

**INTERNSHIP ON DIGITAL CONTENT CREATION AND MARKETING
FOR THE DAILY ITTEFAQ**

BY

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

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DAFFODIL INTERNATIONAL UNIVERSITY

DHAKA, BANGLADESH

FEBRUARY 27, 2023

APPROVAL

This Project titled “**Internship on Content Creation and Marketing for The Daily Ittefaq**”, submitted by H M Sabbir (id: 191-40-560) 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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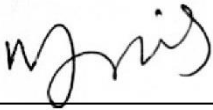
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I hereby declare that, this project has been done by me under the supervision of **Mizanur Rahman, Assistant Professor, Department of MCT, Daffodil International University.** I also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

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ACKNOWLEDGEMENT

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

I really grateful and wish our profound our indebtedness to **Mizanur Rahman, Assistant Professor**, Department of MCT Daffodil International University, Dhaka. Deep Knowledge & keen interest of our supervisor in the field of “*digital content creation*” 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 express my heartiest gratitude to **Md. Salah Uddin, Assistant Professor & Head (In-Charge)**, Department of MCT, for his kind help to finish our project and also to other faculty member and the staff of MCT department of Daffodil International University.

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

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

ABSTRACT

Internships provide a perfect opportunity to apply one's education and skills to his/her career. In this modern era, the use of multimedia technology plays a vital role in sharing information. Multimedia and creative technology's use in the news media is increasing. I believed that I could use my acquired knowledge to prove my skills in the digital news media. So, I was blessed to be selected by one of the oldest, renowned and most historical newspapers in Bangladesh, Daily Ittefaq, for my internship.

According to the employer, they tested and satisfied with my expertise in multimedia graphic design, photography, motion graphics design, VFX, video production, documentary making, film making & direction, and so on. I have worked as digital content creator and marketing intern. I have also experienced working with 'Nagad' and 'Deutsche Welle' as these organizations have connection with the Daily Ittefaq. I learnt about organizational behavior and teamwork here. Moreover, I could apply my academic knowledge here in a larger scale as my position matches with my previous pedagogic achievements. The real-life experience of working at a prominent newspaper like Daily Ittefaq has helped me a lot to understand about the professionalism, practical atmosphere of work, etc. I hope these practical experiences will definitely guide me to my next path to the career.

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CHAPTER 1

INTRODUCTION

1.1 What is an internship?

An internship is a specific period of work experience offered by an organization for a limited period of time. Internships provide a perfect opportunity to apply one's education and skills to one's career.^[1] It allows a student to gain new skills, explore their career options, and broaden their experience. Students gain practical work experience in their field of choice in a professional context. Internships build the next generation of an organization and expose them to new ideas. Internships also allow young people to make their own fresh decisions and gain experience from seniors.

1.2 The importance of internship

Academic knowledge is not enough for professional life or for ventures to create own organizations. Internships are essential for peer interaction, discussion, debate and sharing of our learning experiences. There is also no substitute for internships to apply theoretical knowledge and complement academic concepts.

All businesses nowadays require a qualified employer, and an internship can assist students in realizing their full potential. On the other hand, an internship provides exposure to the challenges of a working environment and expertise in dealing with difficult situations.^[2]

1.3 Target field for internship

I have expertise in multimedia graphic design, photography, motion graphics design, vfx, video production, documentary making, film making & direction. I am looking for an institution for my internship where I can apply my preferred skills in real life and make myself more proficient.

1.4 Name of the organization and logo:

The Daily Ittefaq



Figure 1.1: “The Daily Ittefaq” logo

Anannya Magazine



Figure 1.2: “Anannya Magazine” Logo

1.5 Introduction of the organization:

The Daily Ittefaq

The Daily Ittefaq known as one of the historic & eminent newspapers of all time. It is a Bengali-language daily newspaper. It is the oldest and one of the most widely read newspapers in Bangladesh, having been established in 1953. The Ittefaq Group of Publications Limited prints this broadsheet daily. ^[3]

Ittefaq Digital (ittefaq.com.bd) started its journey back in 2012. The online platform of the Daily Ittefaq has made its place as one of the most admired and most visited websites worldwide. Users spends around 4 Minutes daily on ittefaq website.

Anannya Magazine

Fortnightly Anannya is Bangladesh's leading magazine for women. This fortnightly magazine has been in publication since 1988. It always highlights the social and economic contribution of women from remote areas of the country. Anannya has been contributing to women's empowerment for a long time. ^[4]

Anannya is now also active in online platforms along with its digital version. Online platform includes website (www.anannya.com.bd), digital version includes e-magazine (emagazine.anannya.com.bd) and social media engagement through Facebook and YouTube.

1.6 Description of my Internship.

During my internship, I have had the opportunity to work on several projects, which have given me valuable experience. I completed my internship by working with the digital marketing team. I have also contributed to graphical news poster making for social media, special occasion web page UI design, and the digital media kit for Daily Ittefaq and Anannya Magazine. I also contributed to the planning and new initiatives for the Ittefaq digital section.

1.7 Duration of my internship: 21th June-2022 to 25th October-2022

CHAPTER 2

EXPLANATION OF SOME WORKS IN RELATED AREA

2.1 Introduction of my works in this field

I got the opportunity to participate in various topics in my internship, such as news poster design, digital media kit design, marketing proposal making, special occasional website design, partnership project design and management, etc.

2.1.1 News poster design:

Presentation of news in mass media plays a very important role. Converting any news into a poster with pictures and headlines quickly spreads to people. At the beginning of my internship, I got the opportunity to design news posters which were later published on social media pages. First, I started doing this work by making score update posters of Bangladesh test cricket matches.

2.1.2 Digital media kit design:

Digital media kit or marketing kit is basically a set of rules for advertisement placement, size and pricing on a web portal. Advertiser agencies place their ads on news portals following media kit rules. During my internship I had the opportunity to create the digital media kit of the Daily Ittefaq and the media kit of the fortnightly Ananya Magazine. That's why I had to inquire about the digital advertising rules and benefits of several media organizations.

2.1.3 Special occasional website design:

News media launch special sections on their websites on important days including national days. Where all the news headlines related to that particular day or event are arranged. During my internship I had the opportunity to design special sections on National Mourning Day, T20 Cricket World Cup, Padma Bridge Inauguration etc.

2.1.4 Partnership project design and management:

In partnership projects, one organization works together with another organization on any issue. On behalf of Daily Ittefaq, I worked with Deutsche Welle on a documentary series called Beyond Limits. Also, I participate in organizing and promoting a quiz competition with Nagad, a mobile banking service provider in Bangladesh, on the occasion of the T20 Cricket World Cup.

2.2 Problems I faced:

Throughout my internship I had to do a variety of tasks. Each job has created different problems, different experiences. For example, there was a shortage of time to make news posters. In this case, the latest news poster has to be designed as soon as possible. Minor mistakes such as balance and alignment would not be correct. There was a lot of limitation in knowing about the website in designing the digital media kit. There was a need to know about different web site advertising methods. The partnership project works have to be color and designed according to the brand guide line of the partner institution. In this case, not knowing well about other institutions created problems.

2.3 Related Works and Research

A plethora of news media has created competition these days. The higher the quality of service, creativity and presentation, the more readers are seen. So, it is very important to research the work of others and find out the best way.

Related news poster design: Almost all news media regularly publish posters with news images and headlines on their social media pages. In particular, those whose posters are simple and easy to understand are more accepted by the audience.



Figure: 2.3.1 News posters of some news media.

Digital media kit design: Digital media kits are essential for news media. Organizations whose media kit is clear and easy to understand will increase their advertisers accordingly.

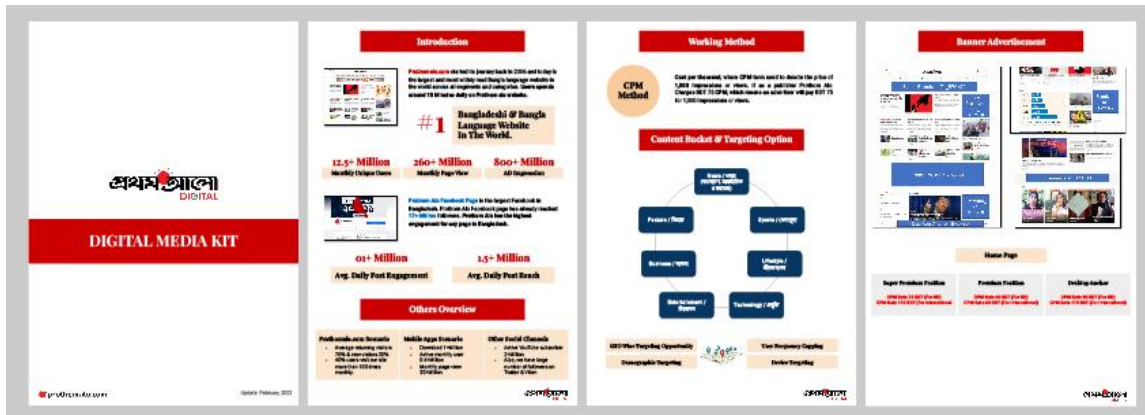


Figure 2.3.2 “Prothom Alo” digital media kit.

2.4 Competitive Analysis

Clean and clear news poster is more important to increase acceptance of every news. Posters with clearly visible news headlines are more acceptable to people. Besides the use of color, the balance of the object is very important.

CHAPTER 3

DETAILS OF USED SOFTWARE

3.1 Description of used software:

Throughout my internship I had to do a variety of tasks. Many Software have been used individually and collectively in these works. I used photoshop and illustrator in making static news poster. I used Premiere Pro and After Effects for motion graphics and video editing.

3.2 Adobe Photoshop CC 2020:

Raster graphics editor Adobe Photoshop was created and released by Adobe Inc. for Windows and macOS. It was first developed in 1987. November 4, 2019, saw the launch of Photoshop 2020. ^[5] It makes use of a layer-based editing system that makes it possible to create and modify images with many transparent overlays. Additionally, layers can serve as filters or masks that affect the underlying colors. The layers can be enhanced with effects like shadows. Neural Filters were developed to help restore damaged and broken photographs, including Photo Restoration, Dust, and Scratches, in addition to applying AI-powered modifications to image. Photoshop has limited editing and rendering capabilities for text, vector graphics (especially through clipping paths for the latter), 3D graphics, and video aside from raster pictures.



Figure 3.2.4: Adobe Photoshop CC 2020 logo

3.3 Adobe Illustrator CC 2020:

The vector graphics editor and design tool Adobe Illustrator was created by Adobe Inc. Beginning in 1985, Adobe Illustrator was being developed for the Apple Macintosh. [□] Designers use Illustrator to make posters, icons, logos, patterns, and other things. Basic tools in Illustrator are selection tools, paintbrush tools, pen tools, and pencil tools. By carefully choosing, arranging, and stacking elements, selection tools are used to lay out, alter, and arrange the artwork. Selection tools can also measure, lock, and group things. Pen tools draw straight and curved lines for artwork and can add anchor points to pathways as well as erase from them. Pencil tools let you create and modify freehand lines.



Figure 3.3.1: Adobe Illustrator CC 2020 logo

3.4 Adobe Premiere Pro 2020:

Adobe Premiere Pro is a non-linear video editing software tool developed by Adobe Inc. that is timeline-based. Premiere Pro enables high quality video editing at resolutions of up to $10,240 \times 8,192$. Premiere came with 24 transition effects as well as a plug-in architecture that worked with various Photoshop filters.^[7] Premiere Pro's plug-in design allows it to import and export formats other than QuickTime and DirectShow, and it supports a broad range of video and audio file types and codecs on both MacOS and Windows. Premiere Pro may be used to do all typical video editing operations required to create broadcast-quality, high-definition footage. It can input video, audio, and graphics and generate new, altered versions of video that may be exported to the media and format required for dissemination. Various films, still photos, and audio files can be manipulated together while generating videos with Premiere Pro. Video titles and motion graphics may be added, and filters and other effects can be applied.



Figure 3.4.1: Premiere Pro 2020 logo

3.5 Adobe After Effects CC 2020:

Adobe After Effects is a digital visual effects, motion graphics, and compositing tool created by Adobe Inc. that is used in the post-production of movies, video games, and television production.



Figure 3.5.1: Adobe After Effects CC 2020 logo

CHAPTER 4

EXPLORATION OF MY INTERNSHIP

4.1 Category of my Work:

In my internship, I had to do a variety of tasks. Each work's content is distinct from the others. The timing of these tasks is also different for each one. In some cases, research has to be done for a long time, and some work has to be done very quickly without research. There are several stages to creating something. Knowing what to do is the first step. The second step is to research how to do it. The last two steps are to do the work and explain it to the institution.

These are the categories of tasks I had to do in my internship:

- News poster design
- Digital media kit design
- Padma Bridge inauguration design support
- Special occasional website concept design
- Partnership project with Deutsche Welle
- Partnership project with Nagad
- Others related works
- Marketing proposal planning and making

4.2 Work process for news poster design:

The time allotted for designing a news poster is very short. This should be done as quickly as possible, not more than five minutes. So, I had to make advance preparations about the poster design.

4.2.1 Advance preparations:

Purpose of making news poster: The presentation of any news with headlines reaches people quickly through social media. I have adopted the mentality of trying to present simple and clear posters.

The software I used: I used Adobe Photoshop and Adobe Illustrator to create the poster. Generally, I use Photoshop to edit news images and Illustrator to add other graphics elements, including headlines.

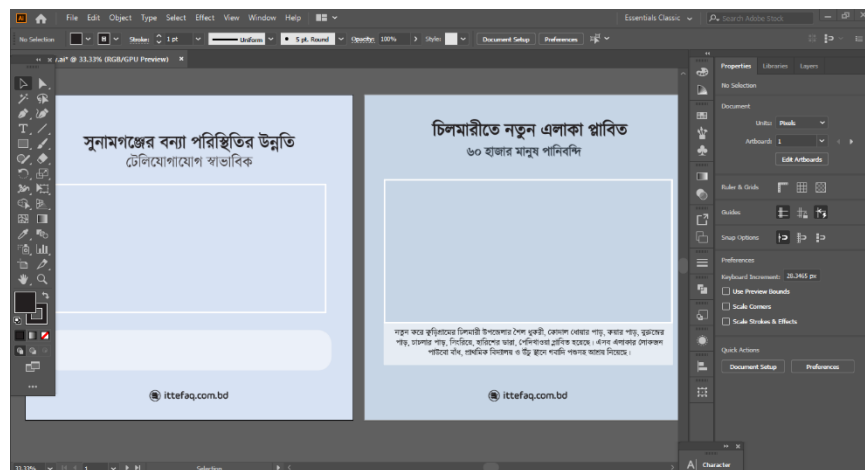


Figure 4.2.1: Screenshot of the working stage 1

Size determination for posters: The size of the poster is important when making news posters. I chose a square shape for the poster because every social media platform allows you to upload square-shaped posters.

Use of elements & font: Which font to use, how to place the branding elements, all these things have to be prepared in advance.

4.2.2 Subject and Image Chose:

The poster-making process begins by selecting the most important news from around the country. News is often not accompanied by pictures. In that case, symbolic images had to be used. Besides, many times the images are not usable, so they have to be edited in Photoshop. The first stage of poster making is completed by fixing the color, contrast, and size of the selected image.

4.2.3 Brainstorming with the news title and image:

Looking at the title and image, I had to think quickly about how the composition would look. Creative thinking had to be done to present the subject and title separately. Then I had to try to present it differently from others.

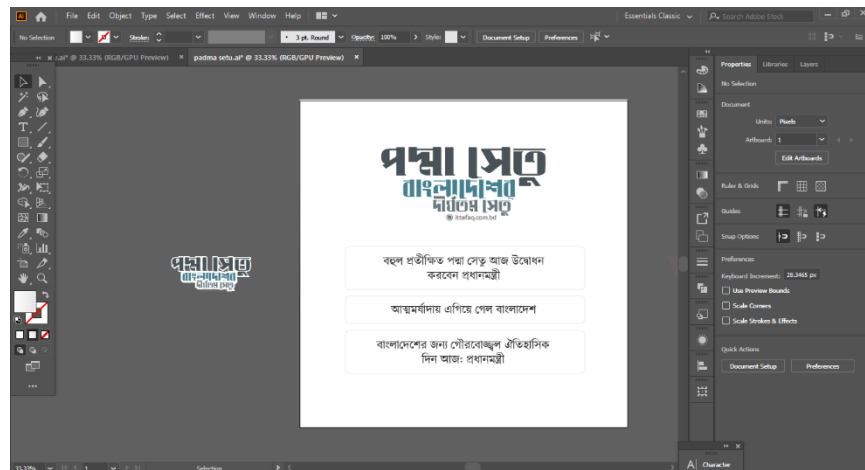


Figure 4.2.2: Screenshot of the working stage 2

4.2.4 Implementation:

Using Illustrator to implement ideas helped create news posters. I represented the titles separately with some objects, like ions, squares, circles, etc. I didn't use too many colors to keep it simple. Most of the time, I used tint, tone, and shade in accordance with the image. It keeps the poster clean, easy to read, and soothing to look at.

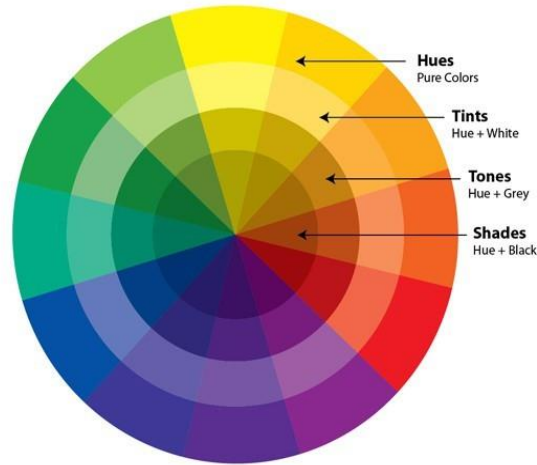


Figure 4.2.3: Color wheel

In some cases, I created the title by customizing the font to better present the content of the news. I created titles creatively on any particular subject where many posters had to be made.



Figure 4.2.4: Title text design for a poster

Each poster took less than five minutes to complete. Before exporting the final work, I once again checked the alignment of the design. In this way, I exported each task and sent it to the content upload section.

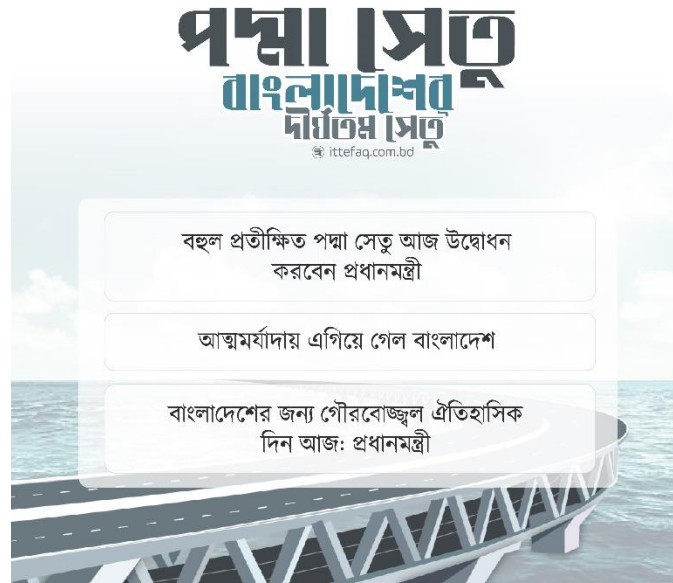


Figure 4.2.5: A Padma Bridge news poster

4.2.5 Revisions:

Correct spelling is given more importance in the revision stage. The news media has an urge to get the news to the public quickly. So if the spelling is wrong or if the picture is out of context, then it needs to be corrected and sent again. It is then uploaded to social media. Thus, the presentation as a news poster is complete.

4.2.6 News posters I made for The Daily Ittefaq:

During my internship, I had the opportunity to create many news posters, which were uploaded on the social media of The Daily Ittefaq. I have included here the ones that I think are the best.

ওয়েব সিরিজ ও চলচ্চিত্রে নিয়মিত মম



Figure 4.2.6: News poster for entertainment section



Figure 4.2.7: Padma Bridge related news poster



Figure 4.2.8: National budget related news poster



Figure 4.2.9: Mobile banking related news poster

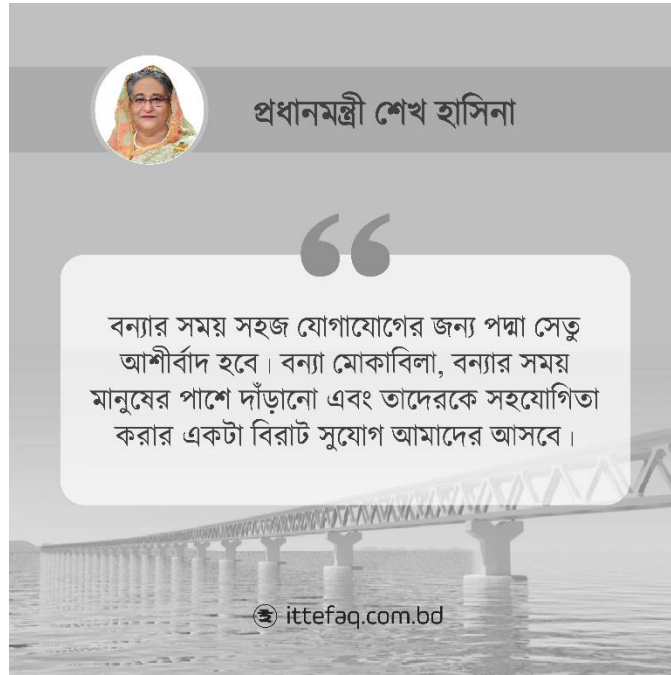


Figure 4.2.10: PM related news poster



Figure 4.2.11: Ukraine war related news poster



Figure 4.2.12: Record rain in Sylhet news poster



Figure 4.2.13: FIFA world cup news poster



Figure 4.2.14: Regular news poster 1



২০৩০ সালে পোশাক রপ্তানি সাড়ে ৯ লাখ কোটি টাকা ছাড়িয়ে যাবে

আট বছর পরেই বাংলাদেশের পোশাকশিল্পে সরাসরি ৬০ লাখ লোকের কর্মসংস্থান হবে। সেই সঙ্গে বাড়বে রপ্তানিও। ২০৩০ সালে গার্মেন্টস রপ্তানি ১০০ বিলিয়ন ডলার বা সাড়ে ৯ লাখ কোটি টাকা ছাড়িয়ে যাবে বলে প্রত্যাশা করেছেন তৈরি পোশাকশিল্প মালিকদের সংগঠন বিজিএমইএ।

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Figure 4.2.15: Regular news poster 2



আর্জেন্টাইন কোচ মরিসিও পচেত্তিনো ছাঁটাই
পিএসজির নতুন কোচ ক্রিস্তফ গালতিয়ে

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Figure 4.2.16: Regular news poster 3



হিলি দিয়ে পেঁয়াজ আমদানি শুরু

দীর্ঘ দুই মাস বন্ধ থাকার পর গত সোমবার কৃষি সম্প্রসারণ অধিদপ্তর থেকে পেঁয়াজ আমদানিতে অনুমতি (আইপি) দেওয়ায় গতকাল মঙ্গলবার সন্ধ্যা ৬টা থেকে পেঁয়াজবোঝাই ভারতীয় ট্রাক হিলি স্থলবন্দর দিয়ে দেশে প্রবেশ করে।

ittefaq.com.bd

Figure 4.2.17: Regular news poster 4



পদ্মা সেতুতে মোটরসাইকেল নিষিদ্ধ

পদ্মা সেতুতে আগামীকাল সোমবার (২৭ জুন) জোর ৬টা থেকে মোটরসাইকেল চলাচল নিষিদ্ধ ঘোষণা করা হয়েছে। রবিবার (২৬ জুন) রাতে তথ্য অধিদফতরের এক তথ্য বিবরণীতে বিষয়টি জানানো হয়।

ittefaq.com.bd

Figure 4.2.18: Regular news poster 5



জ্বালানি সংকটে বিপর্যস্ত শ্রীলঙ্কা বিক্ষোভের মাত্রা বাড়ছে

দুই সপ্তাহের বেশি সময় ধরে দ্বীপরাষ্ট্রটিতে জ্বালানি তেলের কোনো আন্তর্জাতিক সরবরাহ আসছে না। ফলে দেশজুড়ে দেখা দিয়েছে তীব্র সংকট। গ্যাসের অভাবে রান্না করতে পারছেন না অনেকে। বিক্ষোভ আরো ছড়িয়ে দিতে ভূমিকা রাখছে সামাজিক যোগাযোগ মাধ্যম। ছাত্র-জনতার সঙ্গে রাজপথে নেমেছেন বৌদ্ধ ভিক্ষুরাও।

ittefaq.com.bd

Figure 4.2.19: Regular news poster 6

তাইওয়ান ইস্যুতে বাংলাদেশের সমর্থন চাইল চীন

মার্কিন স্পিকার ন্যাঙ্গি পেলসির তাইওয়ান সফরকে কেন্দ্র করে সৃষ্ট পরিস্থিতিতে বাংলাদেশের সমর্থন আশা করছে চীন। ঢাকায় নিযুক্ত চীনের রাষ্ট্রদূত লি জিমিং বৃহস্পতিবার (৪ আগস্ট) এক বিবৃতিতে এই আশাবাদ ব্যক্ত করেন।

ittefaq.com.bd

Figure 4.2.20: Regular news poster 7



Figure 4.2.21: Regular news poster 8

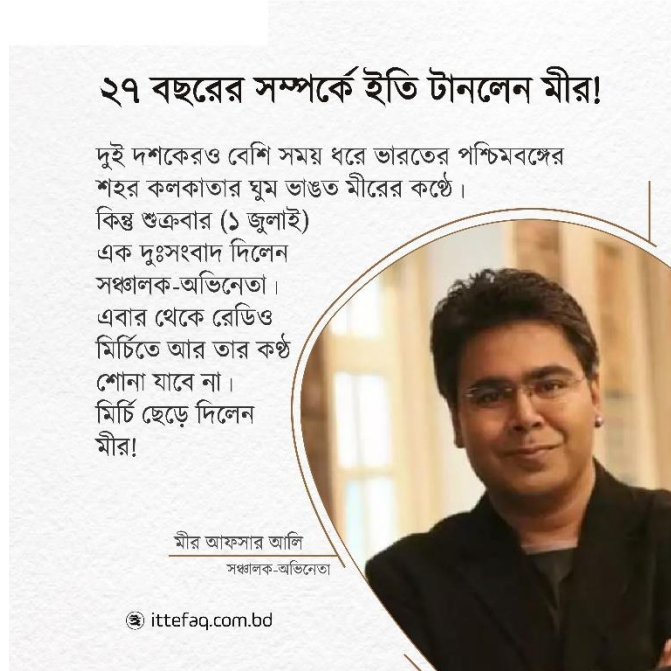


Figure 4.2.22: Regular news poster 9

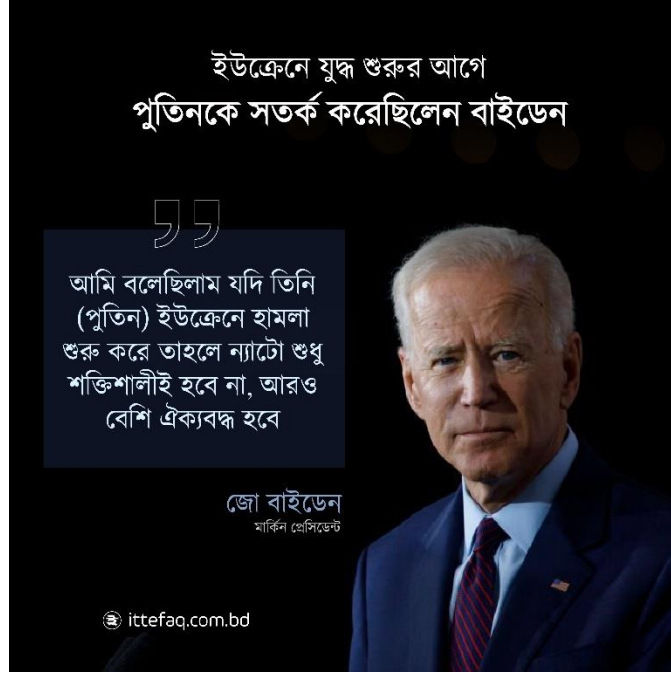


Figure 4.2.23: Regular news poster 10



Figure 4.2.23: Regular news poster 11



Figure 4.2.26: Regular news poster 12



Figure 4.2.27: Regular news poster 13



Figure 4.2.28: Regular news poster 14



Figure 4.2.29: Regular news poster 15

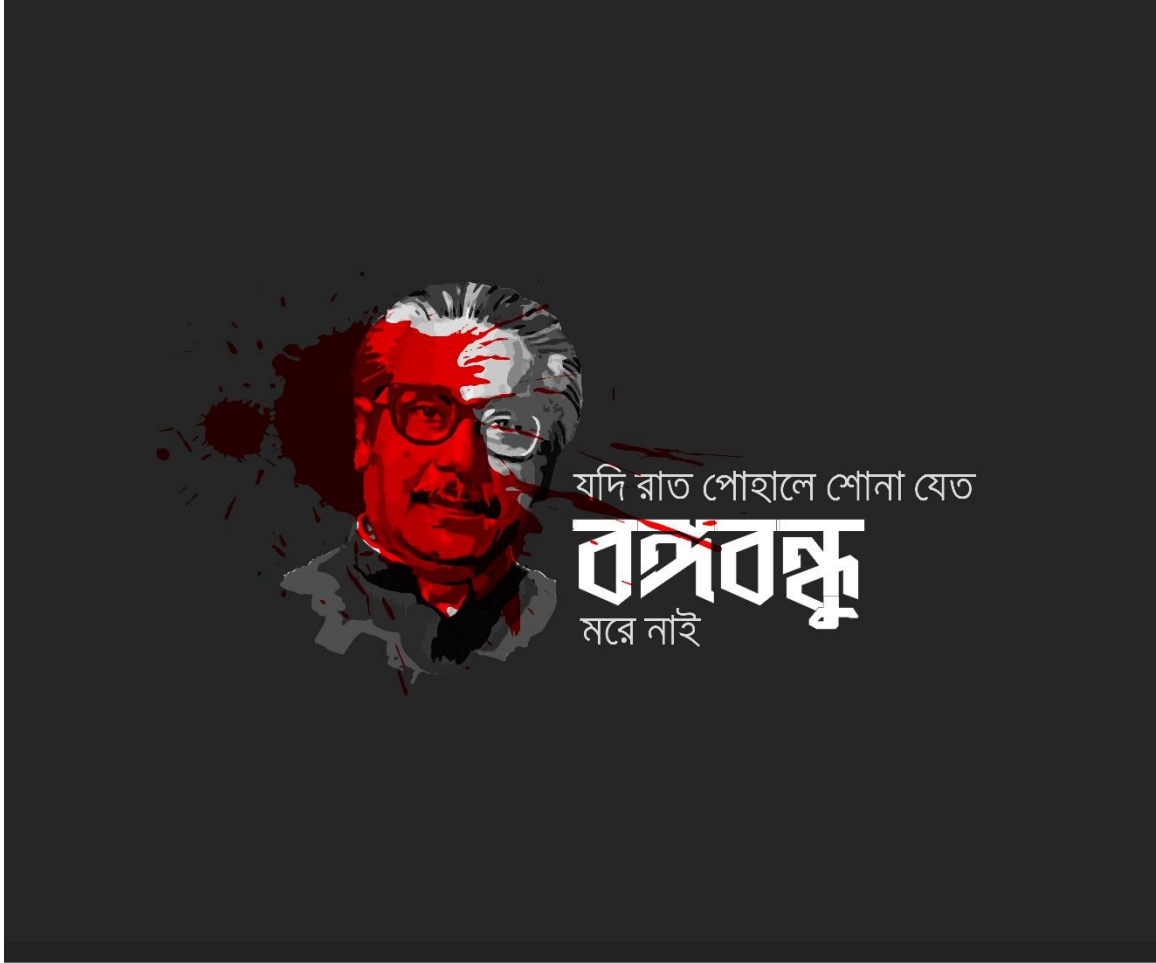


Figure 4.2.30: National Mourning Day poster

4.3 Work process for digital media kit design:

I got the chance to design the digital media kits for the the Daily Ittefaq and Weekly Ananya Magazine during my internship. A digital media kit, often known as a marketing kit, is essentially a collection of guidelines for the size, placement, and cost of advertisements on an online site. Following the guidelines in the media kit, advertiser agencies display their adverts on news sites.

4.3.1 Creative Brief:

The Daily Ittefaq's marketing department informed me of the need for a digital media kit. Earlier, The Daily Ittefaq did not have a complete media kit. First, they give me an idea of CPM, and then they give me an idea of the opportunity and cost of advertisement placement on websites. I was given about a month for this work. Over the months, they have contributed ideas for media kits and websites for other institutions.

4.3.2 Problem Identification:

A big challenge was my lack of prior knowledge of digital media kits. Besides, I had no idea about media website marketing. The websites of Bengali media were different. Hence the problem of ad placement and size determination has to be addressed.

4.3.3 Solution and planning:

The size and placement of Google AdSense for website advertisement placement have made my whole job easier. I also planned several advertisement placements in my mind. In many cases, I have followed the placement of Prothom Alo and The Daily Star.

4.3.4 Implementation:

First, I took some screenshots of the website. Then I created space for advertisement placement in Photoshop. I worked on the entire set of data and images in Illustrator. I have identified the location of each advertisement placement and given the price. In this way, I have completed making the media kit.

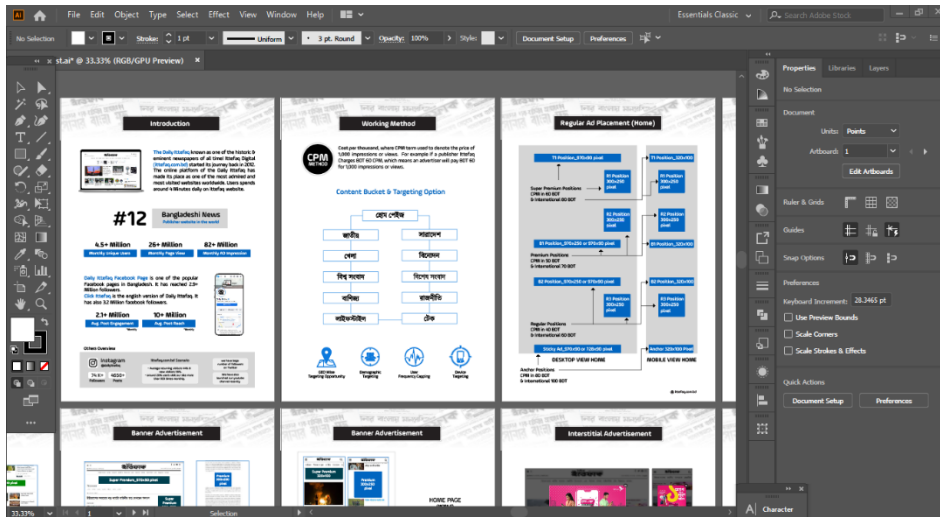


Figure 4.3.1: Screenshot of the media kit's working stage

4.3.5 Media kit of The Daily Ittefaq:



 ittefaq.com.bd

Effective from
JULY 2022

Figure 4.3.2: Front page of Daily Ittefaq digital media kit



The Daily Ittefaq known as one of the historic & eminent newspapers of all time! Ittefaq Digital (ittefaq.com.bd) started its journey back in 2012. The online platform of the Daily Ittefaq has made its place as one of the most admired and most visited websites worldwide. Users spends around 4 Minutes daily on ittefaq website.

#12

Bangladeshi News
 Publisher website in the world

4.5+ Million Monthly Unique Users	26+ Million Monthly Page View	82+ Million Monthly AD Impression
---	---	---

Daily Ittefaq Facebook Page is one of the popular Facebook pages in Bangladesh. It has reached 2.9+ Million followers.
 Click Ittefaq is the english version of Daily Ittefaq. It has also 3.2 Million facebook followers.

2.1+ Million Avg. Post Engagement <small>*Monthly</small>	10+ Million Avg. Post Reach <small>*Monthly</small>
--	--



Others Overview

Instagram @dailyittefaq 74 K+ Followers 4650+ Posts	ittefaq.com.bd Scenario - Average returning visitors 44% & new visitors 56%. - around 20% users visit our site more than 100 times monthly.	we have large number of followers on Twitter We have also launched our youtube channel recently.
---	--	---

Figure 4.3.3: 2nd page of Daily Ittefaq digital media kit



Cost per thousand, where **CPM** term used to denote the price of **1,000** impressions or views. For example if a publisher Ittefaq Charges BDT 60 CPM, which means an advertiser will pay BDT 60 for 1,000 impressions or views.

Content Bucket & Targeting Option

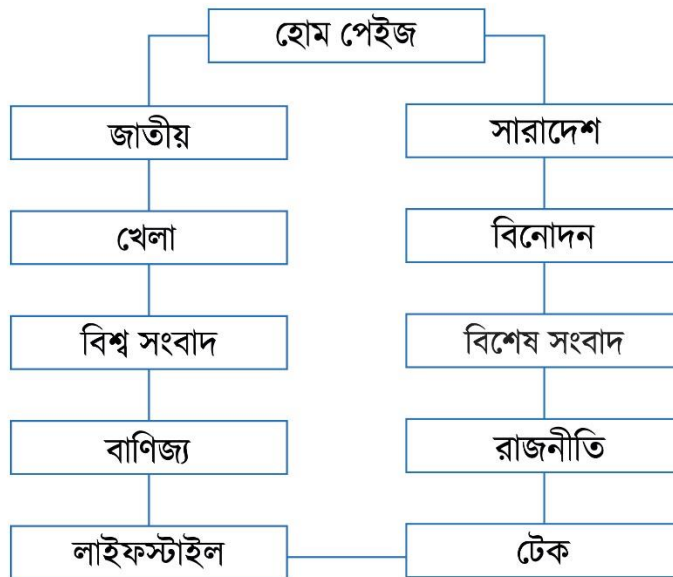
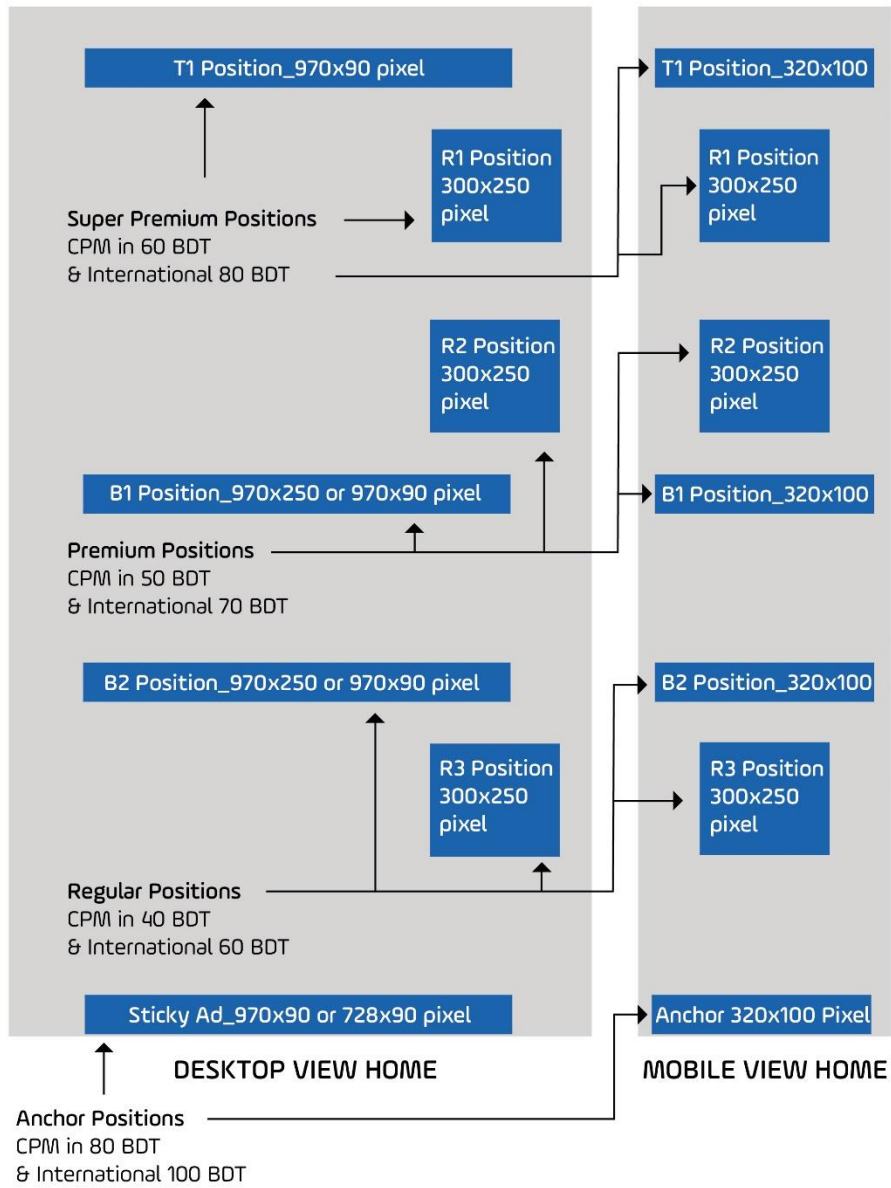


Figure 4.3.4: 3rd page of Daily Ittefaq digital media kit



© ittefaq.com.bd

Figure 4.3.5: 4th page of Daily Ittefaq digital media kit

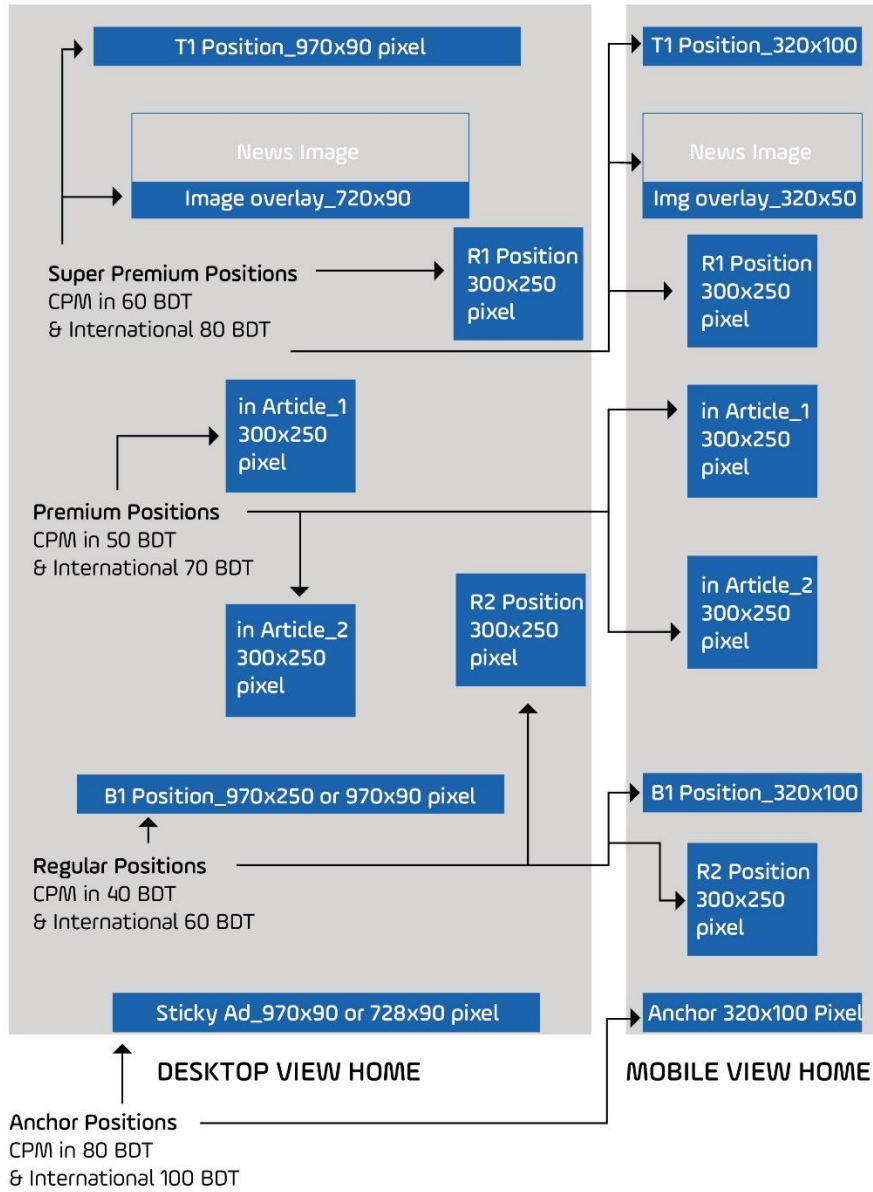
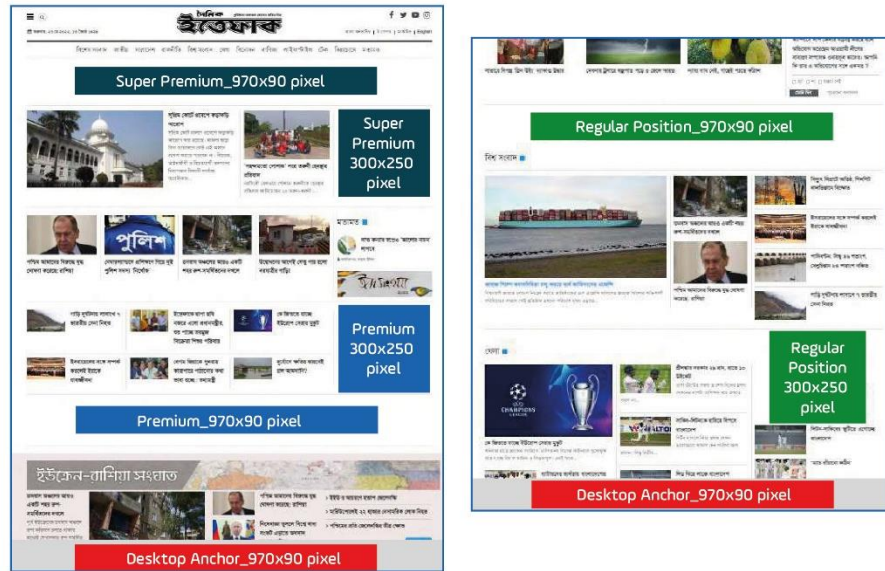


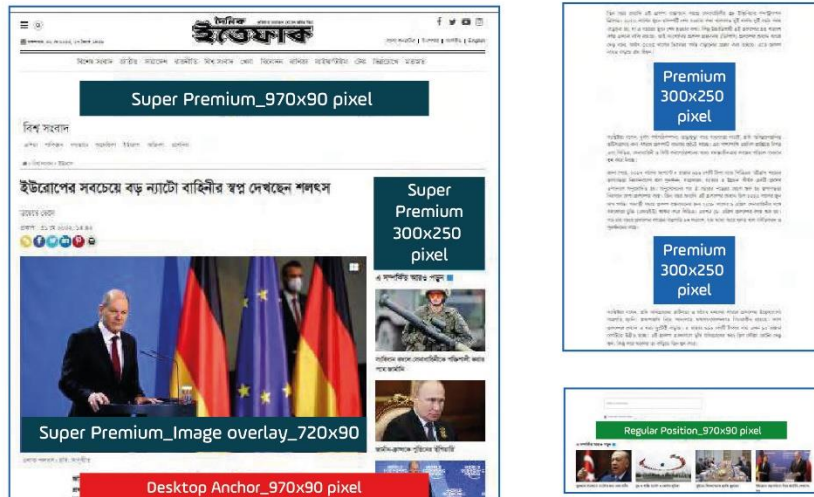
Figure 4.3.6: 5th page of Daily Ittefaq digital media kit



HOME PAGE

<p>Super Premium Position</p> <p>CPM Rate 60 BDT (For Bangladesh)</p> <p>CPM Rate 80 BDT (For International)</p>	<p>Premium Position</p> <p>CPM Rate 50 BDT (For Bangladesh)</p> <p>CPM Rate 70 BDT (For International)</p>
<p>Regular Position</p> <p>CPM Rate 40 BDT (For Bangladesh)</p> <p>CPM Rate 60 BDT (For International)</p>	<p>Anchor</p> <p>CPM Rate 80 BDT (For Bangladesh)</p> <p>CPM Rate 100 BDT (For International)</p>

Figure 4.3.7: 6th page of Daily Ittefaq digital media kit



ARTICLE PAGE

<p>Super Premium Position</p> <p>CPM Rate 60 BDT (For Bangladesh)</p> <p>CPM Rate 80 BDT (For International)</p>	<p>Premium Position</p> <p>CPM Rate 50 BDT (For Bangladesh)</p> <p>CPM Rate 70 BDT (For International)</p>
<p>Regular Position</p> <p>CPM Rate 40 BDT (For Bangladesh)</p> <p>CPM Rate 60 BDT (For International)</p>	<p>Anchor</p> <p>CPM Rate 80 BDT (For Bangladesh)</p> <p>CPM Rate 100 BDT (For International)</p>

Figure 4.3.8: 7th page of Daily Ittefaq digital media kit



HOME PAGE
(MOBILE)

ARTICLE PAGE
(MOBILE)

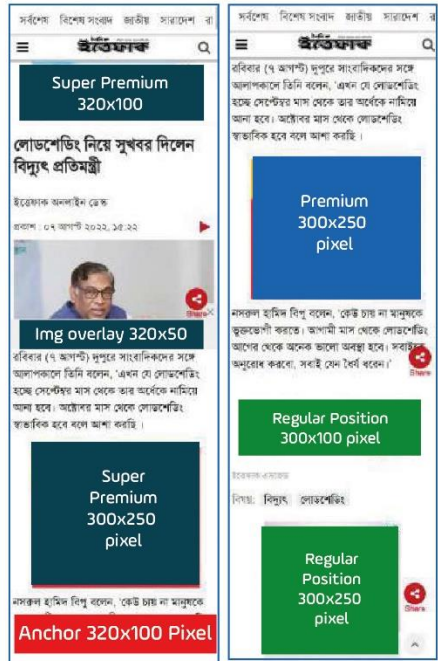


Figure 4.3.9: 8th page of Daily Ittefaq digital media kit



Interstitial Ad/Pop Up

- Hourly basis with frequency capping/ per user from all devices.
- Hourly page **8,000 BDT/ Hour.** (2 frequency capping)
- Article page **8,000 BDT/Hour.** (2 frequency capping)
- Minimum requirement 04 hours
- Creative's dimensions: **660x440 & 320x480 pixel**

ittefaq.com.bd

Figure 4.3.10: 9th page of Daily Ittefaq digital media kit



Page Take Over

- Hourly basis with frequency capping/ per user from all devices.
- Hourly page 12,000 BDT/Hour. (2 frequency capping)
- Article page 12,000 BDT/Hour. (2 frequency capping)
- Minimum requirement 04 hours
- Creative's: HTML5 format
- Creative making cost: 40,000 BDT



ittefaq.com.bd

Figure 4.3.11: 10th page of Daily Ittefaq digital media kit



Rich Media Advertisement

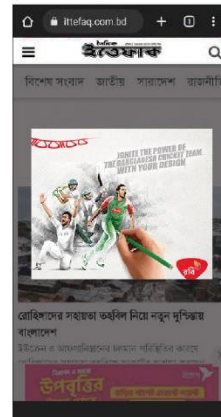


Parallax AD

- Campaign run with CPM basis article pages from mobile device.
- CPM cost **120 BDT**.
- Creative's format: JPEG/PNG
- Creative's dimensions: 300x600 pixel.

Stream Box AD

- Campaign run with CPM basis article pages from mobile device.
- CPM cost **120 BDT**
- Creative's format: HTML5
- Creative making cost: 40,000 BDT



ittefaq.com.bd

Figure 4.3.12: 11th page of Daily Ittefaq digital media kit



Scroll Down Ad

- Campaign run with CPM basis article pages from mobile device.
- CPM cost 150 BDT
- Creative's format: HTML5
- Creative's dimensions: 300x250 pixel & video
- Creative making cost: 40,000 BDT

ittefaq.com.bd

Figure 4.3.13: 12th page of Daily Ittefaq digital media kit



Live Event & Program Coverage

- Ittefaq will coverage any event or program like, University orientation program or Round table as live from our Facebook Page.
- Pre-announcement will be placed on Ittfaq print along with online presence of brand visibility.
- Content will be shared on Ittefaq web & YouTube also.



Facebook Live Show

- FB Live on selected topic & placement on our website, You Tube channel.
- Sponsored with mnemonic, logo, sting & backdrop.
- Pre-post & other possible branding scopes.



ittefaq.com.bd

Figure 4.3.14: 13th page of Daily Ittefaq digital media kit



Facebook Platform



Facebook GPI

- Facebook GPI branding with brand logo slogan with Daily Ittefaq Facebook post image.
- It can be category-based news post for targeting.
- Minimum sponsorship 20 GPI post.

Facebook Story

- Ittefaq FB stories sponsorship.
- Per story duration 10 seconds.
- Per story optimum reach approx 30K.
- Minimum sponsorship 20 stories.



ittefaq.com.bd

Figure 4.3.15: 14th page of Daily Ittefaq digital media kit



Instagram Platform



Instagram Post

- Instagram post sponsorship.
- Per post optimum reach 10K.
- Minimum sponsorship 20 post.

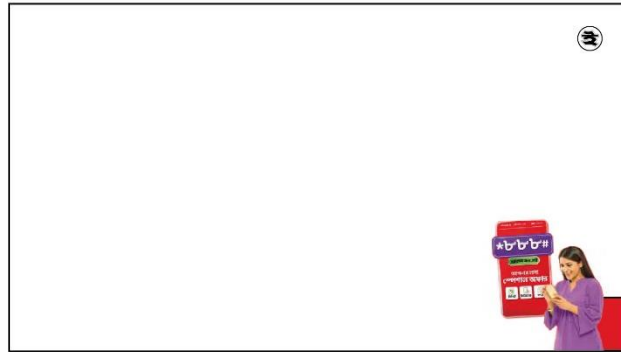
Instagram Story

- Instagram stories sponsorship.
- Per story duration 10 seconds.
- Per story optimum reach 10K.
- Minimum sponsorship 20 stories.



ittefaq.com.bd

Figure 4.3.16: 15th page of Daily Ittefaq digital media kit



Video Sponsorship

- Per ad duration **5 seconds** in every one minute.
- Minimum sponsorship **25 videos**.
- Creative's dimensions: **500x450 pixel**.

Figure 4.3.17: 16th page of Daily Ittefaq digital media kit



ittefaq.com.bd does not allow any ads with the following content:

- Alcohol, tobacco, drugs
- Sexually provocative material (including nudity creative)
- Arms or explosives
- Any form of violence
- Gambling promotions
- Abusive language or racial remarks
- Offensive visuals or text

Reach Us

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Ittefaq Bhaban (12th floor)
40, Karwan Bazar, Dhaka 1215

Email

ittefaqdigital@gmail.com

Sharafat Hussain (Head of Digital)
Email: ssharafatt@gmail.com
Phone. 0255011700 Ext 207
Mobile. +88 01944 676767

Safayet Ahmed (Marketing Executive, Digital)
Email: sarasal.kst@gmail.com
Mobile. +88 01718 436031

H M Sabbir (Content Creator, Digital)
Email: sabbirpeyas@gmail.com
Mobile. +88 01610 201600

 ittefaq.com.bd

Figure 4.3.3: Last page of Daily Ittefaq digital media kit

4.3.5 Media kit of Anannya Magazine:



Figure 4.3.19: Front page of Anannya magazine media kit

Introduction

Fortnightly **Anannya** is Bangladesh's leading magazine for women. This fortnightly magazine has been in publication since 1988. It always highlights the social and economic contribution of women from remote areas of the country.

Anannya has been contributing to women's empowerment for a long time. Anannya is now also active in online platforms along with its digital version. Online platform includes website (www.anannya.com.bd), digital version includes e-magazine (emagazine.anannya.com.bd) and social media engagement through Facebook and YouTube.



Online Portal



e - Magazine

#1 women's
Bangladeshi
magazine

One of the regular events of the Anannya is to encourage women from different arenas with special recognition. Each year, ten women are awarded the '**Anannya Top Ten Award**' title for their contribution in various fields, which people across the country have warmly received. Anannya inspires women writers by bringing them to light by awarding them with the '**Anannya Shahitya Puroshkar**'.



 facebook
@anannya_magazine

 Instagram
@anannya_magazine

 Twitter
@AnannyaMagazine

 YouTube
Anannya Online Channel

Anannya Application

Available on the
Google Play

Download on the
App Store

www.anannya.com.bd

অনন্না

Figure 4.3.20: 2nd page of Anannya magazine media kit

Online Portal
Advertisement Area

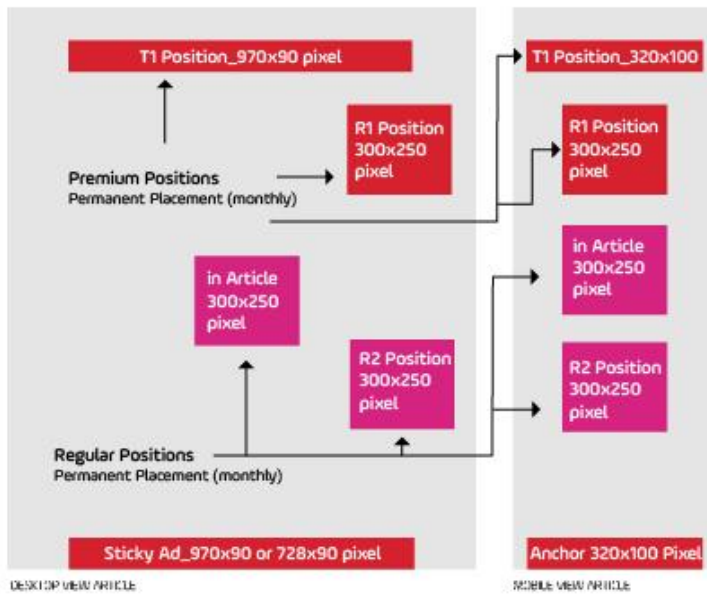
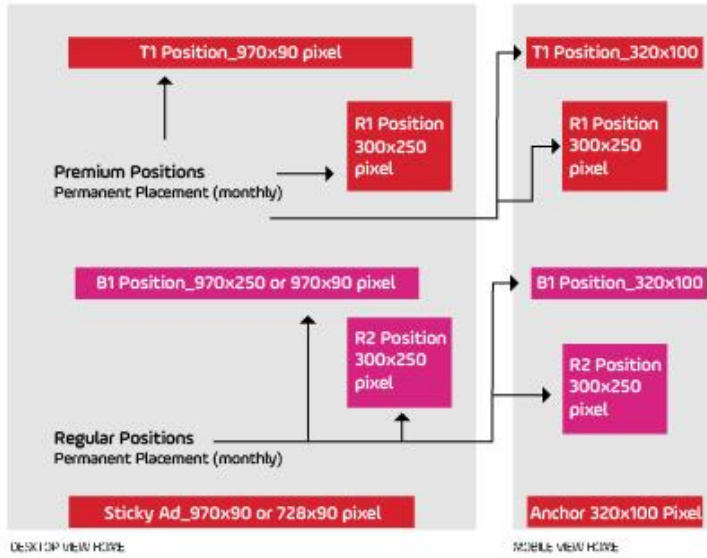
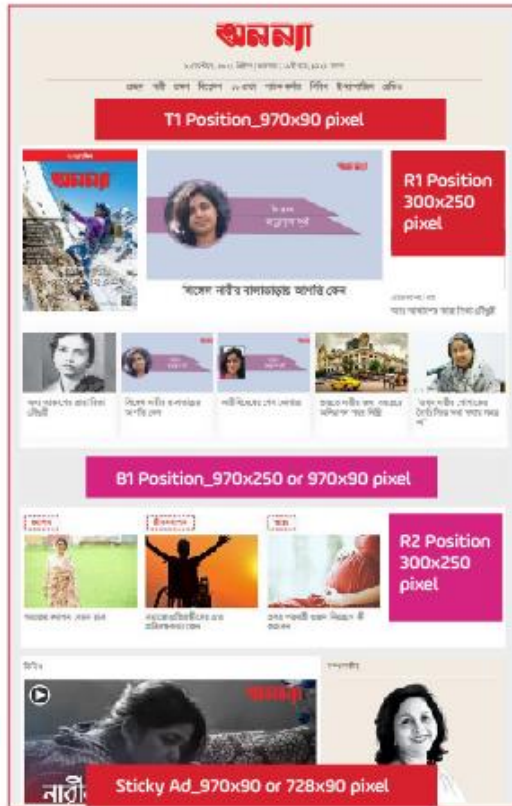


Figure 4.3.21: 3rd page of Anannya magazine media kit

Online Portal
Advertisement Area (Home)



Premium Positions Home

T1 Position
 970x90 pixel
50,000 BDT
 for one month

R1 Position
 300x250 pixel
50,000 BDT
 for one month

Sticky Ad
 970x90 pixel
50,000 BDT
 for one month

Regular Positions Home

B1 Position
 970x90 pixel
30,000 BDT
 for one month

R2 Position
 300x250 pixel
30,000 BDT
 for one month

www.anannya.com.bd



Figure 4.3.22: 4th page of Anannya magazine media kit

Online Portal
Advertisement Area (Article)



Premium Positions
Article Page

T1 Position 970x90 pixel	40,000 BDT for one month
R1 Position 300x250 pixel	40,000 BDT for one month
Sticky Ad 970x90 pixel	40,000 BDT for one month

Regular Positions Article Page

in Article 300x250 pixel	20,000 BDT for one month	R2 Position 300x250 pixel	20,000 BDT for one month
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Figure 4.3.23: 5th page of Anannya magazine media kit

Online Portal
Advertisement Area (Mobile)

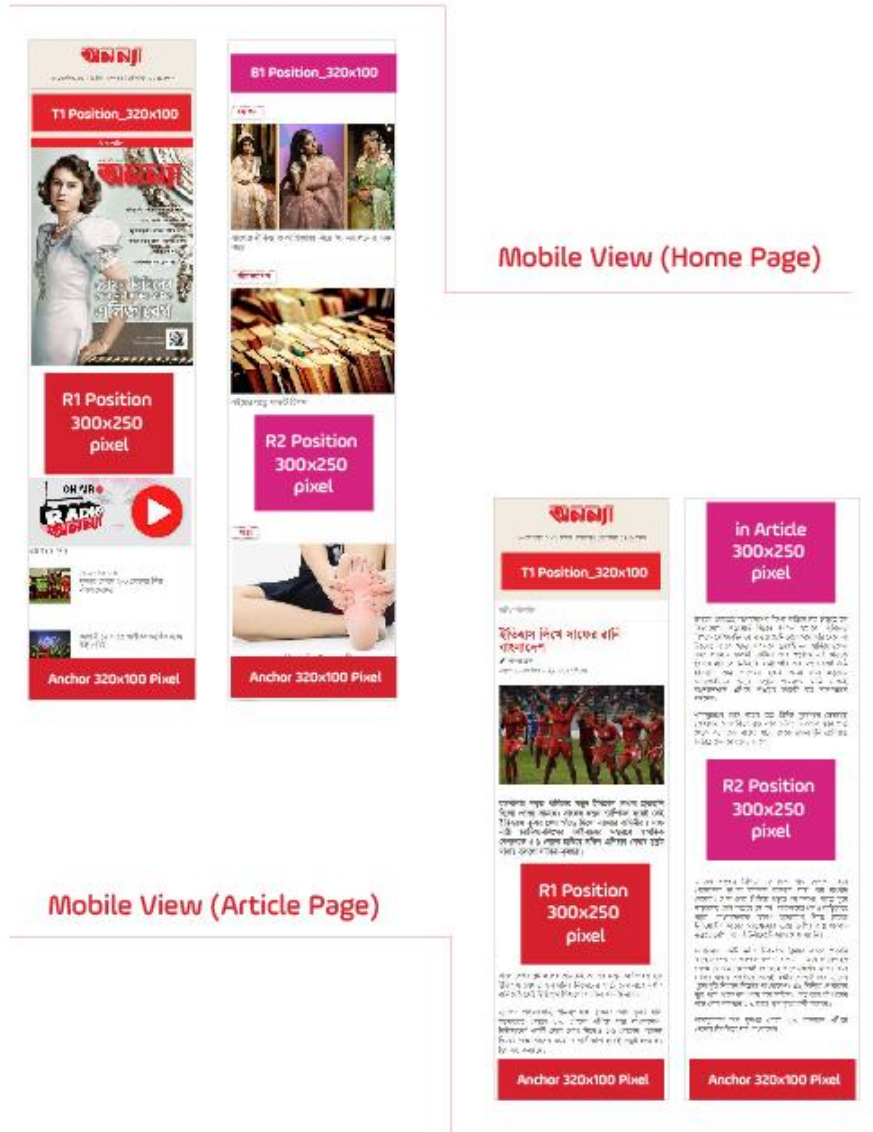


Figure 4.3.24: 6th page of Anannya magazine media kit

e - Magazine
Advertisement Area



Front Cover (3 inch/11 inch)
for one magazine
60,000 BDT

Back Cover (full page)
for one magazine
40,000 BDT



Figure 4.3.25: 7th page of Anannya magazine media kit

e - Magazine
Advertisement Area



Inner Double Pages
for one magazine
40,000 BDT

Inner Page (full page)
for one magazine
25,000 BDT



Inner Half Page (Half page)
for one magazine
15,000 BDT

Figure 4.3.26: 8th page of Anannya magazine media kit

AD Guideline

www.anannya.com.bd

does not allow any ads with the following content:

- Alcohol, tobacco, drugs
- Sexually provocative material (including nudity)
- Arms or explosives
- Any form of violence
- Gambling promotions
- Abusive language or racial remarks
- Offensive visuals or text

Reach Us

Anannya Magazine
Ittefaq Bhaban (8th floor)
40, Karwan Bazar, Dhaka 1215

Phone

01787 656 847,
01686 592 281

Email

info@anannya.com.bd

www.anannya.com.bd

অনন্সী

Figure 4.3.26: Last page of Anannya magazine media kit

4.4 Work process for the partnership project with Deutsche Welle

Deutsche Welle, abbreviated to DW, is a German public, state-owned international broadcaster funded by the German federal tax budget.^[8] Ittefaq and DW broadcast the series Beyond Limit in Bangladesh under content syndication. I am responsible for the planning and promotion of this series in Bangladesh. I finished all of the promotion for the 10 Beyond Limits series.

4.4.1 Responsibilities:

DW gave us 10 videos from the Beyond Limits series and asked us to make a plan for promotion in the country and work on the plan. I devise a strategy for promoting the videos through all available channels and work accordingly.

4.4.2 Plans for promotional Activities:

1. Special section with facebook playlist link at Daily Ittefaq Website.
2. Special section with facebook playlist link at Click Ittefaq Website.
3. Social media promotional post/poster (Facebook & Instagram).
4. Social Media promotional story/day (Facebook & Instagram).
5. Special Section banner with hyperlink at Daily Ittefaq Website.
6. Pop-up Advertisement with each episode link at Daily Ittefaq website.
7. Pop-up Advertisement with each episode link at Click Ittefaq website.

4.4.3 Social media promotional post/poster:



Figure 4.4.1: Beyond Limits promotional poster

I have created promotional posters for all series of Beyond Limits. I mainly used the interesting moments of the video series as background. Tried to capture the adventure of each series in the poster.

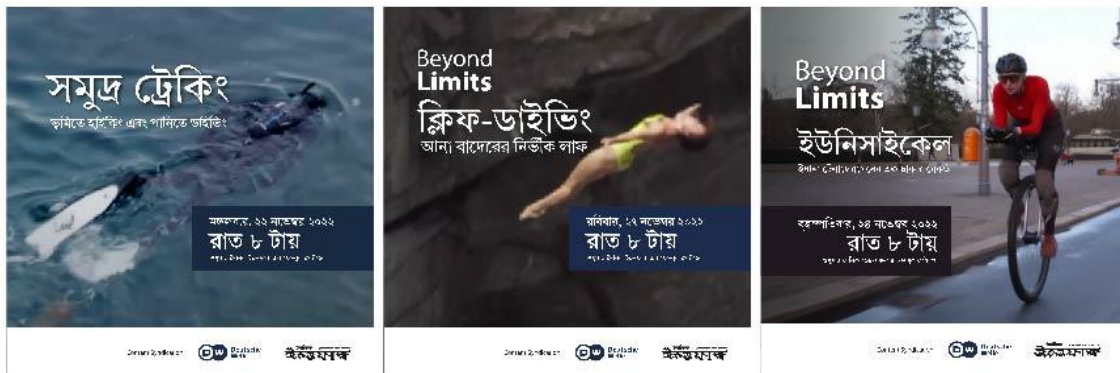


Figure 4.4.2: Promotional posters of beyond limits series

4.4.4 Video thumbnail design:



Figure 4.4.3: Beyond limits series 1 thumbnail



Figure 4. _: Thumbnails of beyond limits series

4.5 Work process for Partnership project with Nagad:

Nagad is a Bangladeshi Digital Financial Service, operating under the authority of Bangladesh Post Office, an attached department of the Ministry of Post and Telecommunication.^[9] I operate a campaign with "Nagad" on the occasion of the Cricket World Cup. In this campaign, I create all the designs to organize and promote the quiz competition. For this campaign, I have to create about one hundred promotional posters. Besides, I also designed the Cash-Ittefaq T20 Cricket World Cup 2022 quiz web page.

4.5.1 Quiz web page banner design:

I designed all the banners of the Ittefaq-Nagad World Cup Quiz Web page. In conjunction with the theme color of the Nagad, I have set up the design of the entire webpage.

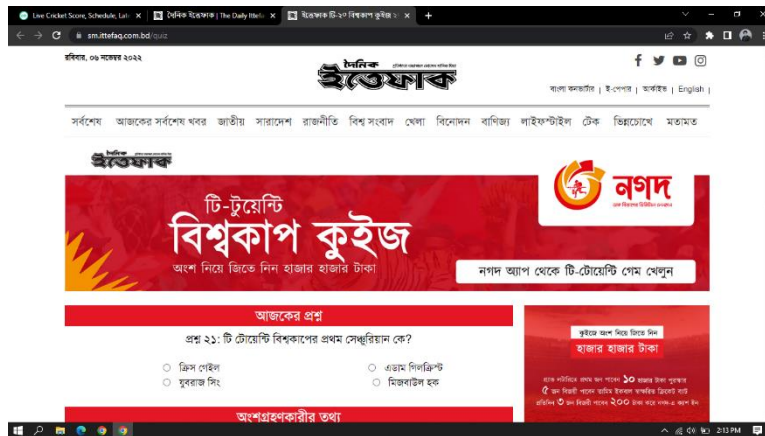


Figure 4.5.1: Screenshot of Cricket World Cup quiz page



Figure 4.5.1: Banner of Cricket World Cup quiz page mobile version

4.5.2 Promotional social media day design:

During the Twenty20 World Cup 2022, I made posters for Facebook and Instagram every day. Below the posters I have to use a specified ad given by Nagad. I collected most of the pictures from the internet to make the posters. Notable among them is from gettyimages.com.



Figure 4.5.3: Nagad promotional world cup news poster

I have designed a total of 50 posters in this campaign.



Figure 5._: Nagad promotional world cup news posters

4.5.3 Winner Announcement poster design:

I have designed a total of 50 quiz winner Announcement posters in this campaign.

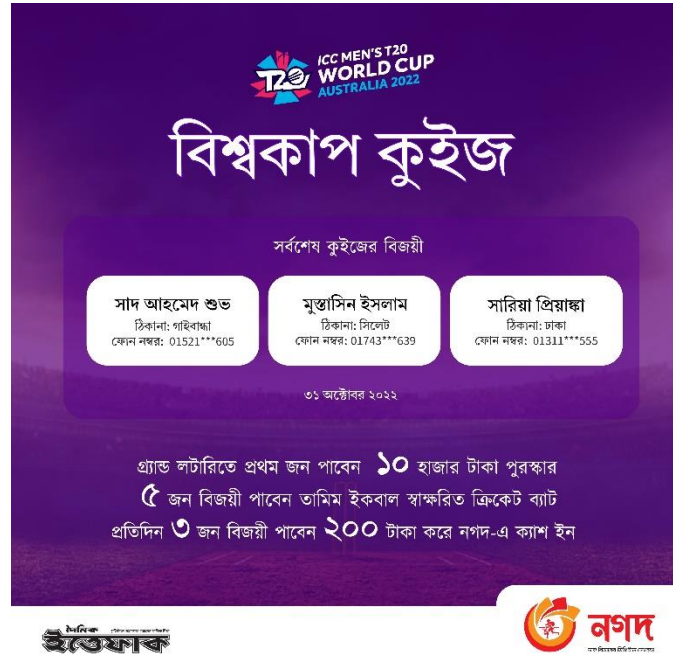


Figure 4.5.5: Nagad quiz winner announcement poster



Figure 4.5.6: some posters of Nagad quiz winner announcement

4.6 Daily Ittefaq Facebook page cover design:

Every organization tries to change their social media cover page on important days. Daily Ittefaq also changes their cover photo on special days. Important events like the inauguration of the Padma Bridge took place during my internship. Also, August 15, National Mourning Day, was during that period. I design Facebook covers to bring the day's significance a little further. I have kept the design very simple for easy understanding. I tried to clarify the subject. I used Photoshop and Illustrator to complete the work.



Figure 4.6.1: National Mourning Day facebook cover



Figure 4.6.2: inauguration of the Padma Bridge facebook cover

4.7 Business card design:

A business card is a card that contains information about a firm or a person. These are distributed as a convenience and memory aid during formal introductions. I feel privileged to design business cards for ancient and historical newspapers like Daily Ittefaq. I have tried to present the history and glory of Daily Ittefaq on the business card as well as give a touch of modernity.



Figure 4.7.1: Daily Ittefaq newspaper of December 17, 1971

I have collected the Daily Ittefaq newspaper dated December 17, 1971, from the archives. The headline of the newspaper attracted me. I think that the title is part of the glory of this country.

দখলদার পাক বাহিনীর আত্মসমর্পণ সোনার বাংলা মুক্ত

Figure 4.7.2: The headline of Daily Ittefaq, December 17, 1971



Figure 4.7.3: Front side of business card



Figure 4.7.4: Back side of business card

4.8 Android and IOS application planning:

I plan and present concepts with the web design team to develop mobile applications. Ittefaq Management helps us develop the application. Currently, the development of Daily Ittefaq's mobile application is underway.

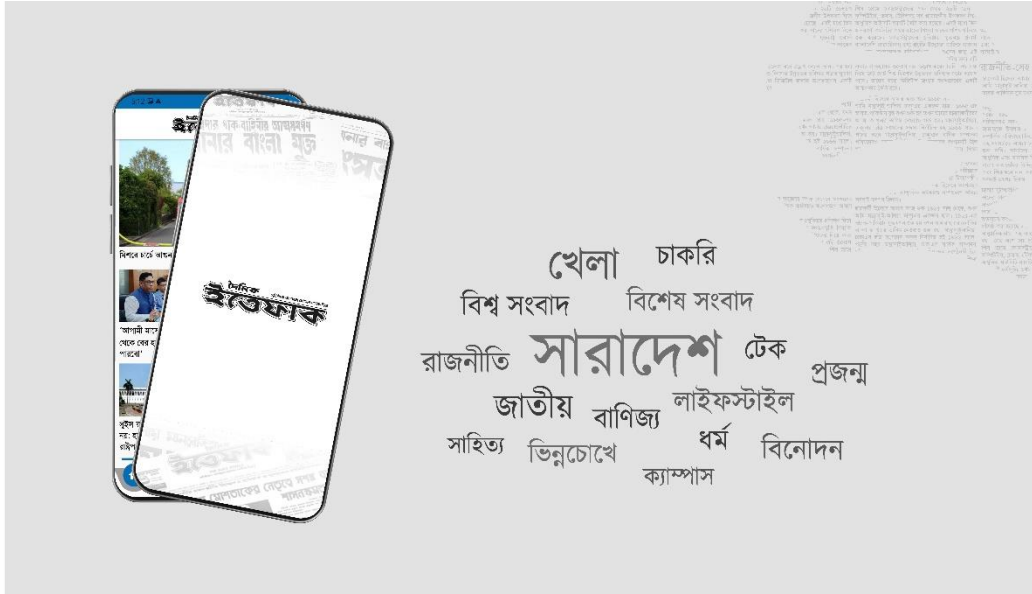


Figure 4.8.1: Daily Ittefaq mobile application banner



Figure 4.8.2: concepts of mobile application

4.9 Other related works:

Major part of my tasks was to assist in planning and implementation. I had to create several advertisement proposals to work with the marketing team. Also had to work on video editing, introductory animation using own skills.

4.9.1 70 years anniversary introductory motion:

I used After Effects to create the introductory motion. animated using position, scale, and 3D motion through keyframes. Also, I gave the video very little motion with the help of camera movement. I used the CC Lights and Shadows effect to highlight the logo. In keeping with the colors of the logo, I have kept red and green predominant in the animation.

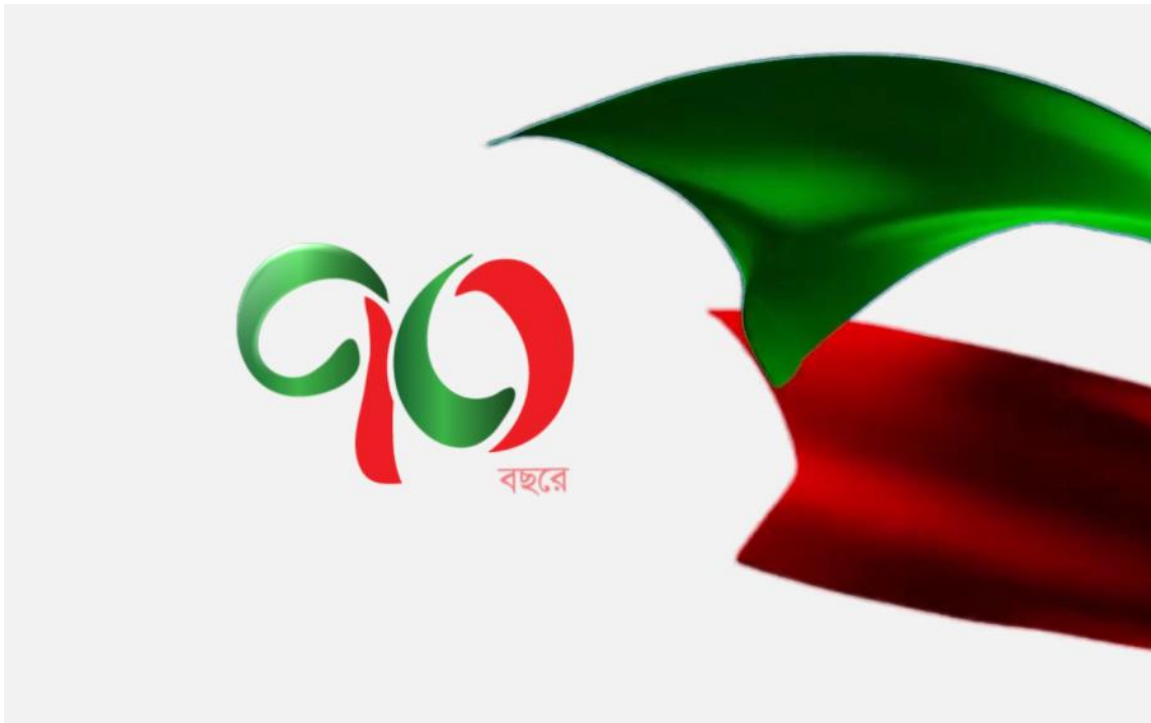


Figure 4.9.1: A frame of anniversary motion animation

4.9.2 Daily Ittefaq notepad design:

I have tried to present the history and glory of Daily Ittefaq on the notepad as well as give a touch of modernity. I have collected the Daily Ittefaq newspaper March 5, 1971, from the archives. The headline of the newspaper also attracted me.



Figure 4.9.2: notepad cover design



Figure 4.9.3: notepad

CHAPTER 5

LIMITATIONS AND CHALLENGES

A lot can be learned when working in a new environment. Beyond the university classroom, I have just begun to apply my learned knowledge. When trying to do something new, mistakes are made, but mistakes must remain as experiences. Finding a perfect match between thought and reality is not easy, so I had to work with limitations. I did not leave any errors in my efforts. The tasks were not very difficult but very time-consuming. It is very difficult to keep up with the times. I tried to solve the limitations and challenges throughout the internship period. In some cases, new challenges have arisen, as has new knowledge. The limitations have been reduced somewhat by alternative arrangements over time.

5.1: Limitations:

My tasks were varied; it was very difficult to do different tasks alone. Especially due to a lack of sufficient knowledge about marketing, the problem has to be found, and it takes time to solve.

Daily Ittefaq is an old institution. Most of the work here is quite old-fashioned. It was difficult to do anything modern. Lack of proper brand guidelines is another major problem. Since the logo is many years old and there are no different versions, the white background has always been kept.

In the case of news posters, the design has to be ready and uploaded as soon as possible. This work was quite difficult. In this case, there would have been a mistake in the design somewhere. It was normal to have spelling mistakes in news lines.

Partnership programs require partners to deliver on their promises. The work had to be completed despite the knowledge of the design. Color usage, balance, etc. were not always possible to follow correctly.

5.2: Challenges:

After starting the internship, I realized that there is no one experienced here in my sector. Daily Ittefaq digital section is on a separate floor so I could not directly consult the experts. If there is any doubt, I have to try to solve it myself. The first challenge was to do all the tasks correctly alone and not make any mistakes. In the case of news posters, good work had to be delivered in less time. In the beginning, I made a lot of mistakes by going too fast. I tried to do better by slowly handling the mistakes. Making a poster in less than 10 minutes and presenting it in front of the whole country is a very difficult challenge. If we make a mistake, people start abusing us in the comments section. Also, verifying the authenticity of each story was a serious task. The dissemination of false information in front of the entire country reduces the organization's acceptance. While other organizations had digital media kits, Daily Ittefaq did not. It took a long time to do the whole thing by organizing everything and knowing well about it.

CHAPTER 6

CONCLUTION

I found my areas of expertise by doing different types of work. If you work in media, you can reach the people of the whole country, you can benefit them by highlighting their advantages and disadvantages. It gives me joy and peace when my work reaches the people of the whole country. I was blessed to be selected by renowned and most historical newspapers in Bangladesh for my internship.

Research and brainstorming made my tasks easier. I have learned to be curious if I don't have enough experience in something. I have done various types of work simultaneously, thereby proving my worth. I understood my position by involving myself in many subjects, including graphics design, video editing, and animation design.

The real-life experience of working at a prominent newspaper like Daily Ittefaq has helped me a lot to understand about the reality, atmosphere of work, professionalism, etc. The most important thing was to understand the needs of the audience. Internships may assist in the development of practical knowledge and skills. I was able to apply the theoretical knowledge practically throughout my internship. I have tried to complete my work while maintaining high quality within a short period of time. I hope these uncountable experiences will definitely guide me to my next path to the career.

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