

FINAL YEAR PROJECT REPORT
Internship as Multimedia Visualizer in Creative Department of
“Star Ceramics Limited”

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

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DAFFODIL INTERNATIONAL UNIVERSITY
DHAKA, BANGLADESH
FEBRUARY 2023

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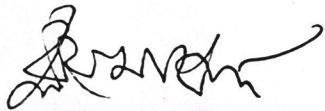
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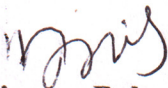
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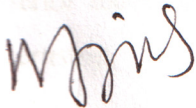
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DECLARATION

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

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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 Internship successfully.

I really grateful and wish our profound our indebtedness to **Mizanur Rahman, Assistant Professor**, Department of MCT Daffodil International University, Dhaka. Deep Knowledge & keen interest of our supervisor in the field of “*Design & Branding*” to carry out this project. His endless patience, scholarly guidance, continual encouragement, constant and energetic supervision, constructive criticism, valuable advice, reading many inferior drafts and correcting them at all stage have made it possible to complete this internship.

I would like to express my heartiest gratitude to all my teachers and Head, Department of MCT, for his kind help to finish my internship and also to other faculty member and the staff of MCT department of Daffodil International University.

I would like to thank my entire course mate in Daffodil International University, who took part in this discuss while completing the course work.

Finally, I must acknowledge with due respect the constant support and patients of my parents.

ABSTRACT

Star Ceramics Limited a leading producer of world class premium tiles and sanitary ware in Bangladesh. Since its inception in 2012, the company has been a trendsetter in Bangladesh and has been widely acclaimed in the tiles and sanitary ware manufacturing sector. Star Ceramics focuses primarily on the quality of the product, innovative design, highest level of customer satisfaction and also offers the most competitive price in the industry. Star Ceramics Limited boast of being accredited with ISO 9001: 2008, ISO 14001: 2004 and OHSAS 18001: 2007 for quality, environment & occupational health and safety management systems.

Star Ceramics believe that mission is about people not projects and vision is the art of seeing what is invisible to others. Star ceramics combines these two with core values for the ultimate outcome.

"To become a leading Ceramic Tiles & Sanitary ware manufacturer in the country by delivering Innovative & Quality products globally to ensure the maximum customer satisfaction."

- Understand customer needs & requirements
- Manufacturing world class products
- Leadership through innovation
- Responsible for what we do
- Excellent customer service

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CHAPTER 1: Introduction

1.1 Introduction

Star Ceramics is one of the leading producers of world class premium tiles and sanitary ware in Bangladesh. Since its inauguration in 2012, the company has been a leader in Bangladesh and has been widely acclaimed in the tiles and sanitary ware manufacturing sector. Star Ceramics focuses primarily on the quality of the product, innovative design, highest level of customer satisfaction. The Head office of Star Ceramics Ltd is situated in Mirpur, Dhaka and its manufacturing plant is in Habiganj, Sylhet. Joining Star Ceramics as an intern in the Creative Department was a great opportunity.

1.2 Development Process

I made an CV with portfolio and dropped them in different corporate companies for internship. I dropped my CV with portfolio through H.R at Star Ceramics. After few days I got a call and they confirmed me for the internship. I joined Star Ceramics Limited as Multimedia Visualizer Intern at the Creative Department on the 1st September 2022. Star Ceramics is a brand in the Ceramic world. So, our Creative department had to work on Branding this brand. We had different colleague with different work assigned, such as tiles designing, shop branding, 3d modelling, social media posts and others. All our works were only centering Star Ceramics. The A.G.M Creative Department wanted me to learn all these works rather than a particular work. The type of work I had to do are:

- Branding
- Social Media Posts
- Motion Graphics
- Printing Media
- Packaging
- Tiles Designing
- Star Ceramics Live Experience room

In our department, we have a regular team meeting in the morning before starting the day. Our department head takes the update of last given work and make us update with the new upcoming works and distribute them accordingly.

The software I used during the whole period of internships, are listed below:

- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe Premiere Pro

1.3 Final Outcome

As a multimedia visualizer, we have to be creative and we need to keep our mind fresh and good to get a fruitful output. A good working environment is very important for the work. Star ceramics has a good and flexible office environment. The office also gave me a facility of transportation.



Fig 1.3.1: Creative Department of Star Ceramics

Our head office spans across 3 floors of the building. The 5th floor is the Head Showroom, which is the largest showroom of Star Ceramics in the country. 6th and 7th floor are the head office. Our Creative Department is on the 7th floor. We also have a dinning room for lunch and kitchen in each floor for making tea or snacks. The office also maintains its cleanliness at its best. So, the office is very friendly environment for all the staffs.

CHAPTER 2: Shop Branding

2.1 Introduction

Star Ceramics has more than 200+ Dealer and Retailer showroom country wide. The shop branding of these showroom is done categorially and work is distributed through multiple streams of departments, and the final output is given by the Creative team. All the Shop signs, banners, LED, stickers and others are designed in the Creative room with the measurement and pictures given by Marketing team through different vendors.

2.2 Development Process

From the beginning I were provided with few basic files of Star Ceramics such as Brand Logos, Tiles images, Ambiance of the tiles and so on. As I were new and the branding started way before my joining, I started working with the previous branding design templates given by my senior.

Vendors go to those showrooms or shops and takes pictures along with measurements. They provide these to the Marketing team and then comes to us as a presentation work file. We review the images and measurements then make the required printing media. In my 4 months of internship, I worked on the branding of 20 shops across the country.

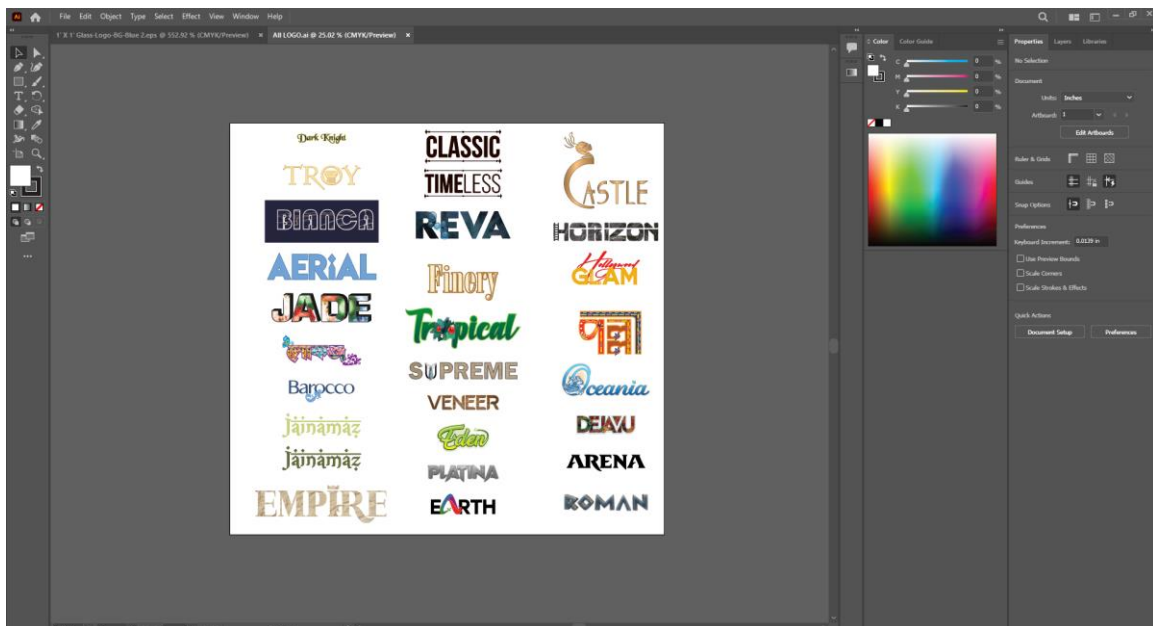


Fig 2.2.1: Different tiles logos Ai



Fig 2.2.2: Star Ceramics Logo Ai

2.3 Final Outcome

As I mentioned earlier, I worked for the branding of 20 different shops. So, here are the final outputs from some shops I worked on.

i. Akhaura Tiles

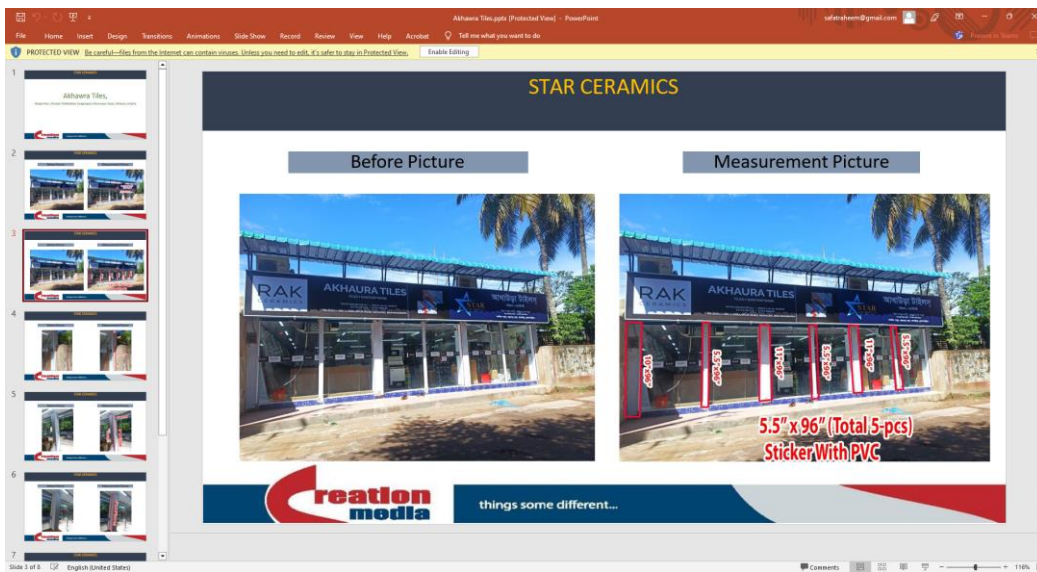


Fig 2.3.1: PPT file of Akhaura Tiles

In the Fig 2.3.1, the presentation file given by the vendor where the normal picture and picture with measurement and indications are given. I had to note down the measurements and then make the required branding accordingly. Here are some brandings from Akhawra Tiles.



Fig 2.3.2: Shop sign design of Akhawra Tiles



Fig 2.3.3: Pillar PVC design of Akhawra Tiles

After making the designs, I had to make the mockup on the real pictures of the shop given by the vendors. Here are the mockups of Akhawra Tiles.



Fig 2.3.4: Shop sign mockup (Akhawra Tiles)



Fig 2.3.5: Pillar branding with PVC mockup (Akhawra Tiles)



Fig 2.3.6: Pillar branding with PVC mockup (Akhawra Tiles)

ii. Bhai bhai trading

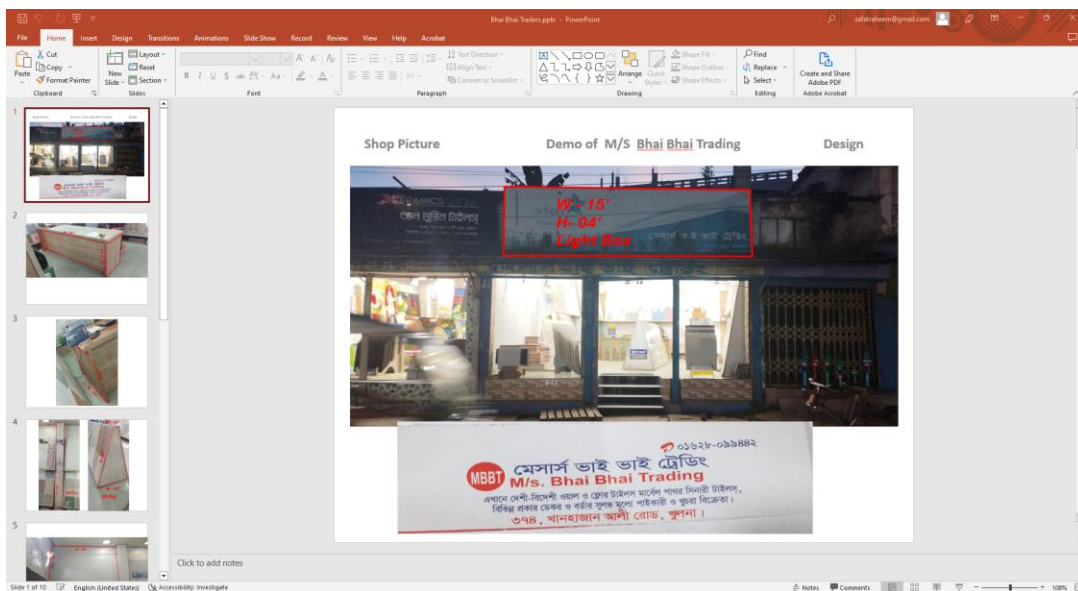


Fig 2.3.7: PPT file of Bhai Bhai Traders



Fig 2.3.8: Sticker Design and mockup (Bhai Bhai Traders)



Fig 2.3.9: Shop Sign (Bhai Bhai Traders)



Fig 2.3.10: Shop sign mockup (Bhai Bhai Traders)

Fig 2.3.11: Rack branding design (Bhai Bhai Traders)



Fig 2.3.12: Rack branding mockup (Bhai Bhai Traders)

iii. Bhai Bhai Sanitary



Fig 2.3.13: Pillar branding 1 (Bhai Bhai Sanitary)



Fig 2.3.14: Pillar branding 2 (Bhai Bhai Sanitary)



Fig 2.3.15: Pillar branding mockup 1 (Bhai Bhai Sanitary)

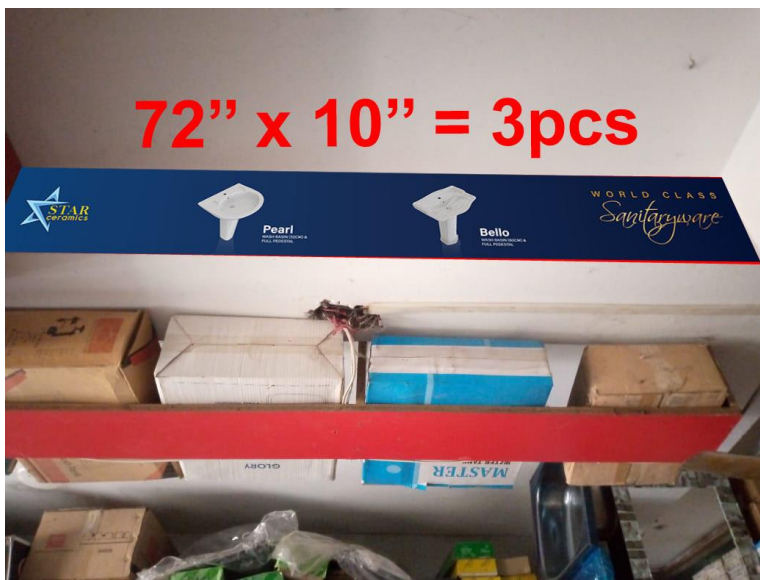


Fig 2.3.16: Pillar branding mockup 2 (Bhai Bhai Sanitary)

Among all the Dealer or retailer points, some shops sell only tiles and some sells only sanitary products. Again, there are some big shops who sell both tiles and sanitaryware. So, I had to make sure the type of the shop I am working on, whether it is a Tiles shop or Sanitaryware shop.

iv. Ritu Marvel



Fig 2.3.17: Shop Sign LED (Ritu Marvel)

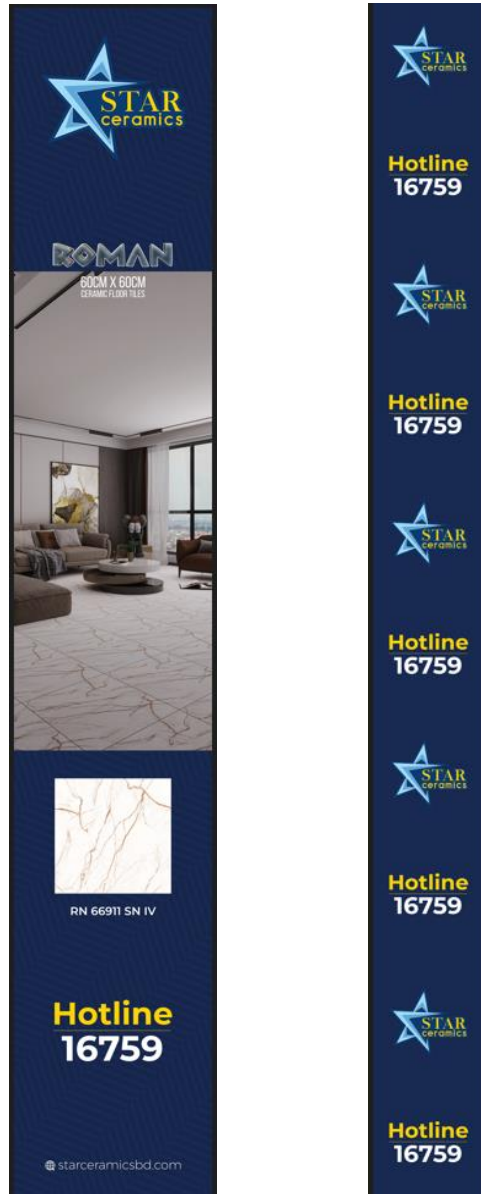


Fig 2.3.18: Pillar Branding PVC (Ritu Marvel)



Fig 2.3.19: Shop Sign LED with mockup (Ritu Marvel)



Fig 2.3.20: Pillar branding with PVC mockup (Ritu Marvel)

v. Unique Enterprise



Fig 2.3.21: Table sticker design



Fig 2.3.22: Final Mockup of the Table sticker

When I started doing the branding, I faced few difficulties while adapting the size and designs. But after doing few works, I made my own templates and starts resizing them and use then in different shops according to their requirements. So, more or less all the branding are followed in a same particular rules and guide.

CHAPTER 3: Notebook 2023 Design

3.1 Introduction

Before 3 months of 2023, I was assigned to make a new notepad for 2023. Our department head assigned the same work to 2 others colleagues of mine too. We needed to make the notebook and as our Managing Director ma'am directly handles our department, the best designed notebook from us will be shown to ma'am and then be selected for printing.

3.2 Development Process

So, I had a notebook from previous year, given by my office. I started making similar designs of the notebook. We have a brand color combination of blues and yellow. So, I started designing the notebook with the color combination and with geometric shapes I searched online [1]. I created 5 options in similar style and color combination.

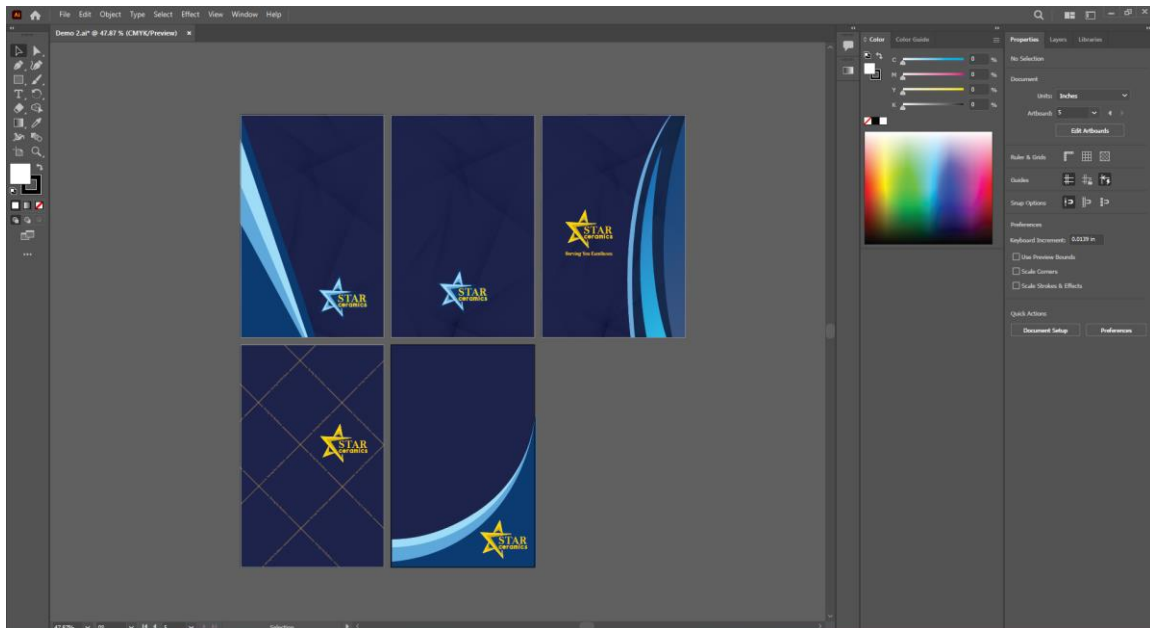


Fig 3.2.1: Notebook cover design sample 1

After making the sample design, I showed them to my Department Head, but he asked me to think more with the designs and create something new. He also asked me to bring few tiles in the design so that the notebook can represent the company. So, I started thinking and made few designs with the Tiles we had. I took few tiles JPG files and brought them in my design. The idea was liked by everyone in my department and again I was given revision to make it finer and better.

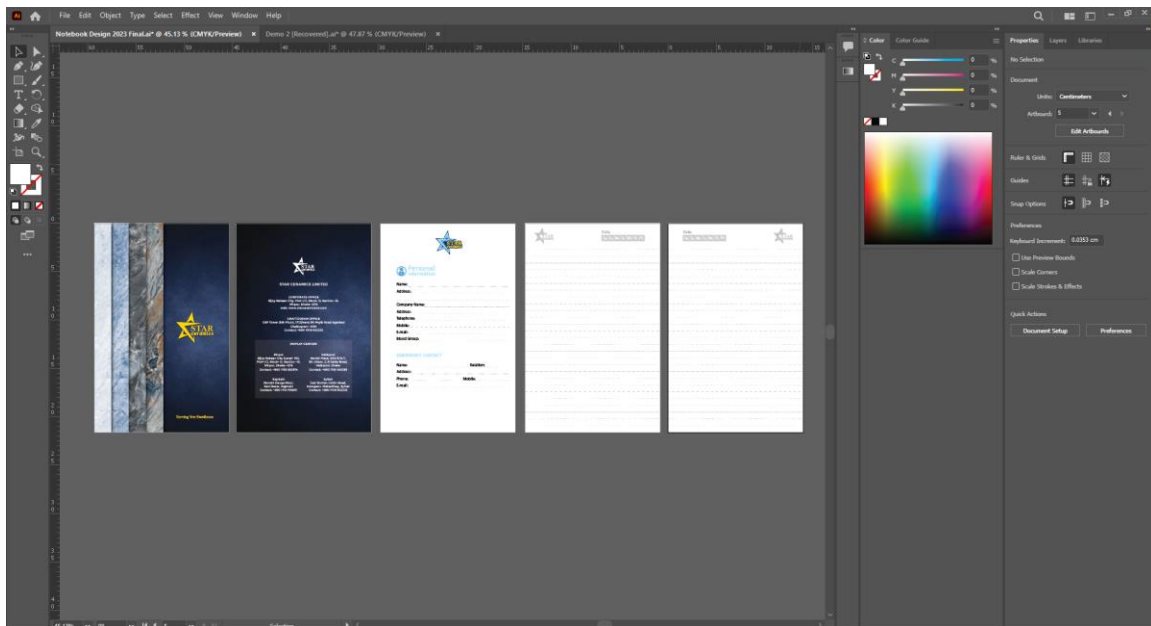


Fig 3.2.2: New notebook design with inner pages

3.3 Final Outcome

Our company prioritizes dark colors in most aspects. So, maintaining with the brand color, I brought few tiles in the design and adapt them. I also had to maintain the color combination of the tiles I used. And with another review and revision from M.D ma'am, the final design for Notebook 2023 was selected for 10000 prints.



Fig 3.3.1: Final Notebook 2023 design (Cover & Back page)



Fig 3.3.2: Final Notebook 2023 design (Inner pages)

CHAPTER 4: Carrying Bag

4.1 Introduction

After a successful assignment on Notebook 2023, I was again assigned to make the Paper Carrying bag design. This paper carrying bag would be used to give gift from the company or other purposes.

4.2 Development Process

I took an old paper bag design file from my colleague and started creating my design with some help from freepik [2]. I was very quick with this design. I took two main color of our brand and created a contrast with a geometric design which represents tiles design.

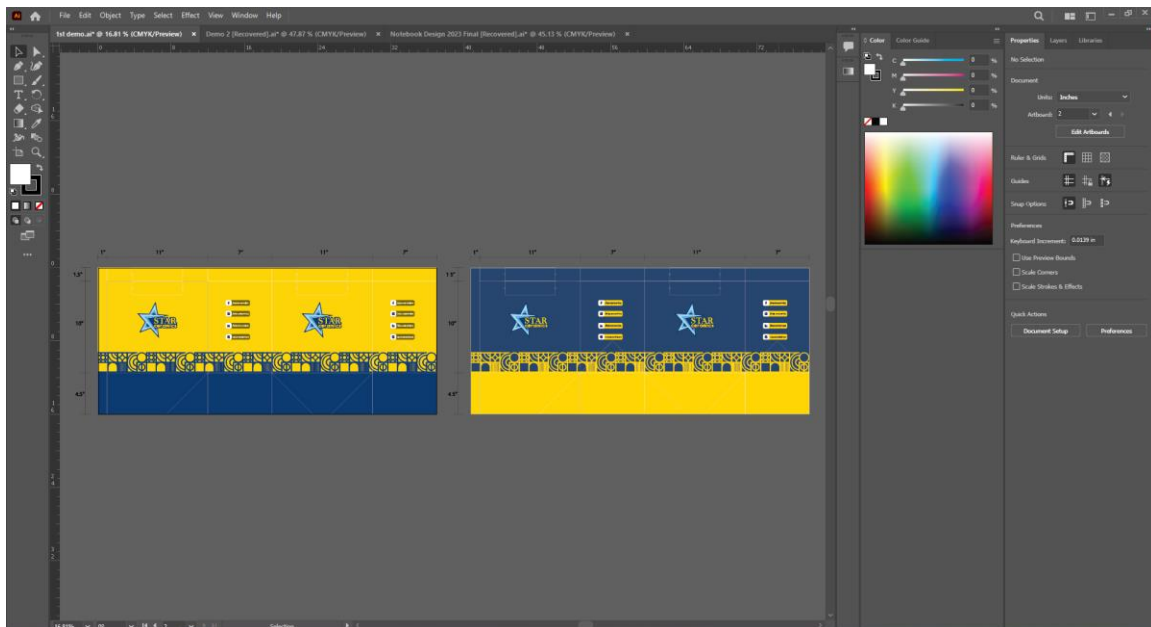


Fig 4.2.1: Designing a paper carrying bag

4.3 Final Outcome

So here is the final output of my carrying bag design.



Fig 4.3.1: Yellow paper carrying bag



Fig 4.3.2: Blue paper carrying bag

CHAPTER 5: Repackaging the products

5.1 Introduction

RAK Consumer Products Ltd is a sister concern group of Star Ceramics which is now SAK Consumer Products Ltd. Beside the works of Star Ceramics, I had to do few works for SAK as the absence of their Visualizer. There are many products of SAK such as Liquide Dishwash, Handwash, Mosquito coils and others. So, the HYG N Dish Wash Liquid needed a new packaging and I was assigned to do it.

5.2 Development Process

The current package was designed earlier in an oval shaped, which was in oval sticker form. Now I had to convert it into a full plastic wrapper shape of bottle.



Fig 5.2.1: Previous HYG N Dishwash label

So, I took the old label and resized it according to the new requirements. The label has to be made in a rectangular form, and it would be heated wrapping around the bottle so that it takes the shape of the bottle.



Fig 5.2.2: New HYGN Dishwash label

While doing this, I had to print the whole label in a page and stick it around the real bottle so get the actual measurement and see weather the label is perfect or not.

5.3 Final Outcome



Fig 5.3.1: Final output HYGN Dishwash label

CHAPTER 6: RAK FIFA Fixture

6.1 Introduction

The most exciting and mentionable event of 2022 was the Qatar FIFA World Cup 2022. The whole world was getting ready for the event so do we. We needed to make the fixture of the world cup. And before a month of the event, I was assigned to make the fixture. This is one of the works of mine that needed the most patience as I had to calculate the Bangladesh time from the Qatar time of all the matches. Sometimes along with the time, the date also changed. So, I had to be very careful while doing this. Again, I was instructed to make the fixture with the relatable color of RAK Logo.

6.2 Development Process

From the official website of Qatar Fifa World Cup 2022 [3], I took the date and time and noted down and then converted them to Bangladeshi time zone.

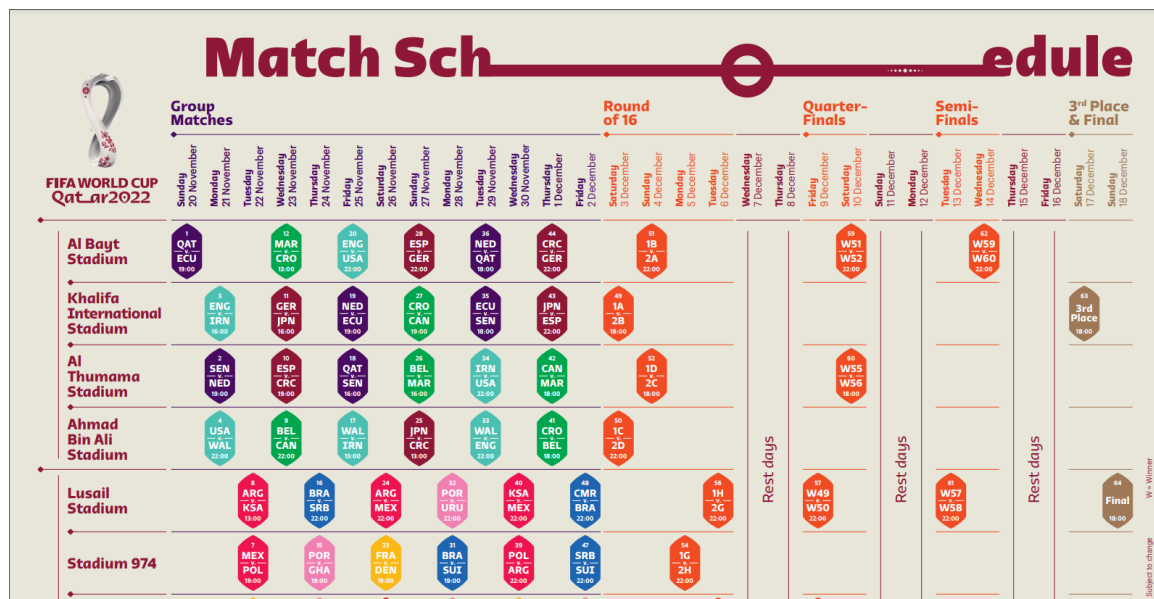


Fig 6.2.1: Official fixture FIFA World Cup Qatar 2022

6.3 Final Outcome



Fig 6.3.1: RAK Mosfly FIFA Fixture 2022

Along with me, another colleague was assigned with the same task. He had to make one fixture for Star Ceramics. So, after getting both designs, his designed was selected by the CEO and the fixture for RAK Mosfly was made with that design but with different color. So, unfortunately my design did not make it to the print.

CHAPTER 7: SAK Mosfly Mega FIFA Offer

7.1 Introduction

SAK Mosfly is a mosquito coil from the RAK Consumer Products Ltd. During the FIFA 2022, SAK Mosfly, started a campaign of marketing by giving free gifts. So, a team member from the marketing group of SAK asked me to redesign the package for the new campaign. I was instructed with some basic ideas and start making the new design.

7.2 Development Process

So, I took the old package in Adobe Illustrator and started making experimental design with them.

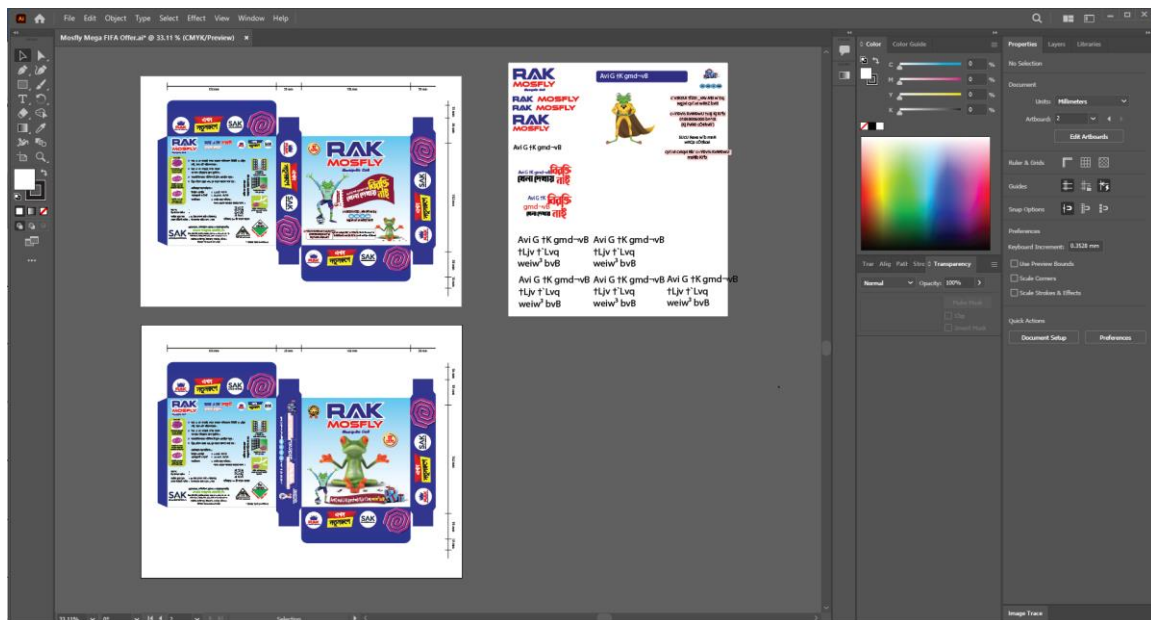


Fig 7.2.1: Experimental designs for Mosfly Mega Fifa Campaign

7.3 Final Outcome

After many revisions, this was the final output that would go for the print.



Fig 7.3.1: RAK Mosfly Mega FIFA Campaign package



Fig 7.3.2: RAK Mosfly Mega FIFA Campaign token

CHAPTER 8: 10 Years Celebration Animation

8.1 Introduction

Star Ceramics has an android app for all the Dealer or Retailer named as Star Paribar. So, on the 10th anniversary of Star Ceramics, they needed a gif animation for the interference of their app. I was assigned with the task, I had to make an animation with transparent background which would pop-up on the starting of the app.

8.2 Development Process

I was instructed to make a star graffiti and add a text with the Star Paribar logo. I got a sample from the IT department to work with. I worked on this project with Adobe Illustrator and mostly Adobe After Effects.

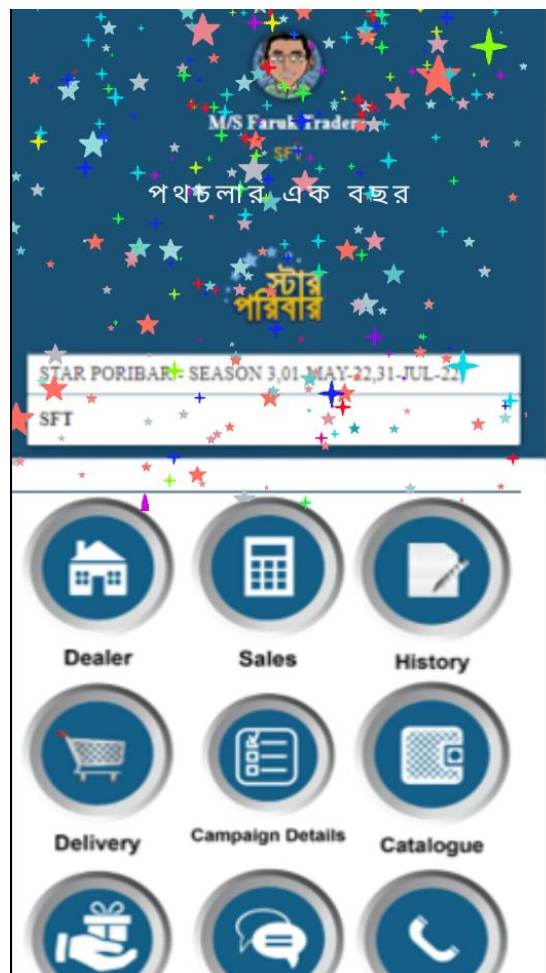


Fig 8.2.1: Sample for the animation

8.3 Final Outcome

So, the final output was given in gif format along with mp4. Below figures are the scenes from the final output of the animation.

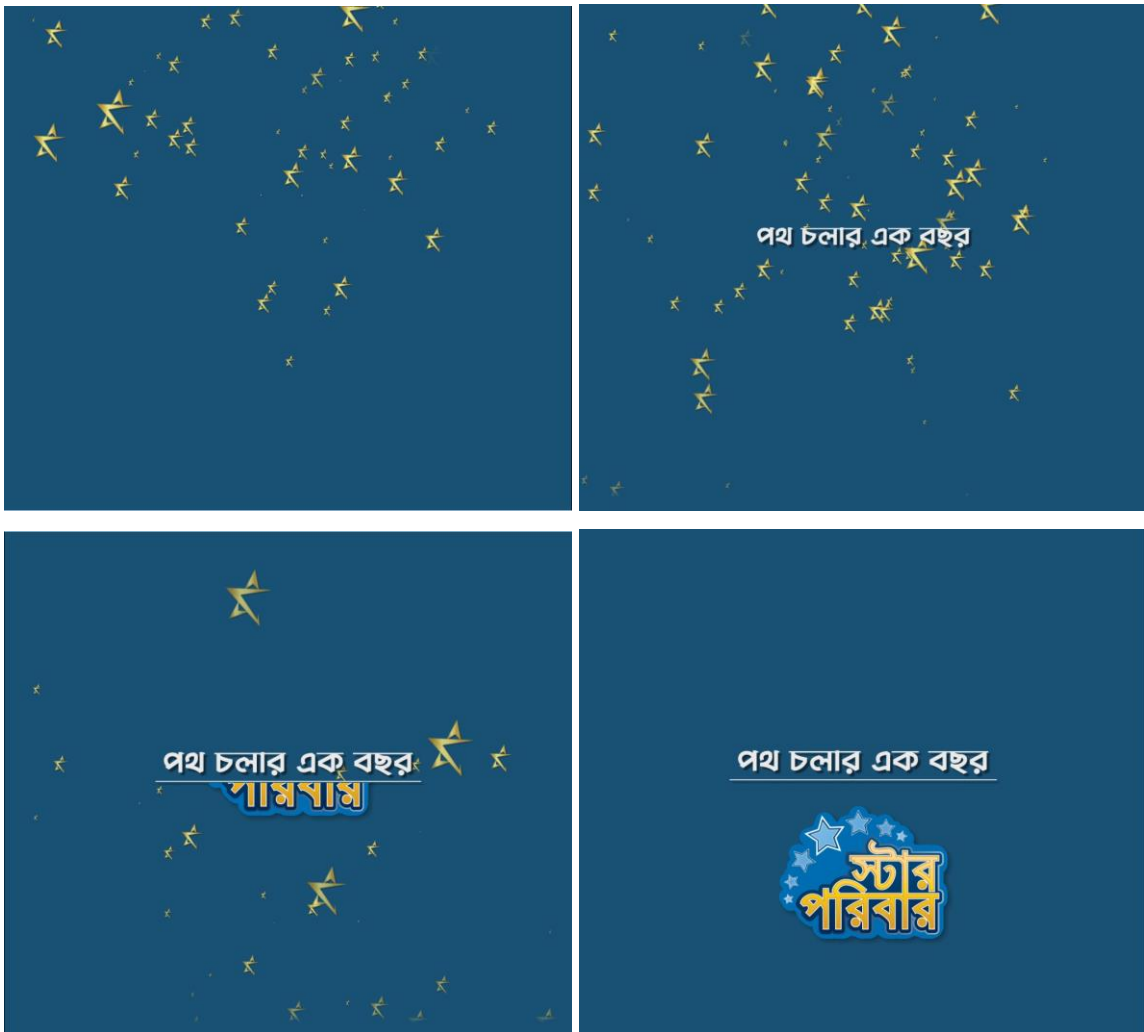


Fig 8.3.1: Final animation of 10 Years Celebration of Star Paribar

CHAPTER 9: YouTube Pop-up Ad

9.1 Introduction

After a successful work on the animation of 10 Years Celebration, I was immediately assigned to a new task of making an Youtube Pop-up ad.

9.2 Development Process

As usual, I was given some key points to work with. I used Adobe Illustrator and made the design of the pop-up ad and then took it to Adobe After Effects as layers and started animating the design.



Fig 9.2.1: Youtube pop-up ad design template

9.3 Final Outcome

So, the final output was given in transparent background gif file, mp4 and a mockup on a cricket live[4] using Adobe Premiere pro.



Fig 9.3.1: Pop-up Ad (Scene 1)



Fig 9.3.2: Pop-up Ad (Scene 2)



Fig 9.3.3: Pop-up Ad (Scene 3)



Fig 9.3.4: Pop-up Ad (Scene 4)



Fig 9.3.5: Pop-up Ad (Scene 5)

CHAPTER 10: Appreciation Card

10.1 Introduction

On the yearly promotion of the staffs, the promoted employees received an appreciation card. To make the appreciation card, one of my colleagues was assigned. He designed the whole card and almost finished the work. But for his absence before completing the whole task, I was assigned to put the names of on the cards. So, this was an easy task and also gave me a relaxing day after some critical tasks.

10.2 Development Process

I was provided with the list of the promoted employees, and then I just carefully make the cards of almost 60 employees.

10.3 Final Outcome

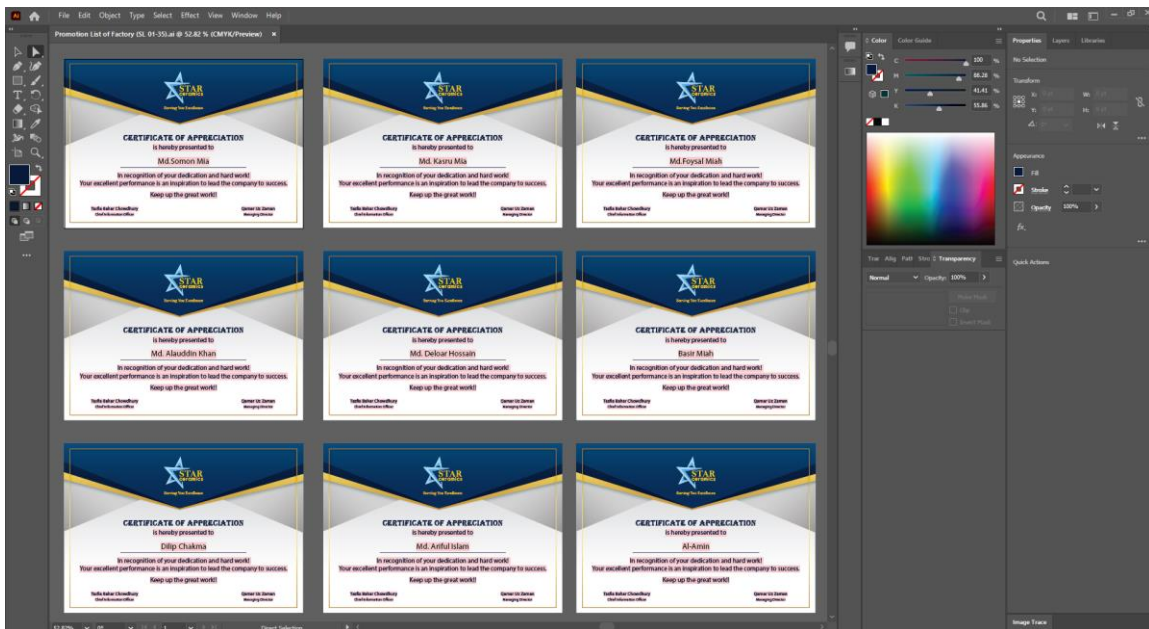


Fig 10.3.1: Appreciation Cards

CHAPTER 11: Logo Design

11.1 Introduction

During this period, I had given task of making few logos. Our AGM given the same task among 2 of our colleagues along with me. The purpose was to get different logo ideas and select two or three for the final selection. So, I was assigned to make logos for one of our tile's names and another baby company, Mohammed Trading.

11.2 Development Process

I started making the logos, as per the instructions such as the color combination and basic info. The development process of those logo makings is given below.

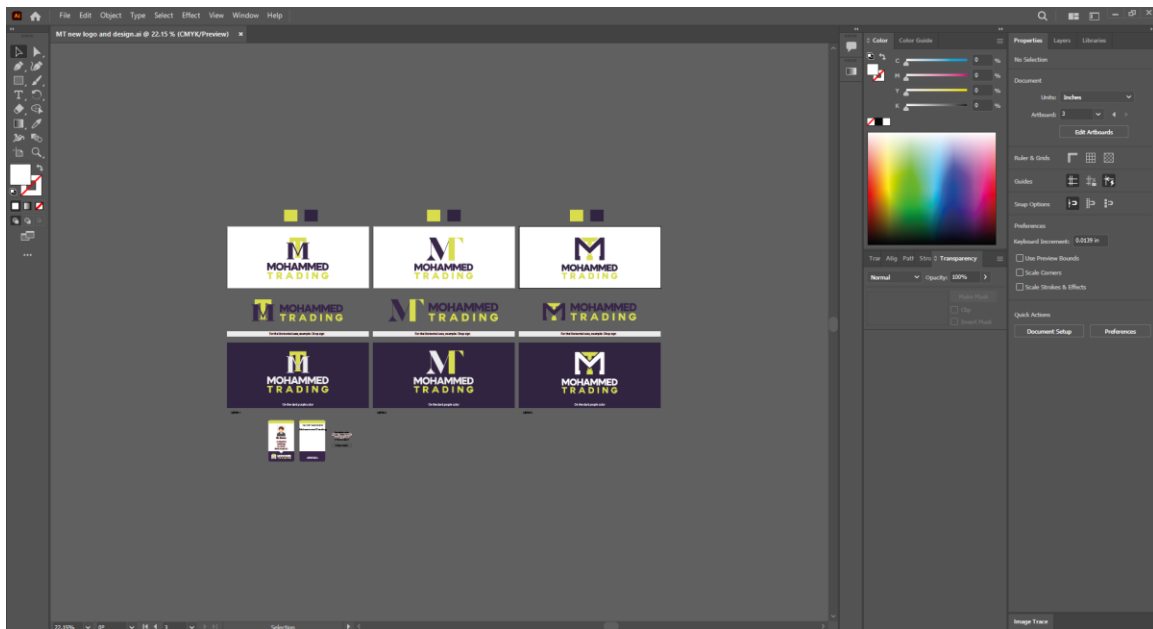


Fig 11.2.1: Mohammed Trading Logo Making

11.3 Final Outcome

Here are some of the final outcomes of the logos made for Mohammed Trading.

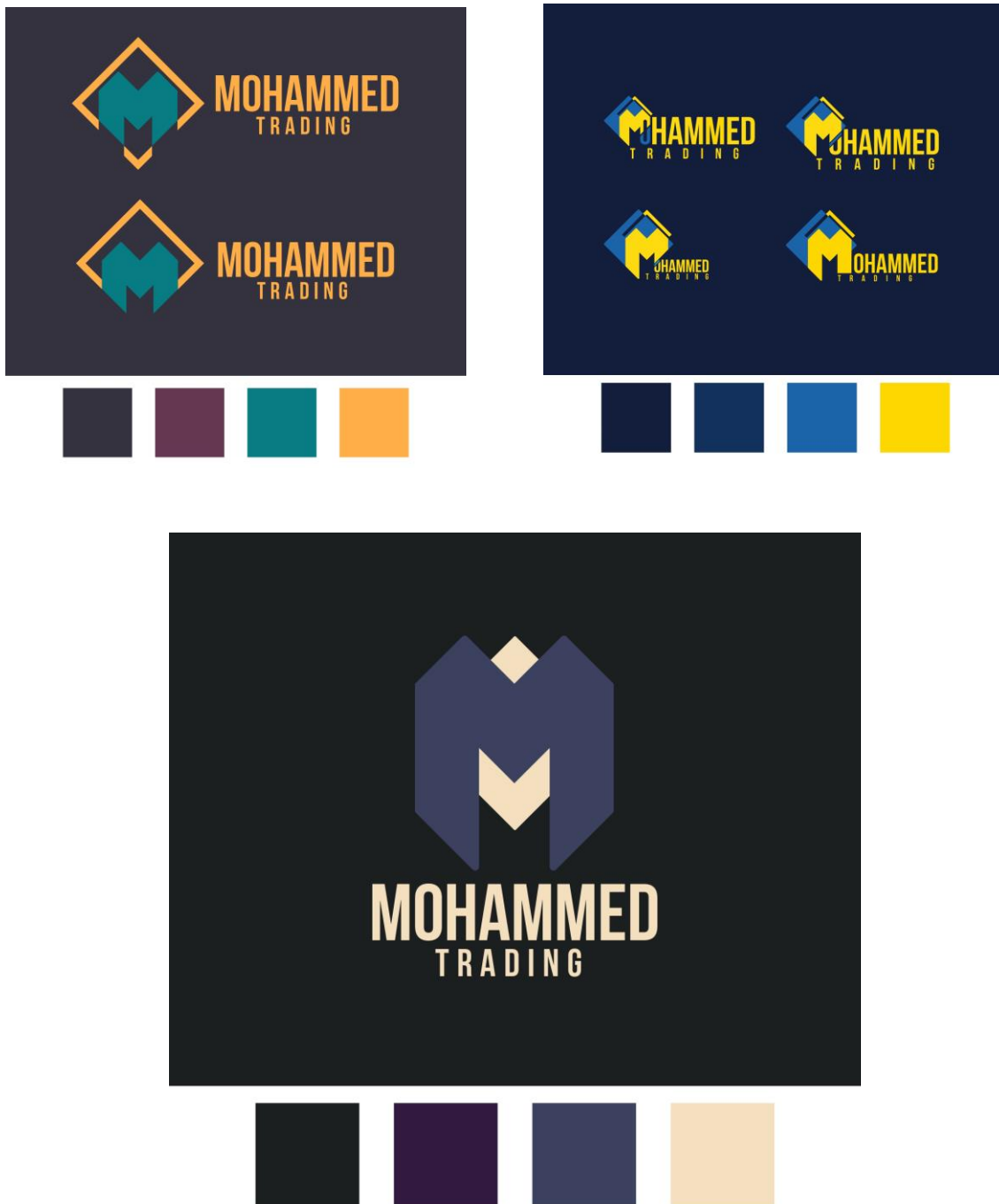


Fig 11.3.1: Final Logo outcomes for Mohammed Trading

CHAPTER 12: Letterhead Design

12.1 Introduction

Mohammed Trading is a child company of Star Ceramics. So, I was assigned with some tasks for the Mohammed trading, such as its Logo, business card and Letterhead.

12.2 Development Process

The letterhead assignment was given after the completion of its business card design. So, I designed the letter head keeping similar design[5] I made on the business card.

12.3 Final Outcome



Fig 12.3.1: Mohammed Trading Letter Head-1 & 2



Ganesh
25, SS Street
Cheran Nagar
Coimbatore 641023

8th September, 2019

The Editor
The Hindu
Coimbatore

Subject: Repair of the road in Cheran Nagar

Sir,

I would like to bring to your notice that the people in and around Cheran Nagar have been facing difficulties in travelling back and forth because of the bad condition of the roads there. We have appealed to the Municipality, but there has not been any response on the issue so far.

As our appeals to their office have had no effect, we believe that perhaps a mention in the media would be of great help. Since the beginning of the last month, the roads in Cheran Nagar have been almost impassable. The surface is badly broken up by the heavy rains, and on a dark night, it is positively dangerous for vehicles to pass that way. Moreover, there are heaps of road metal on both sides of the road, which leave very little room in the middle. The residents of the area have been inconvenienced in this way for weeks.

The situation is becoming worse. There have been multiple accidents happening due to this condition. I request you to highlight the seriousness of the matter in your newspaper so that the road may be properly repaired without further delay.

Thanking You

Yours sincerely,

Signature

GANESH



Fig 12.3.2: Mohammed Trading Letter Head-3



Ganesh
25, SS Street
Cheran Nagar
Coimbatore 641023

8th September, 2019

The Editor
The Hindu
Coimbatore

Subject: Repair of the road in Cheran Nagar

Sir,

I would like to bring to your notice that the people in and around Cheran Nagar have been facing difficulties in travelling back and forth because of the bad condition of the roads there. We have appealed to the Municipality, but there has not been any response on the issue so far.

As our appeals to their office have had no effect, we believe that perhaps a mention in the media would be of great help. Since the beginning of the last month, the roads in Cheran Nagar have been almost impassable. The surface is badly broken up by the heavy rains, and on a dark night, it is positively dangerous for vehicles to pass that way. Moreover, there are heaps of road metal on both sides of the road, which leave very little room in the middle. The residents of the area have been inconvenienced in this way for weeks.

The situation is becoming worse. There have been multiple accidents happening due to this condition. I request you to highlight the seriousness of the matter in your newspaper so that the road may be properly repaired without further delay.

Thanking You

Yours sincerely,

Signature

GANESH



Fig 12.3.3: Mohammed Trading Letter Head-4

CHAPTER 13: Business Card Design

13.1 Introduction

Besides logos, the Mohammed Trading also required new business card. So, I was assigned for the making of new business card for Mohammed Trading.

13.2 Development Process

As I made the logos for the Mohammed Trading before, so I tried making the business card similar to the logos I made with some ideas from freepik [6].

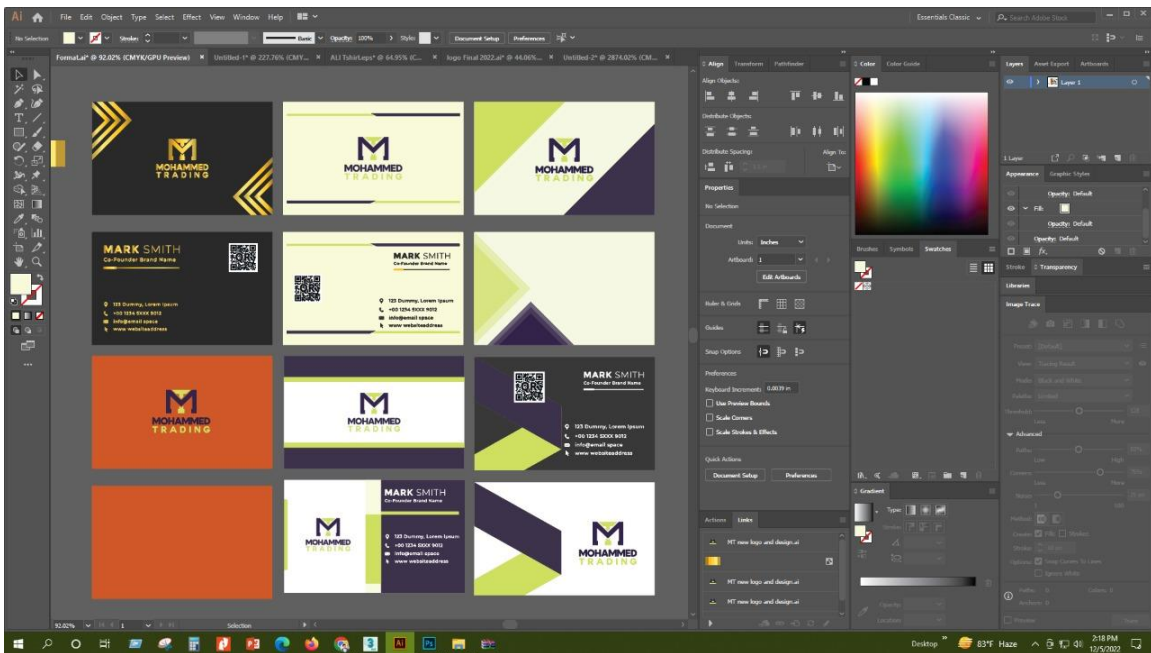


Fig 13.2.1: Mohammed Trading Business Card making

13.3 Final Outcome

Here is the final mockup for the business card for Mohammed Trading.



Fig 13.3.1: Mohammed Trading Business Card

CHAPTER 14: Tiles Design

14.1 Introduction

Star Ceramics is a company for making tiles, and the core motive of the designer here is to design tiles. As an intern, they observed me in the beginning and later on they assigned me for the tiles designing.

14.2 Development Process

So, I started designing tiles according. There are many sized in which these tiles are available. Such as 30cm X 50cm, 60cm x 60cm, 120cm x 60cm and so on. I designed these tiles by using Adobe Illustrator and Adobe Photoshop. I took some pattern and texture from our tiles that have already been produced in the factory.

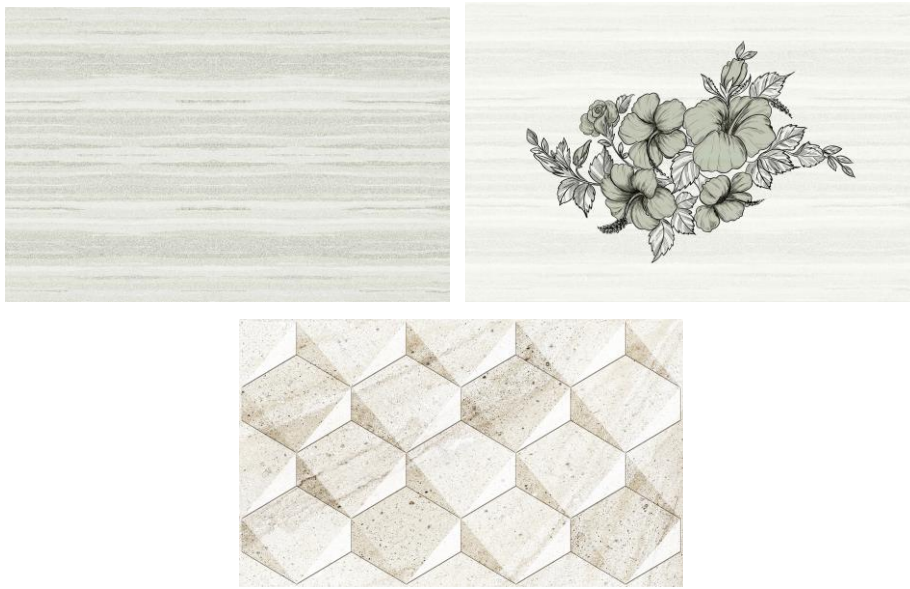


Fig 14.2.1: Some of the tiles of Star Ceramics

14.3 Final Outcome

When I was assigned for the job, the required tiles design size was 30cm x 50cm. So, the tiles I designed were all the same size. Each tiles set has 3 parts. They are Deep, Décor and Light. So, I designed and recreated many sets of tiles which has deep, décor and light. Sometimes I used some textures from internet [7][8].

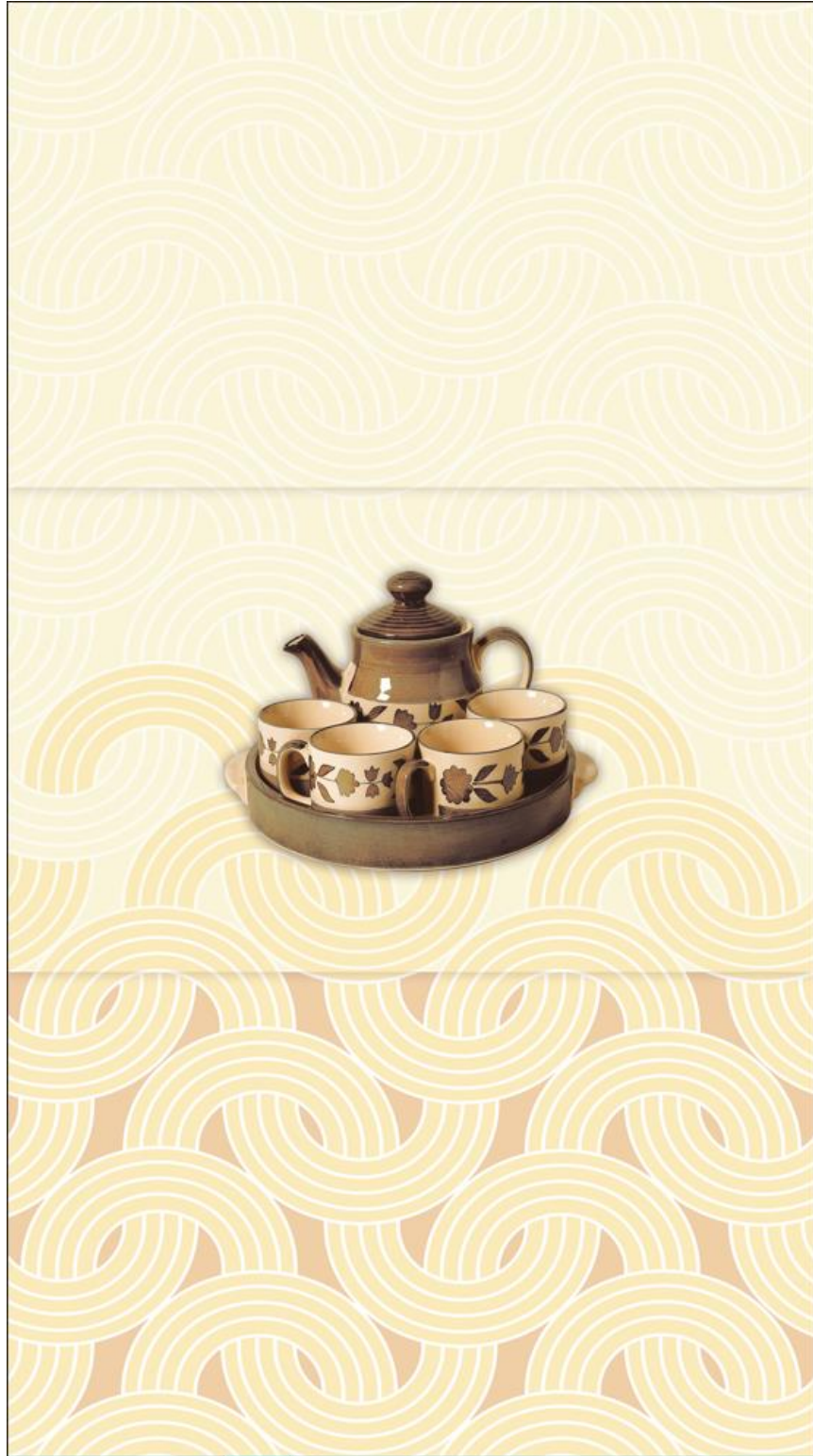


Fig 14.3.1: Tiles Design - 1



Fig 14.3.2: Tiles Design - 2



Fig 14.3.3: Tiles Design - 3



Fig 14.3.4: Tiles Design - 4



Fig 14.3.5: Tiles Design - 5

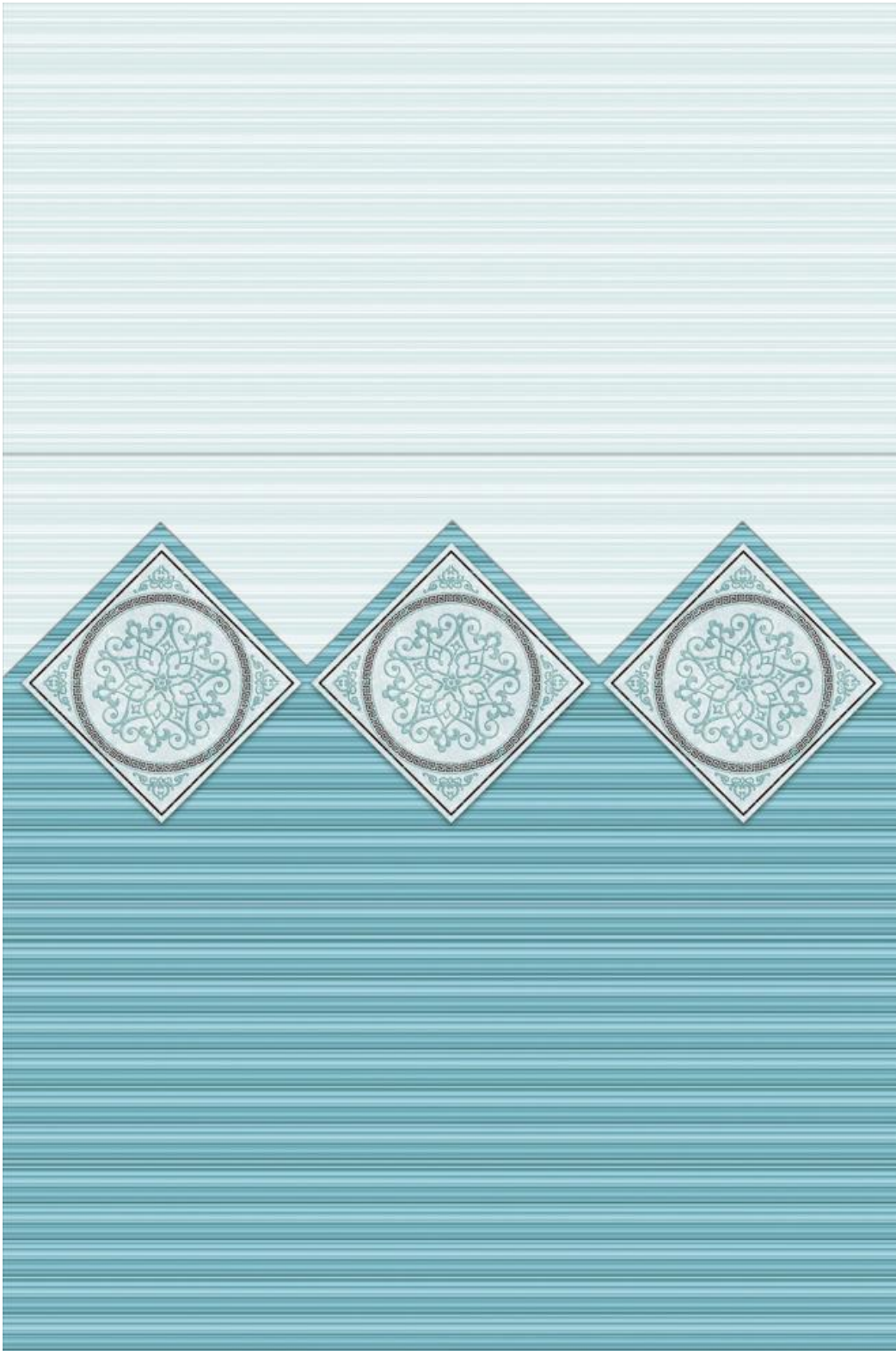


Fig 14.3.6: Tiles Design - 6



Fig 14.3.7: Tiles Design - 7

CHAPTER 15: Jersey Design

15.1 Introduction

When the jersey assignment was given to me, I was instructed first to recreate some Official jersey from some international Cricket teams. Then I was instructed to make a new designed jersey for some upcoming Cricket tournaments.

15.2 Development Process

I used Adobe Illustrator for the full project. From designing patters, layers and mockups. Here is the development process of the jersey I designed. I was instructed to make a jersey for “Automatic Bricks & Ceramics”, which is also a baby company of Star Ceramics. I was also provided with the company logo.

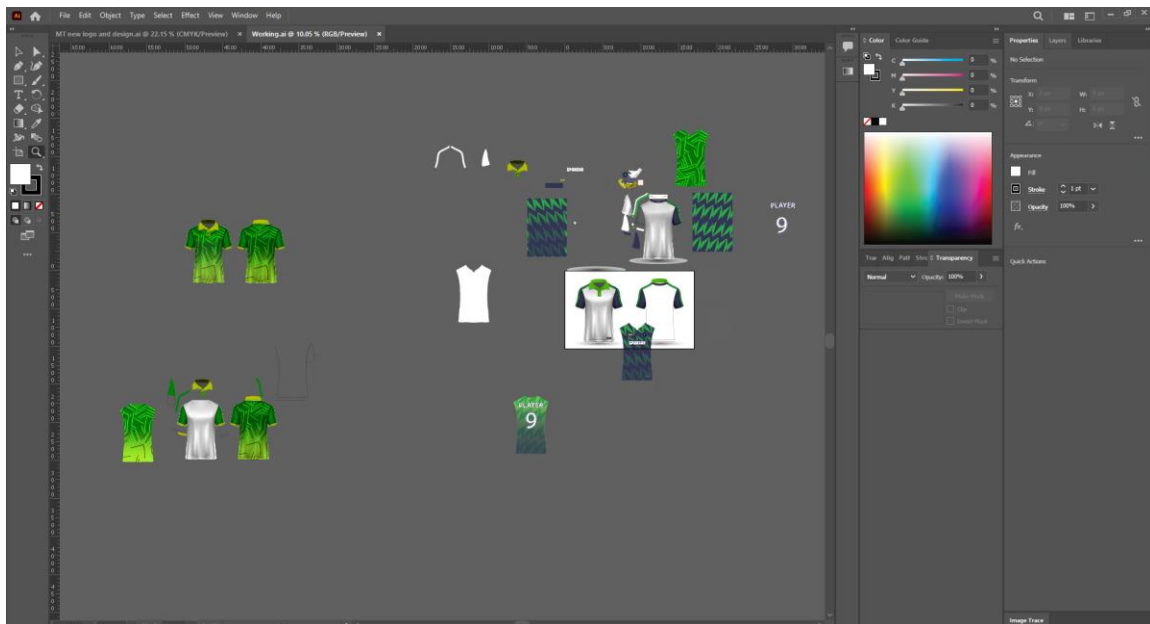


Fig 15.2.1: Making of Jersey

15.3 Final Outcome

So, I made 4 designed for the team. These are the final outcomes.



Fig 15.3.1: Automatic Bricks & Ceramics Cricket Jersey

CHAPTER 16: 4Design Software

16.1 Introduction

Star Ceramics has a live experience room in their head showroom at Mirpur 13, Dhaka. This live experience room is where the customer brings their home pictures and we use them and place the tiles chosen by the customer to show them how it would look in real life.



Fig 16.1.1: Star Ceramics Live Experience room

On the 3rd month of my internship, I was posted in this live experience room from the creative department after a training session for using the software.

16.2 Development Process

We have an in-house software named “4Design Software” built by a Chinese tech company. We use this software to give the customer their live experiences. Inside the software we have some pre-built rooms, kitchens, bathrooms, stairs, and balconies where we generally use the tiles to show the customers if they don’t bring their own pictures of the room or house.

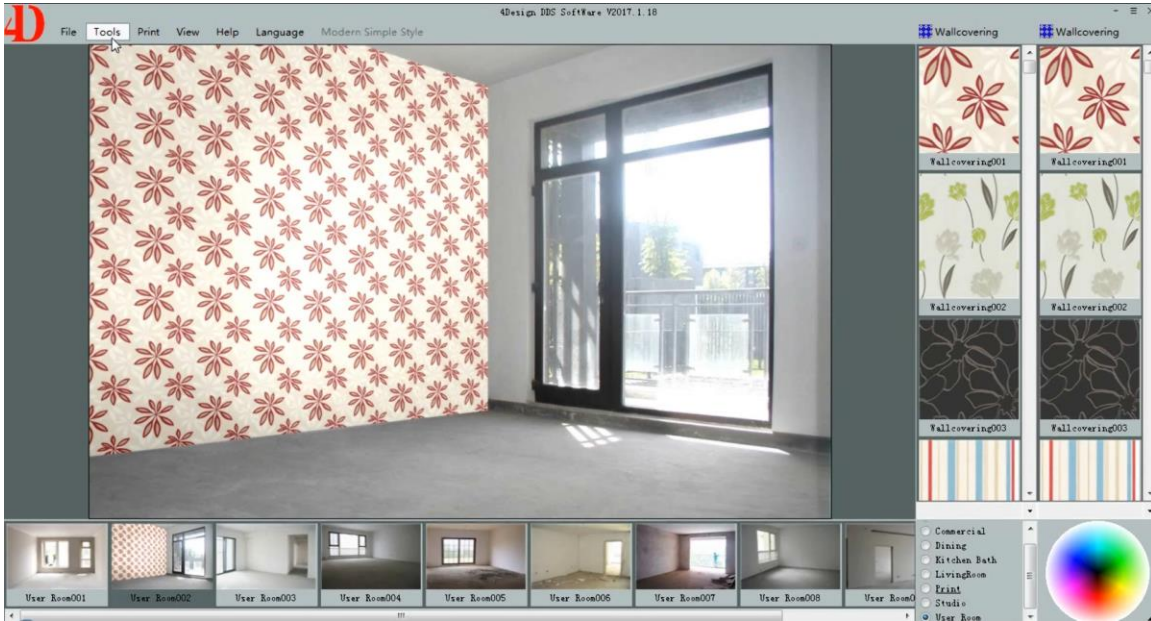


Fig 16.2.1: 4Design software interference

16.3 Final Outcome

For example, the below picture is the pre-built kitchen with my own designed tiles.



Fig 16.3.1: Showing tiles in 4Design Software

CHAPTER 17: Conclusion

My 4 months internship with Star Ceramics Ltd was a great opportunity for learning along with experience. My office time was very flexible, though I had rough time going to the office as it was a bit far from my home. My senior colleagues and Head of Determent were very supportive and they shared their knowledge with me, which helped my grow. I learned a lot of things and also adapted them.

Unfortunately, during my 4 months intern period, I had fallen sick due to Dengue. I was in leave for almost 15 days. During that period, I missed some exciting events from my office. But after getting well, I got back to my regular work.

This learning and experience will help me to build my future career and bring great new opportunities. The final result of my internship is that Star Ceramics Ltd offered me a permanent job with 6 months provision period. This was a great success for me to having my internship done and getting a permanent job offer there. So, I accepted the offer and I intend to join Star Ceramics Ltd on the January 11, 2023.

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<<<https://www.freepik.com/search?format=search&query=tiles%20texture>>>
- [8] "Tiles design"
<<<https://www.freepik.com/search?format=search&query=tiles%20design>>>

ANNEX

My work period was fixed for 4 months. After joining I was provided with a joining letter.



Fig 17: Offer letter for joining Star Ceramics Ltd

After successfully completing my internship, Star Ceramics Limited gave me an internship certificate.



Date: January 06, 2023

TO WHOM IT MAY CONCERN

This is to certify that **Mr. Safat Rahman Perthib, Student ID: 191-40-559** from the Department of Multimedia and Creative Technology has undergone **Internship** at Star Ceramics Ltd. for 4 months started from **September 01, 2022 to December 31, 2023**. He was looking for multiple project under Creative Department that relates to graphics design.

During his internship we found him hardworking and sincere.

We wish him all the best in his future endeavor.

For, Star Ceramics Ltd.

Abdullah Al Noman
Head of HR & Admin



Star Ceramics Limited, Bijoy Rakeen City, Plot # 1/2, Block - D, Section # 15, Mirpur, Dhaka 1216, Ph: +88 09639555222
Factory: Riaznagar, Baghasura, Madhabpur, Habigonj-3300, Bangladesh, info@starceramicsbd.com, www.starceramicsbd.com

Fig 18: Internship Certificate

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191-40-559 By Safat Raheem Perthib

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FINAL YEAR PROJECT REPORT Internship as Multimedia Visualizer in Creative Department of "Star Ceramics Limited" BY SAFAT RAHEEM PERTHIB ID: 191-40-559 [This Report Presented in Partial Fulfillment of the Requirements for the Degree of Bachelor of Science in Multimedia and Creative Technology Supervised By Mizanur Rahman Assistant Professor Department of MCT Daffodil International University DAFFODIL INTERNATIONAL UNIVERSITY DHAKA, BANGLADESH](#) JANUARY 2023 [APPROVAL This Project titled](#) Internship as Multimedia Designer in Creative Department of "Star Ceramics Limited", submitted by Safat Raheem Perthib [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 29th January 2023. BOARD OF EXAMINERS Dr. Shaikh Muhammad Allayear Professor & Head Department of MCT Faculty of Science & Information Technology Daffodil International University Chairman Arif Ahmed Associate Professor](#)

[Department of MCT Faculty of Science & Information Technology Daffodil International University Internal Examiner Md. Samaun Hasan Assistant Professor Department of MCT Faculty of Science & Information Technology Daffodil International University Internal Examiner Professor Dr Mohammad Zahidur Rahman Professor Department of CSE Jahangirnagar University External Examiner ii](#) [DECLARATION I hereby declare that, this project has been done by me under the supervision of Mizanur Rahman, Assistant Professor, Department of MCT Daffodil International University. I also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma. Supervised by: Mizanur Rahman Assistant Professor Department of MCT Daffodil International University Submitted by: Safat Raheem Perthib ID: 191-40-559 Department of MCT Daffodil International University](#) iii [ACKNOWLEDGEMENT First, I express my heartiest thanks and gratefulness to almighty God for His divine blessing makes us possible to complete the Internship successfully. I really grateful and wish our profound our indebtedness to Mizanur Rahman, Assistant Professor, Department of MCT Daffodil International University, Dhaka. Deep Knowledge & keen interest of our supervisor in the field of "Design & Branding" to carry out this project. His endless patience, scholarly guidance, continual encouragement, constant and energetic supervision, constructive criticism, valuable advice, reading many inferior drafts and correcting them at all stage have made it possible to complete this internship. I would like to express my heartiest gratitude to all my teachers and Head, Department of MCT, for his kind help to finish my internship and also to other faculty member and the staff of MCT department of Daffodil International University. I would like to thank my entire course mate in Daffodil International University, who took part in this discuss while completing the course work. Finally, I must acknowledge with due respect the constant support and patients of my parents.](#) iv [ABSTRACT Star Ceramics Limited a leading producer of world class premium tiles and sanitary ware in Bangladesh. Since its inception in 2012, the company has been a trendsetter in Bangladesh and has been widely acclaimed in the tiles and sanitary ware manufacturing sector. Star Ceramics focuses primarily on the quality of the product, innovative design, highest level of customer satisfaction and also offers the most competitive price in the industry. Star Ceramics Limited boast of being accredited with ISO 9001: 2008, ISO 14001: 2004 and OHSAS 18001: 2007 for quality, environment & occupational health and safety management systems. Star Ceramics believe that mission is about people not projects and vision is the art of seeing what is invisible to others. Star ceramics combines these two with core values for the ultimate outcome. "To become a leading Ceramic Tiles & Sanitary ware manufacturer in the country by delivering Innovative & Quality products globally to ensure the maximum customer satisfaction." ? Understand customer needs & requirements ? Manufacturing world class products ? Leadership through innovation ? Responsible for what we do ? Excellent customer service](#) v [TABLE OF CONTENTS CONTENTS PAGE Board of examiners ii Declaration iii Acknowledgements iv Abstract v CHAPTER 1: Introduction 1.1 Introduction 1.2 Development Process 1.3 Final Outcome CHAPTER 2: Shop Branding 2.1 Introduction 2.2 Development Process 2.3 Final Outcome CHAPTER 3: Notebook 2023 Design 3.1 Introduction 3.2 Development Process 3.3 Final Outcome 1-2 1 1 2 3-13 3 3 4 14-16 14 14 15 vi CONTENTS PAGE CHAPTER 4: Carrying Bag 4.1 Introduction 4.2 Development Process 4.3 Final Outcome CHAPTER 5: HYGN Dishwash Label resizing 5.1 Introduction 5.2 Development Process 5.3 Final Outcome CHAPTER 6: SAK FIFA Fixture 6.1 Introduction 6.2 Development Process 6.3 Final Outcome CHAPTER 7: SAK Mosfly Mega FIFA Offer 7.1 Introduction 7.2 Development Process 7.3 Final Outcome CHAPTER 8: 10 Years Celebration Animation 8.1 Introduction 8.2 Development Process 8.3 Final Outcome 17-18 17 17 18 19-21 19 19 21 22-23 22 22 23 24-25 24 24 25 26-27 26 26 27 vii CONTENTS PAGE CHAPTER 9: YouTube Pop-up Ad 9.1 Introduction 9.2 Development Process 9.3 Final Outcome CHAPTER 10: Appreciation Card 10.1 Introduction 10.2 Development Process 10.3 Final Outcome CHAPTER 11: Logo Design 11.1 Introduction 11.2 Development Process 11.3 Final Outcome CHAPTER 12: Letterhead Design 12.1 Introduction 12.2 Development Process 12.3 Final Outcome CHAPTER 13: Business Card Design 13.1 Introduction 13.2 Development Process 13.3 Final Outcome 28-30 28 28 28 31 31 31 31 32-33 32 32 33 34-35 34 34 34 36-37 36 36 37 viii CONTENTS PAGE CHAPTER 14: Tiles Design 14.1 Introduction 14.2 Development Process 14.3 Final Outcome CHAPTER 15: Jersey Design 15.1 Introduction 15.2 Development Process 15.3 Final Outcome CHAPTER 16: 4Design Software 16.1 Introduction 16.2 Development Process 16.3 Final Outcome CHAPTER 17: Conclusion REFERENCES ANNEX 38-45 38 38 38 46-47 46 46 47 48-49 48 48 49 50 51 52-53 ix LIST OF FIGURES FIGURES Fig 1.3.1: Creative Department of Star Ceramics Fig 2.2.1: Different tiles logos Ai Fig 2.2.2: Star Ceramics Logo Ai Fig 2.3.1: PPT file of Akhawra Tiles Fig 2.3.2: Shop sign design of Akhawra Tiles Fig 2.3.3: Pillar PVC design of Akhawra Tiles Fig 2.3.4: Shop sign mockup \(Akhawra Tiles\) Fig 2.3.5: Pillar branding with PVC mockup \(Akhawra Tiles\) Fig 2.3.6: Pillar branding with PVC mockup \(Akhawra Tiles\) Fig 2.3.7: PPT file of Bhai Bhai Traders Fig 2.3.8: Sticker Design and mockup \(Bhai Bhai Traders\) Fig 2.3.9: Shop Sign \(Bhai Bhai Traders\) Fig 2.3.10: Shop sign mockup \(Bhai Bhai Traders\) Fig 2.3.11: Rack branding design \(Bhai Bhai Traders\) Fig 2.3.12: Rack branding mockup \(Bhai Bhai Traders\) Fig 2.3.13: Pillar branding 1 \(Bhai Bhai Sanitary\) Fig 2.3.14: Pillar branding 2 \(Bhai Bhai Sanitary\) Fig 2.3.15: Pillar branding mockup 1 \(Bhai Bhai Sanitary\) Fig 2.3.16: Pillar](#)

branding mockup 2 (Bhai Bhai Sanitary) Fig 2.3.17: Shop Sign LED (Ritu Marvel) Fig 2.3.18: Pillar Branding PVC (Ritu Marvel) Fig 2.3.19: Shop Sign LED with mockup (Ritu Marvel) Fig 2.3.20: Pillar branding with PVC mockup (Ritu Marvel) Fig 2.3.21: Table sticker design Fig 2.3.22: Final Mockup of the Table sticker Fig 3.2.1: Notebook cover design sample 1 PAGE NO 2 3 4 4 5 5 6 6 7 7 8 8 8 9 9 9 9 10 10 11 11 12 12 13 13 14 x FIGURES Fig 3.2.2: New notebook design with inner pages Fig 3.3.1: Final Notebook 2023 design (Cover & Back page) Fig 3.3.2: Final Notebook 2023 design (Inner pages) Fig 4.2.1: Designing a paper carrying bag Fig 4.3.1: Yellow paper carrying bag Fig 4.3.2: Blue paper carrying bag Fig 5.2.1: Previous HYGN Dishwash label Fig 5.2.2: New HYGN Dishwash label Fig 5.3.1: Final output HYGN Dishwash label Fig 6.2.1: Official fixture FIFA World Cup Qatar 2022 Fig 6.3.1: RAK Mosfly FIFA Fixture 2022 Fig 7.2.1: Experimental designs for Mosfly Mega Fifa Campaign Fig 7.3.1: RAK Mosfly Mega FIFA Campaign package Fig 7.3.2: RAK Mosfly Mega FIFA Campaign token Fig 8.2.1: Sample for the animation Fig 8.3.1: Final animation of 10 Years Celebration of Star Paribar Fig 9.2.1: Youtube pop-up ad design template Fig 9.3.1: Pop-up Ad (Scene 1) Fig 9.3.2: Pop-up Ad (Scene 2) Fig 9.3.3: Pop-up Ad (Scene 3) Fig 9.3.4: Pop-up Ad (Scene 4) Fig 9.3.5: Pop-up Ad (Scene 5) Fig 10.3.1: Appreciation Cards Fig 11.2.1: Mohammed Trading Logo Making Fig 11.3.1: Final Logo outcomes for Mohammed Trading Fig 12.3.1: Mohammed Trading Letter Head-1 & 2 Fig 12.3.2: Mohammed Trading Letter Head-3 Fig 12.3.3: Mohammed Trading Letter Head-4 PAGE NO 15 16 16 17 18 18 19 20 21 22 23 24 25 25 26 27 28 28 29 30 30 31 32 33 34 35 35 xi FIGURES Fig 13.2.1: Mohammed Trading Business Card making Fig 13.3.1: Mohammed Trading Business Card Fig 14.2.1: Some of the tiles of Star Ceramics Fig 14.3.1: Tiles Design - 1 Fig 14.3.2: Tiles Design - 2 Fig 14.3.3: Tiles Design - 3 Fig 14.3.4: Tiles Design - 4 Fig 14.3.5: Tiles Design - 5 Fig 14.3.6: Tiles Design - 6 Fig 14.3.7: Tiles Design - 7 Fig 15.2.1: Making of Jersey Fig 15.3.1: Automatic Bricks & Ceramics Cricket Jersey Fig 16.1.1: Star Ceramics Live Experience room Fig 16.2.1: 4Design software interference Fig 16.3.1: Showing tiles in 4Design Software Fig 17: Offer letter for joining Star Ceramics Ltd Fig 18: Internship Certificate PAGE NO 36 37 38 39 40 41 42 43 44 45 46 47 48 49 49 52 53 xii

CHAPTER 1: Introduction 1.1 Introduction Star Ceramics is one of the leading producers of world class premium tiles and sanitary ware in Bangladesh. Since its inauguration in 2012, the company has been a leader in Bangladesh and has been widely acclaimed in the tiles and sanitary ware manufacturing sector. Star Ceramics focuses primarily on the quality of the product, innovative design, highest level of customer satisfaction. The Head office of Star Ceramics Ltd is situated in Mirpur, Dhaka and its manufacturing plant is in Habiganj, Sylhet. Joining Star Ceramics as an intern in the Creative Department was a great opportunity.

1.2 Development Process I made an CV with portfolio and dropped them in different corporate companies for internship. I dropped my CV with portfolio through H.R at Star Ceramics. After few days I got a call and they confirmed me for the internship. I joined Star Ceramics Limited as Multimedia Visualizer Intern at the Creative Department on the 1st September 2022. Star Ceramics is a brand in the Ceramic world. So, our Creative department had to work on Branding this brand. We had different colleague with different work assigned, such as tiles designing, shop branding, 3d modelling, social media posts and others. All our works were only centering Star Ceramics. The A.G.M Creative Department wanted me to learn all these works rather than a particular work. The type of work I had to do are: ? Branding ? Social Media Posts ? Motion Graphics ? Printing Media ? Packaging ? Tiles Designing ? Star Ceramics Live Experience room In our department, we have a regular team meeting in the morning before starting the day. Our department head takes the update of last given work and make us update with the new upcoming works and distribute them accordingly. The software I used during the whole period of internships, are listed below: ? [Adobe Illustrator](#) ? [Adobe Photoshop](#) ? [Adobe After Effects](#) ? [Adobe Premiere Pro](#)

1.3 Final Outcome As a multimedia visualizer, we have to be creative and we need to keep our mind fresh and good to get a fruitful output. A good working environment is very important for the work. Star ceramics has a good and flexible office environment. The office also gave me a facility of transportation. Fig 1.3.1: Creative Department of Star Ceramics Our head office spans across 3 floors of the building. The 5th floor is the Head Showroom, which is the largest showroom of Star Ceramics in the country. 6th and 7th floor are the head office. Our Creative Department is on the 7th floor. We also have a dinning room for lunch and kitchen in each floor for making tea or snacks. The office also maintains its cleanliness at its best. So, the office is very friendly environment for all the staffs.

CHAPTER 2: Shop Branding 2.1 Introduction Star Ceramics has more than 200+ Dealer and Retailer showroom country wide. The shop branding of these showroom is done categorially and work is distributed through multiple streams of departments, and the final output is given by the Creative team. All the Shop signs, banners, LED, stickers and others are designed in the Creative room with the measurement and pictures given by Marketing team through different vendors.

2.2 Development Process From the beginning I were provided with few basic files of Star Ceramics such as Brand Logos, Tiles images, Ambiance of the tiles and so on. As I were new and the branding started way before my joining, I started working with the previous branding design templates given by my senior. Vendors go to those showrooms or shops and takes pictures along with measurements. They provide these to the Marketing team and then comes to us as a presentation work file. We

review the images and measurements then make the required printing media. In my 4 months of internship, I worked on the branding of 20 shops across the country. Fig 2.2.1: Different tiles logos Ai Fig 2.2.2: Star Ceramics Logo Ai 2.3 Final Outcome As I mentioned earlier, I worked for the branding of 20 different shops. So, here are the final outputs from some shops I worked on. i. Akhawra Tiles Fig 2.3.1: PPT file of Akhawra Tiles In the Fig 2.3.1, the presentation file given by the vendor where the normal picture and picture with measurement and indications are given. I had to note down the measurements and then make the required branding accordingly. Here are some brandings from Akhawra Tiles. Fig 2.3.2: Shop sign design of Akhawra Tiles Fig 2.3.3: Pillar PVC design of Akhawra Tiles After making the designs, I had to make the mockup on the real pictures of the shop given by the vendors. Here are the mockups of Akhawra Tiles. Fig 2.3.4: Shop sign mockup (Akhawra Tiles) Fig 2.3.5: Pillar branding with PVC mockup (Akhawra Tiles) Fig 2.3.6: Pillar branding with PVC mockup (Akhawra Tiles) ii. Bhai bhai trading Fig 2.3.7: PPT file of Bhai Bhai Traders Fig 2.3.8: Sticker Design and mockup (Bhai Bhai Traders) Fig 2.3.9: Shop Sign (Bhai Bhai Traders) Fig 2.3.10: Shop sign mockup (Bhai Bhai Traders) ©Daffodil International University Fig 2.3.11: Rack branding design (Bhai Bhai Traders) Fig 2.3.12: Rack branding mockup (Bhai Bhai Traders) iii. Bhai Bhai Sanitary Fig 2.3.13: Pillar branding 1 (Bhai Bhai Sanitary) Fig 2.3.14: Pillar branding 2 (Bhai Bhai Sanitary) Fig 2.3.15: Pillar branding mockup 1 (Bhai Bhai Sanitary) Fig 2.3.16: Pillar branding mockup 2 (Bhai Bhai Sanitary) Among all the Dealer or retailer points, some shops sell only tiles and some sells only sanitary products. Again, there are some big shops who sell both tiles and sanitaryware. So, I had to make sure the type of the shop I am working on, whether it is a Tiles shop or Sanitaryware shop. iv. Ritu Marvel Fig 2.3.17: Shop Sign LED (Ritu Marvel) Fig 2.3.18: Pillar Branding PVC (Ritu Marvel) Fig 2.3.19: Shop Sign LED with mockup (Ritu Marvel) Fig 2.3.20: Pillar branding with PVC mockup (Ritu Marvel) v. Unique Enterprise Fig 2.3.21: Table sticker design Fig 2.3.22: Final Mockup of the Table sticker When I started doing the branding, I faced few difficulties while adapting the size and designs. But after doing few works, I made my own templates and starts resizing them and use then in different shops according to their requirements. So, more or less all the branding are followed in a same particular rules and guide. CHAPTER 3: Notebook 2023 Design 3.1 Introduction Before 3 months of 2023, I was assigned to make a new notepad for 2023. Our department head assigned the same work to 2 others colleagues of mine too. We needed to make the notebook and as our Managing Director ma'am directly handles our department, the best designed notebook from us will be shown to ma'am and then be selected for printing. 3.2 Development Process So, I had a notebook from previous year, given by my office. I started making similar designs of the notebook. We have a brand color combination of blues and yellow. So, I started designing the notebook with the color combination and with geometric shapes I searched online [1]. I created 5 options in similar style and color combination. Fig 3.2.1: Notebook cover design sample 1 After making the sample design, I showed them to my Department Head, but he asked me to think more with the designs and create something new. He also asked me to bring few tiles in the design so that the notebook can represent the company. So, I started thinking and made few designs with the Tiles we had. I took few tiles JPG files and brought them in my design. The idea was liked by everyone in my department and again I was given revision to make it finer and better. Fig 3.2.2: New notebook design with inner pages 3.3 Final Outcome Our company prioritizes dark colors in most aspects. So, maintaining with the brand color, I brought few tiles in the design and adapt them. I also had to maintain the color combination of the tiles I used. And with another review and revision from M.D ma'am, the final design for Notebook 2023 was selected for 10000 prints. Fig 3.3.1: Final Notebook 2023 design (Cover & Back page) Fig 3.3.2: Final Notebook 2023 design (Inner pages) CHAPTER 4: Carrying Bag 4.1 Introduction After a successful assignment on Notebook 2023, I was again assigned to make the Paper Carrying bag design. This paper carrying bag would be used to give gift from the company or other purposes. 4.2 Development Process I took an old paper bag design file from my colleague and started creating my design with some help from freepik [2]. I was very quick with this design. I took two main color of our brand and created a contrast with a geometric design which represents tiles design. Fig 4.2.1: Designing a paper carrying bag 4.3 Final Outcome So here is the final output of my carrying bag design. Fig 4.3.1: Yellow paper carrying bag Fig 4.3.2: Blue paper carrying bag CHAPTER 5: Repackaging the products 5.1 Introduction RAK Consumer Products Ltd is a sister concern group of Star Ceramics which is now SAK Consumer Products Ltd. Beside the works of Star Ceramics, I had to do few works for SAK as the absence of their Visualizer. There are many products of SAK such as Liquide Dishwash, Handwash, Mosquito coils and others. So, the HYGN Dish Wash Liquid needed a new packaging and I was assigned to do it. 5.2 Development Process The current package was designed earlier in an oval shaped, which was in oval sticker form. Now I had to convert it into a full plastic wrapper shape of bottle. Fig 5.2.1: Previous HYGN Dishwash label So, I took the old label and resized it according to the new requirements. The label has to be made in a rectangular form, and it would be heated wrapping around the bottle so that it takes the shape of the bottle. Fig 5.2.2: New HYGN Dishwash label While doing this, I had to print the whole label in a page and stick it around the real bottle so get the actual measurement and see weather the label is perfect or not. Fig 5.3.1: Final output HYGN

Dishwash label CHAPTER 6: RAK FIFA Fixture 6.1 Introduction The most exciting and mentionable event of 2022 was the Qatar FIFA World Cup 2022. The whole world was getting ready for the event so do we. We needed to make the fixture of the world cup. And before a month of the event, I was assigned to make the fixture. This is one of the works of mine that needed the most patience as I had to calculate the Bangladesh time from the Qatar time of all the matches. Sometimes along with the time, the date also changed. So, I had to be very careful while doing this. Again, I was instructed to make the fixture with the relatable color of RAK Logo. 6.2 Development Process From the official website of Qatar Fifa World Cup 2022 [3], I took the date and time and noted down and then converted them to Bangladeshi time zone. Fig 6.2.1: Official fixture FIFA World Cup Qatar 2022 Fig 6.3.1: RAK Mosfly FIFA Fixture 2022 Along with me, another colleague was assigned with the same task. He had to make one fixture for Star Ceramics. So, after getting both designs, his designed was selected by the CEO and the fixture for RAK Mosfly was made with that design but with different color. So, unfortunately my design did not make it to the print. CHAPTER 7: SAK Mosfly Mega FIFA Offer 7.1 Introduction SAK Mosfly is a mosquito coil from the RAK Consumer Products Ltd. During the FIFA 2022, SAK Mosfly, started a campaign of marketing by giving free gifts. So, a team member from the marketing group of SAK asked me to redesign the package for the new campaign. I was instructed with some basic ideas and start making the new design. 7.2 Development Process So, I took the old package in Adobe Illustrator and started making experimental design with them. Fig 7.2.1: Experimental designs for Mosfly Mega Fifa Campaign After many revisions, this was the final output that would go for the print. Fig 7.3.1: RAK Mosfly Mega FIFA Campaign package Fig 7.3.2: RAK Mosfly Mega FIFA Campaign token CHAPTER 8: 10 Years Celebration Animation 8.1 Introduction Star Ceramics has an android app for all the Dealer or Retailer named as Star Paribar. So, on the 10th anniversary of Star Ceramics, they needed a gif animation for the interference of their app. I was assigned with the task, I had to make an animation with transparent background which would pop-up on the starting of the app. 8.2 Development Process I was instructed to make a star graffiti and add a text with the Star Paribar logo. I got a sample from the IT department to work with. I worked on this project with Adobe Illustrator and mostly Adobe After Effects. Fig 8.2.1: Sample for the animation So, the final output was given in gif format along with mp4. Below figures are the scenes from the final output of the animation. Fig 8.3.1: Final animation of 10 Years Celebration of Star Paribar CHAPTER 9: YouTube Pop-up Ad 9.1 Introduction After a successful work on the animation of 10 Years Celebration, I was immediately assigned to a new task of making an Youtube Pop-up ad. 9.2 Development Process As usual, I was given some key points to work with. I used Adobe Illustrator and made the design of the pop-up ad and then took it to Adobe After Effects as layers and started animating the design. Fig 9.2.1: Youtube pop-up ad design template 9.3 Final Outcome So, the final output was given in transparent background gif file, mp4 and a mockup on a cricket live[4] using Adobe Premiere pro. Fig 9.3.1: Pop-up Ad (Scene 1) Fig 9.3.2: Pop-up Ad (Scene 2) Fig 9.3.3: Pop-up Ad (Scene 3) Fig 9.3.4: Pop-up Ad (Scene 4) Fig 9.3.5: Pop-up Ad (Scene 5) CHAPTER 10: Appreciation Card 10.1 Introduction On the yearly promotion of the staffs, the promoted employees received an appreciation card. To make the appreciation card, one of my colleagues was assigned. He designed the whole card and almost finished the work. But for his absence before completing the whole task, I was assigned to put the names of on the cards. So, this was an easy task and also gave me a relaxing day after some critical tasks. 10.2 Development Process I was provided with the list of the promoted employees, and then I just carefully make the cards of almost 60 employees. 10.3 Final Outcome Fig 10.3.1: Appreciation Cards CHAPTER 11: Logo Design 11.1 Introduction During this period, I had given task of making few logos. Our AGM given the same task among 2 of our colleagues along with me. The purpose was to get different logo ideas and select two or three for the final selection. So, I was assigned to make logos for one of our tile's names and another baby company, Mohammed Trading. 11.2 Development Process I started making the logos, as per the instructions such as the color combination and basic info. The development process of those logo makings is given below. Fig 11.2.1: Mohammed Trading Logo Making 11.3 Final Outcome Here are some of the final outcomes of the logos made for Mohammed Trading. Fig 11.3.1: Final Logo outcomes for Mohammed Trading CHAPTER 12: Letterhead Design 12.1 Introduction Mohammed Trading is a child company of Star Ceramics. So, I was assigned with some tasks for the Mohammed trading, such as its Logo, business card and Letterhead. 12.2 Development Process The letterhead assignment was given after the completion of its business card design. So, I designed the letter head keeping similar design[5] I made on the business card. 12.3 Final Outcome Fig 12.3.1: Mohammed Trading Letter Head-1 & 2 Fig 12.3.2: Mohammed Trading Letter Head-3 Fig 12.3.3: Mohammed Trading Letter Head-4 CHAPTER 13: Business Card Design 13.1 Introduction Besides logos, the Mohammed Trading also required new business card. So, I was assigned for the making of new business card for Mohammed Trading. 13.2 Development Process As I made the logos for the Mohammed Trading before, so I tried making the business card similar to the logos I made with some ideas from freepik [6]. Fig 13.2.1: Mohammed Trading Business Card making 13.3 Final Outcome Here is the final mockup for the business card for Mohammed Trading. Fig 13.3.1: Mohammed Trading Business Card CHAPTER

14: Tiles Design 14.1 Introduction Star Ceramics is a company for making tiles, and the core motive of the designer here is to design tiles. As an intern, they observed me in the beginning and later on they assigned me for the tiles designing. 14.2 Development Process So, I started designing tiles according. There are many sized in which these tiles are available. Such as 30cm X 50cm, 60cm x 60cm, 120cm x 60cm and so on. I designed these tiles by using Adobe Illustrator and Adobe Photoshop. I took some pattern and texture from our tiles that have already been produced in the factory. Fig 14.2.1: Some of the tiles of Star Ceramics 14.3 Final Outcome When I was assigned for the job, the required tiles design size was 30cm x 50cm. So, the tiles I designed were all the same size. Each tiles set has 3 parts. They are Deep, Décor and Light. So, I designed and recreated many sets of tiles which has deep, décor and light. Sometimes I used some textures from internet [7][8]. Fig 14.3.1: Tiles Design - 1 Fig 14.3.2: Tiles Design - 2 Fig 14.3.3: Tiles Design - 3 Fig 14.3.4: Tiles Design - 4 Fig 14.3.5: Tiles Design - 5 Fig 14.3.6: Tiles Design - 6 Fig 14.3.7: Tiles Design - 7 CHAPTER 15: Jersey Design 15.1 Introduction When the jersey assignment was given to me, I was instructed first to recreate some Official jersey from some international Cricket teams. Then I was instructed to make a new designed jersey for some upcoming Cricket tournaments. 15.2 Development Process I used Adobe Illustrator for the full project. From designing patters, layers and mockups. Here is the development process of the jersey I designed. I was instructed to make a jersey for "Automatic Bricks & Ceramics", which is also a baby company of Star Ceramics. I was also provided with the company logo. Fig 15.2.1: Making of Jersey 15.3 Final Outcome So, I made 4 designed for the team. These are the final outcomes. Fig 15.3.1: Automatic Bricks & Ceramics Cricket Jersey CHAPTER 16: 4Design Software 16.1 Introduction Star Ceramics has a live experience room in their head showroom at Mirpur 13, Dhaka. This live experience room is where the customer brings their home pictures and we use them and place the tiles chosen by the customer to show them how it would look in real life. Fig 16.1.1: Star Ceramics Live Experience room On the 3rd month of my internship, I was posted in this live experience room from the creative department after a training session for using the software. 16.2 Development Process We have a in house software named "4Design Software" built by a Chinese tech company. We use this software to give the customer their live experiences. Inside the software we have some pre built rooms, kitchens, bathrooms, stairs and balcony where we generally use the tiles to show the customers if they don't bring their own pictures of the room or house. Fig 16.2.1: 4Design software interference 16.3 Final Outcome For example, the below picture is the pre-built kitchen with my own designed tiles. Fig 16.3.1: Showing tiles in 4Design Software ©Daffodil International University CHAPTER 17: Conclusion My 4 months internship with Star Ceramics Ltd was a great opportunity for learning along with experience. My office time was very flexible, though I had rough time going to the office as it was a bit far from my home. My senior colleagues and Head of Determent were very supportive and they shared their knowledge with me, which helped my grow. I learned a lot of things and also adapted them. Unfortunately, during my 4 months intern period, I had fallen sick due to Dengue. I was in leave for almost 15 days. During that period, I missed some exciting events from my office. But after getting well, I got back to my regular work. This learning and experience will help me to build my future career and bring great new opportunities. The final result of my internship is that Star Ceramics Ltd offered me a permanent job with 6 months provision period. This was a great success for me to having my internship done and getting a permanent job offer there. So, I accepted the offer and I intend to join Star Ceramics Ltd on the January 11, 2023. REFERENCES [1] "Notebook cover design" [Online], available at < > [2] "Geometric shapes" [Online], available at < > [3] "Fifa Qatar Official Website" [4] "Cricket live t sports" [5] "Letter head design" [6] "Business card" [7] "Tiles texture" < > [8] "Tiles design" < > ANNEX My work period was fixed for 4 months. After joining I was provided with a joining letter. Fig 17: Offer letter for joining Star Ceramics Ltd After successfully completing my internship, Star Ceramics Limited gave me an internship certificate. Fig 18: Internship Certificate ©Daffodil International University 5.3 Final Outcome 6.3 Final Outcome 7.3 Final Outcome 8.3 Final Outcome ©Daffodil International University ©Daffodil International University ©Daffodil International University ©Daffodil International University ©Daffodil International University ©Daffodil International University ©Daffodil International University ©Daffodil International University ©Daffodil International University ©Daffodil International University 1 ©Daffodil International University 2 ©Daffodil International University 3 ©Daffodil International University 4 ©Daffodil International University 5 ©Daffodil International University 6 ©Daffodil International University 7 8 ©Daffodil International University 9 ©Daffodil International University 10 ©Daffodil International University 11 ©Daffodil International University 12 ©Daffodil International University 13 ©Daffodil International University 14 ©Daffodil International University 15 ©Daffodil International University 16 ©Daffodil International University 17 ©Daffodil International University 18 ©Daffodil International University 19 ©Daffodil International University 20 ©Daffodil International University 21 ©Daffodil International University 22 ©Daffodil International University 23 ©Daffodil International University 24 ©Daffodil International University 25 ©Daffodil International University 26 ©Daffodil International University 27 ©Daffodil International University 28

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