interface design

#### **4.1.2 Research:**

Graphic design engages more than just creating beautiful images. It's a type of visual communication that communicates ideas, information, and encourages people to think differently and individually. Graphic design influences the way most people perspective and use information in today's society. Researchers are not exempt from this concept. User research, also known as design research, is done with the aim of assisting in the creation of goods, services, and systems that meet human needs. <sup>[4]</sup> The primary purpose of design research is to provide value to the end user or to fulfill a specific requirement.

The processes I followed to create the designs are listed below:

- Brainstorming
- Client briefing
- Typography research
- competitor analysis
- Research on color



## **4.2 Illustration for Deshi Stock**

**4.2.1 Initially Idea** - When we think of a rickshaw, the first thing that comes into mind is something really colorful & vivid. I'm talking about Bangladeshi rickshaw. Rickshaw painting is a very traditional subject in Bangladesh and usually presents the core cultural aspects of nature and society.

I was assigned for A exciting project- “Illustration for Deshi stock”. My first project was about to design a rickshaw based on Bangladeshi traditional rickshaw art form and with a touch of vectorising terracotta patterns for Deshi stock. There are a good number of unique rickshaw form are available online but couldn't see any good number of Bangladeshi traditional rickshaw art form. It can be concluded that Bangladeshi styles are limited on internet.

**4.2.2 Research** - Rickshaw is one of the principal means of transport in the both urban & rural areas of Bangladesh. Historically rickshaw is very close to our social life. Rickshaw art is an authentic art and surprisingly invented or originated in local areas within local artists in the early 1950s. A genre of art that is totally unique to Bengali culture. Each one of them is brilliant, dynamic and decorated with colorful and vibrant tassels, tinsel, plastic and artwork.

**4.2.3 Work process-** First I took reference of the rickshaw back, front and side view. Then I sketched roughly after that I made outlines of all the views that I colorized. All things I did in adobe illustrator.

After that. I designed a random magazine poster covering my Rickshaw arts and my own designed typography for Rickshaw. Then, I made a poster for that. All these works were done in Adobe Photoshop and typography was in adobe illustrator.

I also worked with the ancient “terracotta”. I tried to make a modernized version of “terracotta” by keeping the authentic flavor of it in my own way.

Here is some abstract design of the Rickshaw project.

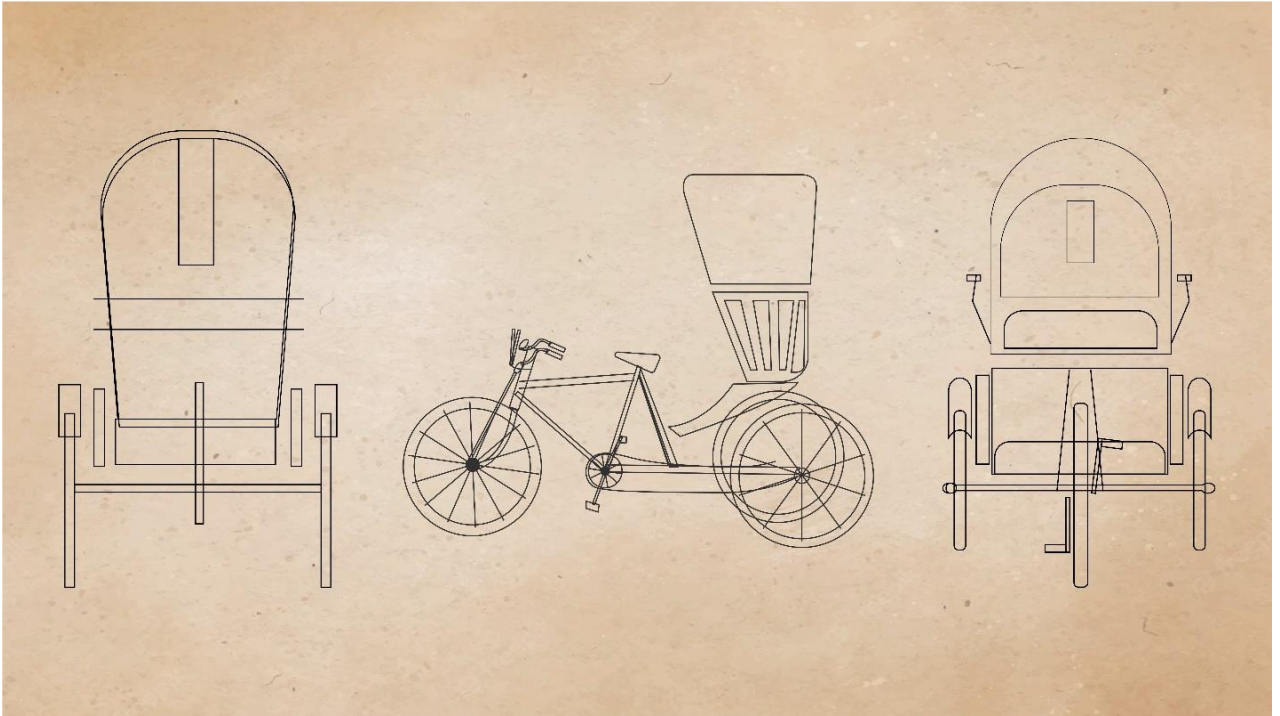


Figure 4.1: Outline of three view of rickshaw



Figure 4.2: After colorize of three view of rickshaw



Figure 4.3: Final design of three view of rickshaw

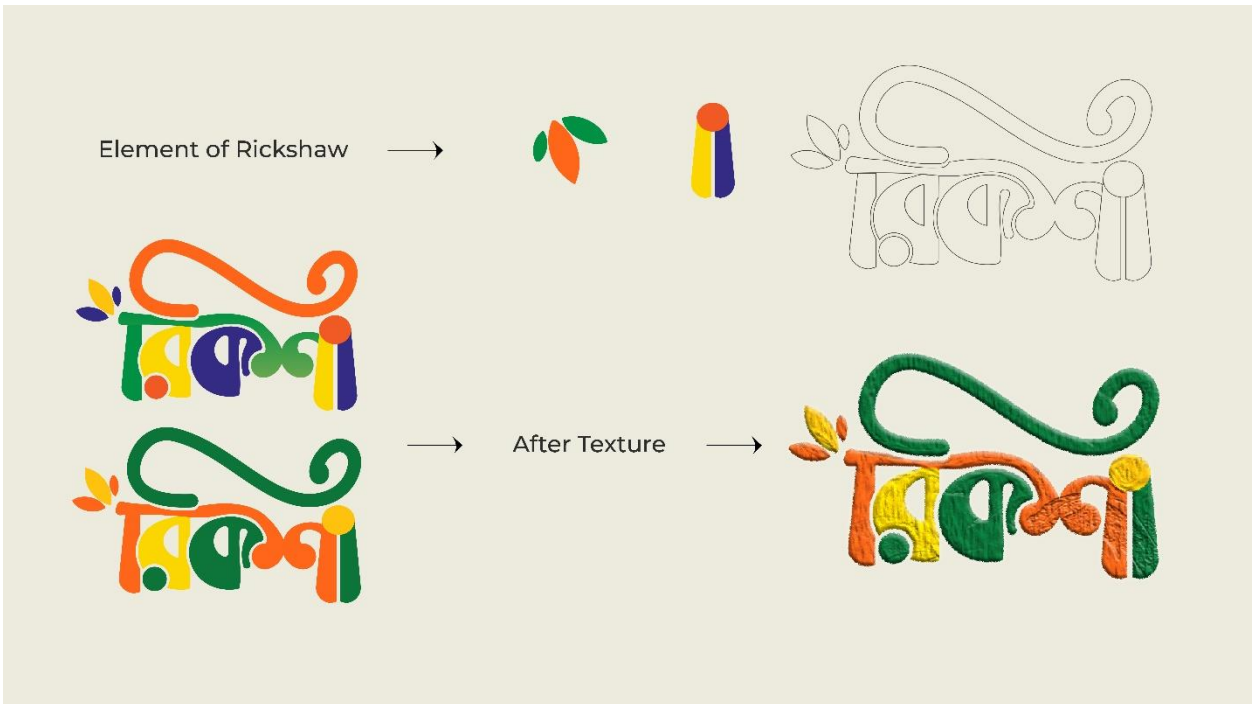


Figure 4.4: Typography breakdown of rickshaw

This is the typography of the Rickshaw. I used here some elements of the real Rickshaw like- the popular element of the rickshaw spinning wheel that is used in the bell. And the flower that is used in most of the Bangladeshi rickshaws.



Figure 4.5: Final typography of rickshaw

This is when I finalized my typography of specific topic 'Rickshaw'. I retouched and textured that Title.



Figure 4.6: Poster design of Rickshaw art

I used here original rickshaw paint in the background of the title.



Figure 4.7: Frist page of Rickshaw description



Figure 4.8: Second page of Rickshaw art description



Figure 4.9: Third page of Rickshaw art description

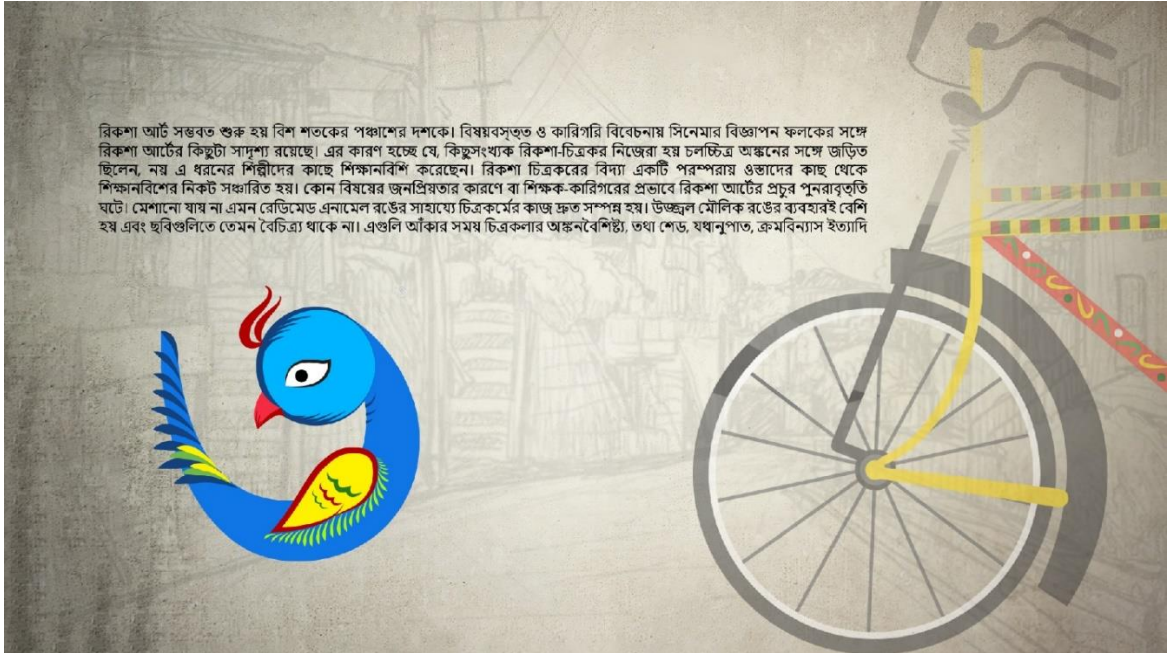


Figure 4.10: Forth page of Rickshaw art description

I was explaining here about rickshaw art.

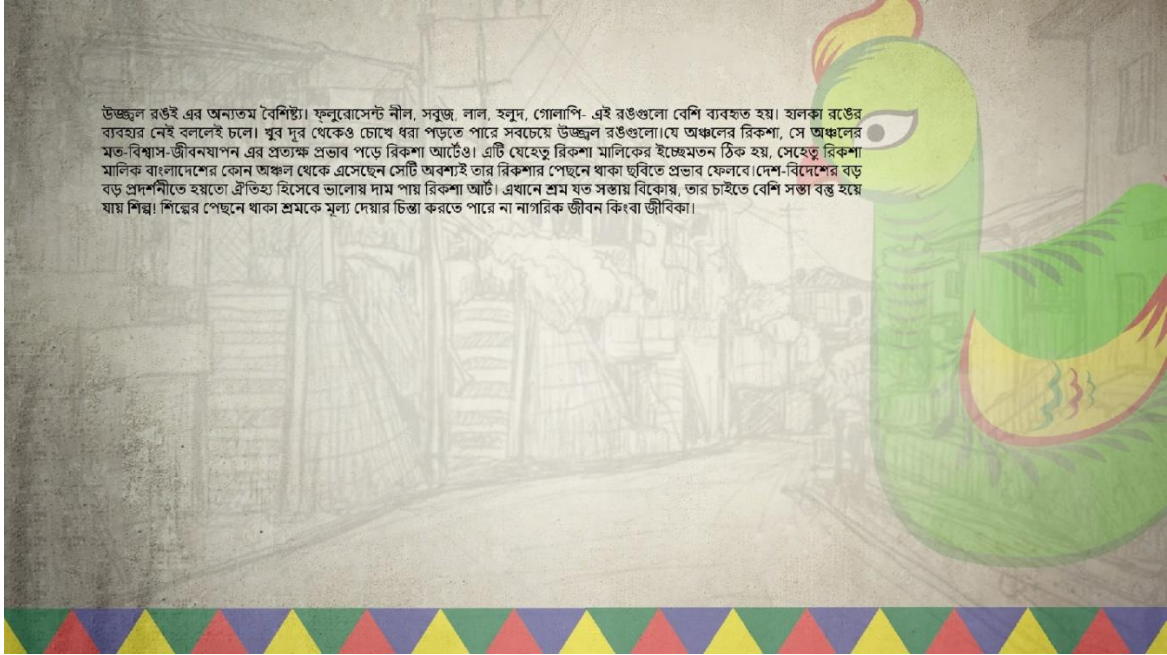


Figure 4.11: Fifth page of Rickshaw art description



Figure 4.12: Final outcome of Rickshaw project



## 4.3 Terracotta

**4.3.1 Initial Idea:** I also worked with the ancient “terracotta”. I tried to make a modernized version of “terracotta” by keeping the authentic flavor of it in my own way. I made some pattern here. All of these work done in adobe illustrator. I try to maintain a classic pattern. This is also for Deshi stock.

**4.3.2 Work process:** I took some reference and gather idea from those and created some pattern. All of these work done in adobe illustrator.

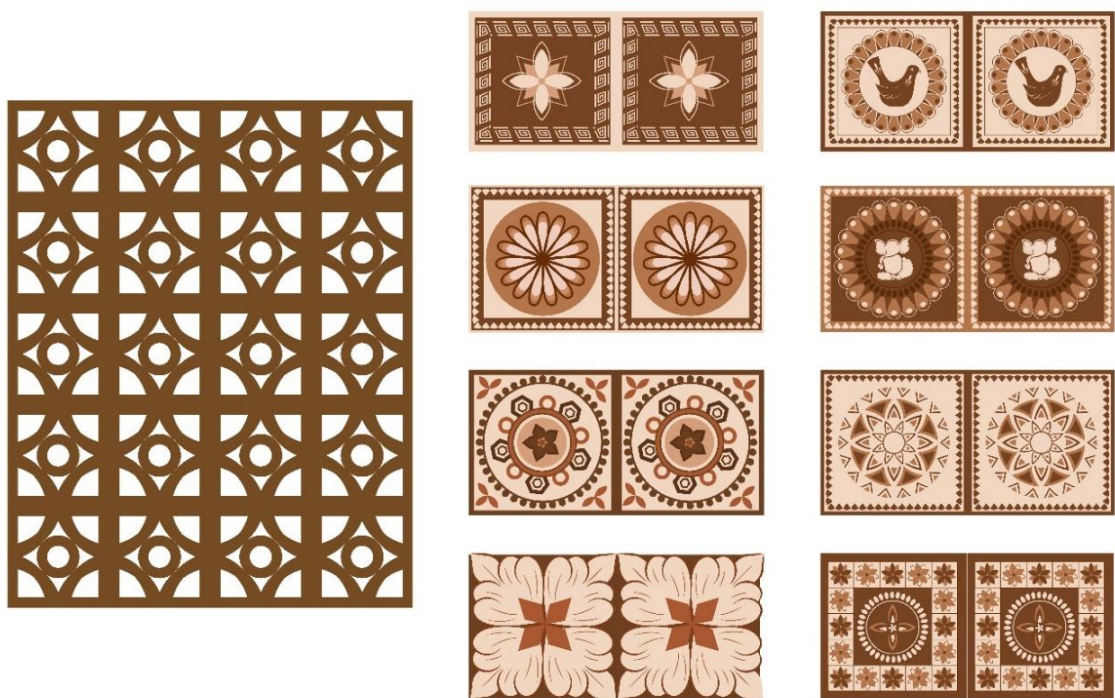


Figure 4.13: Some of Teracotta pattern

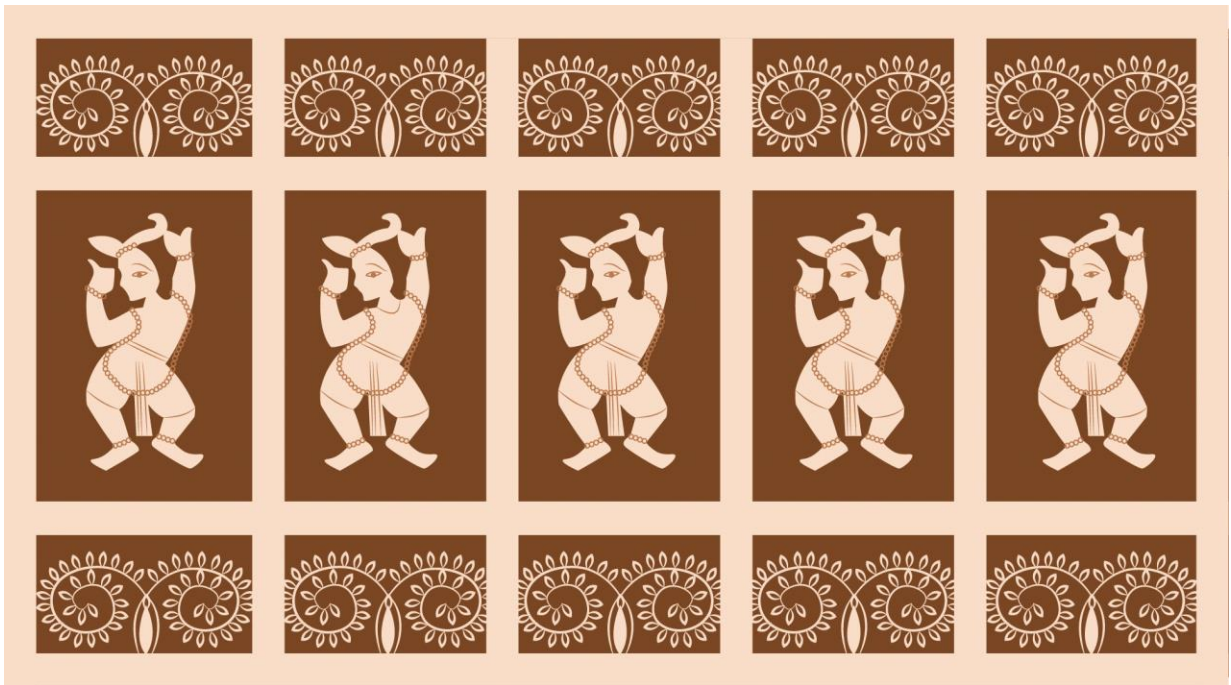


Figure 4.14: Another Terracotta Design

**4.3.3 Reference:** All these reference I used for terracotta pattern. All this image I took from internet.



Figure 4.15: Reference I used for terracotta pattern

## 4.4 Book cover

**4.4.1 Initial idea:** Mindscape assigned me to make a book cover by using terracotta. To form a classic design on a Bengali book.

**4.4.2 Research:** Books are a major part of our Bengali culture & history. We love our language so much and thus we love our books. 1000 years of old manuscripts are the proof of our enriched history. So, that's why book cover page design is a very common & demanding thing. I made a book cover with one of my favorite topic "Terracotta". I tried to bring a reflection of some ancient building wall consisting terracotta design on it. I designed a book cover for one of the most popular author Manik Bandopadhyay's popular novel "Putul Nacher Itikotha".

**4.4.3 Work process:** I took the pattern from the previous terracotta pattern which I mentioned in Deshi stock. Then I made a cover in Adobe Photoshop.



Figure 4.16: terracotta in book cover

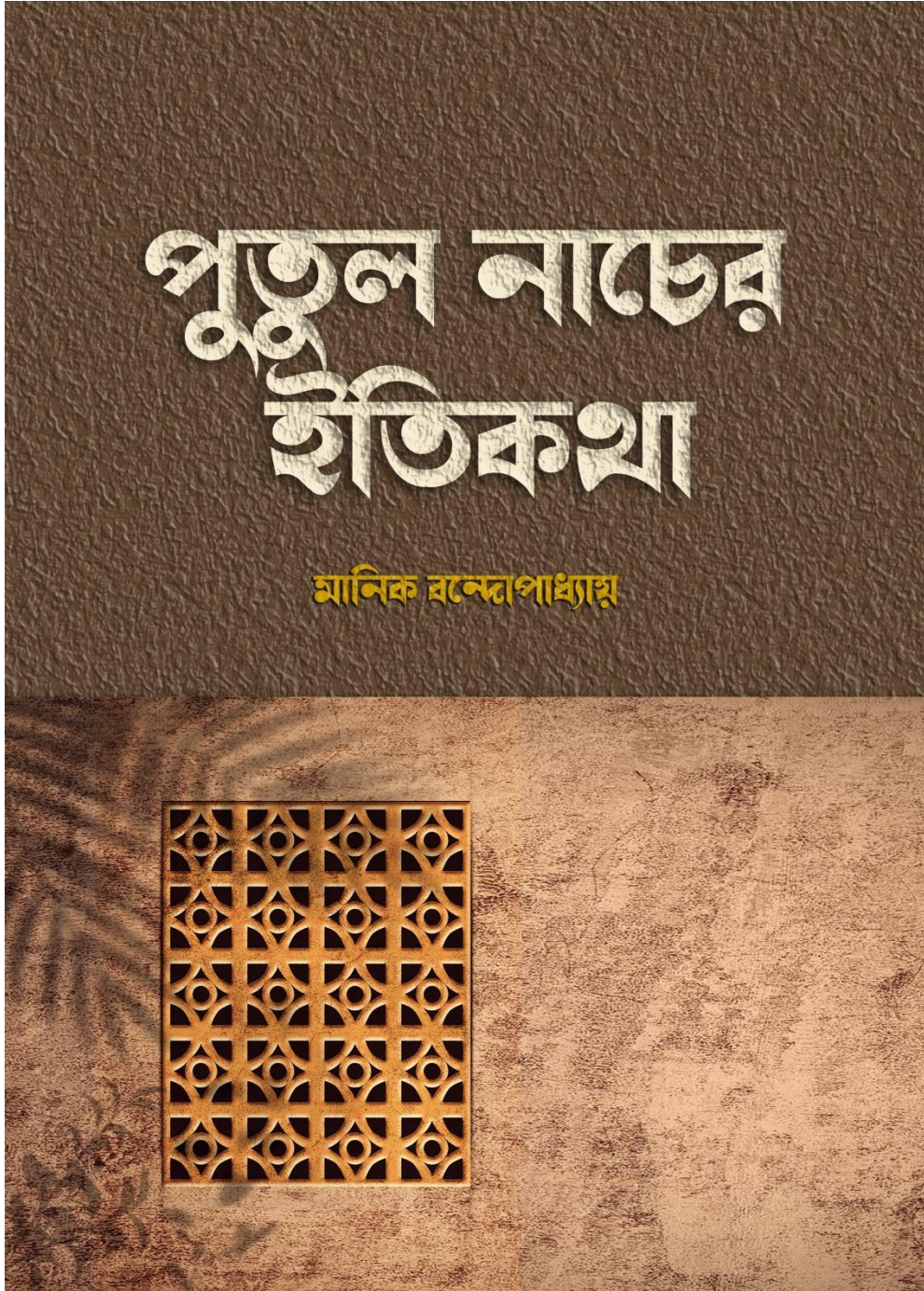


Figure 4.17: 'Putul Nacher Itikotha' book cover



Figure 4.18: Book cover design mockup

## 4.5 A deck of card

**4.5.1 Initial idea:** Mindscape officially assigned me to design a deck of cards for their own branding purpose. The project goal was to establish a design concept that could bring the authentic taste of Bengali folk form. I designed a total of 52 cards included front & back design along with the card holder.

**4.5.2 Research:** To form a Bengali figure I had tried to create a traditional “Patachitra” style. A genre of art that is totally unique to Bengali culture. I choose Jamini Roy's painting Idea along with Shantiniketan alpna style.

Jamini Roy was a famous Indian painter best known for combining traditional Indian and Western art styles to create unique and complex works.

**4.5.3 Work process:** To design a deck of cards, I had to know about the size of the cards. It's about 2.5"/3.5" and the most important thing was the color scheme. That was yellow and black. I used these colors in the card's backside and card's icons. And the figures of King, Queen & Jack were the signature designs of My deck of cards. I followed the Jamini Roy painting theme motifs to bring the desired outcome of my project. All these design were done in adobe illustrator.

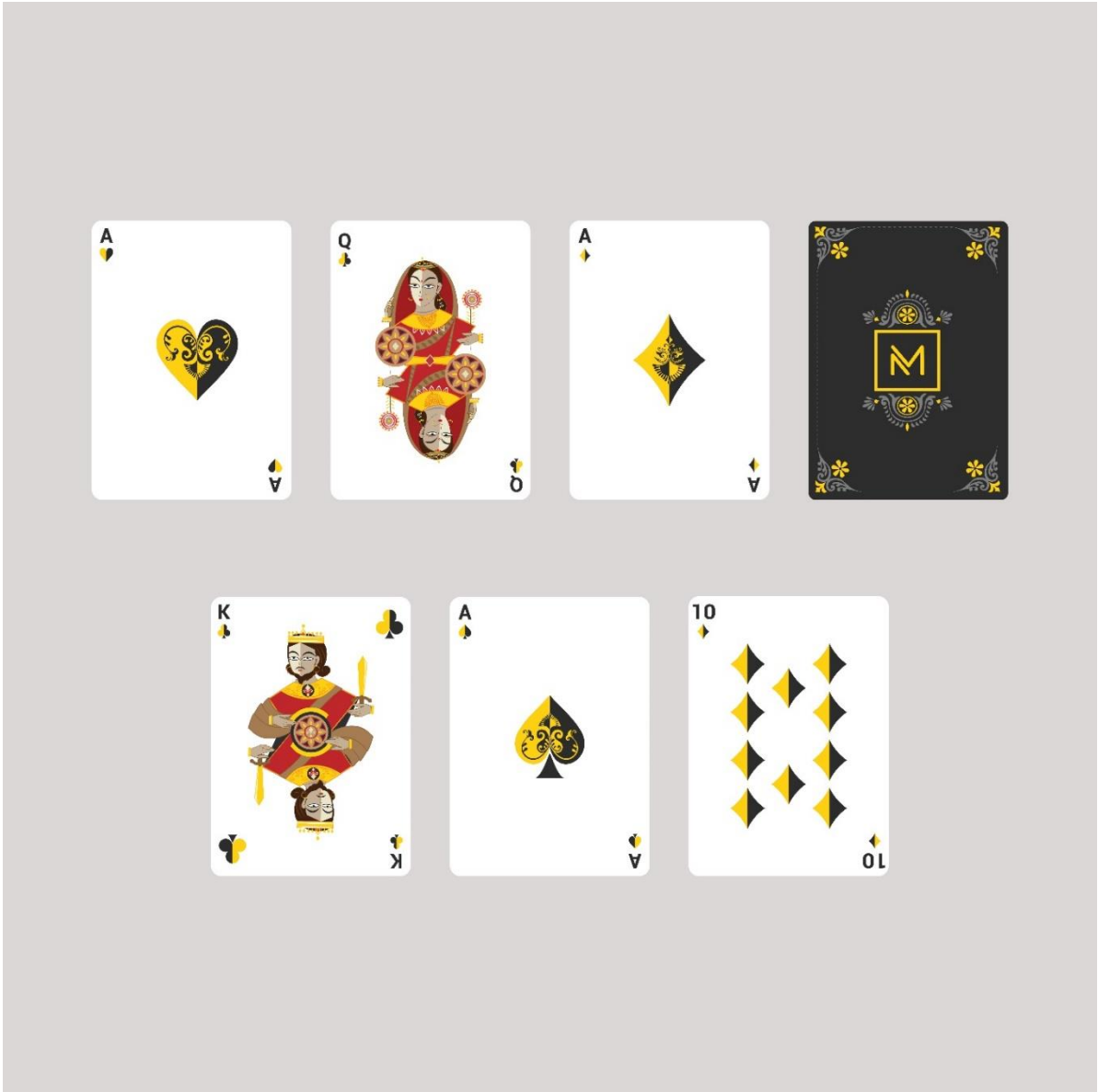


Figure 4.19: A deck of card

### 4.5.3.1 Icon construction

The Icon style is based on Santiniketon alpona

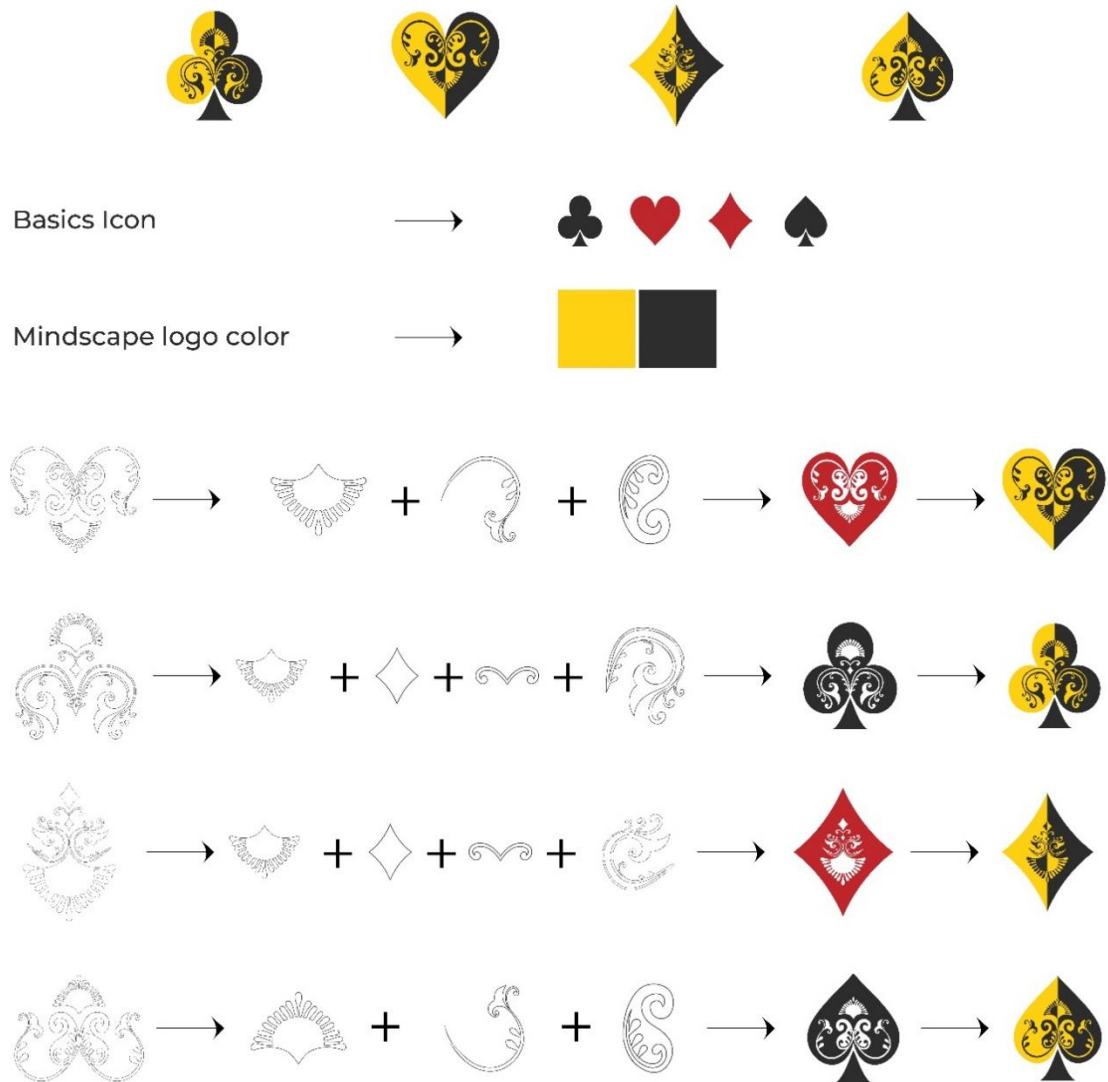


Figure 4.20: Icon Construction



### 4.5.3.2 Outline of figures design

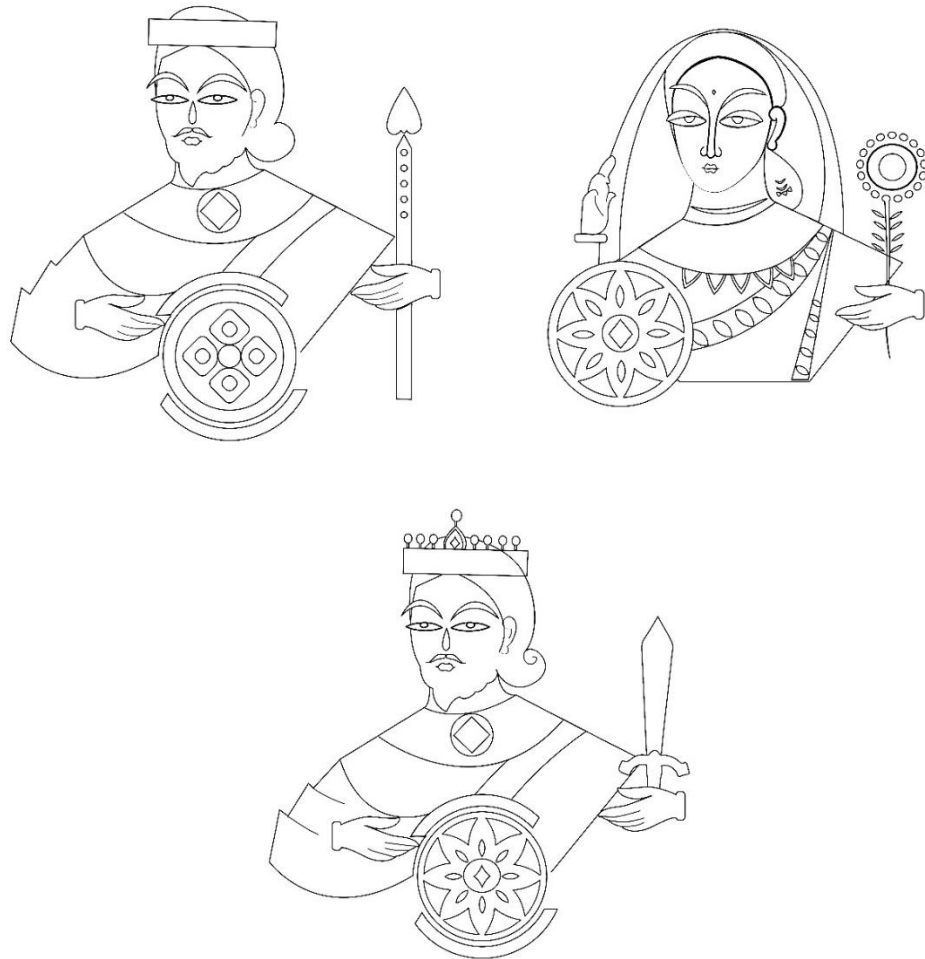


Figure 4.21: Figure outline

### 4.5.3.3 Customize figures design

Each figure is designed in traditional Patachitra style.

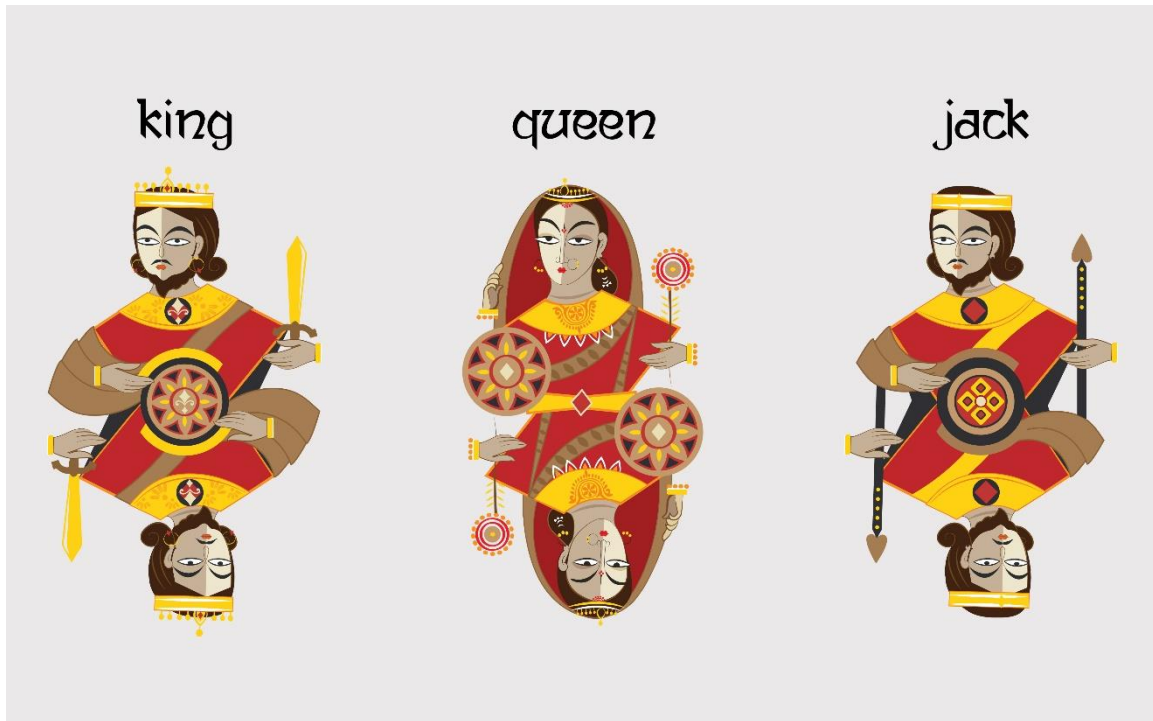


Figure 4.22: final figure design

#### 4.5.3.4 A symmetrical approach

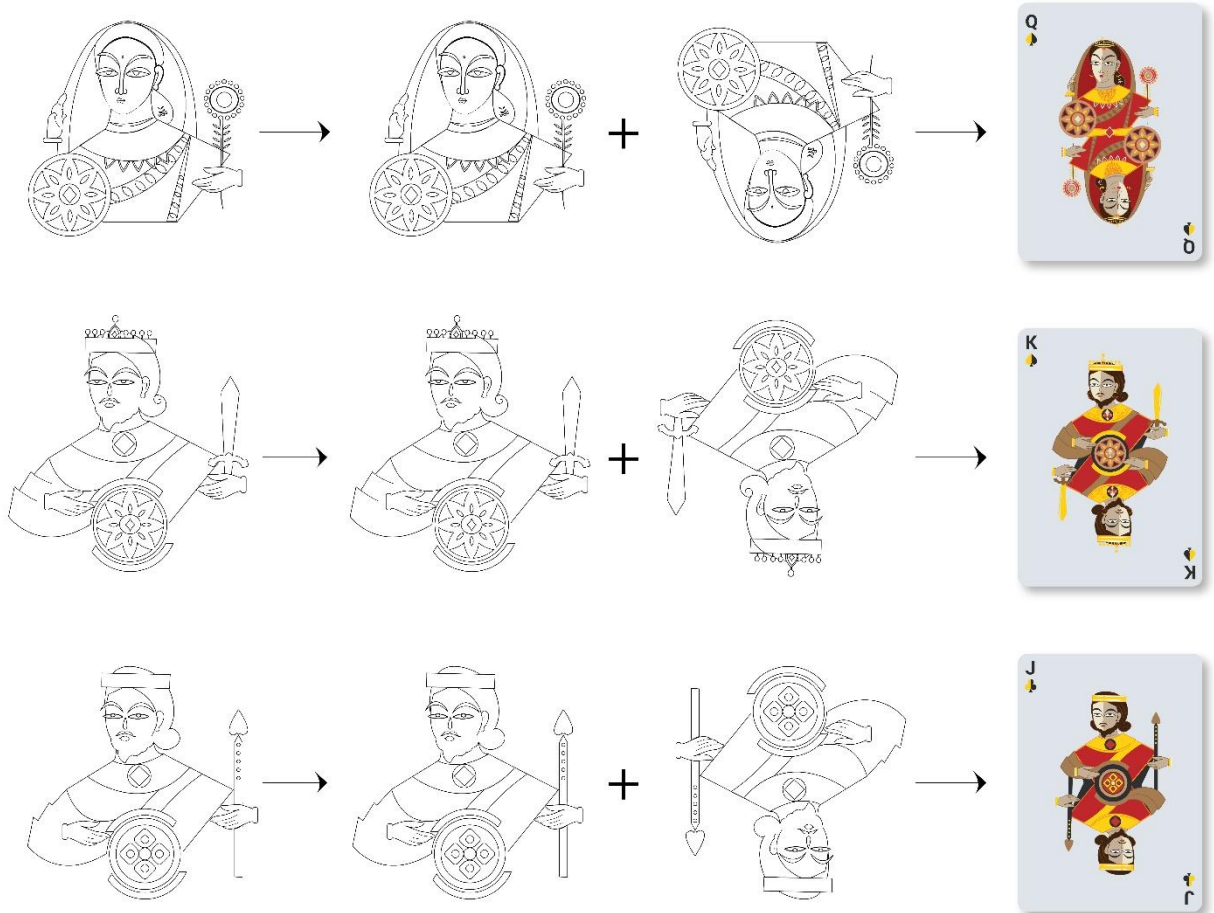


Figure 4.23: symmetrical approach of deck of card's Figure

### 4.5.3.5 Backside design construction

The style is inspired by Santiniketan alpona

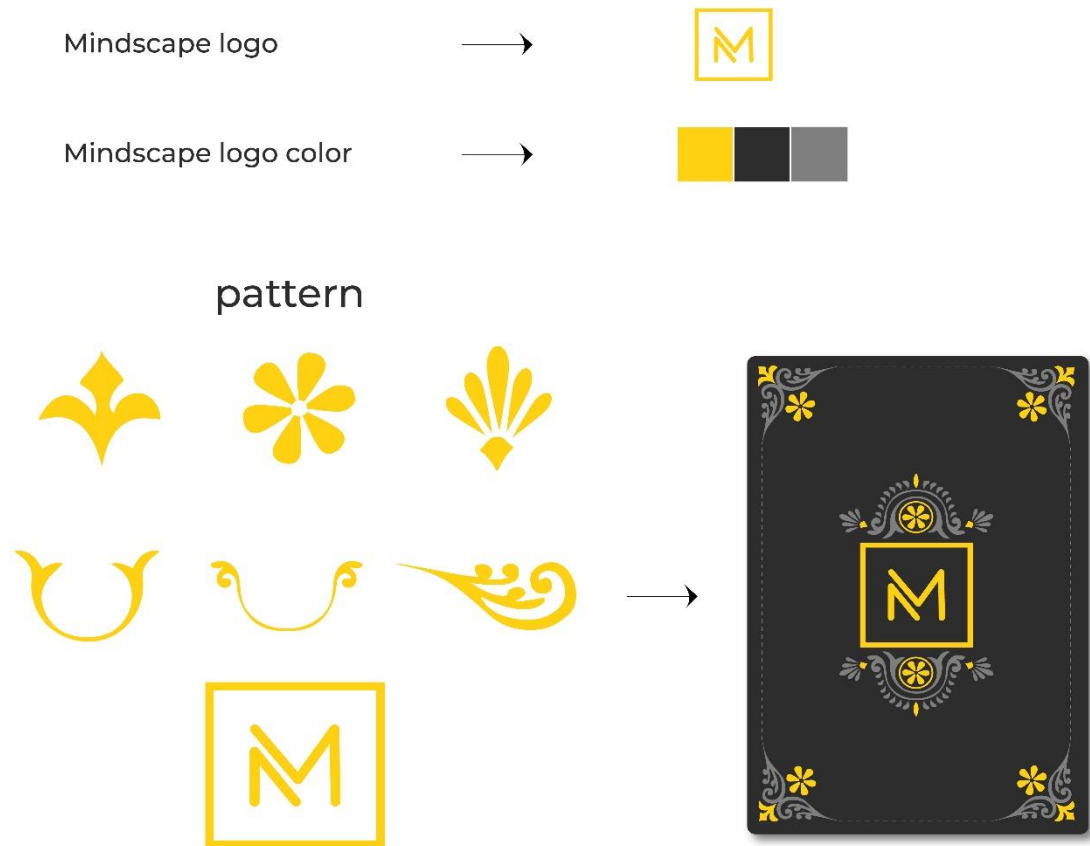


Figure 4.24: Backside design

### 4.5.3.6 Set of Diamond cards

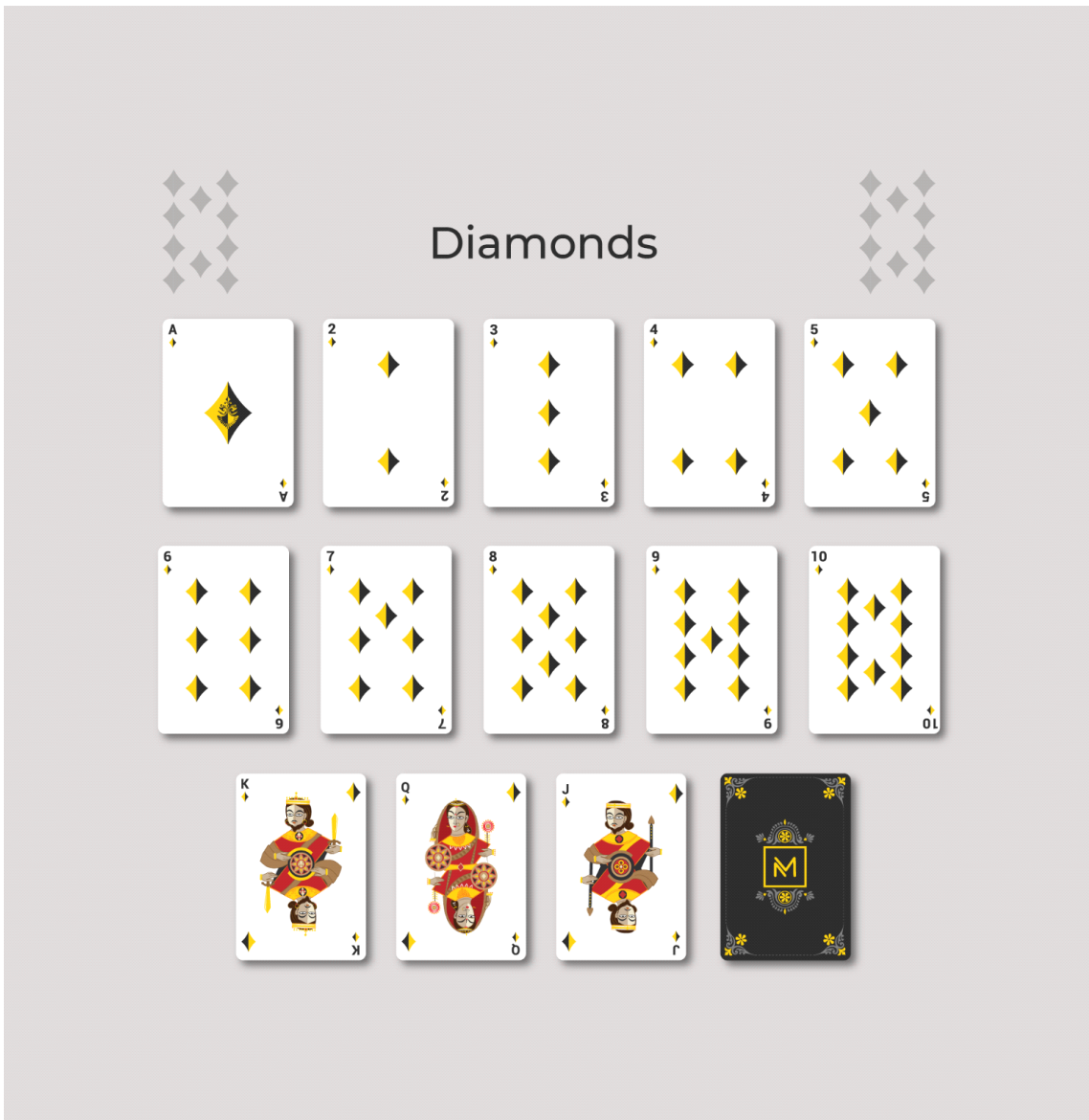


Figure 4.25: Set of Diamods cards

### 4.5.3.7 Set of club cards

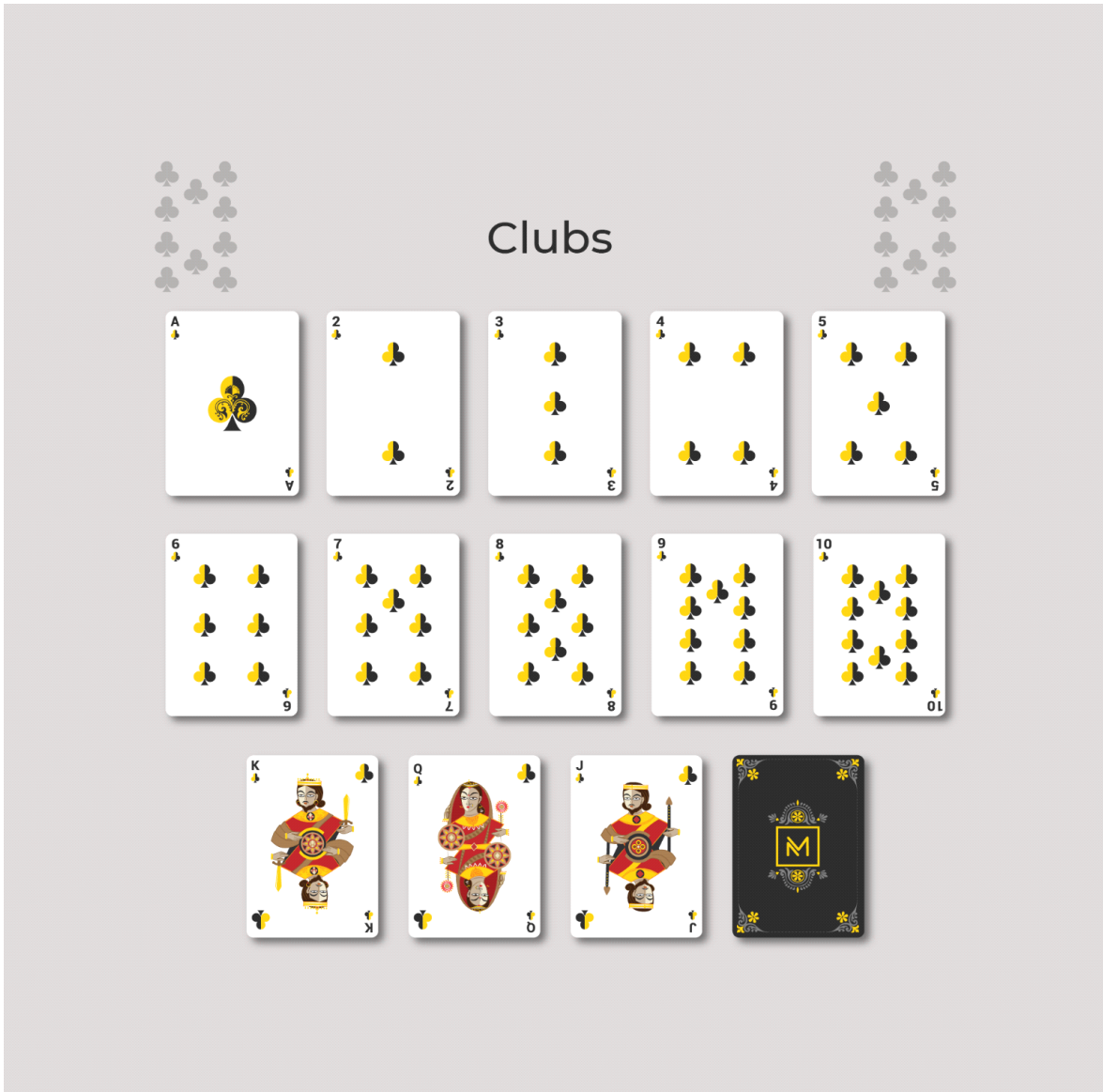


Figure 4.26: Set of club cards

### 4.5.3.8 Set of spades cards

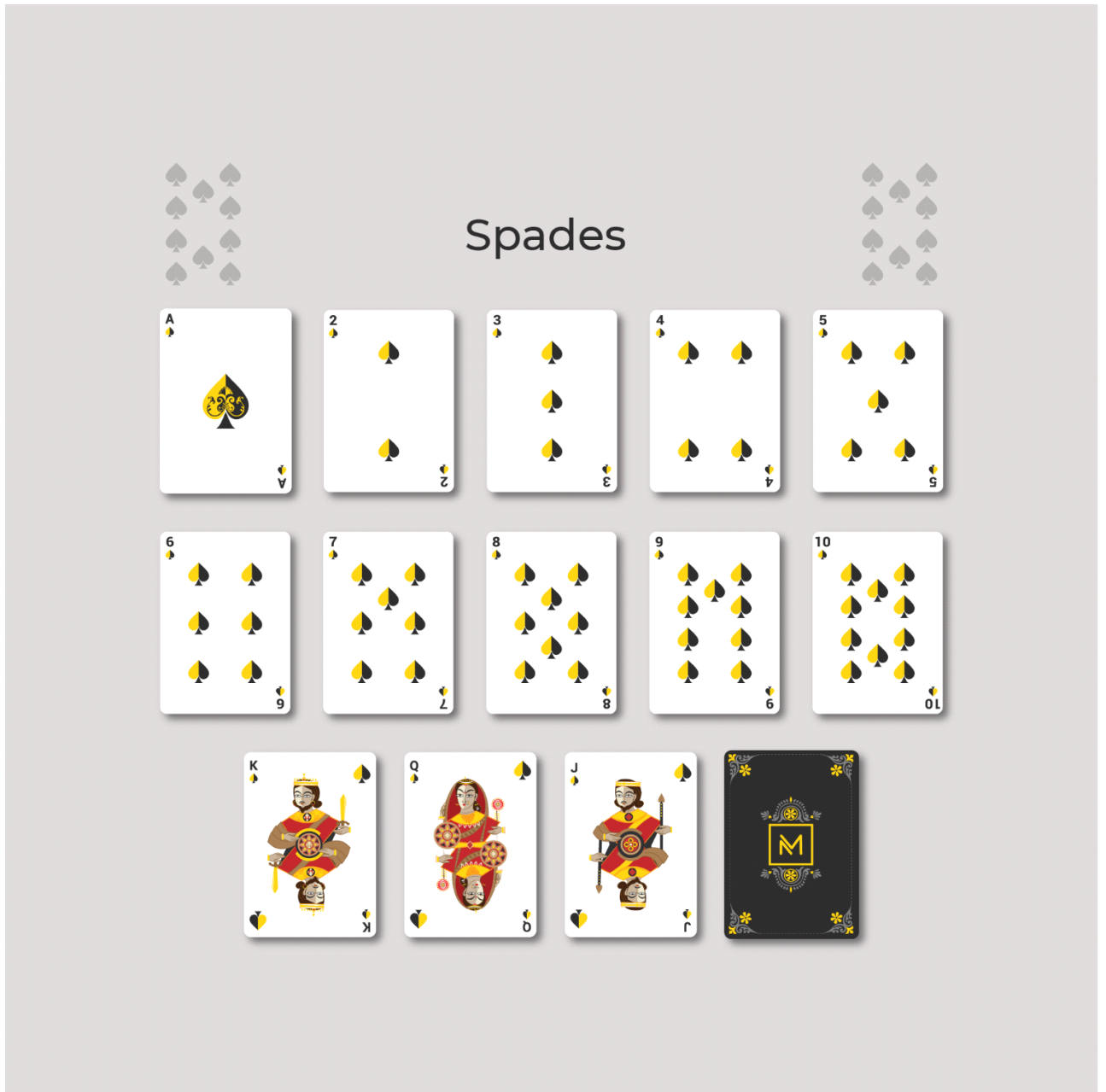


Figure 4.27: Set of spades cards

### 4.5.3.9 Set of heart cards

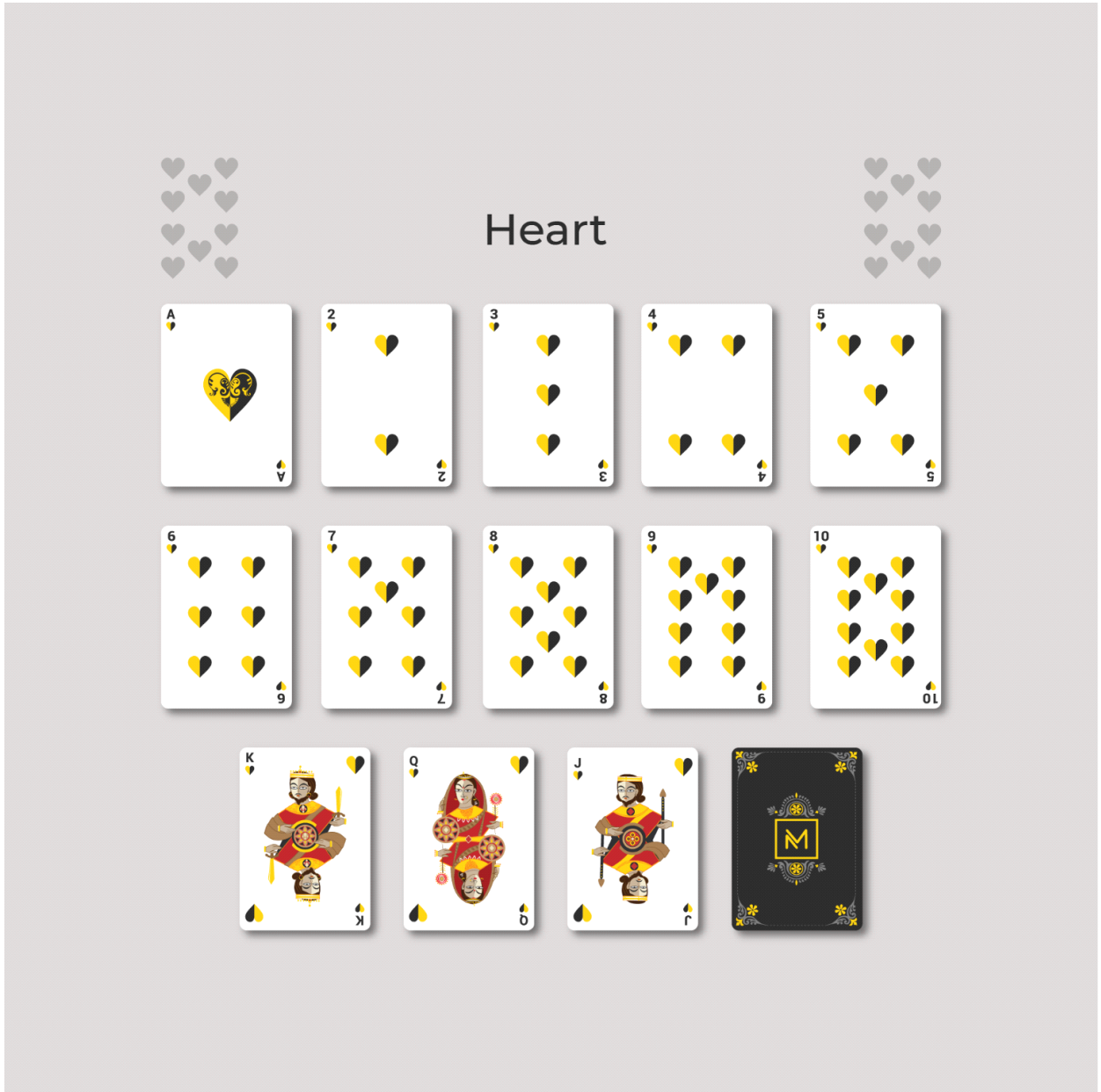


Figure 4.28: Set of heart cards



#### 4.5.3.10 Box and packaging design



Figure 4.29: card holder package design

#### 4.5.3.11 Mock up



Figure 4.30: Cards mockup



Figure 4.31: Cards mockup

#### 4.5.3.12 Printed version of the cards



Figure 4.32: Printed version of the cards

#### 4.5.3.13 Reference I used in deck of cards project



Figure 4.33: reference I used in deck of cards project

## 4.6 Social media content

**4.6.1 Initial idea:** To do all these social media content, the agency provided me logo, color direction, and information. These all are for a Facebook and Instagram post.

**4.6.2 Research:** Social media content is content designed by individuals or companies for social networks such as Facebook, Instagram, or Twitter. These platforms are of particular interest to companies because they allow for more direct user interaction than traditional marketing methods. However, to be fully effective, all content initiatives used must also be carefully targeted to the target group, not merely becoming another promotional measure.

**4.6.3 Work process:** I made square size content for the best results. The size of my content was 1500\*1500 pixels. I had to do first Brainstorming, Research, Context, Focus on the theme. I looked relevant contents in the internet. Used the brand color scheme which is provided by each brand. All of these social media content done in adobe Illustrator and adobe Photoshop.

## 4.7 Banglalink social media content



Figure 4.34: Banglalink social media content BOISHAKH



Figure 4.35: Banglalink social media content

**4.7.1 Office work:** Basically they are social media post about Banglalink pitch work of 2022. Pitch means giving a presentation to the client by showing a demo of the work so that their work comes to that specific agency.

**4.7.2 Work process:** Agency gave me logo, image, font. Before starting this design, I had a brain storming session. I saw so many contents then I generate an idea of this design. I made a layout first. Then I started software. I used the agency color code.

## 4.8 Agro Acres

### 4.8.1 Agro Acres Social media content

**4.8.1.1 Work process:** Basically they are social media content about Agro acres work of 2022. Company gave me brief, title, color code and necessary information. Before starting this design, I had a brain storming session. I looked so many related contents then I generate an idea of some design. I made a layout first. Then I started software. I used the agency color code.



Figure 4.36: Agro acres social media content 1



Figure 4.37: Agro acres social media content 2



Figure 4.38: Agro acres social media content 3



## 4.8.2 Tri Fold Brochure

**4.8.2.1 Work process:** Basically it's a 'Tri fold brochure' about Agro Acres work of 2022. I made it according to their preference. To do this design, the agency provided me logo, color direction, and information. Before starting this brochure, I had a brain storming session. I looked similar contents then I generate an idea of this brochure. I made a layout first. I used the agency color code. This was not final design yet. It's in the stage of processing.

**সাইলেজের উপকারিতা**

- পবাদি পশুর হৃদয় বজায় রাখে, দুধ ও মাংসে বৃদ্ধি পায়।
- ভুট্টার তুলনায় ভুট্টার সাইলেজে ৩০-৫০% বেশি পুষ্টি।
- সারাবর্ষ পাওয়া যায়।
- ফাইব্র চর্নিং কোয়ালিটির জন্য পশুর হজম ক্ষমতা বৃদ্ধি পায় এবং খাদ্য অপচয় হ্রাস পায়।
- কোন খাচের তুলনায় নাইট্রোজেন বিষক্রিয়ার ঝুঁকি কমে, তাই এটা নিরাপদ মুখ্য পশু খাদ্য।
- দানাদারের প্রয়োজন ৩০% হ্রাস পায়।
- পবাদি পশুর আদর্শ খাদ্য হিসেবে বিশ্বব্যাপী গৃহীত।
- উৎপাদন খরচ কমিয়ে দুধ ও মাংসের উৎপাদন বৃদ্ধিতে সহায়তা করে।

চত্বন দেখে নেয়া যাক  
গবাদি পশু **রূপাই সাইলেজ** এবং  
দানাদার থেকে কি পাবে

	গোটিন	ড্রাই ম্যাটার	ফ্যাট
রূপাই সাইলেজ	২০%	৩৫%	১২-১৪ টিকা
দানাদার	২৬%	৯০%	৪৫.৫-৩৫ টিকা

- ১ কেজি দানাদার খাবারের জন্য ৪৫.৫ টিকা গবাদি পশু ১৬০ গ্রাম গোটিনের পাশাপাশি ৯০০ গ্রাম ড্রাই ম্যাটার পায়।
- ৩.৫ কেজি রূপাই সাইলেজের জন্য ১৩টিকা/কেজি = ৪৫.৫ টিকা গবাদি পশু ৩৫০ গ্রাম গোটিনের পাশাপাশি ১২২৫ গ্রাম ড্রাই ম্যাটার পায়।
- ১ কেজি দানাদারের মাঝে ৩.৫ কেজি রূপাই সাইলেজ যাওয়ার, অধিক পুষ্টি পান।




যোগাযোগ করুনঃ  
**০১৩২৪৭৩১৮৪৯**

**সুখের  
পুষ্টি  
খামারের  
সন্তুষ্টি**





[f/RupalSilage](#)  
[www.agroacresltd.com](http://www.agroacresltd.com)  
 01324731849, 01324731864-67

Figure 4.39: Agro acres tri fold brochure first page

পবাদি পশুর খাবার হিসেবে সবচেয়ে বেশি ব্যবহৃত হয় ঘাস, খড় এবং দানাদার। কিন্তু প্রচলিত খাবারগুলোর মধ্যে রয়েছে অনেক প্রতিফলতা।

### ঘাস

- সারা বছর চিকিত্সা ঘাস পাওয়া যায়।
- প্রচলিত ঘাস কাঁটে রান করা হয়।
- বালিশ ঘাসের তৈরি পশু সস্ত্র কৃষির পরে
- অতিরিক্ত বিক্রিয়ার সস্ত্রের ফলে
- সুঁটার সাইলেজের তুলনায় ঘাসে প্রোটিন কম থাকে।
- সাধারণত সবচেয়ে কম খাবার হিসেবে ব্যবহৃত বেশি হয়।

### খড়

- কোনেকখন পুষ্টির মতো।
- খাবারের তুলনায় উপস্থাপি হয়।
- আবশ্যিক সস্ত্রের বিকল্প "বেইং স্ট্রেটসিয়ান" হিসেবে ব্যবহৃত হয়।
- সাধারণত ঘেয়ে পান অল্পে বেশি।

### দানাদার

- দায় অল্পে বেশি।
- পবাদি পশুর তুলনায় প্রচলিত খাবার নয়।
- প্রধান খাদ্য নয়, সস্ত্রের খাদ্য হিসেবে ব্যবহৃত হয়।
- অল্পে পশু-পুষ্টির অল্পে।
- পুষ্টির মতো সস্ত্রের তুলনায় কম, যা উপস্থাপি করে।
- প্রচলিত পশুর উপর এর কৃষি করে ফলে পবাদি পশুর ক্ষয় হয়।
- খাবারের উপস্থাপি কম এবং ঠিকমত খাদ্য বৃদ্ধি পায়।
- পবাদি পশুর তুলনায় কম খাবার হয়।

## সাধারণ সাইলেজ এবং রূপাই সাইলেজের মধ্যে পার্থক্য:

### সাধারণ সাইলেজ

- সুঁটা চাষাবাদ এবং সঠিক চিকিৎসা টেকের হারবেটের ক্ষেত্রে কোন প্যারাসিটের মতো হয় না।
- সাধারণত বেশির দ্বারা গাছ চপিয়ে করা হয়।
- চপিয়ে কোয়ালিটি এবং সাইজ আন্তর্জাতিক মানের হয় না এবং সুঁটার পানো অল্প থাকে যার ফলে আর্দ্র সাইলেজ হয় না।
- সরাসরি ব্যাগে করে স্টোরেজ করা হয় এবং ক্ষেত্র বিশেষে মাল্চ অথবা হালকা ট্রাক্টর দ্বারা কম্প্যাকশন করা হয়।
- ফার্মেটেশন এর মান নিয়ন্ত্রণের জন্য কোন কনসারভেটিভ অ্যাড্ভান্স করা হয় না, যার ফলে ফাঙ্গাস এবং মোল্ড থাকার সম্ভাবনা থাকে।
- সাধারণত ব্যাগিং প্রকল্পে মানে লম্বা করে।

### রূপাই সাইলেজ

- আধুনিক কৃষি এবং প্রাচীন সম্পদ অধিদপ্তরের বিশেষজ্ঞদের তত্ত্বাধীনে সম্পূর্ণ চাষ পরিচালনা এবং চিকিৎসা টেকের হারবেটের বিবিধভাবে পর্যবেক্ষণ এবং তত্ত্বাবধান করা হয়।
- ক্রাস আওয়ার ৯৫০ দ্বারা হারভেস্ট করা হয় যা বিশ্বের সর্বাধুনিক এবং সর্বোচ্চ সাইলেজ হারভেস্টার।
- ক্রাস আওয়ারের কর্প আর্শিং টেকনোলজি দ্বারা চপিয়ে করা হয় সাইলেজের চপিয়ে কোয়ালিটি আন্তর্জাতিক মানের হয়।
- ১০ টন ১৮০ এট্রিপি ট্রাক্টর দ্বারা কম্প্যাকশন করে সঠিক ফার্মেটেশন নিশ্চিত করা হয়।
- কেমিন এর ক্যামালেক ইনকুলেট বাবহার করার কারণে কোন প্রকার মোল্ড অথবা ফাঙ্গাস হয় না।
- অধুনাতন আর্কিভিস প্যাকেজিং বেশির ব্যবহার করা হয়, সাইলেজের মানে সঠিক রেখে ১২মাস মস্কৃত করে রাখা যায়।

Figure 4.40: Agro acres tri fold brochure second page

Figure 4.41: Agro acres Tri fold brochure one side view

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Figure 4.42: Agro acres Tri fold brochure other side view

## 4.9 BRAC Social media content

**4.9.1 Office work:** It was a work for pitch presentation. It's a social media post for a competition 2022 of BRAC. I made this in Adobe Photoshop.

**4.9.2 Content brief:** Client wanted to arrange a competition for university students. For that they wanted a social media content. They gave me logo, brand guideline and necessary information for that.



Figure 4.43: brac social media content

## 4.10 Peakward Social media content

**4.10.1 Office work:** It's a social media content of chairman quotes for Peakward Bangladesh group. I made this in Adobe Photoshop.

**4.10.2 Content brief:** Client wanted a social media content about chairman quotes for Peakward Bangladesh. For that I made a quotation content. Agency gave me logo, font and other information for that. I made it according to their preference.

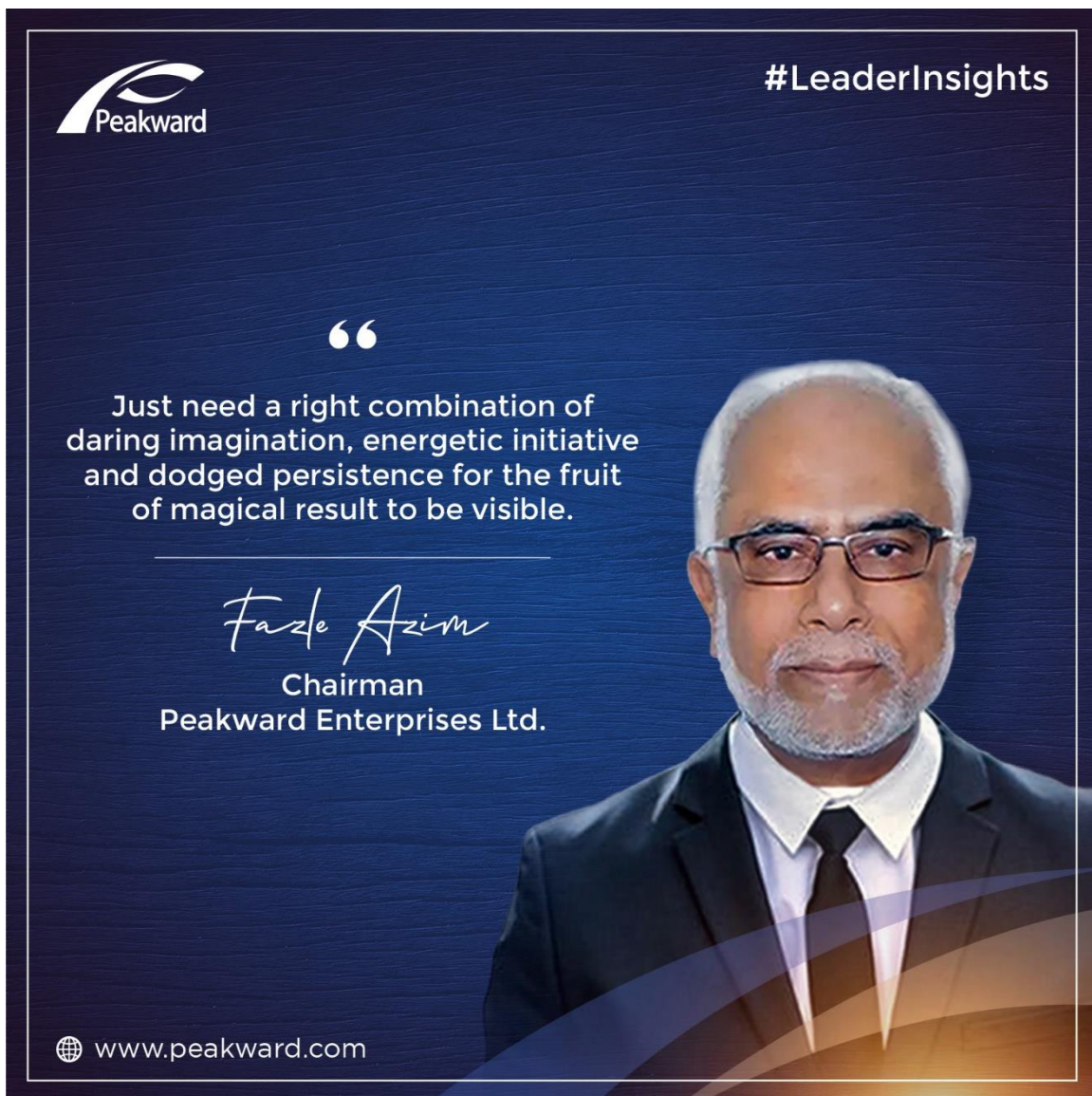


Figure 4.44: Peakward social media content

## 4.11 Sheba.xyz pitch content

**4.11.1 Office work:** It's a social media content for a pitch presentation for Sheba.xyz. I made this content in Adobe Photoshop.

**4.11.2 Content brief:** Client wanted a content for Sheba.xyz. Agency gave me logo, font and other information for that. Then I made a content according to their preference. It's in the stage of processing.



Figure 4.45: Sheba.xyz social media content

## 4.12 Stamp and Envelop design

**4.12.1 Initial idea:** Mindscape gave me a task to recreate a Bangladeshi old stamp and envelop for opening of a Padma bridge. The theme was obviously The Padma Bridge.

**4.12.2 Research:** Actually, Stamp is a small piece of paper with a picture or pattern on it that is stuck onto a letter or a package before it is posted for the delivery. This is used to show that the cost of sending has been paid already. Bangladesh first issued its own postage stamp after getting Its independence in 1971. The first eight postage stamps of Bangladesh designed by Biman Chand Mullick and issued on 29 July 1971. Mostly stamp was used in postal card or envelop. <sup>[12]</sup>

I used here Padma Bridge as the focused subject. As the Padma River is among the most ferocious rivers in the world, The Padma Bridge is considered to be the most challenging construction project in the history of Bangladesh. It is the deepest bridge in the world, with piles installed as deep as 127 meters. <sup>[10]</sup>

**4.12.3 Work process:** Firstly I took a photo of Padma Bridge from Google search. Then I traced and edited this in 3 color only, then I followed the old stamp design and created this stamp. I made this as a 10 Taka stamp. Then I took an old envelop as my reference and recreated a new one accordingly. Then the outcome was old letter envelop with stamp. All of these work I did in Adobe Illustrator and Adobe Photoshop.



Figure 4.46: Stamp design



Figure 4.47: old envelop design



Figure 4.48: mockup of envelop



**4.12.4 Reference:** I used here some reference that were Bangladeshi old stamp and envelop from internet.



Figure 4.49: reference of stamp and envelop

## **4.13 Mobile app interface design**

**4.13.1 Initial idea:** Urban Plant is an online plant shop and delivery app, which also allows people to buy indoor and outdoor plants, plant pots online. Get huge savings on online plants purchases & easily sort area range also people's favorite company. They will choose products & services easily. People will also love the fact that they don't have to go to the local store and they will get their plant sitting on their couches. This is initial idea of plant app. For this app I designed brand logo and color palate. I designed here the interface of this plant app. How it will look after making a app primarily. This was my task for Mindscape.

### **4.13.2 Benefits of online plant shopping Apps**

Here is a look at the benefits for both customers and seller.

#### **For Customers-**

1. They can get their plant while sitting on their couch.
2. The apps offer reasonable price and sometimes other incentives like free shipping.
3. Get detailed information about their preferable plant caring and get to know which plant is important for their home interior.
4. Access a vast range of information about plants.
5. Search plant and look for new alternatives.

#### **For seller-**

1. Seller can have an online presence and increase their customer base.
2. They can attract new customers and reach new geographical locations.
3. Stores can manage their inventory digitally and get helpful reminders and notifications.
4. Offer different schemes and marketing campaigns to customers.
5. Provide a superior level of customer service.
6. Advantage or refill orders from repeat customer.

### 4.13.3 The local store Problem

1. People face trouble finding all plant items in a single store.
2. Busy people cannot get time to buy or consume.
3. People couldn't buy products for themselves and loved ones in one place <sup>[13]</sup>

**4.13.4 Research:** A user interface (UI) is how a user interacts with a device or application. UI design is the process of designing interfaces to make them easy to use and provide a user-friendly experience. <sup>[16]</sup> Basically I looked through many app idea related to the plant app in Behance and Dribbble. There was so many case studies that I found. I took detail ideas from there. I used some of them and modified in my app design preferences.

**4.13.5 Work process:** Interface design is very important for a mobile app. I designed the wireframe according to my initial idea and then colorized them with shop's brand colors.

**4.13.5.1 Logo construction:** I made a simple logo for their brand. For this logo design, I took 'U' capital form from urban plant name. As it was a plant app I used a leaf shape for my logo. I choose a fancy font for my logo, name 'another typewriter'. This font looks good with my logo formation. I designed the color palate too. I choose green color from color wheel as it was represent the plant and brown color from color wheel as it was represent soil or ground.

**4.13.5.2 Research:** Logo represent a given organization or company through a visual image that can be easily understood and recognized. A logo generally involves symbols, stylized text or both. Logos are often created by a graphic designer in consultation with a company and marketing experts. <sup>[14]</sup>



Figure 4.50: Urban plant logo

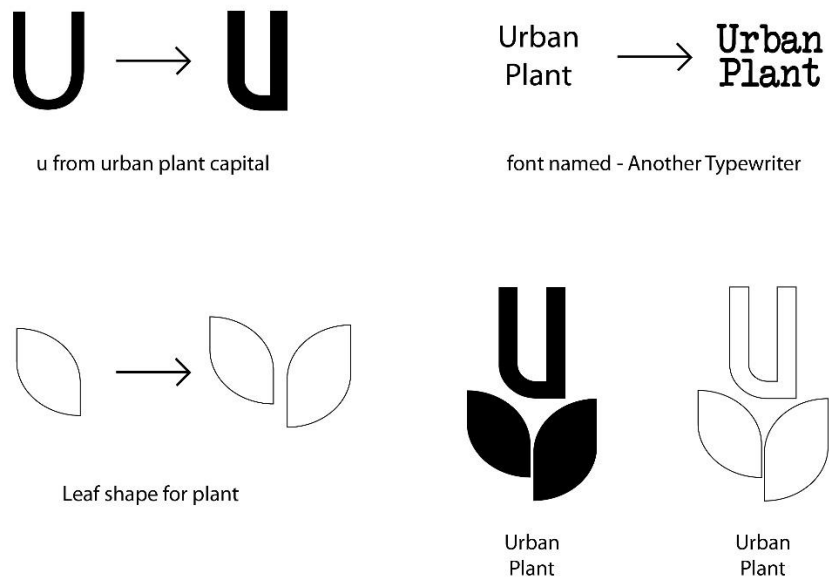


Figure 4.51: Urban plant logo construction



Urban  
Plant



Urban  
Plant

Figure 4.52: Urban plant logo reverse color



Figure 4.53: Urban plant Iconography



Figure 4.54: Urban plant color palate



Figure 4.55: urban plants wireframe

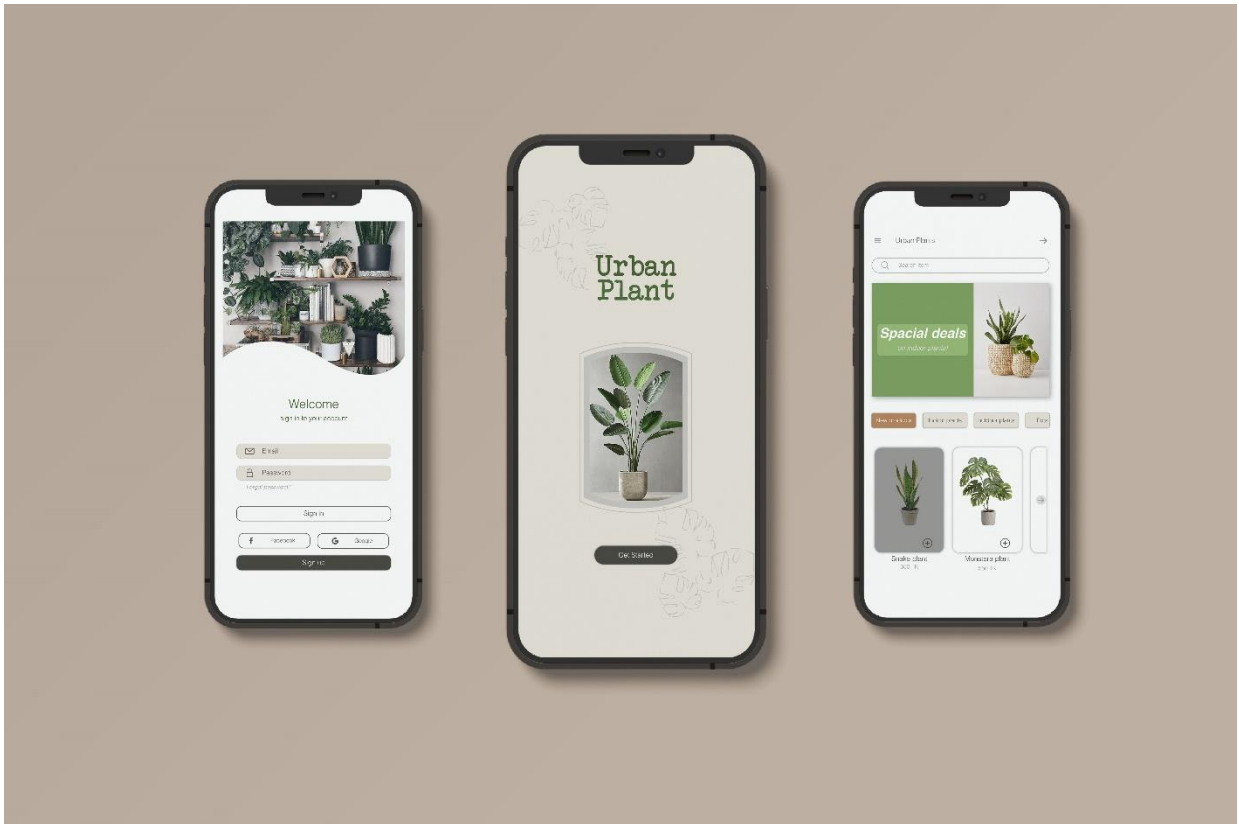


Figure 4.56: Mobile front design of urban plant

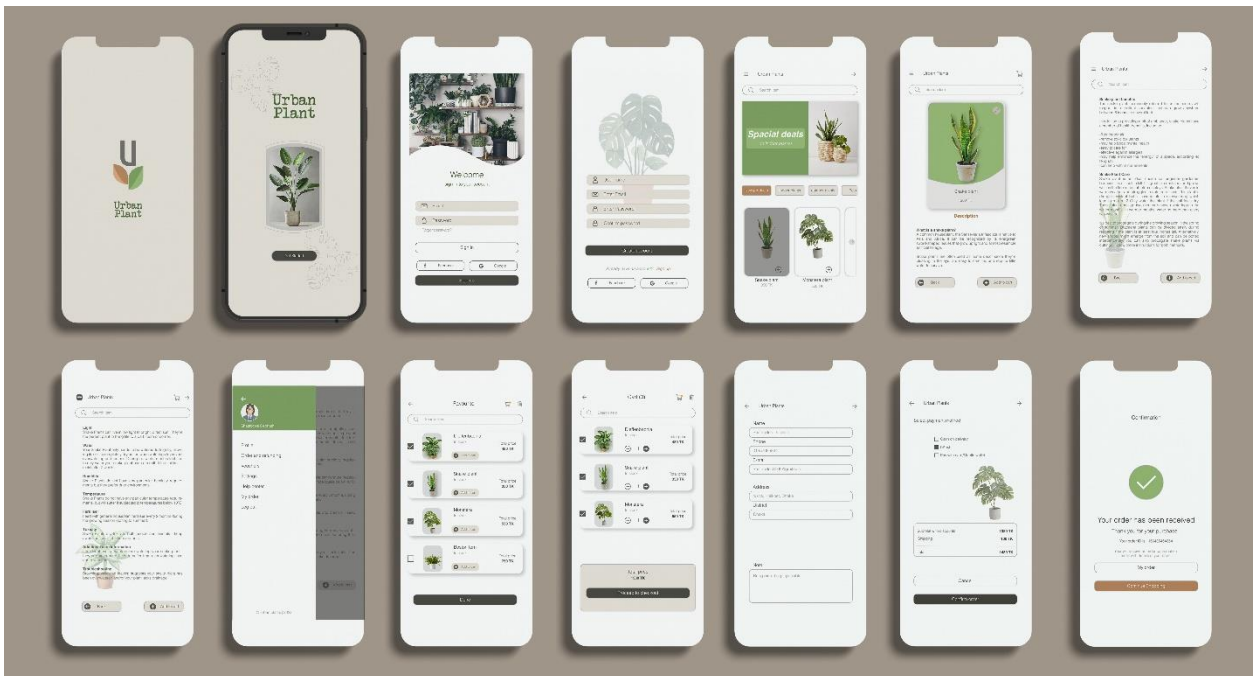


Figure 4.57: urban plants app sequence

**4.13.6 Reference:** I took reference from behance and dribbble for the idea. This is not finalized yet. It is in the stage of processing.

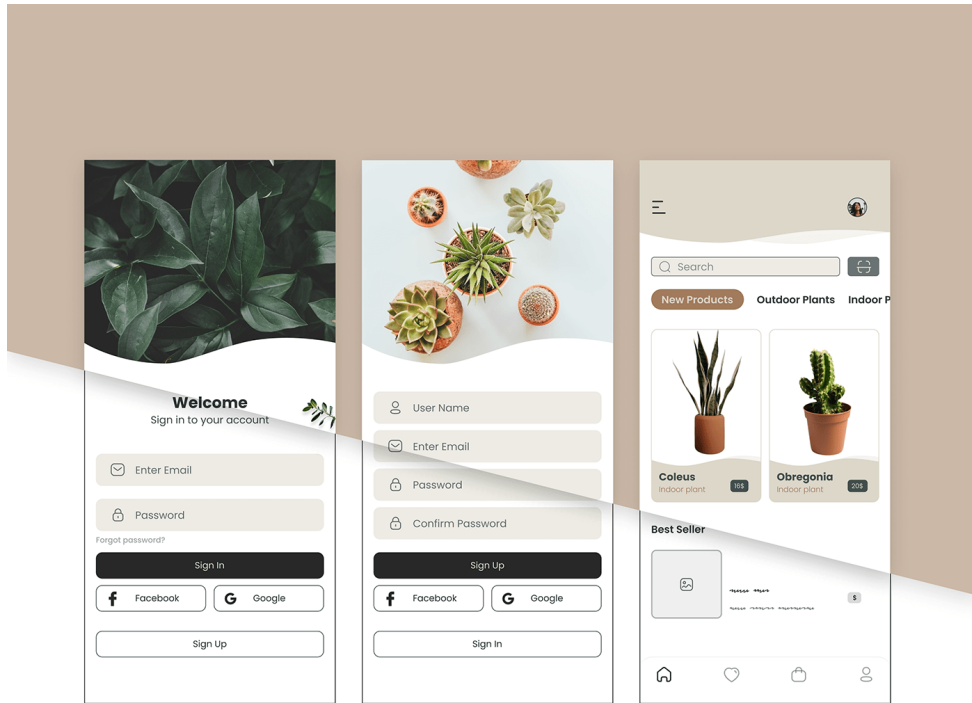


Figure 4.58: reference



## **CHAPTER- FIVE**

### **OVERALL CONTRIBUTION**

#### **5.1 Discussion of my role:**

I do an internship as a graphic designer in the Mindscape Communication. It was my responsibility to do the assignment on my own. I had to deal with my senior and my own troubles on occasion. My senior gave a new assignment to me every day. Every project I successfully submitted by the project deadline provides me with comments and corrections, which I examined and implemented. I needed to look over the daily job schedule. Every day from 11:00 a.m. until 06:00 p.m., I went to my workplace. My day started with interested topic, when my senior assigned to me different projects, and they provided me an assessments every day. And my projects were such as social media content, book cover, brochure, poster, A deck of card and non-project work. Aside from these initiatives, I was able to learn how to build relationships with co-workers. For this reason, I went to other departments of the company to get more information. I learned a lot of new skills during my internship. I made a significant contribution to the project.

## CHAPTER- SIX

### DISCUSSION & CONCLUSION

#### 6.1 Discussion:

As previously stated, I have worked on a wide range of projects, including social media contents, book cover, poster & brochure, A deck of card, Illustration for Deshi stock. I was in my final year of my university. I am overjoyed that I was able to complete my undergraduate degree by working in a corporate office. Collaborating with creative minds and experts was a fantastic opportunity for someone my age. The office and its staff made me feel at ease, as if I were at home. We've been having a lot of fun working with a lot of encouragement because we feel like we're working not only for the client, but also for the country and the people. After learning all of this, the relationships formed there are a lifelong asset that has always been with me and has helped me learn a lot. Working on so many local and government projects has been an incredible journey, culminating in a great learning opportunity for me. It was a fantastic learning opportunity for my career. Both digital and traditional media marketing are crucial. Digital marketing communications are critical to ensuring the success of today's brands and their international reach. I had the opportunity to learn about graphic design in a tropical setting. I requested the opportunity to attend design team meetings, help with design projects and social media, conduct client research, and interact with experienced designers. Despite the fact that interns were paid so little, the experience I receive in their industry can be extremely important.

#### 6.2 Conclusion:

Internships helps to develop the practical knowledge and skills I need for professional success. It also broadens my intellectual horizons. I have a lot of experience and have helped me develop my potential as a competent worker. As a designer, I had only theoretical knowledge when I started this job. Under the supervision of my seniors, after working on various professional projects for 4 months, I gained practical experience as a designer. I have also worked on various initiatives for the company. I worked as a member of a team and learned to complete tasks on time.

In my internship I got a chance to work on some classic topics in Bangladesh. They are Bangladeshi rickshaw and art, Bangladeshi stamps, Terracotta, A deck of cards in Bengali style. All of these works are classic and Unique. Some of lost tradition in Bangladesh. I faced too many challenges here as I worked on our old culture which are not so much available as references. But I tried my best to give a classic feel in my outputs. I also hope my works will get to know about our lost tradition and culture and make the new generation understand the value of our lost heritage.

I believe this internship will bring great benefits to my future development as a professional designer. Mindscape has provided me with an environment that really supports my research. And if I have the opportunity, I would rather work for a company. Internships provide hands-on experience and certification that are essential to success. It also broadens our intellectual horizons. I am confident that all these talents I gather from this internship period can be put to good use in my further professional career.

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