

FINAL YEAR PROJECT REPORT
INTERNSHIP AT CONFIDENCE GROUP ON MULTIMEDIA

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
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APPROVAL

This Project titled “**Internship at Confidence Group on Multimedia**”, submitted by Shihab Ahmed 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 27 February, 2023.

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I hereby declare that, this project has been done by me under the supervision of **Samaun Hasan, Associate 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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First, I express my heartiest thanks and gratefulness to almighty God for His divine blessing makes us possible to complete the final year project/internship successfully.

I really grateful and wish our profound our indebtedness to **Samaun Hasan, Assistant Professor**, Department of MCT Daffodil International University, Dhaka. Deep Knowledge & keen interest of our supervisor in the field of **Internship at CONFIDENCE GROUP on Multimedia”** 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 project.

I would like to thank all of my teachers and my senior brothers in Daffodil International University who took part in this discussion and helped me and support me on this internship. Also, to other faculty members 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

An internship is a structured program offered by a company to potential employees that enables students to improve their theoretical practice and understanding. Throughout this subject, professionalism can grow fairly well.

This report describes my internship, as a part of my undergraduate program at MIME 360. The organization, its departments, and some of the work they have done and my experience with them is mentioned in this report.

This report includes the company's background and objective. Later it discusses about the organizational structure of the company. The report addresses my roles and work towards the end, what I did for the company during my 3 months of internship and how should I apply my theoretical knowledge to the practical world. The report also discusses about the experience as a Multimedia intern in MIME 360. Lots of challenges were faced during internship time and steps required to take to overcome the obstacles. Additionally, the report discusses one of the business models that the company uses and I have accordingly mentioned the recommendations keeping in mind the business model relevant to the workings of the organization.

I got the opportunity to do an internship at the **Confidence Group**. Which is not only an opportunity, but also a privilege for me to work under such a vast organization. Out of 18 of their sister concerns, **MiME 360(Digital Marketing Agency)** was my home for a while.

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CHAPTER 1

Introduction

Confidence Group is one of the largest conglomerates in Bangladesh, involved in the manufacturing of mid-tech engineering products. They commenced their journey in 1991 when four friends (Engr. Rezaul Karim, Engr. Kazi Shahidul Islam, Engr. Khurshid Anwar and Mr. Rupam Kishore Barua), successful in their respective business careers, got together to establish the first private sector cement industry in Bangladesh. Since then, Confidence Group has gradually branched out to infrastructure development and relevant manufacturing, storage power, telecommunication, power generation and paint production and also has a digital marketing agency.

And the legacy continues to grow, one block at a time, helping Confidence Group maintain its status as one of the largest and preminent conglomerates in Bangladesh.

Mime360 is the first digital amplification agency in Bangladesh. It's a sister concern of Confidence Group, Bangladesh. Confidence Group is one of the largest conglomerates in Bangladesh, involved in the manufacturing of mid-tech engineering products. The Journey began with the establishment of the first private sector cement industry in Bangladesh in 1991. Since then, Confidence Group has gradually branched out to infrastructure development and relevant manufacturing, storage power, telecommunication, power generation, and paint production.

Mime 360 is an advertising agency with a vision to provide exceptional value to its internal and external clients and to make available the latest innovations in Ad tech to corporates and brands to accelerate their digital journey through visual storytelling.

CHAPTER 2

Company Overview



Figure 2.1 Logo's of Confidence Group

Confidence Group of Companies Limited (also referred to as Confidence Group) is a Bangladeshi company, involved in manufacturing mid-tech manufacturing engineering products. Out of 18 of their sister concerns, **MiME 360(Digital Marketing Agency)** was my home for a while.

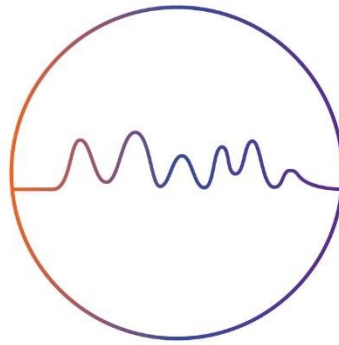


Figure 2.2 LOGO of MiME 360

It provides all kinds of digital marketing services which a company needs. MiME 360 provide all the services which a brand needed. MiME 360 started their journey with a small team and after that with the experience people now they are growing very fast and providing impact on the economy in a good manner.

2.1 Partners of MiME360:

- 1) Httpool
- 2) Eskimi
- 3) BUZZ one

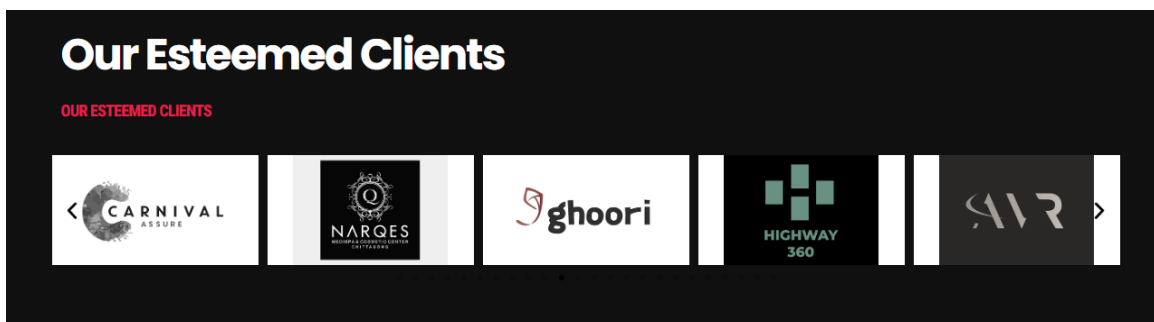
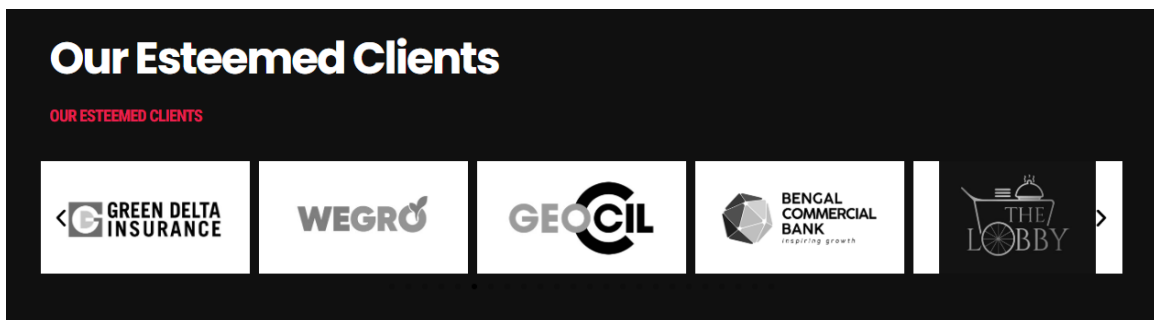
2.2 Services of MiME360:

- Social Media Marketing
- Campaign
- Marketing Strategy
- Data Analytics
- Community Management
- Influencer Marketing

- Content Strategy
- Media Strategy
- Campaign Strategy
- SEO

TAGLINE: “What’s in a name? **EVERYTHING!**”

2.3 Clients of Mime 360:



Our Esteemed Clients

OUR ESTEEMED CLIENTS



Our Esteemed Clients

OUR ESTEEMED CLIENTS



2.4 Management Team of MiME360:

Creative Director: Md. Faruque Hossain

Associate Art Director: Chowdhury Santanu Barua

Business Development: Maher Azam, Akib Nawaz

Client Service Specialist: Rakib Hasan

Client Service Executive: Malik Zohar Daud, Abu Md. Abdullah, Tamanna Akter

Visualizer: Md. Hafeez, Tania Tani

Social Media Specialist: Towsif Alam

Copywriter: Rakib Hasan Rahul

SEO Specialist: Md Morshed Alam

2.5 Organization Structure of MiME360:

MIME 360 digital has separate departments to make sure the organizational functions are implemented smoothly. The departments work together throughout the entire process starting from on-boarding a specific client to managing daily communications with the client.

Strategic Planning Department:

Strategic planning department is one of the major departments of this company. This team is considered as the backbone of MIME 360. They are responsible for giving campaign plans and approvals for clients. They are also responsible for setting different route to serve effectively for efficient customers. Moreover, they are also responsible for making pitch/presentations for new clients.

- Researching and gathering data to develop well-informed strategic plans for clients.
- Analyzing clients' businesses to get to know their brands and understand their objectives.
- Producing cohesive and intelligent plans to bring success to campaigns.
- Generating original ideas with other members of the team.
- Presenting findings to senior staff members and clients.
- Identifying potential problems and devising ways to rectify them.
- Cooperating with senior members or staff to receive feedback and create improvements.

Creative Department:

This is the mind of the organization because it is them who make MIME 360 digital popular and effective to the clients. They perform certain acts. Some of them are given below:

- Developing copy for communication on social media.
- Developing weekly post calendar for communication for social media.
- Designing the post creative for digital communication.
- Visualizing the idea of campaign and contest.
- Finalizing layout etc.
- Google advertisement, Facebook advertisement des

2.6 Office Environment:

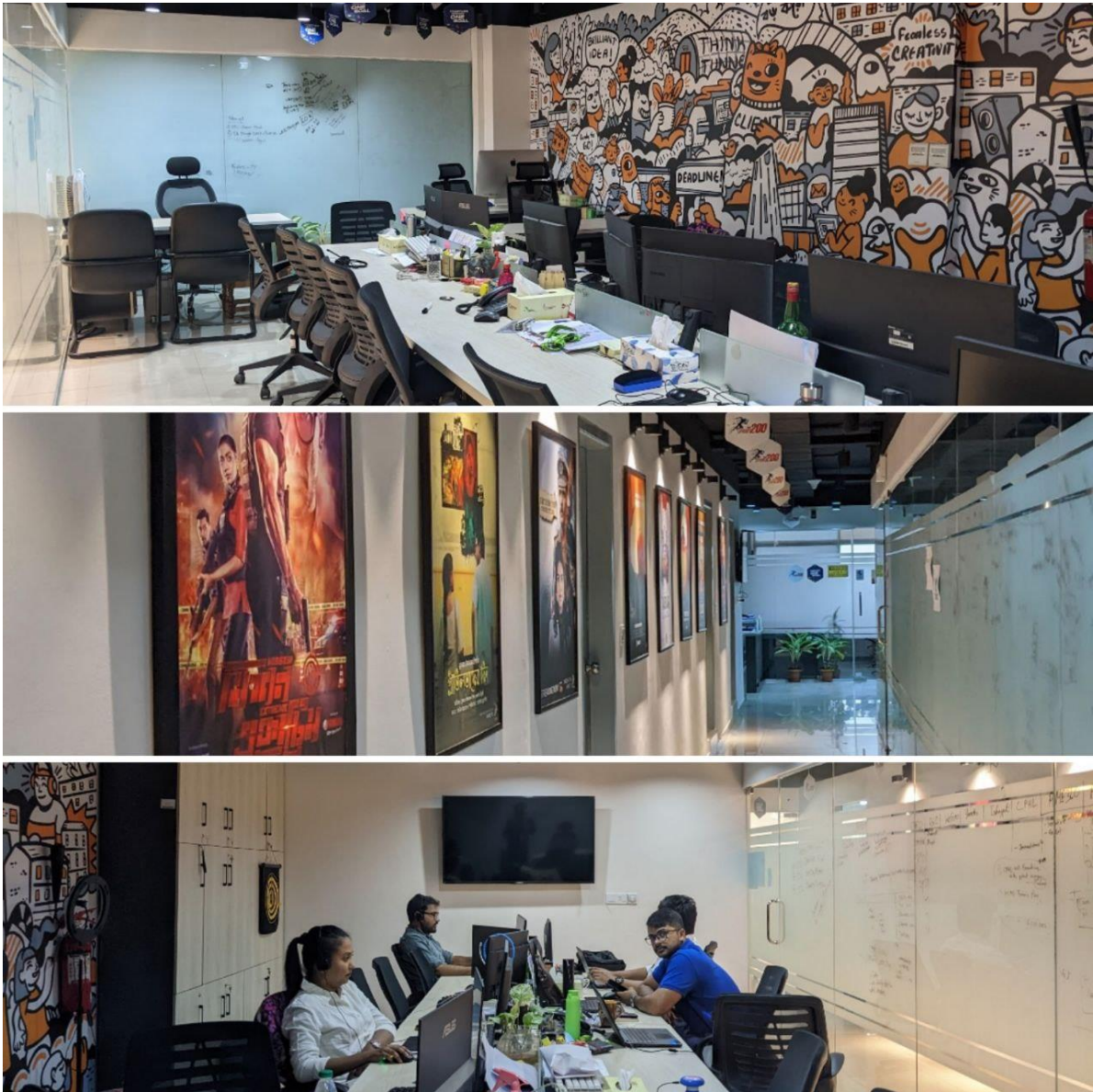


Figure 2.6.1 Office Environment

CHAPTER 3

Paperwork's

EMPLOYEE HANDBOOK

EMPLOYEE ACKNOWLEDGEMENT FORM

I acknowledge receipt of the Employee Handbook issued by the Human Resources Department.
I confirm having read and understood all the provisions therein.


I agree to abide by all the rules and regulations that have been set out in the Handbook, HR Manual & Others CG policies & procedures.

Employee Name : Shihab Ahmed Anu

Designation : Interen

Department : Mime 360

Address : 490/2 Khanpur main
Road, Narayanganj,

Employee Signature : 

Dated : 15/09/22

This page must be returned to the Human Resource Department, duly completed & signed.

10 | Page

Figure 3.1.1 Employee Acknowledgment Form



MIME /2022/5192

Date: September 14, 2022

To

Md. Shihab Ahmed Anu

H: 146, Vill: Khan Main Road,

Dist: Narayanganj - 1400

This is to confirm that Confidence Group is offering you for Internship in Digicon Telecommunication Limited. You will be working from September 15, 2022 till December 14, 2022.

You will report to VP-Business Development, Digicon Telecommunication Limited, Awal Center (15th Floor), 34, Kemal Ataturk Avenue, Banani C/A, Dhaka-1213 on the 15th day of September, 2022.

During your internship period you will get Tk. 8,000 (Eight Thousand) as monthly allowance.

On behalf of the company, we welcome you to Confidence Group.

Thanking you,

For Digicon Telecommunication Limited

Mahmood Ullah

Chief Operating Officer

Mohammed Tanqul Islam

Chief Human Resources Officer

MiME Multimedia Limited

Center: 34, Kemal Ataturk Avenue, Banani C/A, Dhaka-1213, Bangladesh
Tel: 880-1711-1111111, Fax: 880-1711-1111111, Email: info@mimebd.com

www.mimebd.com

Figure 3.1.2 Acceptance Letter

JOINING LETTER

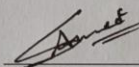
Chief HR Officer
Confidence Group
Unique Trade Center (UTC), Level-6
8 Panthapath, Kawran Bazar, Dhaka-1215. Engineering

Dear Sir,

I am pleased to accept your employment offer of a position as
..... Intern at a salary of Tk. 8,000 (In
word: Eight Thousand Taka only) per month with
effective from 15/09/2022.

I am ready to report for work on the dated of 15/09/2022. I have read and
understood the terms and conditions of Appointment Letter and Service Rules of
the company and thereby agree to abide by the rules laid down therein.

Sincerely,



Signature

Name: Shinab Ahmed

Date: 15/09/22

Figure 3.2.1 Joining Letter

CHAPTER 4

Main Tasks

From my joining date as an intern, I tried my best level to contribute my work to the organization. I was assigned to the Digital Marketing team under my Line Manager, Mr. Faruque Hossain who is the Creative Director of MIME360. As there weren't any systematic rules for my task, so I only had to do my assigned work which was given by my superiors at the agency. Also, I did some observation on others work like how they do the work, what is the procedure and rules. I tried my best to collect all the necessary information and knowledge which will help me to my near future.

TASKS:

There are currently too many different kinds of responsibilities where I work.

1. My main expertise is in motion graphics. I have contributed my role to any kind of motion video for our clients.
2. Making occasionally static social media posts
3. Video Editing & Color Grading
4. And also I create some Bangla natok posters for their MIME IPTV.
5. And with the knowledge of my music experience, I also work in their studio where I record voiceovers, do sound editing, and create occasional background music.

CHAPTER 5

Details Of Software

5.1: Adobe Photoshop

Adobe Photoshop is software that is extensively used for raster image editing, graphic design and digital art. It makes use of layering to allow for depth and flexibility in the design and editing process, as well as provide powerful editing tools, that when combined, are capable of just about anything.

It was created by brothers Thomas and John Knoll in 1988. In 1989, John sold the program to Adobe Systems, which marketed it as “Photoshop.” Since then, the program has become the de facto industry standard for raster graphics editing. It is published for both macOS and Windows, but not Linux.



Figure 5.1.1 Adobe Photoshop

Photoshop can edit and compose raster images in multiple layers and supports masks, alpha compositing and several color models. Photoshop uses its own PSD and PSB file formats to support these features. In addition to raster graphics, Photoshop has limited abilities to edit or render text and vector graphics (especially through clipping path for the latter), as well as 3D graphics and video. Its feature set can be expanded by plug-ins; programs developed and distributed independently of Photoshop that run inside it and offer new or enhanced features.

5.2: Adobe Illustrator:

Adobe Illustrator is a software application for creating drawings, illustrations, and artwork using a Windows or MacOS computer. Illustrator was initially released in 1987 and it continues to be updated at regular intervals, and is now included as part of the Adobe Creative Cloud. Illustrator is widely used by graphic designers, web designers, visual artists, and professional illustrators throughout the world to create high quality artwork. Illustrator includes many sophisticated drawing tools that can reduce the time need to create illustrations.



Figure 5.2.1 Adobe Illustrator

Illustrator is the program I like to use while working on projects for customers. When designing complex drawings, Illustrator can help you get everything done. In my perspective, creating vector art is pretty much essential. Another feature I enjoy is the ability to create multiple artboard layouts, which is great if you want to view many layouts or have multiple pages of your design. I am actually a fan of Illustrator because it has so many features like "Offset Path, Shape Builder tool, Expand and many more". With the help of these features or tools you get the freedom to play with your design and it gets easy to get the desired result.

5.3: Adobe Premiere Pro:

Adobe Premiere Pro is a software application for video editing from Adobe Systems. Premiere Pro is used for editing videos, commercials and other film, television, and online video. It also includes audio editing functionality. It is a comprehensive video editing software application and is available individually or as part of the Adobe Creative Cloud set of applications. Premiere Pro is often used in conjunction with After Effects and Photoshop on creative projects. Premiere Pro can be used on Mac OS or Windows computers.



Figure 5.3.1 Adobe Premiere Pro

What Can Premiere Do?

- Import video, audio and graphics in a wide variety of formats.
- Edit, manipulate and arrange these elements in a visual timeline.
- Add effects, filters, titles, etc.
- Export your edited video in a variety of formats, including video tape recordings, DV, DVD, and common Internet video formats.

5.4: Adobe After Effects:

Adobe After Effects is a 2.5D animation software used for animation, visual effects, and motion picture compositing. After Effects is used in film, TV, and web video creation. This software is used in the post-production phase, and has hundreds of effects that can be used to manipulate imagery. This allows you to combine layers of video and images into the same scene.



Figure 5.4.1 Adobe After Effects

After Effects is known for its versatility, and work created using this program is everywhere. You may recognize some of the following examples, but didn't realize they were created using After Effects, or even how they were created. After Effects is a software that allows the user to create motion graphics such as animated titles, visual effects (fades and dissolves, as well as more sophisticated transitions), all types of dynamic media experiences (lower thirds, full-screen intros, photomontages), including looks development for color correction. It can also be used for video editing, especially after adding motion graphics and visual effects to the already edited footage.

5.5: Logic Pro X:

Logic Pro X is a digital audio workstation that rivals any other out there. In this course, you'll learn all you need to start composing, recording, editing, producing, and sharing your music. With Logic Pro, professionals can create and arrange improvised compositions using prefab loops/samples or build drum beats and melodic patterns with Logic Pro's Step Sequencer and Drummer tool. The Logic Remote tool allows users to use multi-touch gestures to play built-in software instruments, mix multiple tracks, and manipulate audio filters on any iOS device. Logic Pro comes with a vast collection of plugins and sounds such as modern synthesizers, vintage equipment, and complex multi-sampled instruments, which can be enhanced using advanced filter capabilities



Figure 5.5.1 Logic Pro X

Logic Pro X is useful for recording voiceovers. So, if you're looking for a powerful yet user-friendly voice-over software program, be sure to check out Logic Pro. Logic Pro is the program I like to use while working on projects for taking voice overs.

CHAPTER 6

Job Responsibilities

From my joining date as an intern, I tried my best level to contribute my work to the organization. I was assigned to the Digital Marketing team under my Line Manager, Mr. Faruque Hossain who is the Creative Director of MIME360. As there weren't any systematic rules for my task, so I only had to do my assigned work which was given by my superiors at the agency. Also, I did some observation on others work like how they do the work, what is the procedure and rules. I tried my best to collect all the necessary information and knowledge which will help me to my near future.

Tasks I have done:

6.1 Motion Content:

My job's primary area of expertise is this. For their agency clients, I made variety types of motion graphic content. My motion was well received by everyone. At the time, they were without a motion artist, so I took the initiative and started working. And though it was my job's primary area of expertise and I couldn't be happier about it.

As a motion content creator, I was tasked with creating a variety of motion graphic content for the agency's clients. It was an exciting job, as my creative skills were always being pushed to the limit. I had to come up with fresh and innovative ideas that would help bring their clients' stories and messages to life.

I was always learning new software and techniques that allowed me to create more sophisticated videos and animations. From creating custom logos and graphics to creating complex 3D animations, I had a hand in it all. With each new project, I was able to build on my knowledge and gain a deeper understanding of motion graphics. Working in the motion graphics field was an incredible experience and I'm so grateful to have had the opportunity to work with some amazing clients.

From infographics to explainer videos to logo animations, I had the chance to show off my creativity. Working with a diverse set of clients, I was able to show off my design skills and bring to life the visions of our clients. It was always rewarding to see the final product and how much it delighted our clients.

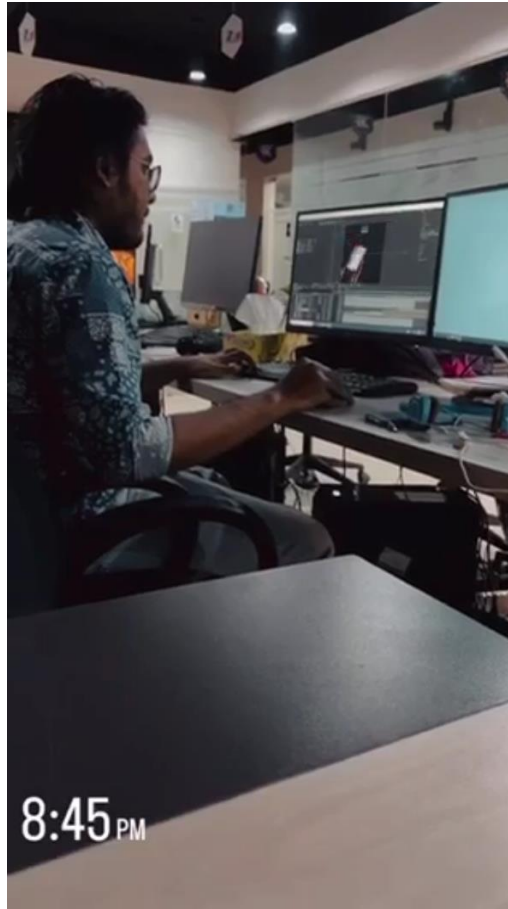


Figure 6.1.1 Making Motion Content at office

I truly enjoyed working with motion graphics and the variety of projects I was a part of. It pushed me to constantly learn new techniques and expand my design skills. It was the perfect job for me and I was so grateful to have the opportunity.

6.2 Static Content:

When it comes to designing static social media posts, the possibilities are endless. With the right tools and knowledge, you can create stunning, eye-catching visuals that draw attention and get your message across.

You can use various tools such as Photoshop, Canva, or Figma to design graphics that stand out. You can create visually appealing designs with color palettes, fonts, and images that reflect your brand. You can also use static post design to create interactive posts that draw users in and entice them to take desired actions.

With static post design, you have the freedom to experiment and create unique visuals that will help you reach your target audience. Whether you're a design novice or a graphics expert, static post design is an essential tool to reach your marketing goals.

Designing static social media posts for agency clients is an exciting and rewarding job. It requires a creative eye, technical skills, and a thorough knowledge of the client's brand and target audience. The goal is to create eye-catching, engaging posts that will capture the attention of the client's followers. To do this, a designer must consider the client's visual identity, the overall messaging of the post, and the size and format of the post.



Figure 6.2.1 Designing Static Content at Photoshop

6.3 Video Editing & Color Grading:

I took on a project that involved Video Editing & Color Grading for agency clients in Adobe Premiere Pro. I was excited to take on the challenge since I had already been working with Premiere Pro for a while and was confident that I could produce the best results. I ended up creating a few different versions of the same video in order to showcase different color grades and effects. Video editing involves taking raw footage and piecing it together in a way that tells a story and conveys the client's message.

Color grading is a process of adjusting the properties of the footage to achieve a desired look or feel. It involves manipulating the color, contrast, saturation, and other elements.

I used Premiere Pro to do both of these tasks, which was a great learning experience. I was able to take the footage and make it look professional and polished. I also had the chance to experiment with different looks, which was really exciting.

In any kind of project, I tried to use a variety of tools to achieve the desired look, such as color curves, hue & saturation, and even masking. The end result was a smooth, vibrant video that looked professional and polished.

I was incredibly proud of my work and felt a sense of accomplishment when I saw the final product. I'm excited to take on more projects like this in the future and continue to build my skills in Video Editing & Color Grading with Adobe Premiere Pro.

It was a great experience, and I'm looking forward to doing more video editing and color grading in the future.

6.4 Studio Work:

Working in their own studio was so much fun! I recorded voice-overs and created background music with the equipment I had. I felt so empowered and creative, like I could make anything I wanted. I loved the process of experimenting with different sound effects and pieces of music to see what sounded the best.

It was exciting to be able to create professional-sounding recordings in my own space. And it was really satisfying to get it just right. I also enjoyed being able to take my time and make sure I was happy with the finished product. Working in my own studio was like a dream come true - I felt like a real audio engineer! I'm so glad I invested in the equipment to create my own little piece of the music industry.

I was able to come up with some really cool soundtracks and interesting vocal effects. I also experimented with different recording techniques, like overdubbing and multi-tracking. It was exciting to find out what kind of music I could come up with in the studio. Plus, I even got to experiment with creative editing techniques. Overall, it was an incredible experience and I'm so glad I got to work in my own studio.

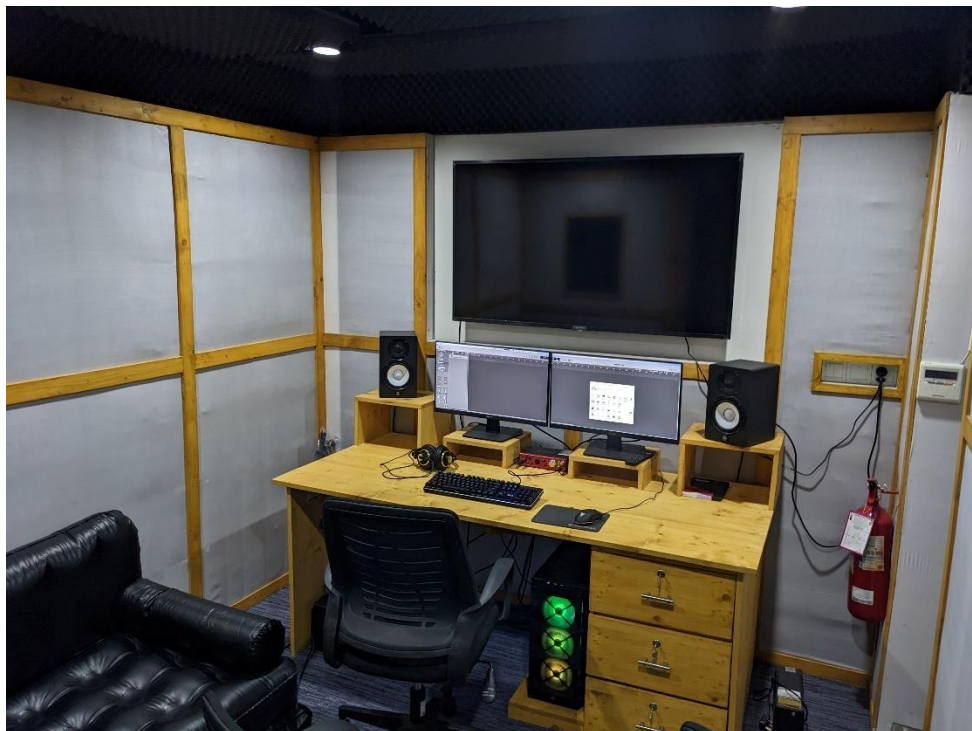


Figure 6.4.1 Studio

6.5 Bangla Natok Poster:

Introduction:

The poster was created for a website thumbnail project. The goal was to create a visually appealing and informative poster that would educate others on the importance of preserving the environment. To begin the process, Photoshop was opened and a new document was created with dimensions of 24 inches by 36 inches. The resolution was set to 300 pixels per inch and the color mode was set to CMYK (Cyan, Magenta, Yellow, Black) for printing purposes. A light grey color was chosen for the background to match the theme of the poster.

The first element added to the poster was a header image of the natok clip. This image was downloaded from the Natok Clip and imported into Photoshop. The image was resized and positioned at the top of the poster.

Next, a title and tagline were added using the text tool. The font and color of the text were chosen to match the theme of the poster. A number of other images, such as photos of animals and plants, were also downloaded and added to the poster. These images were positioned and resized to create a balanced layout.

To make the images and text stand out more, some adjustments were made to their appearance. The brightness and contrast of the images were increased using the Properties panel. The transparency of some of the images was also adjusted to create a layering effect.

A border was added to the poster using the rectangle tool. The border was set to a medium width and a dark blue color to match the theme of the poster. The poster was then saved in the PDF file format to ensure that it would print correctly.

Creating a poster in Photoshop was a challenging but rewarding experience. It required careful planning and the use of various tools and techniques. The final result was a visually appealing and informative poster that met the goals of the project. The process of creating the poster also helped to improve skills in graphic design and image editing.

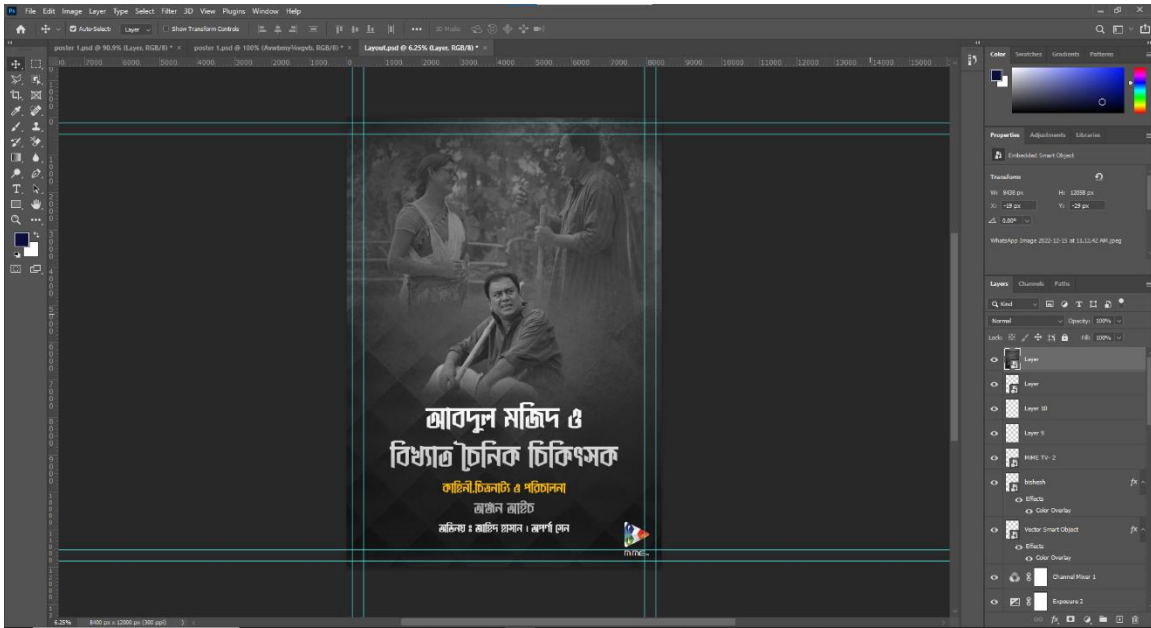


Figure 6.5.1 Bangla Natok Poster for MiME IPTV

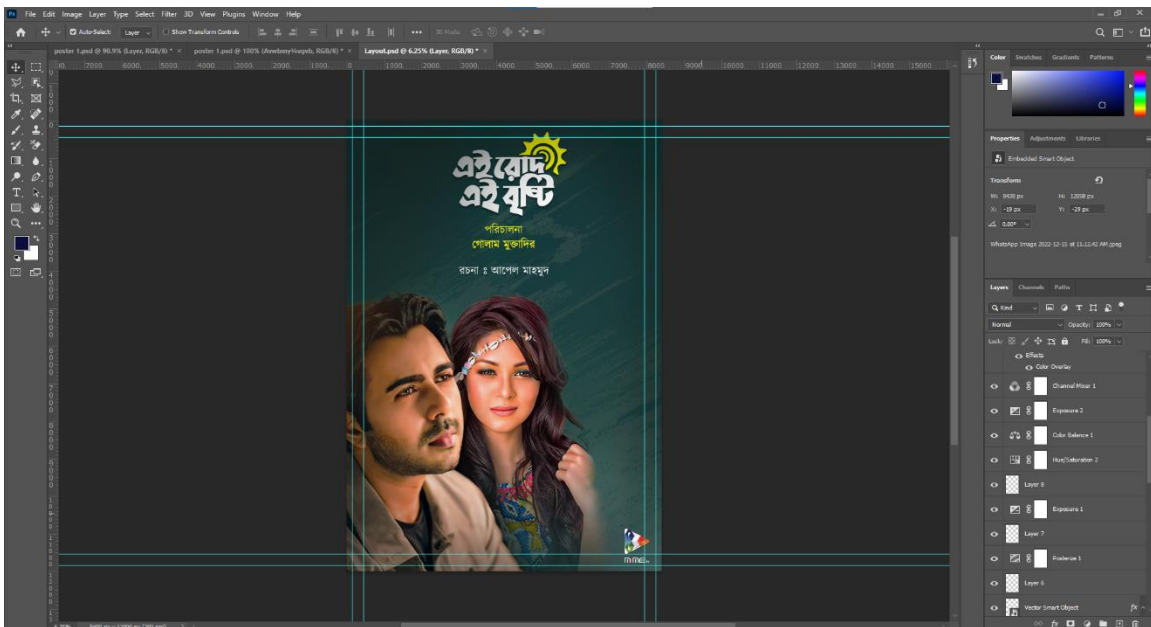


Figure 6.5.2 Bangla Natok Poster for MiME IPTV

6.6 Research Work:

It was my first internship program. I was assigned research work on multiple project held by respective consultants at the company and wrote a report after kick-off meetings

During my internship tenure at a company, I was assigned research work on multiple prospective clients. These assignments helped me to understand the different aspects of a marketing campaign and the efforts that need to be carried out in order to have a productive outcome.

I was assigned research work on multiple projects. Each project had different requirements and specifications. Because of this, it was difficult to find a single project that I could use as a template for my research. Ultimately, I decided to use each project as a unique research opportunity.

This is where my business skills started paying off, as I was assigned research work on several prospective clients during my internship tenure at a company. The key skill required to be able to carry out the work successfully was knowing how to manage time, and this is an essential skill for any entrepreneur.



Figure 6.6.1: Research Process

CHAPTER 7

Project Activities

7.1 : CG ORIENTATION VIDEO :

It was one of the largest and most involved projects I've ever worked on. It is a orientation video of confidence group. And after my joining on this company this project showed up on the first day. Numerous nights without sleep were spent working on this.

I had some great mentors that helped me learn the ropes, especially in terms of planning, organization and execution. I also learned a lot from my art director, who were there with me every step of the way. In fact, I still keep in touch with some of them today.

The first thing we did was to create a mood board based on the project brief and our research into the client's products. This allowed us to come up with visual representations of their brand, and it also gave us an idea of what kind of graphics would work best for each situation.

We then created a series of motion graphics based on the mood board and designed in Adobe Photoshop and Adobe Illustrator. Once we had all the visuals together, we'd render them out to video files, export those as clean animations for After Effects, and then export those as mini-clips in Adobe Media Encoder.

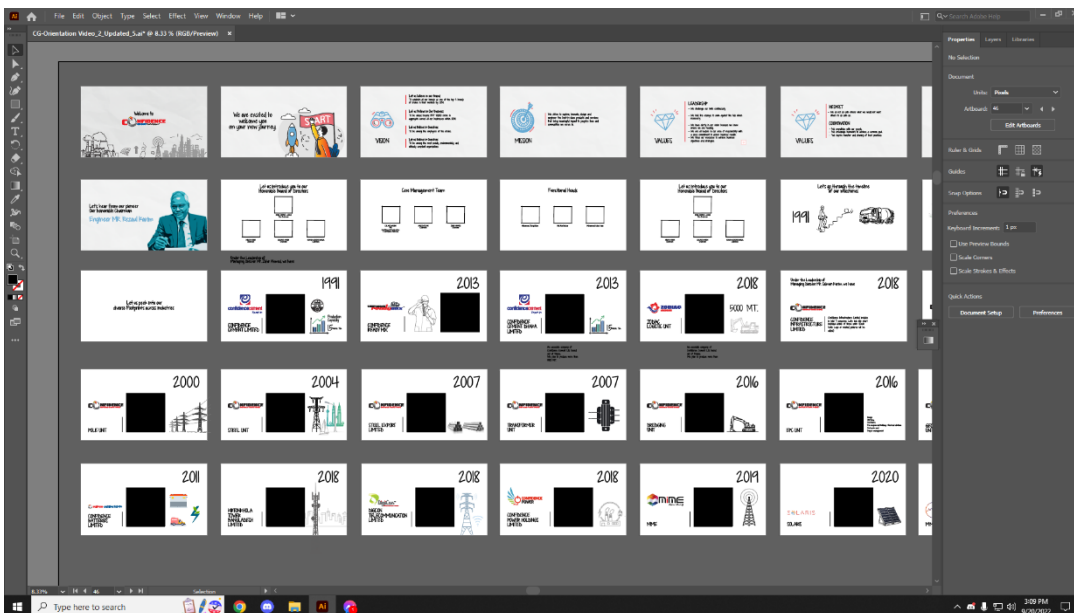


Figure 7.1.1 Illustration File of storyboard

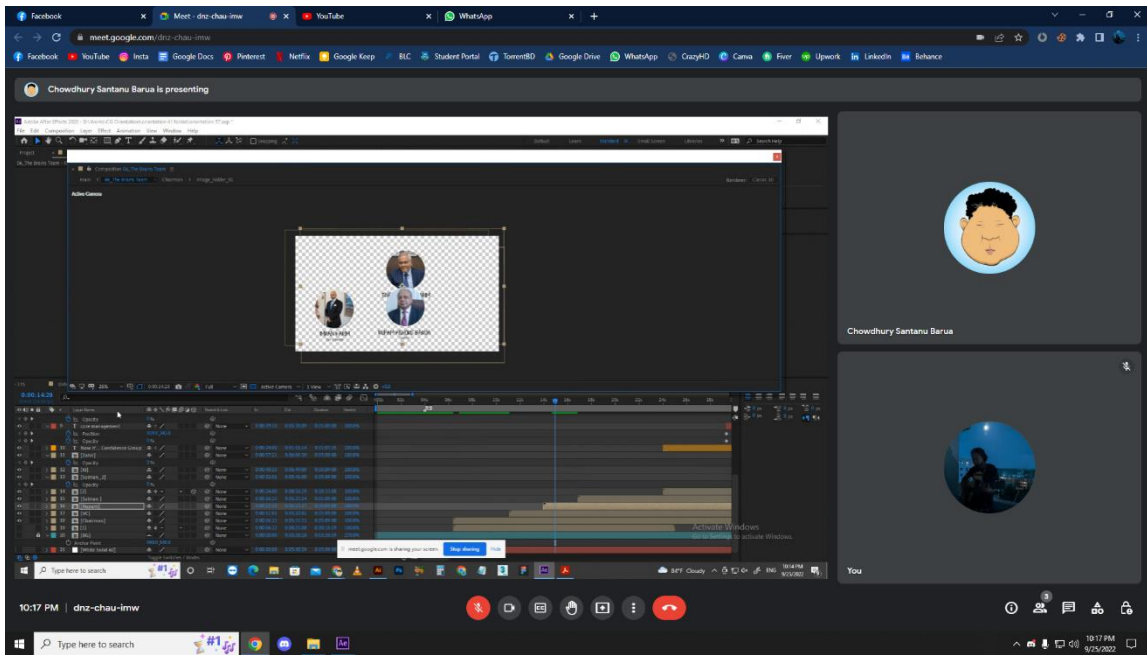


Figure 7.1.2 Online Meeting with Associate Art Director for the project

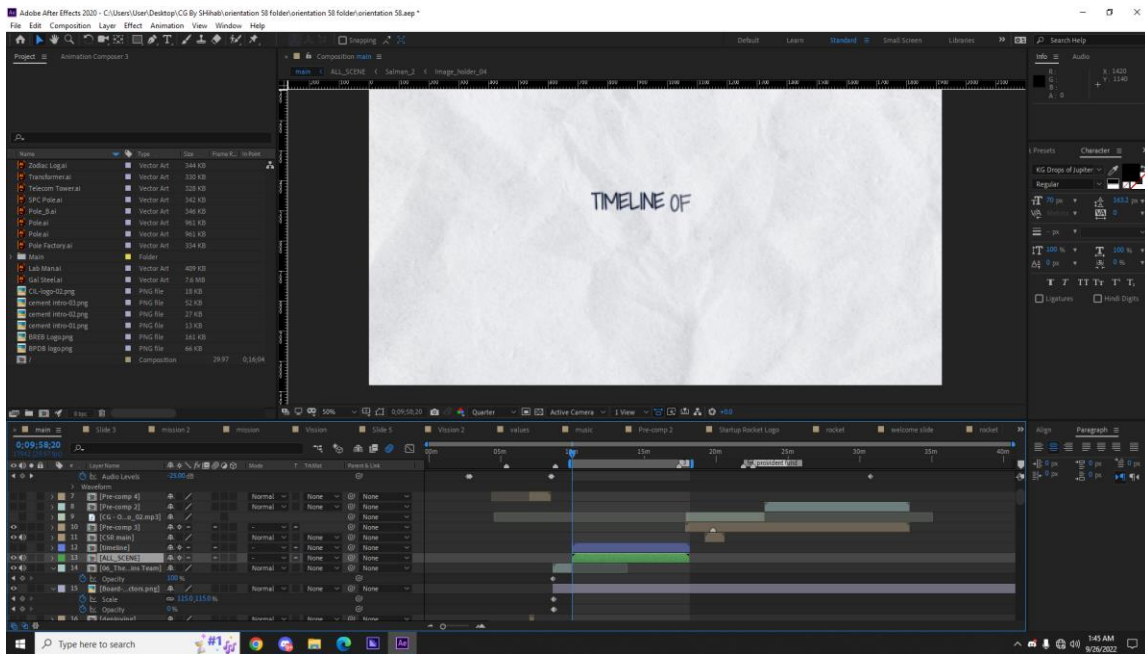


Figure 7.1.3 Project File

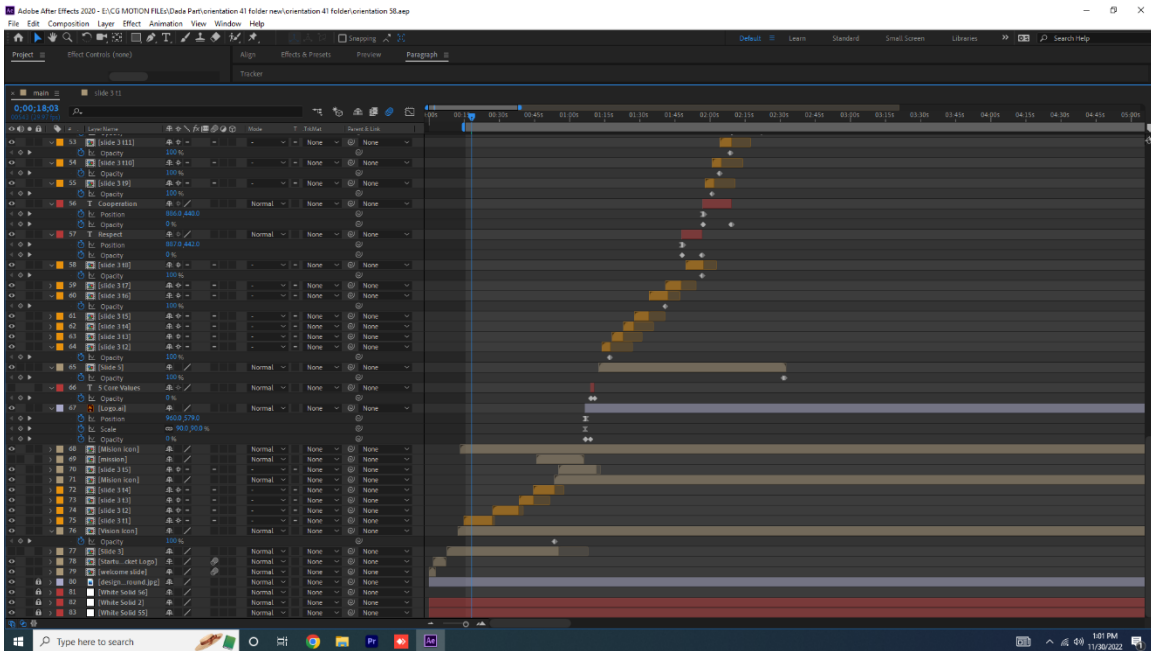


Figure 7.1.4 Layer Sequence

One of the major successes of our project was the ability to bring together a diverse team of individuals with different skills and expertise. By working collaboratively and effectively, we were able to utilize the strengths of each team member and produce a final product that exceeded expectations.

7.2 : CIL GEO TEXTILE MOTION :

The purpose of this motion graphic project was to create a visual representation of the Confidence Infrastructure GEO TEXTILE Motion. The goal was to educate viewers on the issue and encourage them to take action to reduce their carbon footprint.



Figure 7.2.1: CIL GEO Textile Motion

7.3 : CIL TOWER MOTION:

I have to say that I was pleasantly surprised with the quality of this motion graphic project. The graphics were top-notch, and the video editing was very well done. The project was very creative, and I really enjoyed watching it.



Figure 7.3.1: CIL Tower Motion

7.4: CPHL MOTION:

I must admit that the caliber of this motion graphic job pleasantly impressed me. They wanted to create a slideshow of their power house in several places. and motion graphics is a great way to create a visually appealing and informative video. They were highly satisfied with the outcome.



Figure 7.4.1: Confidence Power House (CHITTAGONG)



Figure 7.4.2: Confidence Power House (RANGPUR)

7.5: FOB MOTION:

Sajek is home to the restaurant Flavours of Bangla. I was informed that the logo should flash up in the motion in a tea cup film on a wet day. and the premium of this restaurant will be the sub copy. In the background there also should be a rainy sound effect.

The motion graphic project was created to show the viewers on the perspective of premium. The goal was to create a visually appealing and informative video that would engage the audience and inspire them to take action.



Figure 7.5.1 Flavous Of Bangla Motion

7.6 ANANTA TERRACES MOTION:

Another motion graphic project for pitching a targeted client.

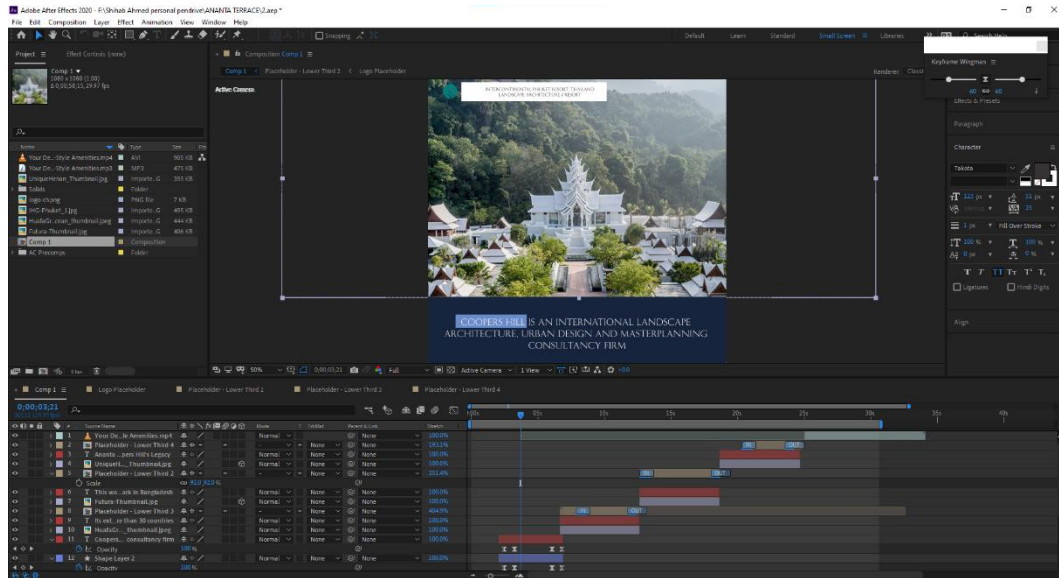


Figure 7.6.1 Ananta Terraces Motion

7.7 INTRO TAP MOTION:

INTRO NFC Business Card provider in Bangladesh. We all know that networking is a great way for company owners to grow their businesses. Sharing business cards is a powerful networking strategy and tool. It's the most popular approach to growing your company. To promote networking, all salespeople visit clients, sales fairs, other trade shows, and so on. They give their contact/company information via traditional business cards.

I was directed a motion graphic project for this client. The project was a video introduction to their new product. I was responsible for creating the motion graphics, titling and creating the overall look and feel of the video.

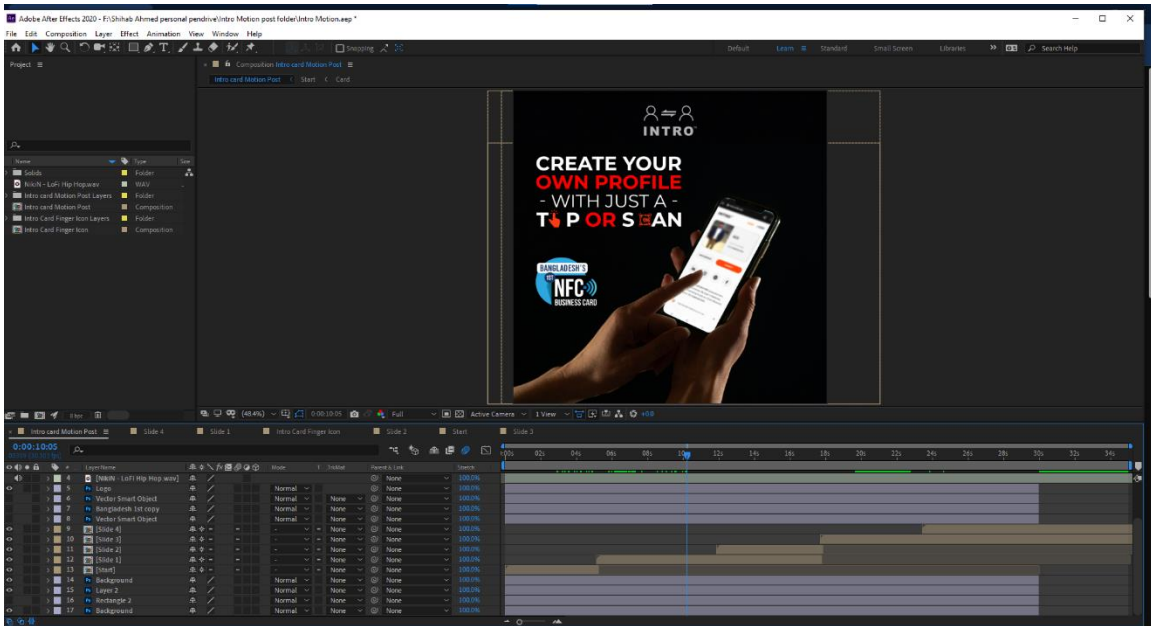


Figure 7.7.1 Intro Motion Created On After Effects

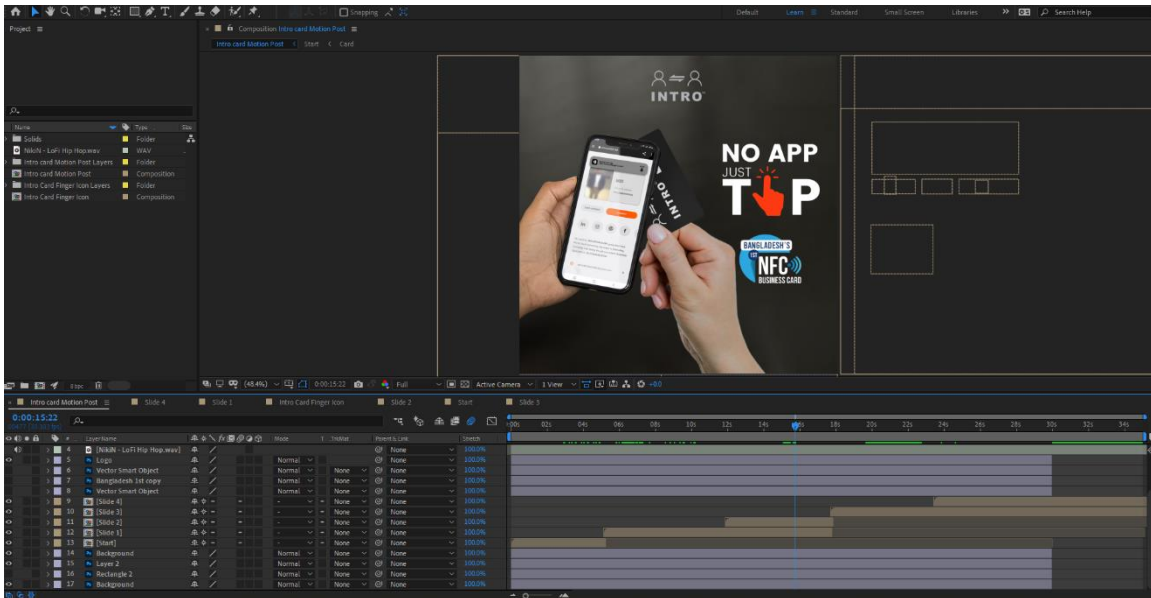


Figure 7.7.2 Intro Motion Created On After Effects

7.8 INTRO GIF:

The motion graphic was successfully completed and met the goals of the project. It was well-received by the target audience and helped to increase awareness of renewable energy sources. The process of creating the motion graphic also helped to improve skills in video production and graphic design.



Figure 7.8.1 Intro GIF

7.9 INTRO STATIC CONTENT:

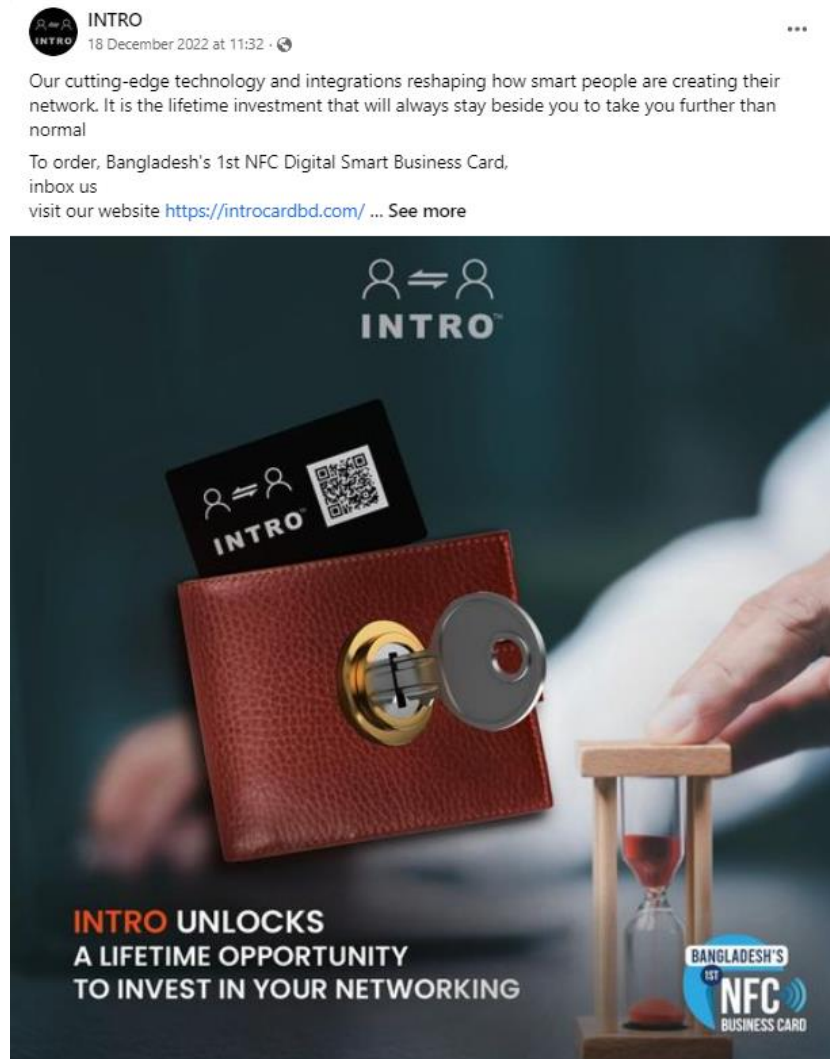
I was briefed as below

Theme: One time investment lifelong service

Brief: Show a wallet as a vault with keys

Copy:

INTRO is a lifetime investment for your Networking



The image shows a Facebook post from the 'INTRO' page, dated 18 December 2022 at 11:32. The post features a promotional image for their 'NFC Digital Smart Business Card'. The image depicts a red leather wallet with a gold keyhole and a silver key, symbolizing a vault. An INTRO business card with a QR code is shown inside the wallet. A hand is shown tapping the card on a wooden stand with an hourglass, representing a lifetime investment. The text on the image reads: 'INTRO UNLOCKS A LIFETIME OPPORTUNITY TO INVEST IN YOUR NETWORKING' and 'BANGLADESH'S 1ST NFC BUSINESS CARD'. The INTRO logo is also visible at the top of the image.

INTRO
18 December 2022 at 11:32 · 🌐

Our cutting-edge technology and integrations reshaping how smart people are creating their network. It is the lifetime investment that will always stay beside you to take you further than normal

To order, Bangladesh's 1st NFC Digital Smart Business Card,
inbox us
visit our website <https://introcardsbd.com/> ... See more

INTRO UNLOCKS
A LIFETIME OPPORTUNITY
TO INVEST IN YOUR NETWORKING

BANGLADESH'S
1ST
NFC
BUSINESS CARD

Figure 7.9.1 My Creation On Their official fb page

7.10 INTRO BETTER THAN PAPER BUSINESS CARDS:

I received the following project briefing as below:

4 Reasons Why INTRO is Better

Brief:

Showing 4 Reasons with an intro and Outro why INTRO Card is better than paper business cards

Copy:

1st Scene: 4 Reasons why INTRO is better than paper business cards

2nd Scene: Instant contact sharing

3rd Scene: Impress your network with a tap

4th Scene: Design your own Card

5th Scene: Time to give back to the Nature

Outro: Your network is your net worth

Create it with INTRO

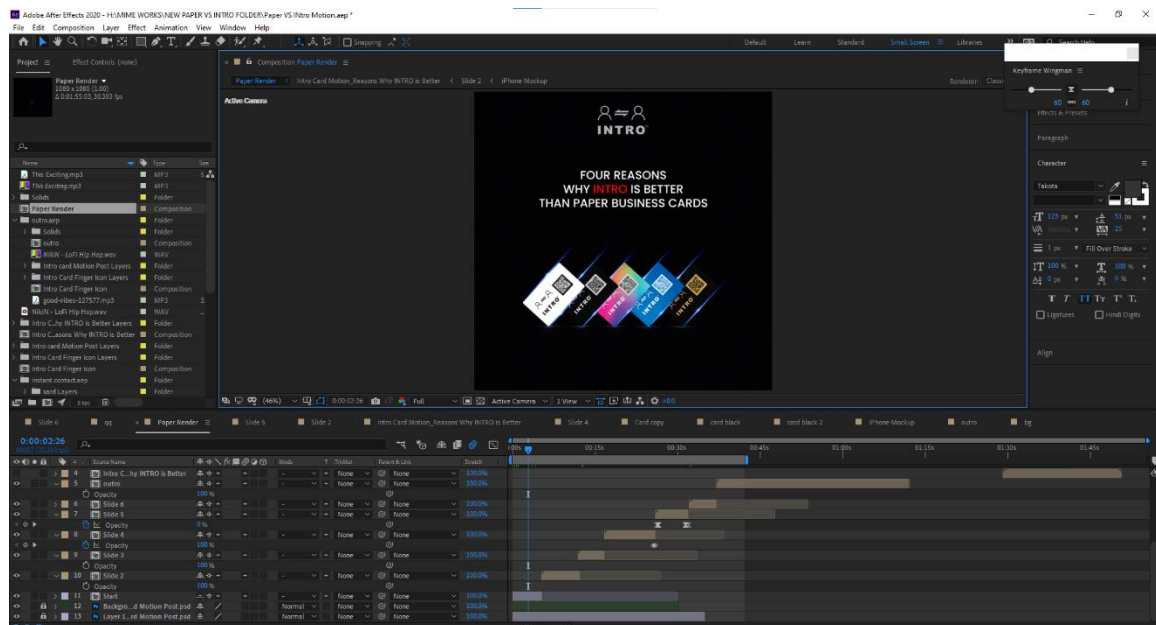


Figure 7.10.1 Intro After Effects Project File

7.11 INTRO WEBSITE PURCHASE MOTION:

I was briefed as below

Brief:

Show step by step self-explanatory process of ordering the favorite INTRO Card

Copy:

Intro: How To Bring INTRO Card Inside Your Wallet

Scene 1 Copy: Go to our website and Visit Shop

Scene 2 Copy: Choose Your Favorite INTRO Card Color

Scene 3 Copy: Fill Up Required Billing Information

Scene 4 Copy: Pay Online or Cash On Delivery

Scene 5 Copy: Receive Your INTRO Card in an eye-catching package

Outro: You Are Just "" Add to cart"" away to be an exception

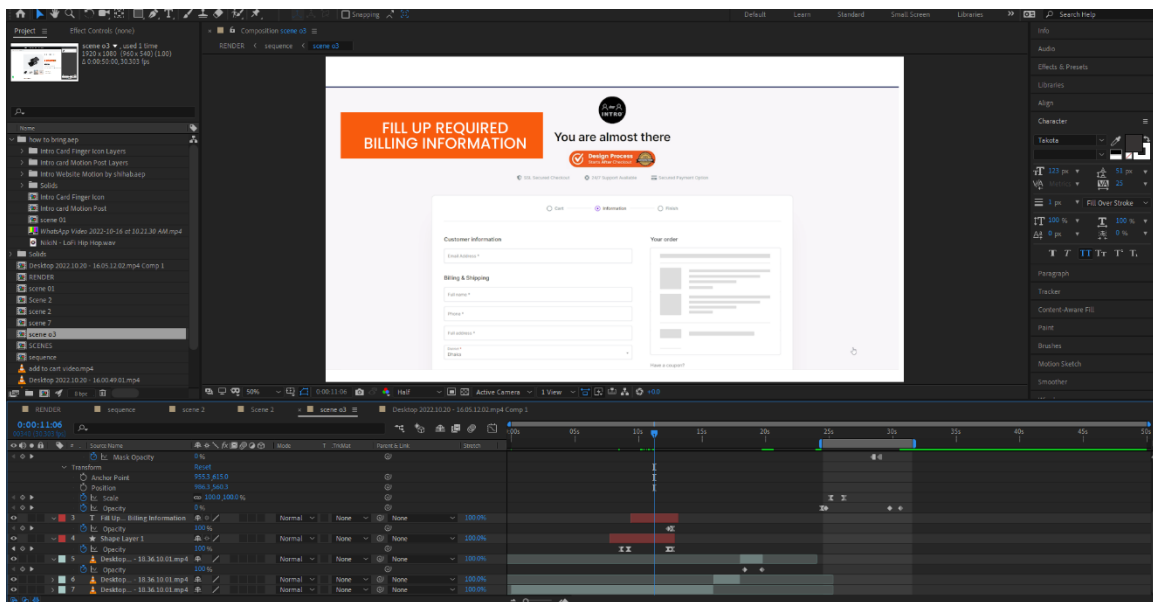


Figure 7.11.1 Intro Website Purchase Motion

7.12 INSIGHT TV DOCUMENTARY RECORDING SCRIPT 1

Insight TV is a platform like Netflix which is full of stories that need to be told. Their purpose is to connect global communities through compelling storytelling and beautiful, authentic content.

They are here to tell a story. They feature stories for a unique generation living in a fast-paced, constantly evolving world. They started small and now they bring their stories to 300 million and growing.

And I was given the task of voice-over-dubbing the English into Bangla of their scripts.




Figure 7.12.1 Insight Tv Logo


It was so much joy working at their own studio! With the tools I had, I recorded voice-overs and made background music. I had such a strong sense of creative freedom and thought I could create anything. I really enjoyed trying out various musical compositions and sound effects to discover what worked best.

First Documentary name was “A Simple Path”

It was about Yann Horowitz, who experiences skateboard culture in interesting cities around the world exploring its DIY lifestyle which has permeated into the parallel worlds of art, music, and fashion.



TRANSCRIPT



| | | | |
|----------------------------|------------------------------|-----------------|--------------|
| PROGRAM: | A Simple Path | SERIES: | 1 |
| PRODUCTION COMPANY: | Save Your Day Films | EPISODE: | 1 |
| PRODUCER: | Stephen Freidman | DATE: | 01/06/2021 |
| PHONE: | + (424) 330 5291 | COUNTRY: | South Africa |
| EMAIL: | Stephen@saveyourdayfilms.com | CITY: | Cape Town |

Yann Horowitz: 00:00:00 *I'm Yann Xavier Horowitz. I've been skateboarding most of my life. It's been one of my main obsessions for as long as I can remember, and it's allowed me to travel and meet new people, and it's what keeps me driven and keeps me going, because it gives me the opportunity to see new places and visit new towns.* 00:00:17

Yann Horowitz: 00:00:18 *It also lets me express myself with clothes and fashion and it all kind of amalgamates into one thing that I love to do, which is skate, dress as wild as possible, and meet new people and be a stranger in new cities.* 00:00:29

Yann Horowitz: 00:00:30 *When you skate, you get to see the world at a different angle, and the only things that matter are right in front of you.* 00:00:35

Visual / Title: 00:00:34 – *A Simple Path*

Visual / Title: 00:00:41 – *Cape Town, South Africa*

Yann Horowitz: 00:00:44 *We're in Cape Town. It's where my heart lies. This is my home base at the moment. There's so many creatives, so many beautiful people. Let's dive in. Let's check out the Kaap.* 00:00:54

Visual / Title: 00:00:58 – *Camps Bay*


Yann Horowitz: 00:01:06 *We're so lucky we got spots like this in Cape town. We've got mountain views. We've got it right by the ocean here. It's just a rad place to meet up with* 00:00:17

Figure 7.12.2 A simple Path Script

7.13 INSIGHT TV DOCUMENTARY RECORDING SCRIPT 2

Second Documentary name was “Full Circle”

It was about Richie Jackson, who explores the world of skateboarding. From its legends, culture and tricks, to its potential as a platform for youth development – Full Circle is a comprehensive tour of an iconic sport.



INSIGHT
SCRIPT

| | | | |
|---------------------|-----------------------------|----------|-----------|
| PROGRAM: | FULL CIRCLE | EPISODE: | THE GRIND |
| PRODUCTION COMPANY: | XTREME | | |
| PRODUCER: | GREGG BYWALSKI & SEAN MARIN | | |
| PHONE: | | | |
| EMAIL: | | | |

| TIME CODE | VISUALS | AUDIO |
|-------------|---------|--|
| 00:00:04:03 | | Richie Jackson: You may be asking yourself what this bizarre creature behind me is. Well, I'm glad you asked. It's an Australian and we are here, in Australia to interview some of the best skateboarders on earth. |
| 00:00:17:05 | | Richie: Excuse me, sir. |
| 00:00:19:06 | | Richie: Excuse me, sir. |
| 00:00:21:01 | | Richie: Excuse me, sir. |
| 00:00:23:00 | | Richie: Excuse me, sir. |
| 00:00:24:06 | | Richie: Excuse me, sir. |
| 00:00:25:08 | | Richie: Excuse me, sir. |

Figure 7.13.1 Full Circle Script

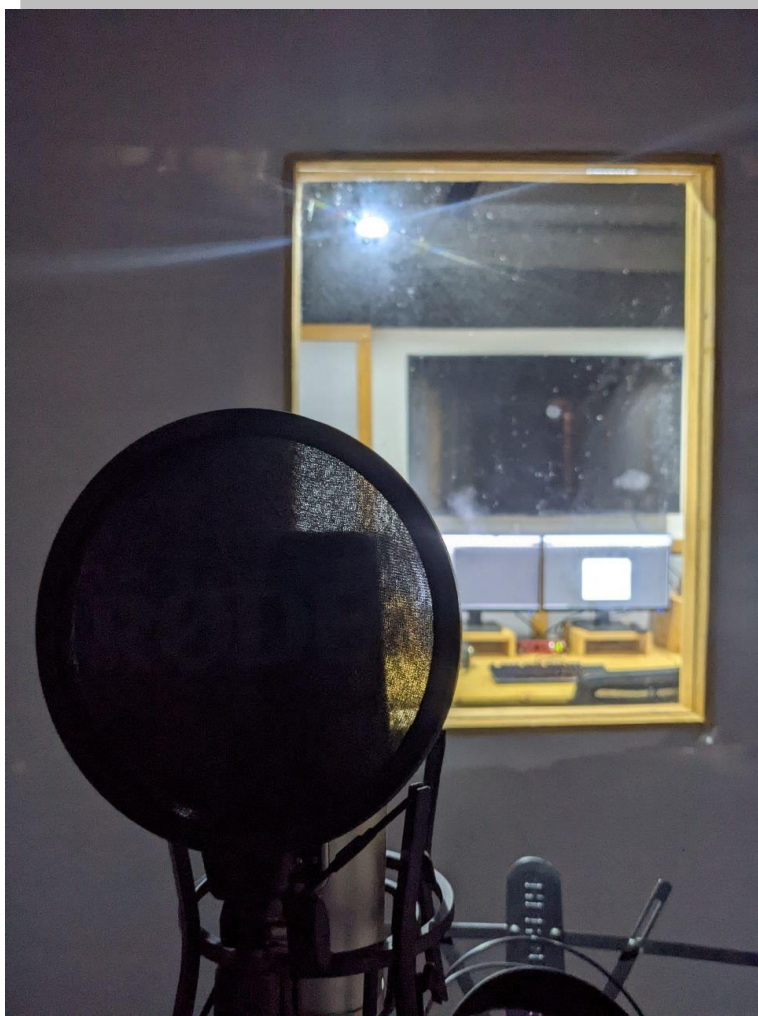


Figure 7.13.2 Recording Setup

I was able to create some pretty fantastic musical scores and intriguing vocal effects. Additionally, I experimented with other recording methods like multi-tracking and overdubbing. Finding out what kind of music I could create in the studio was amazing. Additionally, I had the chance to practice some own editing methods. All things considered, it was an amazing experience, and I'm so happy I got to work in my own studio.


7.14 INSIGHT TV DOCUMENTARY RECORDING SCRIPT 3

Third Documentary name was “Backyard Ballistics”

US cablenet Outdoor Channel and millennial-focused Dutch broadcaster Insight TV have partnered on a new series fronted by YouTube star Joerg Sprave and creative technician Cheyenne Ruether.

Backyard Ballistics is being produced by London-based indie Zig Zag Productions and filmed in Germany and Denver.

The 10-part series will see Sprave, who is known for The Slingshot Channel on YouTube, and Ruether partner on building a series of elaborate launchers to meet challenges posed by social media followers.

| | | | |
|---|-------------------------------------|------------|-------------------|
|  | | | |
| INSIGHT SCRIPT | | | |
| PROGRAM: | BACKYARD BALLISTICS | EPISODE: 1 | CANNON OF CARNAGE |
| PRODUCTION COMPANY: | ZIG ZAG PRODUCTIONS | | |
| PRODUCER: | ANDY SCOTT | | |
| PHONE: | 020 7017 8755 | | |
| EMAIL: | andy.scott@zigzagproductions.uk.com | | |

| TIME CODE | SPEAKER | DIALOGUE / GFX CAPTION |
|-------------|---------------|---|
| 00:00:00:00 | CLOCK DETAILS | |
| 00:00:00:37 | JORG – VO | My name is Jorg Sprave and all my life I've been obsessed with inventing and building slingshots and wild backyard launchers. Fire [LAUGHS] |
| 00:00:04:30 | JORG | ARCHIVE |
| 00:00:13:19 | CHEYENNE | And I'm Cheyenne Ruether. I spend most of my time working with metal and motor cars to create some unique builds of my own |
| 00:00:22:18 | JORG | ARCHIVE - Fire |

Figure 7.14.1 Backyard Ballistics Script



Figure 7.14.2 Using Logic Pro X For Recording

7.15 MIME DURGA PUJA MOTION:

Durga Puja (Bengali: দুর্গা পূজা), also known as Durgotsava or Sharodotsava, is an annual Hindu festival originating in the Indian subcontinent which reveres and pays homage to the Hindu goddess Durga and is also celebrated because of Durga's victory over Mahishasur.

It is celebrated all over the world by the Hindu Bengali community but it is particularly popular and traditionally celebrated in the Indian states of West Bengal, Bihar, Assam, Tripura, Odisha, Jharkhand, Uttar Pradesh (eastern parts) and the country of Bangladesh.

And for this occasion, we created a motion content for our mother company MiME.

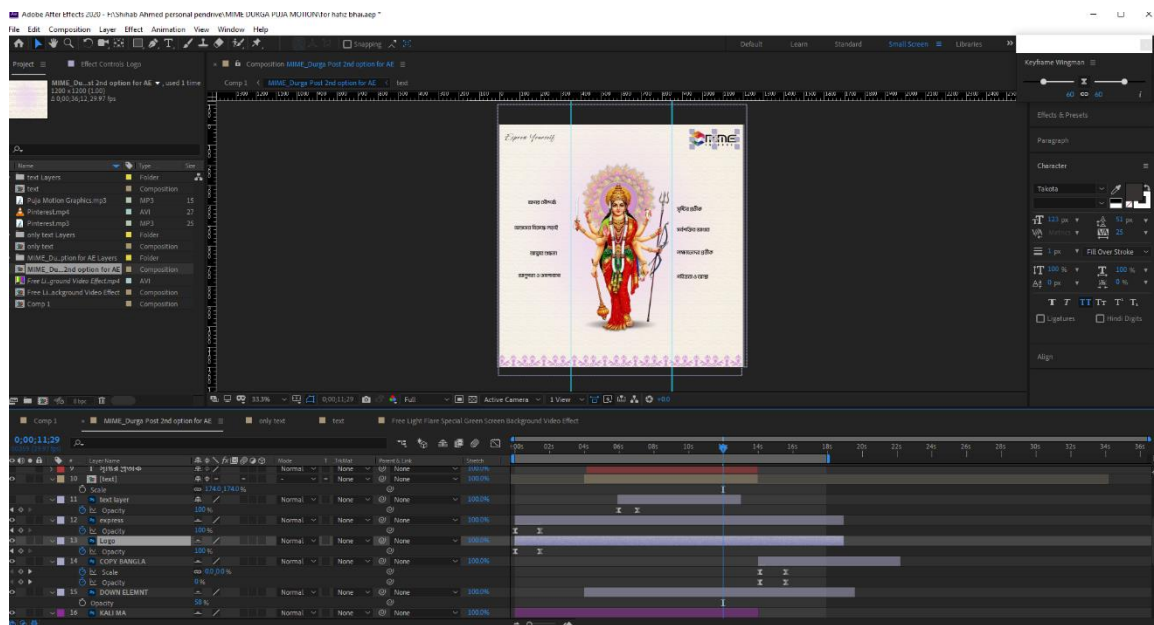


Figure 7.15.1 MiME Durga Puja Motion

7.16 MIME DIWALI MOTION :

Diwali, also known as Deepavali or the Festival of Lights, is a religious holiday in Indian faiths that is associated to Jain Diwali, Bandi Chhor Divas, Tihar, Swanti, Sohrai, and Bandna. It is one of the most significant festivals in Hinduism.

and it is observed during the Hindu lunisolar months of Ashvin. It typically lasts five days.



Figure 7.16.1 MiME Deepvalli Motion

7.17 MIME TV TUTORIAL PROJECT:

A service provided by Mime provides internet protocol television services. They offer hundreds of channels and sell set-up boxes. Therefore, MiME CEO has asked that an explainer film regarding the subject be made for MiME Tv Tutorial.



Figure 7.17.1 Welcome Page



Figure 7.17.2 Plug in Direction

7.18 SHORT VERSION OF MIME TV TUTORIAL:

The client requested a shorter version of this TV tutorial that was at least one minute in duration because the first tv tutorial project was about 10 minutes long.

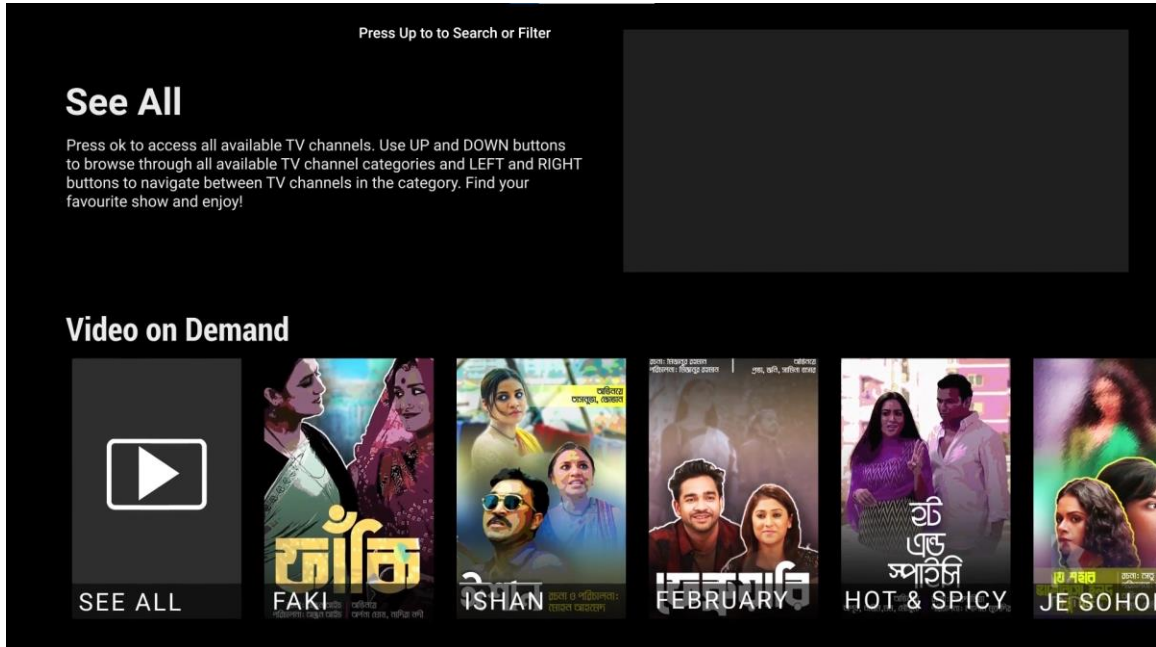


Figure 7.18.1 Video on Demand Sequence

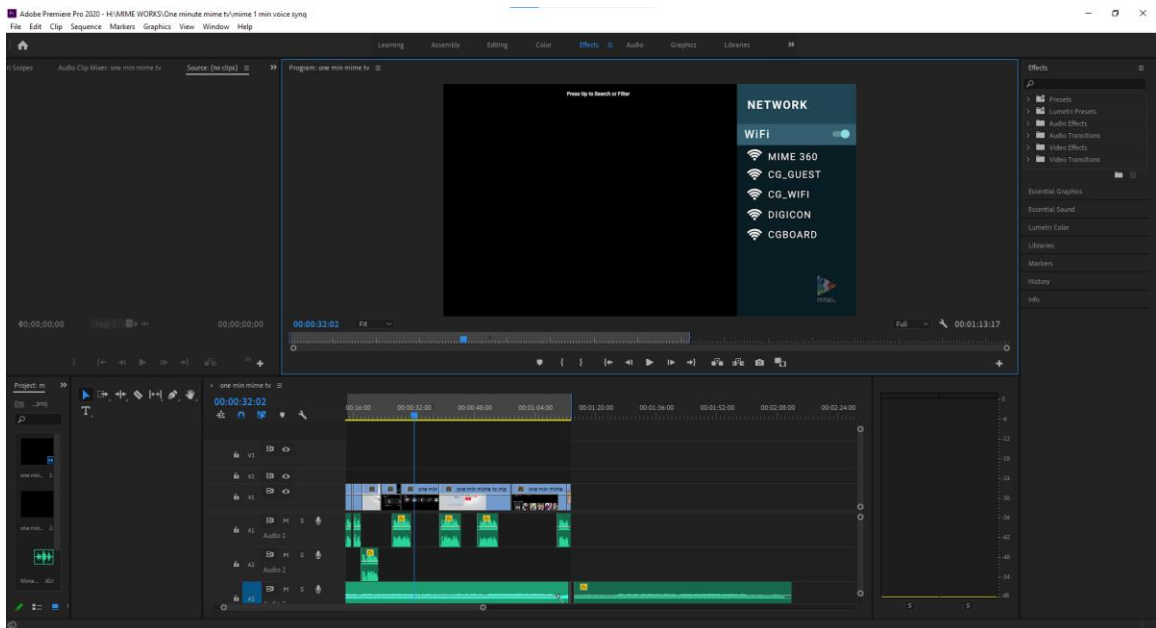


Figure 7.18.2 Project on Premiere Pro

7.19 MIME IPTV POSTERS

Introduction:

The poster was created for a website thumbnail project .The goal was to create a visually appealing and informative poster that would educate others on the importance of preserving the environment.

Setting up the canvas:

To begin the process, Photoshop was opened and a new document was created with dimensions of 24 inches by 36 inches. The resolution was set to 300 pixels per inch and the color mode was set to CMYK (Cyan, Magenta, Yellow, Black) for printing purposes. A light grey color was chosen for the background to match the theme of the poster.

Adding elements to the poster:

The first element added to the poster was a header image of the natok clip. This image was downloaded from the Natok Clip and imported into Photoshop. The image was resized and positioned at the top of the poster.

Next, a title and tagline were added using the text tool. The font and color of the text were chosen to match the theme of the poster. A number of other images, such as photos of animals and plants, were also downloaded and added to the poster. These images were positioned and resized to create a balanced layout.

Adjusting the appearance of the elements:

To make the images and text stand out more, some adjustments were made to their appearance. The brightness and contrast of the images were increased using the Properties panel. The transparency of some of the images was also adjusted to create a layering effect.

Finishing touches:

A border was added to the poster using the rectangle tool. The border was set to a medium width and a dark blue color to match the theme of the poster. The poster was then saved in the PDF file format to ensure that it would print correctly.

Conclusion:

Creating a poster in Photoshop was a challenging but rewarding experience. It required careful planning and the use of various tools and techniques. The final result was a visually appealing and informative poster that met the goals of the project. The process of creating the poster also helped to improve skills in graphic design and image editing.



Figure 7.19.1 Natak Char Massmember

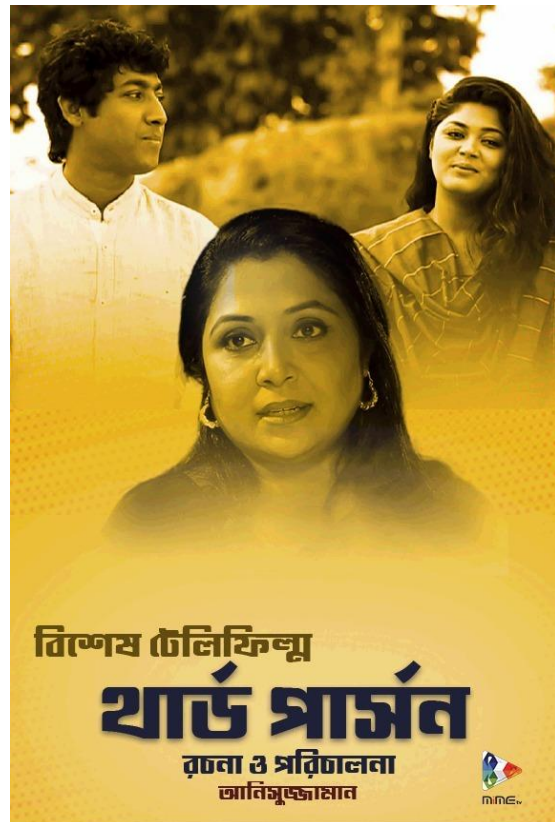


Figure 7.19.2 Natak Third Person

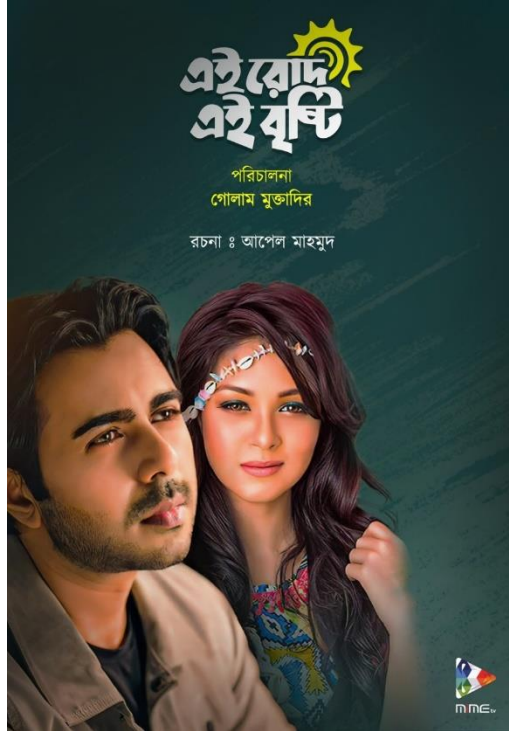


Figure 7.19.3 Bangla Natok poster



Figure 7.19.4 Bangla Natok Posters

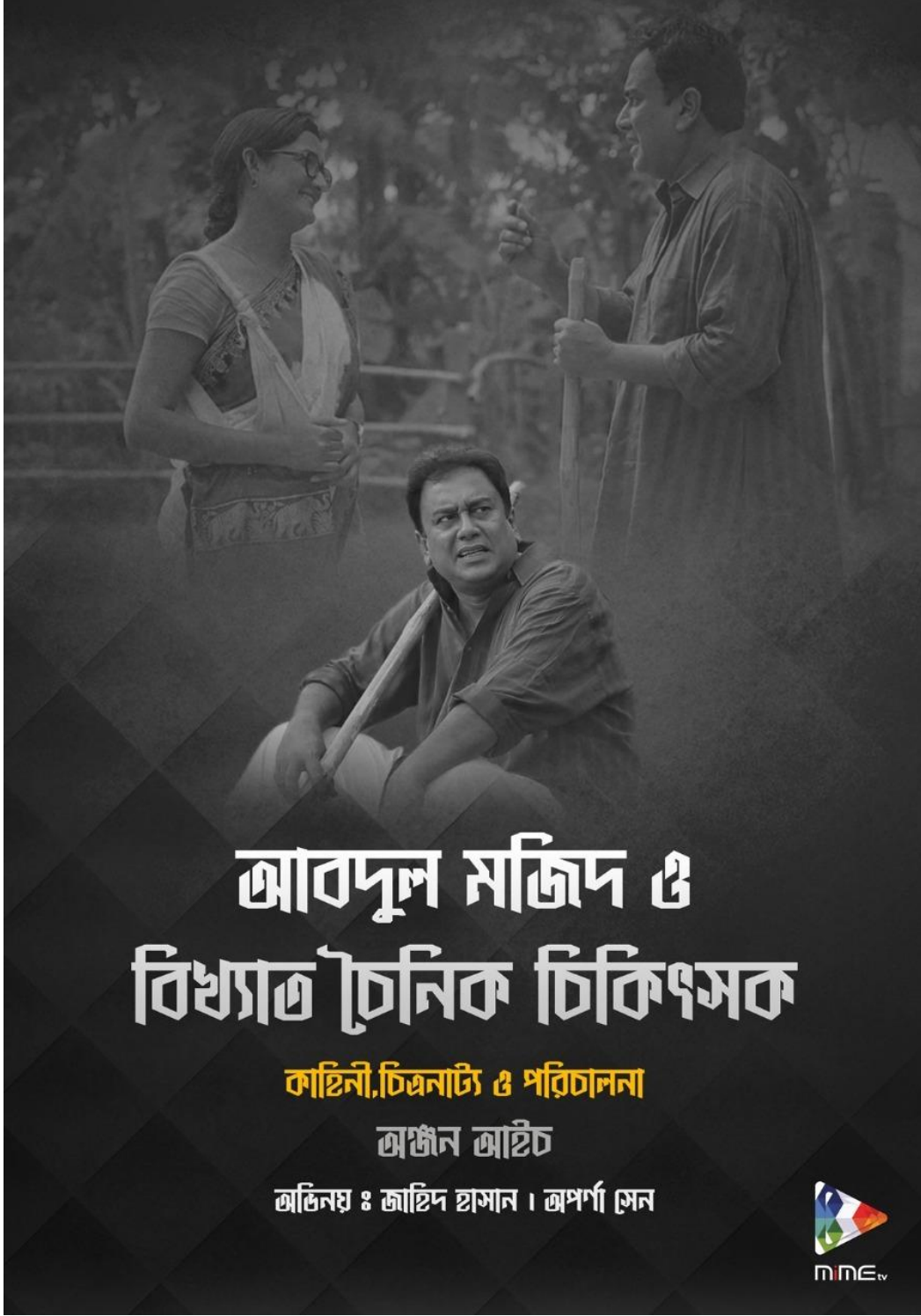


Figure7.19.5: Bangla Natok Poster

7.20 ISHAYET STATIC CONTENT

Ishayet Hossain is the 17-year-old Bangladeshi junior champ on the race track. He is one of our client.

He requested static content for social media platforms.

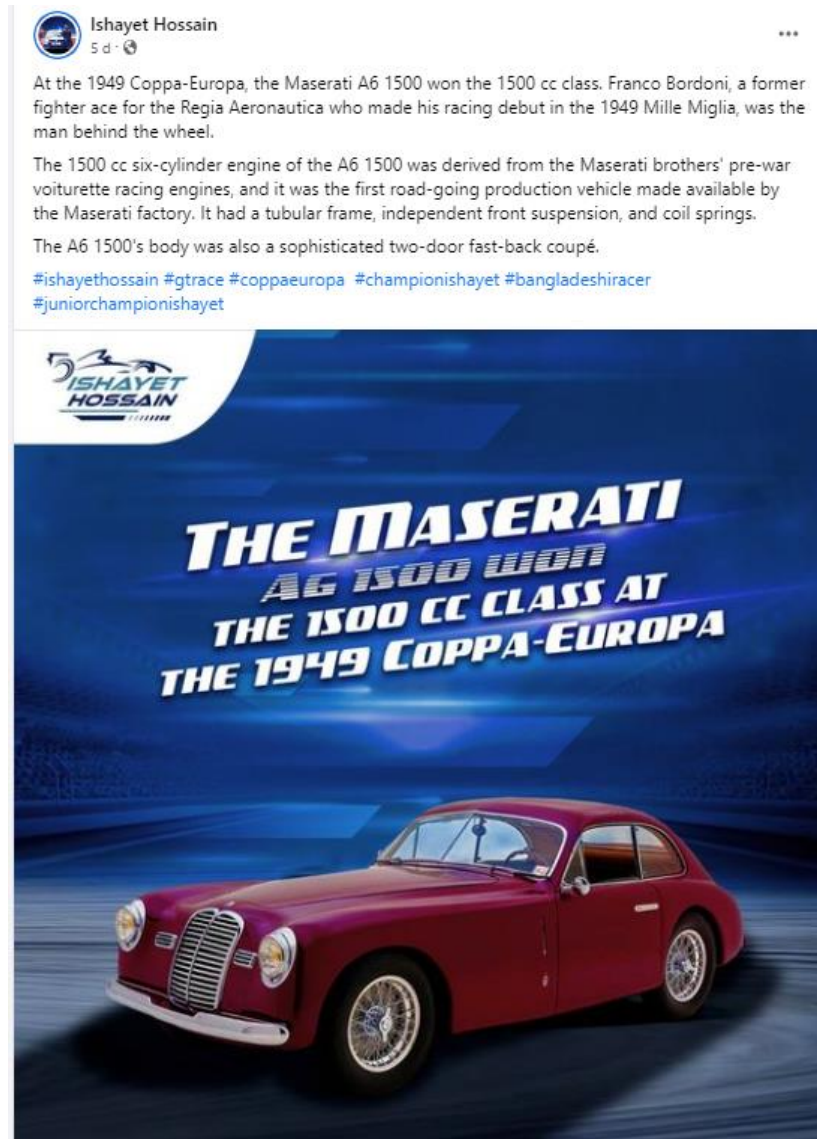


Figure 7.20.1 My post on Facebook

7.21 ISHAYET 16 DECEMBER STATIC POST:

Regarding December 16, it is static content for social media interaction for Ishayet Hossain.

I was briefed by sub copy

The most powerful inspiration will always be the freedom fighters who gifted us Bangladesh.



Figure 7.21.1 December 16, Ishayet Hossain

7.22 ISHAYET 3S OF A GT CAR MOTION

This is yet another motion content. A GT car is moving, and the client told me that the replica will be approaching at the same speed. The client was pleased with the results.



Figure 7.22.1 The 3S of a GT Car



Figure 7.22.2 Ishayet Hossain Logo

7.23 ISHAYET AVIK COMPILATION:

Avik Anwar is first Bangladeshi International Motorsports winner. First Bangladeshi to win on a F1 Circuit Bangladesh Rallycross Champion 14' 15' 16' Creator at DRVN. Avik Anwar won the Volkswagen Ameo Cup held in India on Sunday to become the first Bangladeshi to win an international motor sports event.

And our client Ishayet Hossain wished to express gratitude to him for motivating him to compete on this video.



Figure 7.23.1 Ishayet

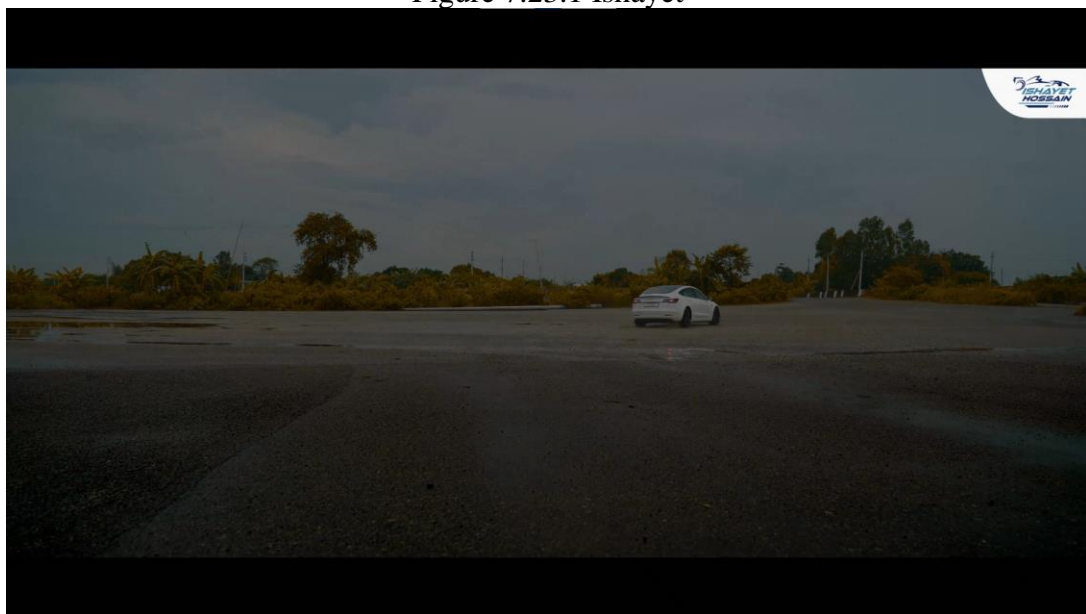


Figure 7.23.2 Cinematic Shot Color Grading

7.24 MERIDIAN FOOD COURT MOTION:

Meridian Kohinoor City will be the largest shopping and entertainment in the city. With 2 Lakh sft of retail only, this will be the ideal destination for family and friends. The leisure facilities across the venue is sure to enrich the experience of city dwellers.

Additionally, we created a motion graphic video of their food court for use in marketing. I created this motion graphic.

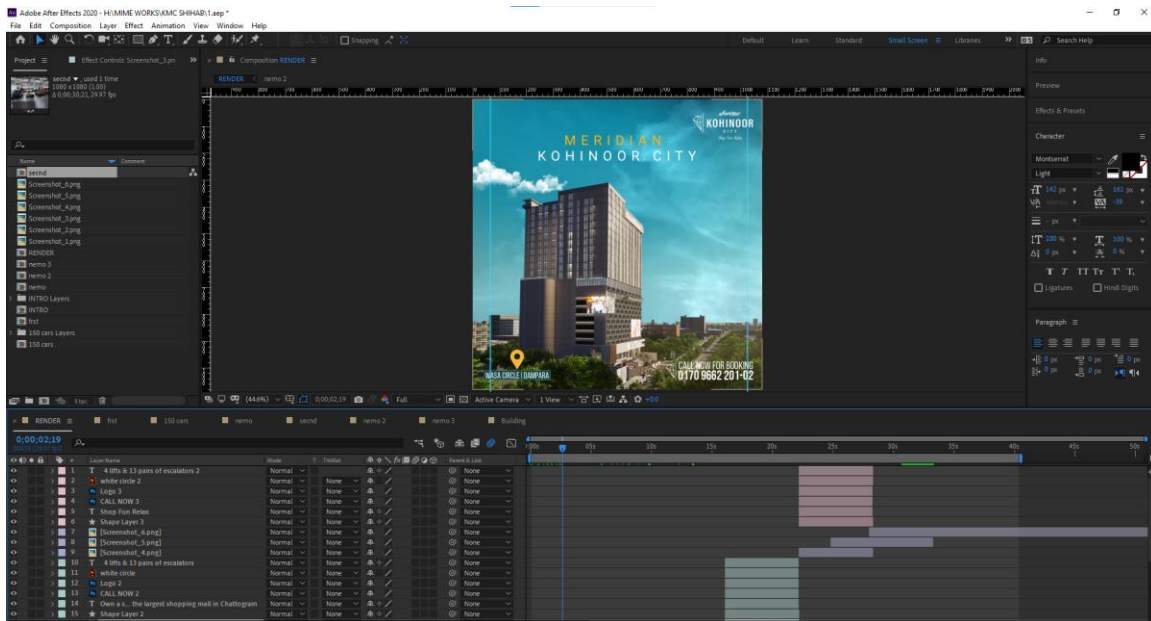


Figure 7.24.1 MKC After Effects



Figure 7.24.2: MKC Food Court

7.25 MERIDIAN EXPLAINER MOTION:

This was a motion graphic project for Meridian Kohinoor City. I got to work with the director who is a great mentor.

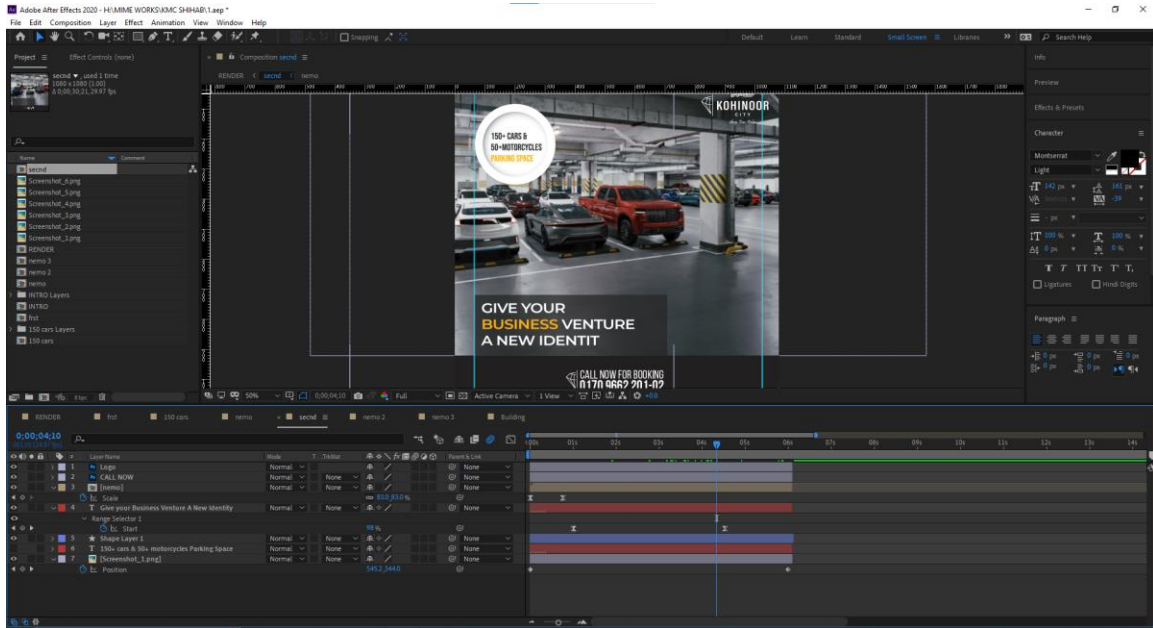


Figure 7.25.1 After Effects MKC

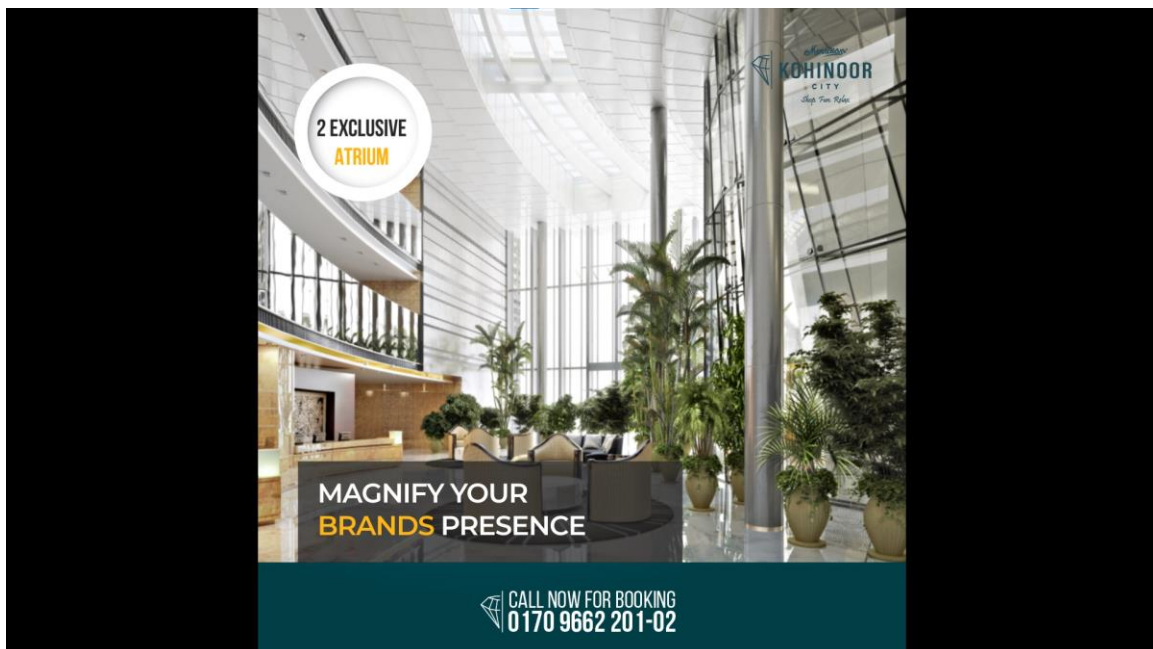


Figure 7.25.2 Magnify Your Brand Presence

7.26 MIMÉ 16 DECEMBER MOTION:

Regarding December 16, it is a motion content for social media interaction for MiME.



Figure 7.26.1 MiME 16 December



Figure 7.26.2 Another Footage of MiME | 16 December

7.27 CG 16 DECEMBER MOTION:

Adobe Illustrator was used to create the illustration, and after the artboard was finished, I continued to create the motion in after effects.



Figure 7.27.1 Slide One



Figure 7.27.1 Slide Two

7.28 BANNER:

One of our clients is the well-known politician Hasib Alam Talukdar. Sadly, on that day, his father, “Shamsul Alam” who was also the former chairman of confidence group has passed away.

And we had to create a banner in response to the tragic death news. And I come up with this creative.

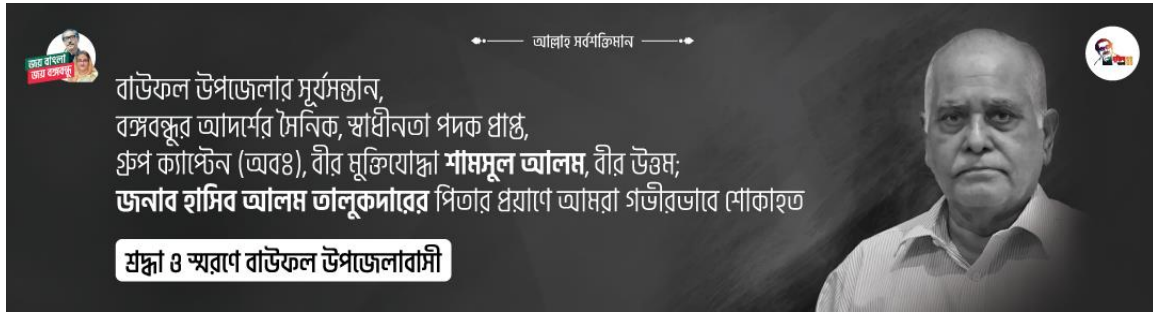


Figure 7.28.1 Shamsul Alam Sir Banner

7.29 SHAMSUL ALAM SIR DUYA MAHFIL CARD:

And also I had to create a duya mahfil card in response to the tragic death news.

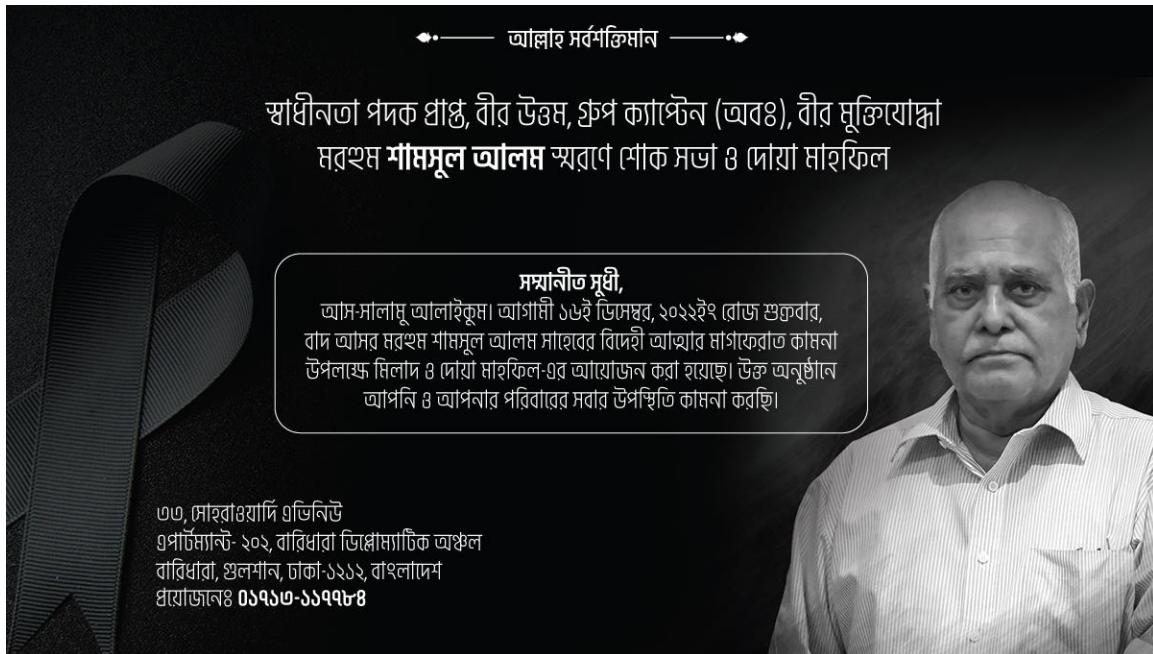


Figure 7.29.1 Shamsul Alam Sir Card

7.30 HASIB ALAM TALUKDAR 16 DECEMBER BADGE:

Victory Day Badge of a well-known politician Hasib Alam Talukdar.



Figure 7.30.1 Extra Option Concept



Figure 7.30.2 Approved Concept

7.31 MERIDIAN KOHINOOR CITY POSTER:

Invest in shopper's paradise of Chattogram. Our associate art director created the Scratch content, and I created the rest.



Figure: 7.31.1 Invest in Chattogram

CHAPTER 08

Limitations & Challenges

From my work experience, I realized that a marketing agency has many limitations and challenges. One challenge is: Communication. Different people from the organization have different views and opinions on different things, therefore communication is an important factor that should be enhanced.

Another challenge is: Time. Marketers need to handle a lot of tasks in a limited time frame. Working in a marketing agency as an intern helps me a lot to understand Its scope of work and responsibilities as well as Its limitations and challenges.

The limitations and challenges that I've seen in this job will be different for everyone. Each of us is subject to our own set of circumstances. For me, the biggest limitations have been 'compassion burn-out' and the challenge is learning to juggle my tasks without getting overwhelmed. I might not have noticed these things if I hadn't decided to write them down. Now that I look at it, they're pretty common agency problems. But since they were unexpected to me, they were a problem. Sometimes it takes something negative like this to make you see what's right in front of your face

As an intern, I did not have the same level of experience and knowledge as a full-time employee, which can limit my ability to contribute to certain projects. I did not have as much autonomy in decision-making as more senior team members. As an intern, you may not have access to all the resources and tools that are available to full-time employees. I did have some limited exposure to clients and did not be involved in client meetings or presentations. I didn't have as many opportunities to network with other professionals in the industry as a full-time employee. As an intern, I didn't have compensated as much as a full-time employee.

CHAPTER 09

Conclusion

In conclusion, the internship at **Confidence Group** was an incredibly valuable and rewarding experience. Throughout the duration of the internship, I had the opportunity to work on various projects and gain hands-on experience in the field of marketing. I learned about different aspects of marketing such as market research, media planning, and campaign execution.

The team at **MiME 360** was extremely supportive and provided guidance and mentorship throughout the internship. They were always willing to answer any questions and provide feedback on my work. I also had the opportunity to learn from some of the most experienced professionals in the industry.

One of the highlights of the internship was the opportunity to work on a real-life client project. This experience allowed me to apply the skills and knowledge I had acquired during the internship and see the impact of my work. In addition to the practical skills and knowledge gained, the internship also allowed me to develop my professional skills such as teamwork, communication, and time management.

Overall, the internship at Confidence Group was a fantastic opportunity to gain industry experience and learn from the best in the business. I am grateful for the opportunity and hope to apply the skills and knowledge I have gained in my future career.

This internship has been a valuable learning experience for me. I have gained practical knowledge and skills in the field of marketing, and have had the opportunity to work on real-world projects and contribute to the success of the agency. I would like to express my gratitude to the agency and the staff members for giving me this opportunity, and for providing guidance and support throughout the internship. I have learned a lot and have enjoyed being a part of the team. I believe that this experience will be beneficial for my future career in the marketing field.

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FINAL YEAR PROJECT REPORT INTERNSHIP AT CONFIDENCE GROUP ON MULTIMEDIA BY SHIHAB AHMED ID: 191-40-563 This Report Presented in Partial Fulfillment of the Requirements for the Degree of Bachelor of Science in Multimedia and Creative Technology Supervised By Md. Samaun Hasan Associate professor Department of MCT Daffodil International University DAFFODIL INTERNATIONAL UNIVERSITY DHAKA, BANGLADESH DECEMBER,2022 APPROVAL This Project titled "Internship at Confidence Group on Multimedia", submitted by Shihab Ahmed 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 BOARD OF EXAMINERS Dr. Shaikh Muhammad Allayear Professor & Head and Proctor 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](#) i [DECLARATION I hereby declare that, this project has been done by me under the supervision of Samaun Hasan, Associate 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: Md. Samaun Hasan Assistant Professor Department of MCT Faculty of Science & Information Technology Daffodil International University Submitted by: Shihab Ahmed Anu ID: 191-40-563 Department of MCT Daffodil International University ii ACKNOWLEDGEMENT First, I express my heartiest thanks and gratefulness to almighty God for His divine blessing makes us possible to complete the final year project/internship successfully. I really grateful and wish our profound our indebtedness to Samaun Hasan, Associate Professor, Department of MCT Daffodil International University, Dhaka. Deep Knowledge & keen interest of our supervisor in the field of Internship at CONFIDENCE GROUP on Multimedia” 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 project. I would like to thank all of my teachers and my senior brothers in Daffodil International University who took part in this discussion and helped me and support me on this internship. Also, to other faculty members 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. iii ABSTRACT An internship is a structured program offered by a company to potential employees that enables students to improve their theoretical practice and understanding. Throughout this subject, professionalism can grow fairly well. This report describes my internship, as a part of my undergraduate program at MIME 360. The organization, its departments, and some of the work they have done and my experience with them is mentioned in this report. This report includes the company’s background and objective. Later it discusses about the organizational structure of the company. The report addresses my roles and work towards the end, what I did for the company during my 3 months of internship and how should I apply my theoretical knowledge to the practical world. The report also discusses about the experience as a Multimedia intern in MIME 360. Lots of challenges were faced during internship time and steps required to take to overcome the obstacles. Additionally, the report discusses one of the business models that the company uses and I have accordingly mentioned the recommendations keeping in mind the business model relevant to the workings of the organization. I got the opportunity to do an internship at the Confidence Group. Which is not only an opportunity, but also a privilege for me to work under such a vast organization. Out of 18 of their sister concerns, MiME 360\(Digital Marketing Agency\) was my home for a while. iv TABLE OF CONTENTS CONTENTS Board of examiners Declaration Acknowledgements Abstract CHAPTER CHAPTER 1: INTRODUCTION 1.1 Introduction CHAPTER 2: COMPANY OVERVIEW 2.1 Partners of MiME 360 2.2 Services of MiME 360 2.3 Clients of Mime 360 2.4 Management Team of MiME 360 2.5 Organization Structure of MiME360 2.6 Office Environment CHAPTER 3: PAPERWORK’S 3.1 Paperwork’s CHAPTER 4: MAIN TASKS 4.1 Main Tasks PAGE i ii iii iv 1-6 1 2-7 3 3 4 5 6 7 8-10 8 11 11 v CHAPTER 5: DETAILS OF SOFTWARE 5.1 Adobe Photoshop 5.2 Adobe Illustrator 5.3 Adobe Premiere Pro 5.4 Adobe After Effects 5.5 Logic Pro X CHAPTER 6: JOB RESPONSIBILITIES 6.1 Motion Content 6.2 Static Content: 6.3 Video Editing & Color Grading: 6.4 Studio Work: 6.5 Bangla Natok Poster 6.6 Research Work CHAPTER 7: PROJECT ACTIVITIES 7.1 CG Orientation Video 7.2 CIL Geo Textile Motion 7.3 CIL Tower Motion 7.4 CPHL Motion 7.5 FOB Motion 7.6 Ananta Terraces Motion 7.7 Intro Tap Motion 7.8 Intro Gif 7.9 Intro Static Content 7.10 Intro Better Than Paper Business Cards 12-16 12 13 14 15 16 17-25 17 19 20 22 23 25 26-73 26 29 30 31 32 33 33 35 36 37 vi 7.11 Intro Website Purchase Motion 7.12 Insight Tv Documentary Recording Script 1 7.13 Insight Tv Documentary Recording Script 2 7.14 Insight Tv Documentary Recording Script 3 7.15 Mime Durga Puja Motion: 7.16 Mime Diwali Motion 7.17 Mime Tv Tutorial Project 7.18 Short Version of Mime Tv Tutorial 7.19 Mime IPTV Posters 7.20 Ishayet Static Content 7.21 Ishayet 16 December Static Post 7.22 Ishayet 3s of a GT Car Motion 7.23 Ishayet Avik Compilation 7.24 Meridian Food Court Motion 7.25 Meridian Explainer Motion 7.26 Mime 16 December Motion 7.27 CG 16 December Motion: 7.28 Banner 7.29 Shamsul Alam Sir Duya Mahfil Card 7.30 Hasib Alam Talukdar 16 December Badge 7.31 Meridian Kohinoor City Poster 38 39 41 43 45 46 47 48 49 53 54 55 56 57 58 59 60 61 61 62 63 vii CHAPTER 08: LIMITATIONS & CHALLENGES 8.1 Limitations & Challenges CHAPTER 09: CONCLUSION 9.1 Conclusion REFERENCES 64 64 65 65 66 viii LIST OF FIGURES FIGURES Figure 2.1: Logo’s of Confidence Group Figure 2.2 Logo of MiME 360 Figure 2.6.1 Office Environment Figure 3.1.1 Employee Acknowledgment Form Figure 3.1.2 Acceptance Letter Figure 3.2.1 Joining Letter Figure 5.1.1 Adobe Photoshop Figure 5.2.1 Adobe Illustrator Figure 5.3.1 Adobe Premiere Pro Figure 5.4.1 Adobe After Effects Figure 5.5.1 Logic Pro X Figure 6.1.1 Making Motion Content at office Figure 6.2.1 Designing Static Content at Photoshop Figure 6.3.1 Video Editing at Premiere Pro Figure 6.4.1 Studio Figure 6.5.1 Bangla Natok Poster for MiME IPTV Figure 6.5.2 Bangla Natok Poster for MiME IPTV 2 Figure 6.6.1: Research Process Figure 7.1.1 Illustration File of storyboard Figure 7.1.2 Online Meeting with Associate Art Director for the project Figure 7.1.3 Project File Figure 7.1.4 Layer Sequence Figure 7.2.1: CIL GEO Textile Motion Figure 7.3.1: CIL Tower Motion Figure 7.4.1: Confidence Power House \(CHITTAGONG\) Figure 7.4.2: Confidence Power House \(RANGPUR\) Figure 7.5.1 Flavours of Bangla Motion Figure 7.6.1 Ananta Terraces Motion Figure 7.7.1 Intro Motion created on after effects PAGE NO 2 3 7 8 9 10 12 13 14 15 16 18 19 21 22 24 24 25 26 27 27 28 29 30 31 31 32 33 34 ix Figure 7.7.2 Intro Motion created on after effects Figure 7.8.1 INTRO GIF Figure 7.9.1 My Creation on Their official fb page Figure 7.10.1 Intro After Effects Project File Figure 7.11.1 INTRO WEBSITE PURCHASE MOTION Figure 7.12.1 Insight Tv Logo Figure 7.12.2 A simple Path Script Figure 7.13.1 Full Circle Script Figure 7.13.2 Recording Setup Figure 7.14.1 Backyard Ballistics Script Figure 7.14.2 Using Logic Pro X For Recording Figure 7.15.1 MiME Durga Puja Motion Figure 7.16.1 MiME Deepvali Motion Figure 7.17.1 Welcome Page Figure 7.17.2 Plug in Direction Figure 7.18.1 Video on Demand Sequence Figure 7.18.2 Project on Premiere Pro Figure 7.19.1 Bangla Natok Char Massmember Figure 7.19.2 Bangla Natok Third Person Figure 7.19.3 Bangla Natok poster Ei rod Ei Brishty Figure 7.19.4 Bangla Natok Poster Jahid Hasan 1 Figure 7.19.5: Bangla Natok Poster Jahid Hasan 2 Figure 7.20.1 My post on Facebook Figure 7.21.1 December 16, ishayet Hossain Figure 7.22.1 The 3S of a GT Car Figure 7.22.2 Ishayet Hossain Logo Figure 7.23.1 Ishayet Figure 7.23.2 Cinematic Shot Color Grading Figure 7.24.1 MKC After Effects Figure 7.24.2: MKC Food Court Figure 7.25.1 After Effects MKC Figure 7.25.2 Magnify Your Brand Presence 34 35 36 37 38 39 40 41 42 43 44 45 46 47 47 48 48 50 50 51 51 52 53 54 55 55 56 56 57 57 58 58 x Figure 7.26.1 MiME 16 December Figure 7.26.2 Another Footage of MiME | 16 December Figure 7.27.1 Slide One Figure 7.27.1 Slide Two Figure 7.28.1 Shamsul Alam Sir Banner Figure 7.29.1 Shamsul Alam Sir Card Figure 7.30.1 Extra Option Concept Figure 7.30.2 Approved Concept Figure 7.31.1 Invest In Chattogram 59 59 60 60 61 61 62 62 63 xi CHAPTER 1](#)

INTRODUCTION [Confidence Group is one of the largest conglomerates in Bangladesh, involved in the manufacturing of mid-tech engineering products. They commenced their journey in 1991 when four friends \(Engr. Rezaul Karim, Engr. Kazi Shahidul Islam, Engr. Khurshid Anwar and Mr. Rupam Kishore Barua\), successful in their respective business careers, got together to establish the first private sector cement industry in Bangladesh. Since then, Confidence Group has gradually branched out to infrastructure development and relevant manufacturing, storage power, telecommunication, power generation and paint production and also has a digital marketing agency. And the legacy continues to grow, one block at a time, helping Confidence Group maintain its status as one of the largest and preeminent conglomerates in Bangladesh. Mime360 is the first digital amplification agency in Bangladesh. It's a sister concern of Confidence Group, Bangladesh. Confidence Group is one of the largest conglomerates in Bangladesh, involved in the manufacturing of mid-tech engineering products. The Journey began with the establishment of the first private sector cement industry in Bangladesh in 1991. Since then, Confidence Group has gradually branched out to infrastructure development and relevant manufacturing, storage power, telecommunication, power generation, and paint production. Mime 360 is an advertising agency with a vision to provide exceptional value to its internal and external clients and to make available the latest innovations in Ad tech to corporates and brands to accelerate their digital journey through visual storytelling.](#)

CHAPTER 2 COMPANY OVERVIEW Figure 2.1 Logo's of [Confidence Group Confidence Group of Companies Limited \(also referred to as Confidence Group\) is a Bangladeshi company, involved in manufacturing mid-tech manufacturing engineering products.](#) Out of 18 of their sister concerns, MiME 360(Digital Marketing Agency) was my home for a while. Figure 2.2 LOGO of MiME 360 [It provides all kinds of digital marketing services which a company needs. MIME 360 provide all the services which a brand needed. MIME 360 started their journey with a small team and after that with the experience people now they are growing very fast and providing impact on the economy in a good manner.](#)

2.1 [Partners](#) of MiME360: 1) Httpool 2) Eskimi 3) BUZZ one 2.2 Services of MiME360: • [Social Media Marketing](#) • [Campaign](#) • [Marketing Strategy](#) • [Data Analytics](#) • [Community Management](#) • [Influencer Marketing](#) • [Content Strategy](#) • [Media Strategy](#) • [Campaign Strategy](#) • [SEO](#)

[TAGLINE](#): "What's in a name? EVERYTHING! 2.3 Clients of Mime 360: 2.4 Management Team of MiME360: Creative Director: Md. Faruque Hossain Associate Art Director: Chowdhury Santanu Barua Business Development: Maher Azam, Akib Nawaz Client Service Specialist: Rakib Hasan Client Service Executive: Malik Zohar Daud, Abu Md. Abdullah, Tamanna Akter Visualizer: Md. Hafeez, Tania Tani Social Media Specialist: Towsif Alam Copywriter: Rakib Hasan Rahul SEO Specialist: Md Morshed Alam 2.5 Organization Structure of MiME360: [MIME 360 digital has separate departments to make sure the organizational functions are implemented smoothly. The departments work together throughout the entire process starting from on-boarding a specific client to managing daily communications with the client. Strategic Planning Department: Strategic planning department is one of the major departments of this company. This team is considered as the backbone of MIME 360. They are responsible for giving campaign plans and approvals for clients. They are also responsible for setting different route to serve effectively for efficient customers. Moreover, they are also responsible for making pitch/presentations for new clients. • Researching and gathering data to develop well-informed strategic plans for clients. • Analyzing clients' businesses to get to know their brands and understand their objectives. • Producing cohesive and intelligent plans to bring success to campaigns. • Generating original ideas with other members of the team. • Presenting findings to senior staff members and clients. • Identifying potential problems and devising ways to rectify them. • Cooperating with senior members or staff to receive feedback and create improvements.](#)

[Creative Department: This is the mind of the organization because it is them who make MIME 360 digital popular and effective to the clients. They perform certain acts. Some of them are given below: > Developing copy for communication on social media. > Developing weekly post calendar for communication for social media. > Designing the post creative for digital communication. > Visualizing the idea of campaign and contest. > Finalizing layout etc. > Google advertisement, Facebook advertisement](#) des 2.6 Office Environment: Figure 2.6.1 Office Environment CHAPTER 3 PAPERWORK'S Figure 3.1.1 Employee Acknowledgment Form Figure 3.1.2 Acceptance Letter Figure 3.2.1 Joining Letter CHAPTER 4 Main Tasks From my joining date as an intern, I tried my best level to contribute my work to the organization. I was assigned to the Digital Marketing team under my Line Manager, Mr. Faruque Hossain who is the Creative Director of MIM360 As there weren't any systematic rules for my task, so I only had to do my assigned work which was given by my superiors at the agency. Also, I did some observation on others work like how they do the work, what is the procedure and rules. [I tried my best to collect all the necessary](#) information and knowledge which will help me to my near future. TASKS: There are currently too many different kinds of responsibilities where I work. 1. My main expertise is in motion graphics. I have contributed my role to any kind of motion video for our clients. 2. Making occasionally static social media posts 3. Video Editing & Color Grading 4. And also I create some Bangla natok posters for their MIM IPTV. 5. And with the knowledge of my music experience, I also work in their studio where I record voiceovers, do sound editing, and create occasional background music. CHAPTER 5 DETAILS OF SOFTWARE 5.1: [Adobe Photoshop Adobe Photoshop is software that is extensively used for raster image editing, graphic design and digital art. It makes use of layering to allow for depth and flexibility in the design and editing process, as well as provide powerful editing tools, that when combined, are capable of just about anything. It was created by brothers Thomas and John Knoll in 1988. In 1989, John sold the program to Adobe Systems, which marketed it as "Photoshop." Since then, the program has become the de facto industry standard for raster graphics editing. It is published for both macOS and Windows, but not Linux.](#) Figure 5.1.1 [Adobe Photoshop Photoshop can edit and compose raster images in multiple layers and supports masks, alpha compositing and several color models. Photoshop uses its own PSD and PSB file formats to support these features. In addition to raster graphics, Photoshop has limited abilities to edit or render text and vector graphics \(especially through clipping path for the latter\), as well as 3D graphics and video. Its feature set can be expanded by plug-ins; programs developed and distributed independently of Photoshop that run inside it and offer new or enhanced features.](#) 5.2: [Adobe Illustrator: Adobe Illustrator is a software application for creating drawings, illustrations, and artwork using a Windows or MacOS computer. Illustrator was initially released in 1987 and it continues to be updated at regular intervals, and is now included as part of the Adobe Creative Cloud. Illustrator is widely used by graphic designers, web designers, visual artists, and professional illustrators throughout the world to create high quality artwork. Illustrator includes many sophisticated drawing tools that can reduce the time need to create illustrations.](#) Figure 5.2.1 Adobe Illustrator Illustrator is the program I like to use while working on projects for customers. When designing complex drawings, Illustrator can help you get everything done. In my perspective, creating vector art is pretty much essential. Another feature I enjoy is the ability to create multiple artboard layouts, which is great if you want to view many layouts or have multiple pages of your design. I am actually a fan of Illustrator because it has so many features like "Offset Path, Shape Builder tool, Expand and many more".

With the help of these features or tools you get the freedom to play with your design and it gets easy to get the desired result. 5.3: Adobe Premiere Pro: Adobe Premiere Pro [is a software application for video editing from Adobe Systems. Premiere Pro is used for editing videos, commercials and other film, television, and online video. It also includes audio editing functionality. It is a comprehensive video editing software application and is available individually or as part of the Adobe Creative Cloud set of applications. Premiere Pro is often used in conjunction with After Effects and Photoshop on creative projects. Premiere Pro can be used on Mac OS or Windows computers.](#) Figure 5.3.1 Adobe Premiere Pro [What Can Premiere Do? • Import video, audio and graphics in a wide variety of formats. • Edit, manipulate and arrange these elements in a visual timeline. • Add effects, filters, titles, etc. • Export your edited video in a variety of formats, including video tape recordings, DV, DVD, and common Internet video formats.](#) 5.4: Adobe After Effects: Adobe After Effects [is a 2.5D animation software used for animation, visual effects, and motion picture compositing. After Effects is used in film, TV, and web video creation This software is used in the post-production phase, and has hundreds of effects that can be used to manipulate imagery. This allows you to combine layers of video and images into the same scene.](#) Figure 5.4.1 Adobe After Effects [After Effects is known for its versatility, and work created using this program is everywhere. You may recognize some of the following examples, but didn't realize they were created using After Effects, or even how they were created. After Effects is a software that allows the user to create motion graphics such as animated titles, visual effects \(fades and dissolves, as well as more sophisticated transitions\), all types of dynamic media experiences \(lower thirds, full-screen intros, photomontages\), including looks development for color correction. It can also be used for video editing, especially after adding motion graphics and visual effects to the already edited footage.](#) 5.5: Logic Pro X : [Logic Pro X is a digital audio workstation that rivals any other out there. In this course, you'll learn all you need to start composing, recording, editing, producing, and sharing your music. With Logic Pro, professionals can create and arrange improvised compositions using prefab loops/samples or build drum beats and melodic patterns with Logic Pro's Step Sequencer and Drummer tool. The Logic Remote tool allows users to use multi-touch gestures to play built-in software instruments, mix multiple tracks, and manipulate audio filters on any iOS device. Logic Pro comes with a vast collection of plugins and sounds such as modern synthesizers, vintage equipment, and complex multi-sampled instruments, which can be enhanced using advanced filter capabilities](#) Figure 5.5.1 Logic Pro X Logic Pro X is useful for recording voiceovers. So, if you're looking for a powerful yet user-friendly voice-over software program, be sure to check out Logic Pro. Logic Pro is the program I like to use while working on projects for taking voice overs. CHAPTER 6 Job responsibilities From my joining date as an intern I tried my best level to contribute my work to the organization. I was assigned to the Digital Marketing team under my Line Manager, Mr. Faruque Hossain who is the Creative Director of MIME360 As there weren't any systematic rules for my task, so I only had to do my assigned work which was given by my superiors at the agency. Also, I did some observation on others work like how they do the work, what is the procedure and rules. [I tried my best to collect all the necessary](#) information and knowledge which will help me to my near future. Tasks I have done: 6.1 Motion Content: My job's primary area of expertise is this. For their agency clients, I made variety types of motion graphic content. My motion was well received by everyone. At the time, they were without a motion artist, so I took the initiative and started working. And though it was my job's primary area of expertise and I couldn't be happier about it. As a motion content creator, I was tasked with creating a variety of motion graphic content for the agency's clients. It was an exciting job, as my creative skills were always being pushed to the limit. I had to come up with fresh and innovative ideas that would help bring their clients' stories and messages to life. I was always learning new software and techniques that allowed me to create more sophisticated videos and animations. From creating custom logos and graphics to creating complex 3D animations, I had a hand in it all. With each new project, I was able to build on my knowledge and gain a deeper understanding of motion graphics. Working in the motion graphics field was an incredible experience and I'm so grateful to have had the opportunity to work with some amazing clients. From infographics to explainer videos to logo animations, I had the chance to show off my creativity. Working with a diverse set of clients, I was able to show off my design skills and bring to life the visions of our clients. It was always rewarding to see the final product and how much it delighted our clients. Figure 6.1.1 Making Motion Content at office I truly enjoyed working with motion graphics and the variety of projects I was a part of. It pushed me to constantly learn new techniques and expand my design skills. It was the perfect job for me and I was so grateful to have the opportunity. 6.2 Static Content: When it comes to designing static social media posts, the possibilities are endless. With the right tools and knowledge, you can create stunning, eye-catching visuals that draw attention and get your message across. You can use various tools such as Photoshop, Canva, or Figma to design graphics that stand out. You can create visually appealing designs with color palettes, fonts, and images that reflect your brand. You can also use static post design to create interactive posts that draw users in and entice them to take desired actions. With static post design, you have the freedom to experiment and create unique visuals that will help you reach your target audience. Whether you're a design novice or a graphics expert, static post design is an essential tool to reach your marketing goals. Designing static social media posts for agency clients is an exciting and rewarding job. It requires a creative eye, technical skills, and a thorough knowledge of the client's brand and target audience. The goal is to create eye-catching, engaging posts that will capture the attention of the client's followers. To do this, a designer must consider the client's visual identity, the overall messaging of the post, and the size and format of the post. Figure 6.2.1 Designing Static Content at Photoshop 6.3 Video Editing & Color Grading: I took on a project that involved Video Editing & Color Grading for agency clients in Adobe Premiere Pro. I was excited to take on the challenge since I had already been working with Premiere Pro for a while and was confident that I could produce the best results. I ended up creating a few different versions of the same video in order to showcase different color grades and effects. Video editing involves taking raw footage and piecing it together in a way that tells a story and conveys the client's message. Color grading is a process of adjusting the properties of the footage to achieve a desired look or feel. It involves manipulating the color, contrast, saturation, and other elements. I used Premiere Pro to do both of these tasks, which was a great learning experience. I was able to take the footage and make it look professional and polished. I also had the chance to experiment with different looks, which was really exciting. In any kind of project, I tried to use a variety of tools to achieve the desired look, such as color curves, hue & saturation, and even masking. The end result was a smooth, vibrant video that looked professional and polished. I was incredibly proud of my work and felt a sense of accomplishment when I saw the final product. I'm excited to take on more projects like this in the future and continue to build my skills in Video Editing & Color Grading with Adobe Premiere Pro. It was a great experience, and I'm looking forward to doing more video editing and color grading in the future. Figure 6.3.1 Video Editing at Premiere Pro All in all, it was a great experience and I'm thankful to have had [the chance to do it. I'm looking forward to](#) doing more editing and

color grading in the future, and I can't wait to take on more challenging project 6.4 Studio Work: Working in their own studio was so much fun! I recorded voice-overs and created background music with the equipment I had. I felt so empowered and creative, like I could make anything I wanted. I loved the process of experimenting with different sound effects and pieces of music to see what sounded the best. It was exciting to be able to create professional-sounding recordings in my own space. And it was really satisfying to get it just right. I also enjoyed being able to take my time and make sure I was happy with the finished product. Working in my own studio was like a dream come true - I felt like a real audio engineer! I'm so glad I invested in the equipment to create my own little piece of the music industry. I was able to come up with some really cool soundtracks and interesting vocal effects. I also experimented with different recording techniques, like overdubbing and multi-tracking. It was exciting to find out what kind of music I could come up with in the studio. Plus, I even got to experiment with creative editing techniques. Overall, it was an incredible experience and I'm so glad I got to work in my own studio. Figure 6.4.1 Studio 6.5 Bangla Natok Poster: Introduction: The poster was created for a website thumbnail project. The goal was to create a visually appealing and informative poster that would educate others on the importance of preserving the environment. To begin the process, Photoshop was opened and a new document was created with dimensions of 24 inches by 36 inches. The resolution was set to 300 pixels per inch and the color mode was set to CMYK (Cyan, Magenta, Yellow, Black) for printing purposes. A light grey color was chosen for the background to match the theme of the poster. The first element added to the poster was a header image of the natok clip. This image was downloaded from the Natok Clip and imported into Photoshop. The image was resized and positioned at the top of the poster. Next, a title and tagline were added using the text tool. The font and color of the text were chosen to match the theme of the poster. A number of other images, such as photos of animals and plants, were also downloaded and added to the poster. These images were positioned and resized to create a balanced layout. To make the images and text stand out more, some adjustments were made to their appearance. The brightness and contrast of the images were increased using the Properties panel. The transparency of some of the images was also adjusted to create a layering effect. A border was added to the poster using the rectangle tool. The border was set to a medium width and a dark blue color to match the theme of the poster. The poster was then saved in the PDF file format to ensure that it would print correctly. Creating a poster in Photoshop was a challenging but rewarding experience. It required careful planning and the use of various tools and techniques. The final result was a visually appealing and informative poster that met the goals of the project. The process of creating the poster also helped to improve skills in graphic design and image editing. Figure 6.5.1 Bangla Natok Poster for MiME IPTV Figure 6.5.2 Bangla Natok Poster for MiME IPTV 6. 6 Research Work: It was my first internship program. I was assigned research work on multiple project held by respective consultants at the company and wrote a report after kick-off meetings During my internship tenure at a company, I was assigned research work on multiple prospective clients. These assignments helped me to understand the different aspects of a marketing campaign and the efforts that need to be carried out in order to have a productive outcome. I was assigned research work on multiple projects. Each project had different requirements and specifications. Because of this, it was difficult to find a single project that I could use as a template for my research. Ultimately, I decided to use each project as a unique research opportunity. This is where my business skills started paying off, as I was assigned research work on several prospective clients during my internship tenure at a company. The key skill required to be able to carry out the work successfully was knowing how to manage time, and this is an essential skill for any entrepreneur. Figure 6.6.1: Research Process CHAPTER 7 Project Activities 7.1 : CG ORIENTATION VIDEO : It was one of the largest and most involved projects I've ever worked on. It is a orientation video of confidence group. And after my joining on this company this project showed up on the first day.Numerous nights without sleep were spent working on this. I had some great mentors that helped me learn the ropes, especially in terms of planning, organization and execution. I also learned a lot from my art director, who were there with me every step of the way. In fact, I still keep in touch with some of them today. The first thing we did was to create a mood board based on the project brief and our research into the client's products. This allowed us to come up with visual representations of their brand, and it also gave us an idea of what kind of graphics would work best for each situation. We then created a series of motion graphics based on the mood board and designed in Adobe Photoshop and Adobe Illustrator. Once we had all the visuals together, we'd render them out to video files, export those as clean animations for After Effects, and then export those as mini-clips in Adobe Media Encoder. Figure 7.1.1 Illustration File of storyboard Figure 7.1.2 Online Meeting with Associate Art Director for the project Figure 7.1.3 Project File Figure 7.1.4 Layer Sequence One of the major successes of our project was the ability to bring together a diverse team of individuals with different skills and expertise. By working collaboratively and effectively, we were able to utilize the strengths of each team member and produce a final product that exceeded expectations. 7.2 : CIL GEO TEXTILE MOTION : The purpose of this motion graphic project was to create a visual representation of the Confidence Infrastructure GEO TEXTILE Motion. The goal was to educate viewers on the issue and encourage them to take action to reduce their carbon footprint. Figure 7.2.1: CIL GEO TEXTILE MOTION 7.3 : CIL TOWER MOTION: I have to say that I was pleasantly surprised with the quality of this motion graphic project. The graphics were top-notch, and the video editing was very well done. The project was very creative, and I really enjoyed watching it. Figure 7.3.1: CIL TOWER MOTION 7.4: CPHL MOTION: I must admit that the caliber of this motion graphic job pleasantly impressed me. They wanted to create a slideshow of their power house in several places. and motion graphics is a great way to create a visually appealing and informative video. They were highly satisfied with the outcome. 7.4.1: Confidence power house (CHITTAGONG) 7.4.2: Confidence Power House (RANGPUR) 7.5: FOB MOTION: Sajek is home to the restaurant Flavours of Bangla. I was informed that the logo should flash up in the motion in a tea cup film on a wet day. and the premium of this restaurant will be the sub copy. In the background there also should be a rainy sound effect. The motion graphic project was created to show the viewers on the perspective of premium. The goal was to create a visually appealing and informative video that would engage the audience and inspire them to take action. Figure 7.5.1 Flavours Of Bangla Motion 7.6 ANANTA TERRACES MOTION: Another motion graphic project for pitching a targeted client. Figure 7.6.1 Ananta Terraces Motion 7.7 INTRO TAP MOTION: INTRO NFC Business Card provider in Bangladesh. We all know that networking is a great way for company owners to grow their businesses. Sharing business cards is a powerful networking strategy and tool. It's the most popular approach to growing your company. To promote networking, all salespeople visit clients, sales fairs, other trade shows, and so on. They give their contact/company information via traditional business cards. I was directed a motion graphic project for this client. The project was a video introduction to their new product. I was responsible for creating the motion graphics, titling and creating the overall look and feel of the video. Figure 7.7.1 Intro Motion created on after effects Figure 7.7.2 Intro Motion created on after effects 7.8 INTRO GIF: The motion graphic was successfully

completed and met the goals of the project. It was well-received by the target audience and helped to increase awareness of renewable energy sources. The process of creating the motion graphic also helped to improve skills in video production and graphic design. Figure 7.8.1 INTRO GIF 7.9 INTRO STATIC CONTENT: I was briefed as below Theme: One time investment lifelong service Brief: Show a wallet as a vault with keys Copy: INTRO is a lifetime investment for your Networking Figure 7.9.1 My Creation On Their official fb page 7.10 INTRO BETTER THAN PAPER BUSINESS CARDS: I received the following project briefing as below: 4 Reasons Why INTRO is Better Brief: Showing 4 Reasons with an intro and Outro why INTRO Card is better than paper business cards Copy: 1st Scene: 4 Reasons why INTRO is better than paper business cards 2nd Scene: Instant contact sharing 3rd Scene: Impress your network with a tap 4th Scene: Design your own Card 5th Scene: Time to give back to the Nature Outro: Your network is your net worth Create it with INTRO Figure 7.10.1 Intro After Effects Project File 7.11 INTRO WEBSITE PURCHASE MOTION: I was briefed as below Brief: Show step by step self-explanatory process of ordering the favorite INTRO Card Copy: Intro: How To Bring INTRO Card Inside Your Wallet Scene 1 Copy: Go to our website and Visit Shop Scene 2 Copy: Choose Your Favorite INTRO Card Color Scene 3 Copy: Fill Up Required Billing Information Scene 4 Copy: Pay Online or Cash On Delivery Scene 5 Copy: Receive Your INTRO Card in an eye-catching package Outro: You Are Just "" Add to cart"" away to be an exception Figure 7.11.1 INTRO WEBSITE PURCHASE MOTION 7.12 INSIGHT TV DOCUMENTARY RECORDING SCRIPT 1 Insight TV is a platform like Netflix which [is full of stories that need to be told](#). Their [purpose is to connect global communities through compelling storytelling and beautiful, authentic content](#). They [are here to tell a story](#). They [feature stories for a unique generation living in a fast-paced, constantly evolving world](#). They [started small and now they bring their stories to 300 million and growing](#). And I was given the task of voice-over-dubbing the English into Bangla of their scripts. Figure 7.12.1 Insight Tv Logo It was so much joy working at their own studio! With the tools I had, I recorded voice-overs and made background music. I had such a strong sense of creative freedom and thought I could create anything. I really enjoyed trying out various musical compositions and sound effects to discover what worked best. First Documentary name was "A Simple Path" It was about Yann Horowitz, who experiences [skateboard culture in interesting cities around the world exploring its DIY lifestyle which has permeated into the parallel worlds of art, music, and fashion](#). Figure 7.12.2 A simple Path Script 7.13 INSIGHT TV DOCUMENTARY RECORDING SCRIPT 2 Second Documentary name was "Full Circle" It was about [Richie Jackson, who explores the world of skateboarding. From its legends, culture and tricks, to its potential as a platform](#) for youth development – Full Circle is a comprehensive tour of an iconic sport. Figure 7.13.1 Full Circle Script Figure 7.13.2 Recording Setup I was able to create some pretty fantastic musical scores and intriguing vocal effects. Additionally, I experimented with other recording methods like multi-tracking and overdubbing. Finding out what kind of music I could create in the studio was amazing. Additionally, I had the chance to practice some own editing methods. All things considered, it [was an amazing experience, and I'm so happy I got to work in my own studio](#). 7.14 INSIGHT TV DOCUMENTARY RECORDING SCRIPT 3 Third Documentary name was "Backyard Ballistics" US cablenet Outdoor Channel and millennial-focused Dutch broadcaster Insight TV have partnered on a new series fronted by YouTube star Joerg Sprave and creative technician Cheyenne Ruether. Backyard Ballistics is being produced by London-based indie Zig Zag Productions and filmed in Germany and Denver. The 10-part series will see Sprave, who is known for The Slingshot Channel on YouTube, and Ruether partner on building a series of elaborate launchers to meet challenges posed by social media followers. Figure 7.14.1 Backyard Ballistics Script Figure 7.14.2 Using Logic Pro X For Recording 7.15 MIME DURGA PUJA MOTION: [Durga Puja \(Bengali: দূর্গা পূজা\), also known as Durgotsava or Sharodotsava, is an annual Hindu festival originating in the Indian subcontinent which reveres and pays homage to the Hindu goddess Durga and is also celebrated because of Durga's victory over Mahishasur. It is celebrated all over the world by the Hindu Bengali community but it is particularly popular and traditionally celebrated in the Indian states of West Bengal, Bihar, Assam, Tripura, Odisha, Jharkhand, Uttar Pradesh \(eastern parts\) and the country of Bangladesh](#). And for this occasion, we created a motion content for our mother company MiME. Figure 7.15.1 MiME Durga Puja Motion 7.16 MIME DIWALI MOTION : [Diwali, also known as Deepavali or the Festival of Lights, is a religious holiday in Indian faiths that is associated to Jain Diwali, Bandi Chhor Divas, Tihar, Swanti, Sohrai, and Bandna](#). It is one of [the](#) most significant festivals in Hinduism, and it is observed during the Hindu lunisolar months of Ashvin. It typically lasts five days. Figure 7.16.1 MiME Deepvali Motion 7.17 MIME TV TUTORIAL PROJECT: A service provided by Mime provides internet protocol television services. They offer hundreds of channels and sell set-up boxes. Therefore, MiME CEO has asked that an explainer film regarding the subject be made for MiME Tv Tutorial. Figure 7.17.1 Welcome Page Figure 7.17.2 Plug In Direction 7.18 SHORT VERSION OF MIME TV TUTORIAL: The client requested a shorter version of this TV tutorial that was at least one minute in duration because the first tv tutorial project was about 10 minutes long. Figure 7.18.1 Video On Demand Sequence Figure 7.18.2 Project on Premiere Pro 7.19 MIME IPTV POSTERS Introduction: The poster was created for a website thumbnail project .The goal was to create a visually appealing and informative poster that would educate others on the importance of preserving the environment. Setting up the canvas: To begin the process, Photoshop was opened and a new document was created with dimensions of 24 inches by 36 inches. The resolution was [set to 300 pixels per inch and the color mode was set to CMYK \(Cyan, Magenta, Yellow, Black\) for printing purposes](#). A light grey color was chosen for the background to match the theme of the poster. Adding elements to the poster: The first element added to the poster was a header image of the natok clip. This image was downloaded from the Natok Clip and imported into Photoshop. The image was resized and positioned at the top of the poster. Next, a title and tagline were added using the text tool. The [font and color of the text were chosen to match the theme](#) of the poster. A number of other images, such as photos of animals and plants, were also downloaded and added to the poster. These images were positioned and resized to create a balanced layout. Adjusting the appearance of the elements: To make the images and text stand out more, some adjustments were made to their appearance. The brightness and contrast of the images were increased using the Properties panel. The transparency of some of the images was also adjusted to create a layering effect. Finishing touches: A border was added to the poster using the rectangle tool. The border was set to a medium width and a dark blue color to match the theme of the poster. The poster was then saved in the PDF file format to ensure that it would print correctly. Conclusion: Creating a poster in Photoshop was a challenging but rewarding experience. It required careful planning and the use of various tools and techniques. The final result was a visually appealing and informative poster that met the goals of the project. The process of creating the poster also helped to improve skills in graphic design and image editing. Figure 7.19.1 Natok Char Massmember Figure 7.19.2 Natok Third Person Figure 7.19.3 Bangla Natok poster Figure 7.19.4 Bangla Natok Posters Figure 7.19.5: Bangla Natok Poster 7.20 ISHAYET STATIC CONTENT [Ishayet Hossain is the 17-year-old Bangladeshi junior champ on the race track](#). He is one of our client. He requested static content for social media platforms. Figure 7.20.1 My post on Facebook 7.21 ISHAYET 16

DECEMBER STATIC POST: Regarding December 16, it is static content for social media interaction for Ishayet Hossain. I was briefed by sub copy The most powerful inspiration will always be the freedom fighters who gifted us Bangladesh. Figure 7.21.1 December 16, ishayet hossain 7.22 ISHAYET 3S OF A GT CAR MOTION This is yet another motion content. A GT car is moving, and the client told me that the replica will be approaching at the same speed. The client was pleased with the results. Figure 7.22.1 The 3S of a GT Car Figure 7.22.2 Ishayet Hossain Logo 7.23 ISHAYET AVIK COMPILATION: Avik Anwar is first Bangladeshi International Motorsports winner. First Bangladeshi to win on a F1 Circuit Bangladesh Rallycross Champion 14' 15' 16' Creator at DRVN. [Avik Anwar won the Volkswagen Ameo Cup held in India on Sunday to become the first Bangladeshi to win an international motor sports event](#). And our client Ishayet Hossain wished to express gratitude to him for motivating him to compete on this video. Figure 7.23.1 Ishayet Figure 7.23.2 Cinematic Shot Color Grading 7.24 MERIDIAN FOOD COURT MOTION: Meridian Kohinoor City will be the largest shopping and entertainment in the city. With 2 Lakh sft of retail only, this will be the ideal destination for family and friends. The leisure facilities across the venue is sure to enrich the experience of city dwellers. Additionally, we created a motion graphic video of their food court for use in marketing. I created this motion graphic. Figure 7.24.1 MKC After Effects Figure 7.24.2: MKC Food Court 7.25 MERIDIAN EXPLAINER MOTION: This was a motion graphic project for Meridian Kohinoor City. I got to work with the director who is a great mentor. Figure 7.25.1 After Effects MKC Figure 7.25.2 Magnify Your Brand Presence 7.26 MIME 16 DECEMBER MOTION: Regarding December 16, it is a motion content for social media interaction for MiME. Figure 7.26.1 MiME 16 December Figure 7.26.2 Another Footage of MiME | 16 December 7.27 CG 16 DECEMBER MOTION: Adobe Illustrator was used to create the illustration, and after the artboard was finished, I continued to create the motion in after effects. Figure 7.27.1 Slide One Figure 7.27.1 Slide Two 7.28 BANNER: One of our clients is the well-known politician Hasib Alam Talukdar. Sadly, on that day, his father, "Shamsul Alam" who was also the former chairman of confidence group has passed away. And we had to create a banner in response to the tragic death news. And I come up with this creative. Figure 7.28.1 Shamsul Alam Sir Banner 7.29 SHAMSUL ALAM SIR DUJA MAHFIL CARD: And also I had to create a duya mahfil card in response to the tragic death news. Figure 7.29.1 Shamsul Alam Sir Card 7.30 HASIB ALAM TALUKDAR 16 DECEMBER BADGE: Victory Day Badge of a well-known politician Hasib Alam Talukdar. Figure 7.30.1 Extra Option Concept Figure 7.30.2 Approved Concept 7.31 MERIDIAN KOHINOOR CITY POSTER: Invest in shopper's paradise of Chattogram. Our associate art director created the Scratch content, and I created the rest. Figure: 7.31.1 Invest in Chattogram CHAPTER 08 LIMITATIONS & CHALLENGES From my work experience, I realized that a marketing agency has many limitations and challenges. One challenge is: Communication. Different people from the organization have different views and opinions on different things, therefore communication is an important factor that should be enhanced. Another challenge is: Time. Marketers need to handle a lot of tasks in a limited time frame. Working in a marketing agency as an intern helps me a lot to understand Its scope of work and responsibilities as well as Its limitations and challenges. The limitations and challenges that I've seen in this job will be different for everyone. Each of us is subject to our own set of circumstances. For me, the biggest limitations have been 'compassion burn-out' and the challenge is learning to juggle my tasks without getting overwhelmed. I might not have noticed these things if I hadn't decided to write them down. Now that I look at it, they're pretty common agency problems. But since they were unexpected to me, they were a problem. Sometimes it takes something negative like this to make you see what's right in front of your face As an intern, I did not have the same level of experience and knowledge as a full-time employee, which can limit my ability to contribute to certain projects. I did not have as much autonomy in decision-making as more senior team members. As an intern, you may not have access to all the resources and tools that are available to full-time employees. I did have some limited exposure to clients and did not be involved in client meetings or presentations. I didn't have as many opportunities to network with other professionals in the industry as a full-time employee. As an intern, I didn't have compensated as much as a full-time employee. CHAPTER 09 CONCLUSION In conclusion, the internship at Confidence Group was an incredibly valuable and rewarding experience. Throughout the duration of the internship, I had the opportunity to work on various projects and gain hands-on experience in the field of marketing. I learned about different aspects of marketing such as market research, media planning, and campaign execution. The team at MiME 360 was extremely supportive and provided guidance and mentorship throughout the internship. They were always willing to answer any questions and provide feedback on my work. I also had [the opportunity to learn from some of the most experienced professionals in the industry](#). One of the highlights of the internship was the opportunity to work on a real-life client project. This experience allowed me to apply the skills and knowledge I had acquired during the internship and see the impact of my work. In addition to the practical skills and knowledge gained, the internship also allowed me to develop my professional skills such as teamwork, communication, and time management. Overall, the internship at Confidence Group was a fantastic opportunity to gain industry experience and learn from the best in the business. I am grateful for the opportunity and hope to apply the skills and knowledge I have gained in my future career. This internship has been a valuable learning experience for me. I have gained practical knowledge and skills in the field of marketing, and have had the opportunity to work on real-world projects and contribute to the success of the agency. [I would like to express my gratitude to the agency and the staff members for giving me this opportunity, and for providing guidance and support throughout the internship.](#) I have learned a lot and have enjoyed being a part of the team. [I believe that this experience will be beneficial for my future career in the marketing field.](#) REFERENCES [1] https://en.wikipedia.org/wiki/Adobe_Photoshop [2] https://en.wikipedia.org/wiki/Adobe_Illustrator [3] https://en.wikipedia.org/wiki/Adobe_Premiere_Pro [4] https://en.wikipedia.org/wiki/Adobe_After_Effects [5] https://en.wikipedia.org/wiki/Logic_Pro [6] <https://www.facebook.com/confidencegroup> [7] <https://www.facebook.com/MiME360> [8] <https://www.facebook.com/MIMECG> [9] <https://www.facebook.com/introcardltd/videos/1078187946196849> [10] <https://www.facebook.com/meridiankohinoorcity/videos/535971728421333> [11] <https://www.facebook.com/ishayethossain/videos/625777952322740> THE END 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 1 2 3 4 5 6 7 8 9