

FINAL YEAR PROJECT REPORT
INTERNSHIP ON SOCIAL MEDIA PRODUCT VISUAL
BY VIDEO PRODUCTION

BY

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This Internship 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

August 19, 2023

APPROVAL

This Project titled “**Internship On Social Media Product Visual By Video Production**”, submitted by Sayed Nobel (ID: 183-40-540) 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 19 August, 2023.

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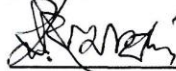
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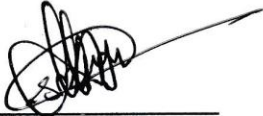
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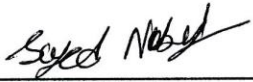
I hereby declare that, this project has been done by me under the supervision of **Dr. Shaikh Muhammad Allayear, Professor, Department of MCT**, Daffodil International University. I also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree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

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ABSTRACT

This abstract explores the synthesis of product promotion and video production, focusing on their intersection within social media. By utilizing visual storytelling and cinematic techniques, brands can effectively communicate their products' value propositions, foster audience connection, and drive conversions. The process involves conceptualization, pre-production, production, and post-production phases. The pre-production stage involves analyzing the product's unique features, target audience, and desired emotional resonance. The pre-production stage involves location scouting, casting, and equipment acquisition, while the post-production stage involves choreographed camera movements, lighting nuances, and artistic direction. The product takes center stage, seamlessly intertwined with its environment to evoke an aspirational lifestyle or solve a real-world problem.

Post-production involves a coherent storyline, editing techniques, and social media compatibility. Video analytics play a crucial role in gauging success, providing insights for subsequent campaigns. The fusion of product visuals and video production allows brands to cultivate meaningful relationships with their audience and navigate the ever-shifting landscape of digital marketing.

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CHAPTER 1

INTRODUCTION

1.1 What is an internship?

A particular timeframe of work experience supplied by an organization for a constrained period of time is known as an internship.^{[1] [2]} A great way to put one's knowledge and skills to use in the workplace is through internships. A student can expand their experience, learn new skills, and investigate their career alternatives. In a professional setting, students get hands-on experience working in their chosen sector. The future generation of a company is developed through internships, which expose them to fresh perspectives. Internships also give young individuals the chance to make their own original decisions and learn from more experienced people.

1.2 The importance of internship

Academic knowledge is insufficient for endeavors to found personal organizations or for professional life. For peer contact, debate, discussion, and the sharing of our educational experiences, internships are crucial. Internships are the best way to put theory into practice and round out academic concepts.^{[1] [2]}

Nowadays, every business needs a competent employer, and internships can help students reach their full potential. On the other hand, an internship exposes students to the difficulties of the workplace and develops their problem-solving skills.

1.3 Target field for internship

I have expertise in multimedia graphic design, photography, video production, documentary making, short film making & social media product marketing.^{[2] [3]} 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:

Samm Tech Ltd.



Figure 1.1: “Samm Tech Ltd.” logo

1.5 Introduction of the organization:

Social Media & Content Management Department is mainly a software development company based in the USA. There are mainly 2 sections: Software Development & Digital Marketing. Recently Sammtech has started their office in Bangladesh & Kenya. ^[18]

Since 2008, Sammtech Limited has been a leading supplier of information technology services. Since then, Sammtech has advanced significantly and is now the market leader in terms of application software. Additionally, we create, deploy, and support business application software for both domestic and international markets. We offer Core Banking solutions to the banking sector for domestic and international markets. We offer goods, services, and solutions for non-banking financial institutions, agent banking, the capital market, broker houses, life insurance, enterprise resource planning (ERP), etc. in addition to the banking sector.

In addition, we offer a full range of marketing services, such as digital marketing, online advertising, SEO, social media marketing, email marketing, bulk messaging, Facebook & Instagram marketing, website development, all kinds of graphic design work, 2D & 3D animation videos, photography and videography, Android app development, etc. In addition to this, our commitment to our clients, communities, and industries has given us a sense of team power.

Head Office: (USA)

1113 W Main Street, Apt #2 Lansdale, PA 19446

Branch Office: (Bangladesh)

2nd Floor, 2-G/8, Maa House, Golden Street, Ring Road, Shyamoli, Dhaka-1207.

1.6 Description of my Internship.

Throughout my internship, I have had the opportunity to participate in a wide range of projects, which has enabled me to gain valuable experience. Working with the Social Media & Content Management Department team allowed me to complete my internship. Additionally, I have contributed to the creation of digital media logos, the creation of social media videos, the marketing of products, food photography, food videography, and product photography and cinematography. I also helped the Social Media & Content Management Department create and launch new initiatives.^{[18][2] [3]}

1.7 Duration of my internship: 1st February-2023 to 15th June-2023

CHAPTER 2

EXPLANATION OF SOME WORKS IN RELATED AREA

2.1 Introduction of my works in this field

During my internship, I had the chance to take part in a variety of activities, including multimedia graphic design, photography, video production, documentary filmmaking, short filmmaking, social media product marketing, and more. ^{[1][3]}

2.1.1 Multimedia Graphic Design:

A role where an intern is expected to produce visual material utilizing a variety of media is known as multimedia graphic design. This can involve creating visuals for print, online publications, social media, and more. Animations, short movies, photos and other interactive content creation are other tasks that the intern might undertake. An awareness of design ideas and aesthetics, as well as familiarity with a variety of design software and tools, may be necessary for the position. In order to produce designs that complement the company's identity and objectives, as an intern I may need to interact with other departments as part of a team. ^[3]

2.1.2 Photography:

As an intern I would be involved in a variety of photography-related processes ^[19]. This might comprise:

1. Helping with photo shoots may entail setting up equipment, assisting with scene-setting, or interacting with models or subjects.

2. Post-production: Photos frequently need to be modified after they are taken. To improve pictures, adjust colors, or get rid of undesired features, you could utilize software like Adobe Photoshop.

3. Cataloging and organization: You may be in charge of keeping track of physical or digital images and ensuring that they are safely kept and readily available for use in the future.

4. Gaining knowledge of various forms of photography: Depending on where you are interning, you may gain experience in portrait, product, event, or other types of photography.

5. Equipment maintenance: This could entail fixing any technological problems as well as cleaning and storing cameras and lenses.

Keep in mind that depending on the business or photography project I may interning with the specific tasks can differ substantially.

2.1.3 Video Production:

My duties as an intern on a video production team would typically involve assisting with various steps of the video production process.^[3] The following are some duties you might be asked to carry out:

1. Pre-production: I might help with planning, which might entail drafting scripts, creating storyboards, looking for locations, and setting up shoots. I could also assist with costume design, props, and casting.

2. Production: During the filming stage, I could assist with set construction and dismantling, camera operation, lighting control, and crew coordination. I might also help the director make sure the shoot goes off without a hitch and stays on schedule.

3. Post-production: This entails editing the video material, including the addition of

soundtracks or sound effects, as well as potential work on graphics or special effects. Probably programs like Adobe Premiere Pro, Final Cut Pro, or After Effects would be used.

4. Distribution: I could help with the video's distribution after it is finished. This could entail publishing it on numerous platforms, making it SEO-friendly, and monitoring viewer interaction and feedback.

5. Equipment Maintenance: I can be in charge of keeping the video equipment in good working order, which could entail cleaning, storing, and diagnosing any technical problems.

That Keep in mind that depending on the organization or production team I may interning with, the specific tasks can differ substantially.

2.1.4 Documentary and Short Film Making:

I would be participating in a variety of steps in the creation of documentaries and short films as an intern.^{[3][19]} The following are some duties you might be asked to carry out:

1. Research: Documentaries frequently necessitate in-depth research. You can be tasked with researching the documentary's subject, locating potential interview subjects, or locating old video or pictures.

2. Pre-production: This could entail helping with storyboarding, site scouting, script writing, and scheduling shoots. Additionally, you might support casting and subject or interviewee coordination.

3. Production: During the shooting stage, you might help with equipment setup, camera or sound equipment operation, or lighting management. Additionally, you can be in charge of directing subjects and making sure the photo shoot goes successfully.

4. Post-production: This entails editing the video, adding sound effects or music, and conceivably working on animation or special effects. Editing programs like Adobe Premiere Pro or Final Cut Pro are probably what you'd use.

5. Distribution: You might help with the film's distribution after it is finished. This can entail submitting it to film festivals, publishing it on other channels, or setting up screenings.

6. Administrative duties: Additional administrative duties may be required of you, such as handling files, scheduling meetings, and liaising with other departments or subjects.

Keep in mind that depending on the business or filmmaker you are interning with the specific tasks can vary substantially. Asking for a detailed knowledge of your obligations before to beginning the internship is always a smart idea.

2.1.5 Social Media Product Marketing:

As an intern, I can positively help you with errands connected with Web-based Entertainment Item Advertising. Here are a few different ways I can help:

1. Market Research: I can assist you with get-together information on customer conduct, contenders, and market patterns.

2. Content Creation: I can help with making drawing in happy for your web-based entertainment stages.

3. Booking Posts: I can assist with planning posts at ideal times for most extreme commitment.

4. Analytics: I can break down the exhibition of your virtual entertainment crusades and give bits of knowledge.

5. System Development: In light of the information gathered, I can assist you with creating viable advertising procedures.

In any case, if it's not too much trouble, note that as an understudy, I don't have individual encounters on this field beforehand and my works depend on the information and bearings given to me.

2.2 Problems I faced:

During my internship, I had to do a bunch of different things. Each position has produced a unique set of issues and experiences. For instance, there wasn't enough time to create documentary and social media marketing content. In this situation, the most recent contents must be designed as quickly as possible. Knowing about the production of documentaries and short films was severely constrained. Different social media marketing strategies needed to be understood.

2.3 Related Works and Research

These days, there is intense competition due to the abundance of social media marketing, photography, and filmmaking. More readers are seen the greater the service, inventiveness, and presentation quality. As a result, it is crucial to investigate other people's work and determine the best course of action.

2.4 Competitive Analysis

Clean and clear photography and videography are more important to increase acceptance of every client. People are more likely to embrace attractive social media marketing content. Along with the use of color, the object's equilibrium is crucial.

CHAPTER 3

DETAILS OF USED SOFTWARE

3.1 Description of used software:

Throughout my internship, I had a variety of tasks to complete. Both separately and collectively, numerous pieces of software have been employed in these works. Making a static news poster required the use of Photoshop, Lightroom, and Illustrator. For creating motion graphics and editing videos, I used Premiere Pro and After Effects

3.2 Adobe Photoshop CC 2020:

Editor for raster graphics Adobe Inc. developed and made available Adobe Photoshop for Windows and macOS. ^[4] It was initially created in 1987. Photoshop 2020 was released on November 4, 2019. [5] It uses a layer-based editing system that enables the creation and modification of images with numerous transparent overlays. Layers can also act as filters or masks that change the colors beneath them. Effects like shadows can be used to improve the layers. Neural filters, such as Photo Restoration, Dust, and Scratches, as well as AI-powered image changes, were created to aid in the restoration of damaged and broken photographs. Apart from rendering and editing 3D graphics, Photoshop provides limited editing and rendering capabilities for text, vector graphics (particularly through clipping paths for the latter), and video.



Figure 3.2.1: Adobe Photoshop CC 2020 logo

3.3 Adobe Illustrator CC 2020:

Adobe Inc. produced the vector graphics editor and design application Adobe Illustrator.^[5] Adobe Illustrator was being created for the Apple Macintosh starting in 1985. Illustrator is a tool that designers use to create posters, icons, logos, patterns, and other things. The selection, paintbrush, pen, and pencil tools are the fundamental tools in Illustrator. Selection tools are used to set out, change, and arrange the artwork by carefully selecting, stacking, and arranging pieces. Tools for selection can also lock, measure, and group objects. For artistic purposes, pen tools may add anchor points to paths and remove them as well as draw straight and curved lines. Freehand lines can be drawn and modified with pencil tools.



Figure 3.3.1: Adobe Illustrator CC 2020 logo

3.4 Adobe Premiere Pro 2020:

Adobe Premiere Pro is a timeline-based non-linear video editing program created by Adobe Inc. Up to 10,240 x 8,192 resolutions are supported by Premiere Pro for high-quality video editing.^[6] Premiere came with 24 transition effects and a plug-in architecture that was compatible with different Photoshop filters. Premiere Pro supports a wide variety of video and audio file types and codecs on both MacOS and Windows thanks to its plug-in architecture, which enables it to import and export formats other than QuickTime and DirectShow. To create broadcast-quality, high-definition film, Premiere Pro can be utilized for all common video editing tasks. With the use of input from video, audio, and graphics, it can create new, modified videos that can be exported to the media and formats needed for distribution. When creating videos with Premiere Pro, you can combine different

movies, still images, and audio files. It is possible to apply filters and other effects, as well as video titles and motion graphics.



Figure 3.4.1: Premiere Pro 2020 logo

3.5 Adobe After Effects CC 2020:

In the post-production of motion pictures, video games, and television shows, Adobe After Effects is a digital visual effect, motion graphics, and compositing program developed by Adobe Inc. ^[7]



Figure 3.5.1: Adobe After Effects CC 2020 logo

3.6 Adobe Photoshop Lightroom CC 2020:

Developed by Adobe Inc. as a member of the Creative Cloud subscription family, Adobe Lightroom (formally known as Adobe Photoshop Lightroom) is a program for organizing and manipulating digital photos. Windows, macOS, iOS, Android, and tvOS (Apple TV) are all supported in addition to Windows.^[8] Importing, saving, viewing, arranging, categorizing, editing, and sharing massive amounts of digital photographs are some of its main purposes. White balance, presence, tone, tone curve, HSL, color grading, detail, lens corrections, calibration manipulation, spot removal, red eye removal, graduated filters, radial filters, adjustment brushing, and transformation are among the editing features of Lightroom. Darkrooms, where light-sensitive photographic materials are developed, are referenced in the software's name.



Figure 3.6.1: Adobe Photoshop Lightroom CC 2020 logo

CHAPTER 4

EXPLORATION OF MY INTERNSHIP

4.1. Category of my Work:

During my internship, a variety of tasks had to be completed. The content of each piece differs from that of the others. Each of these tasks has a different timing schedule. Some tasks require extensive investigation, while others must be completed swiftly without it. Making something involves multiple steps. The first step is understanding what has to be done. The next step is to do some study on how to go about it. The task must be completed and explained to the institution in the final two steps.

I had to complete the following kind of work during my internship:

- multimedia graphic design
- photography
- video production
- documentary making
- short film making
- social media product marketing

4.2 Work process for Different Brands and Companies:

As an intern I have to work with different clients' and brands like –

4.2.1 Arrowin:

Arrowin is a clothing renowned brand for men. ^[9] They have different products for men, like- Panjabi, Shirt etc. For arrowing I do photography and editing and also making short video for social media marketing.



Figure: 4.2.1; Arrowin Shirts Photography

4.2.1.1 Workflow:

First, the company gives us a few products, then we choose models for these and do shooting, and after that, we edit these in post-production by using the different software mentioned earlier. Then,

after completing all the editing, we finally delivered the desired content along with videography, and the client appreciated that.



Figure: 4.2.2; Arrowin Panjabi Shoot Editing

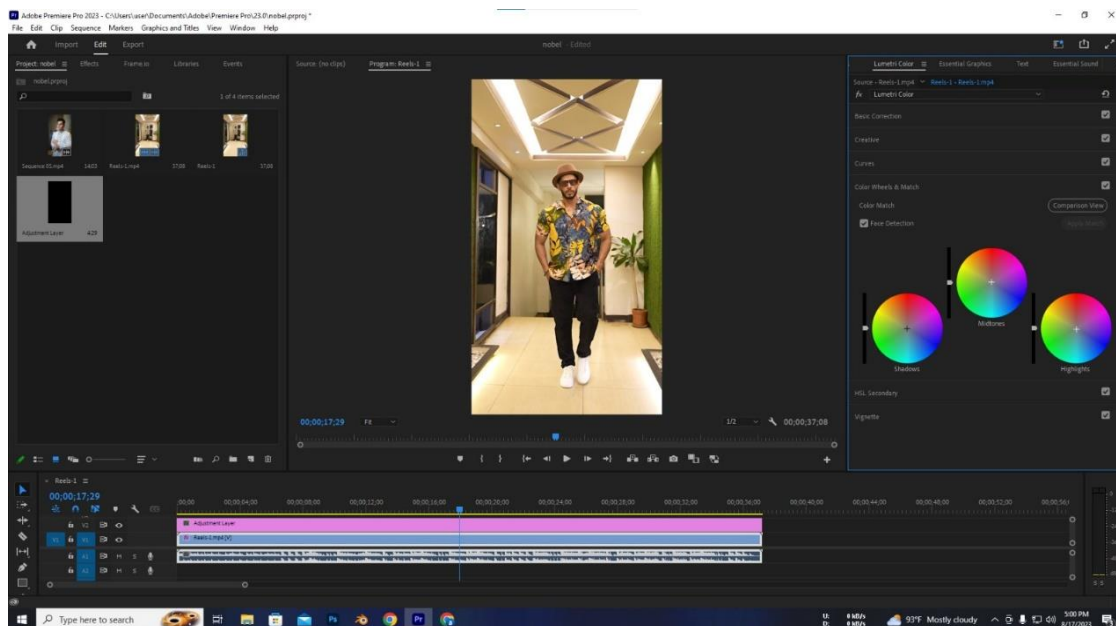


Figure: 4.2.3; Arrowin Shirt Shoot Editing

4.2.2 Attrie:

Attrie is a clothing a brand for men. ^[13] They have different products for men, like- Panjabi, Formal Pant, Polo Shirts, Trousers etc. For attrie I do photography and editing and also making short video for social media marketing.



Figure: 4.2.4; Attrie Panjabi Shoot



Figure: 4.2.5; Attrie Formal Pant Shoot

4.2.2.1 Workflow:

First, the Attrie gives us different products, then we Sammtech team idea of marketing for these products and do shooting, and after that, we edit these in post-production by using the different

software mentioned earlier. Then, after completing all the editing, we finally delivered the desired content along with videography, and the client appreciated that.



Figure: 4.2.6; Attrie Polo Shirt Shoot



Figure: 4.2.7; Attrie Polo Shirt Shoot



Figure: 4.2.8; Attire Polo Shirt Shoot



Figure: 4.2.9; Attrie Formal Pant Shoot

4.2.3 Tahams:

Tahams is a clothing brand for men. ^[17] They have different products for men, like- Half Sleeve T-shirt and Polo Shirts, Shirts etc. For Tahams I do photography and editing and also making short video for social media marketing.



Figure: 4.2.10; Tahams Half Sleeve T-shirt Shoot

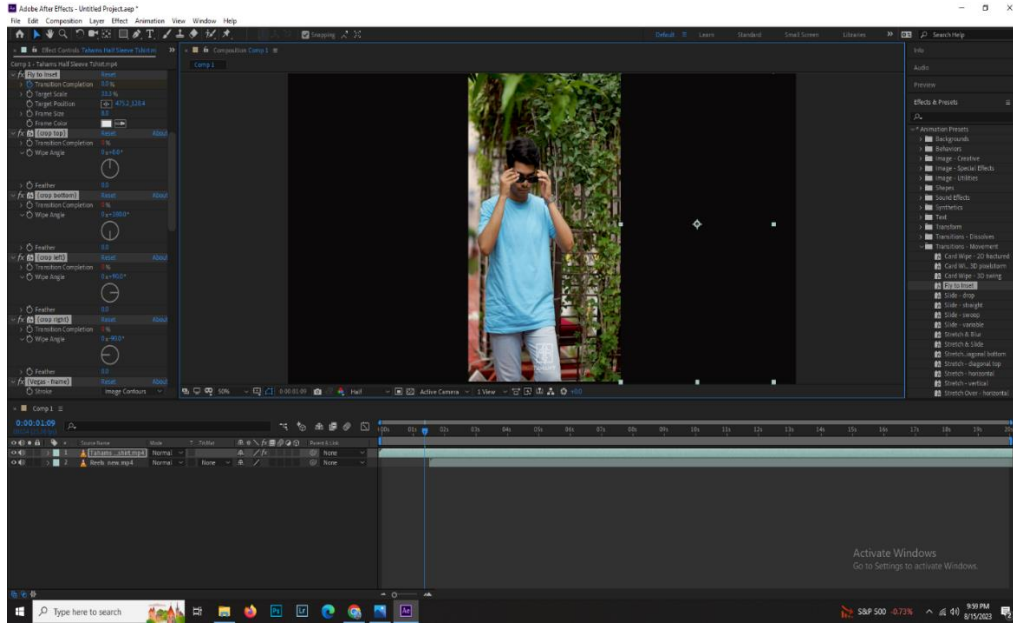


Figure: 4.2.11; Tahams Half Sleeve T-shirt Shoot Edit with Adobe After Effects

4.2.3.1 Workflow:

First, the Tahams gives us T-shirt products, then we Sammtech team idea of marketing and chose models for these products and do cinematography shooting, and after that, we edit these in post-production by using the different software mentioned earlier. Then, after completing all the editing, we finally delivered the desired videography, and the client appreciated that.

4.2.4 Ajwah Events:

Ajwah Events is a renowned event management company for wedding, birthday and any social events. [11] I do photography and cinematography and also making short video for social media marketing for them.



Figure: 4.2.12; Ajwah Events Shoot



Figure: 4.2.13; Ajwah Events Shoot

4.2.4.1 Workflow:

Ajwah Events wanted to show their different design event stages and for that they told us about photography, then we Sammtech team generate an idea for social media

marketing and chose concepts and do photography and after that, we edit these in post-production by using the different software mentioned earlier. Then, after completing all the editing, we finally delivered the desired photography, and the client loved that.



Figure: 4.2.14; Ajwah Events Shoot

4.2.5 Paragon Catering:

Paragon Catering is one of the fine catering servers in the town. ^[15] We are able to serve any kind of food. I do photography and cinematography and also making short video for social media marketing for them.



Figure: 4.2.15; Paragon Catering Shoot Edit



Figure: 4.2.16; Paragon Catering Shoot



Figure: 4.2.17; Paragon Catering Shoot



Figure: 4.2.18; Paragon Catering Shoot

4.2.5.1 Workflow:

Paragon Catering wanted to show their products, then we Sammtech team generate an idea for social media marketing and chose concepts and do photography and after that, we edit these in post-production by using the different software mentioned earlier. Then, after completing all the editing, we finally delivered the desired photography, and the client loved that.

4.2.6 Paragon Convention:

Paragon Convention Hall is a fully equipped and modern convention hall that you might be thinking about. ^[16] It was established in 2019. Paragon Convention Hall has three large hall rooms, in total 11,500 square feet. I do photography and cinematography and also making short video for social media marketing for them.

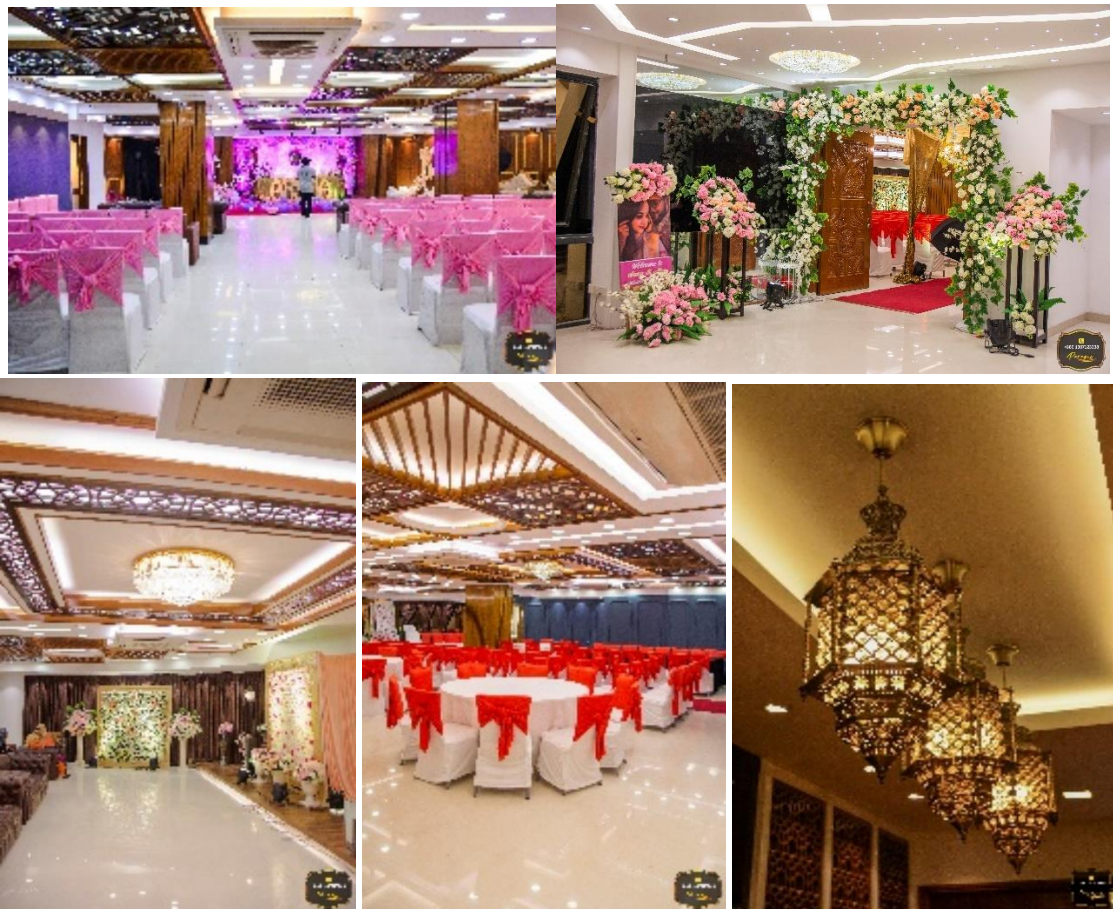


Figure: 4.2.19; Paragon Convention Shoot

4.2.6.1 Workflow:

Paragon Convention wanted to show their Hall, then we Sammtech team generate an idea for social media marketing and chose concepts and do photography on different functions and after that, we edit these in post-production by using the different software mentioned earlier. Then, after completing all the editing, we finally delivered the desired photography, and the client appreciated that.

4.2.7 Magic Moments:

Magic Moments is A complete Event Solution Designer for any kinds of Event Planning and Photography and Cinematography. ^[14] I do photography and cinematography and also making short video for social media marketing for them.

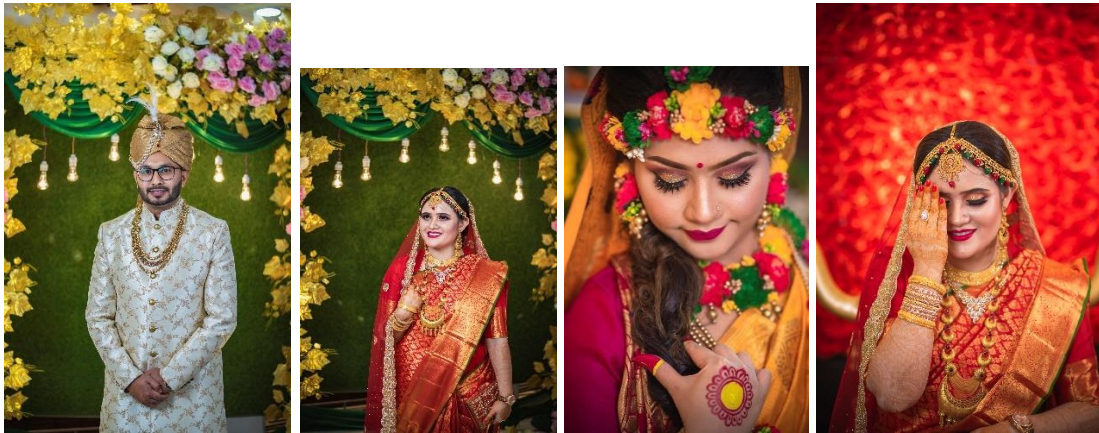


Figure: 4.2.20; Magic Moments Shoot



Figure: 4.2.21; Magic Moments Shoot



Figure: 4.2.22; Magic Moments Shoot After Edit

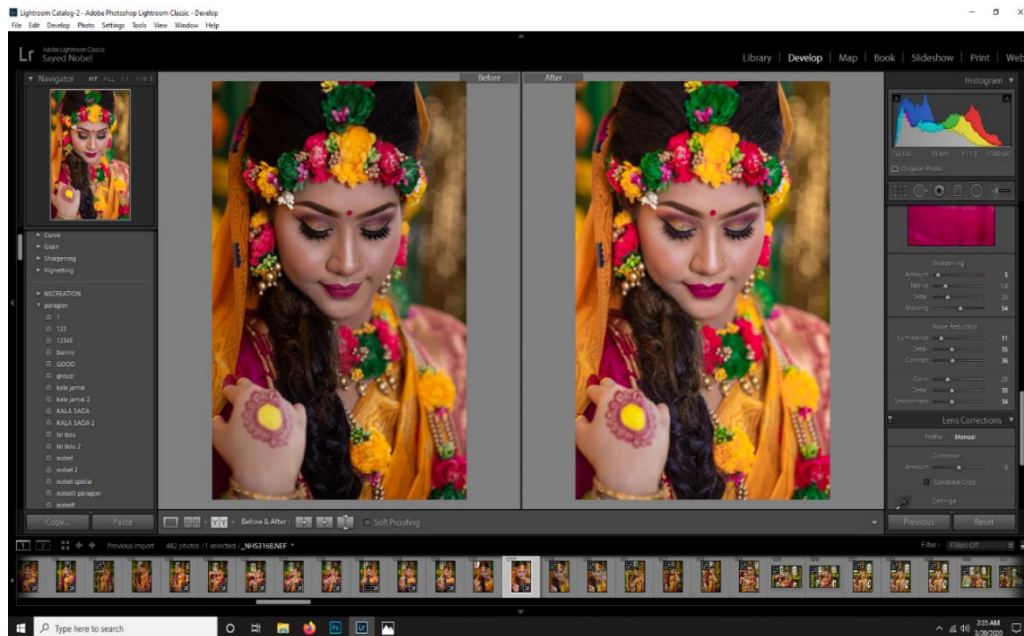


Figure: 4.2.23; Magic Moments Shoot Edit

4.2.7.1 Workflow:

Magic Moments wanted to show their events, then we Sammtech team generate an idea for social media marketing and chose concepts and do photography on different functions and after that, we edit these in post-production by using the different photo editing software and delivered them.

4.2.8 Munchery:

Munchery is a multi-cuisine, fine dining buffet restaurant located at Dhanmondi, KB Square. ^[10] I do photography and cinematography and also making short video for social media marketing for them.



Figure: 4.2.24; Munchery Buffet Restaurant Shoot Edit

4.2.8.1 Workflow:

Munchery Buffet Restaurant wanted to show their foods, then we Sammtech team generate an idea for social media marketing and chose concepts for food shooting and do photography and after that, we edit these in post-production by using the different photo editing software and delivered them.

4.2.9 Art Of Food:

Art Of Food is an authentic Mexican Food restaurant. ^[12] They Serve food to bring smile to customer face. I do photography and cinematography and also making short video for social media marketing for them.



Figure: 4.2.25; Art Of Food Shoot



Figure: 4.2.26; Art Of Food Shoot



Figure: 4.2.27; Art Of Food Shoot

4.2.9.1 Workflow:

Art Of Food wanted to show their foods, then we Sammtech team generate an idea for social media marketing and chose concepts for food shooting and do photography and after that, we edit these in post-production by using the different photo editing software and delivered them.

4.2 Other related works:

A significant portion of my duties was working with the customer to design and implement projects while coordinating them with the SAMM TECH team. I had to provide a variety of social media marketing items in addition to using my own skills to work on photo, video, and other editing projects.



Figure: 4.2.28; Team SAMM TECH



Figure: 4.2.29; Working with SAMM Tech

CHAPTER 5

LIMITATIONS AND CHALLENGES

Working in an unfamiliar setting can teach you a lot. I've just started to use what I've learnt outside of the academic classroom. The mistakes that are made when trying anything new must be remembered as learning opportunities. I had to make do with my constraints because it's difficult to find a perfect fit between thought and reality. In my efforts, I didn't make any mistakes. Although not especially challenging, the tasks took a lot of time. Adapting to the times can be very challenging. Throughout the duration of my internship, I made an effort to overcome the obstacles. Both new obstacles and fresh information have occasionally surfaced. As time has gone on, other arrangements have partially lessened the restrictions.

5.1: Limitations:

I had a variety of jobs to complete, and it was really challenging to execute them all by myself. The issue must be identified, and finding a solution takes time—especially given the absence of relevant marketing skills.

5.2: Challenges:

I found out there is no one here with experience in my field after beginning the internship. I started off by moving too quickly, which led to numerous errors. I made an effort to learn from my mistakes and do better. With careful planning and thorough preparation, the entire process took a long time to complete.

Date: 1 June 2023

TO WHOM IT MAY CONCERN

I am privileged to recommend Sayed Nobel as an intern at SammTech Ltd. under my supervision. I was acquainted with Nobel for the last few months and he was an intern in Social Media & Content Management Department.

During the course of his internship, Nobel proved himself to be a dependable intern and a hard worker with solid problem solving and technical skills. I was always impressed by Nobel's ability to complete the work assigned to him on time.

Overall, Nobel is a talented, hard-working intern. I strongly recommend him. And with the right guidance and training, I have no doubt he could excel in an upper-level. I wish him success in his life.



Ashiq Ahmed
Social Media & Content Management Department
SammTech Ltd.

Figure: 5.2.1; SAMM Tech Recommendation Letter

CHAPTER 6

CONCLUSION

Through a variety of jobs, I was able to identify my areas of specialization. You can contact people across the entire nation if you operate in the photography, filmmaking, and social media marketing industries. You may help them by highlighting their benefits and drawbacks. When my work is appreciated by the citizens of the entire nation, I feel joy and calm.

My tasks were made simpler through research and brainstorming. If I don't have enough experience with anything, I've learnt to be curious about it. I have demonstrated my usefulness by working on several different projects at once. By getting involved in a variety of topics, such as social media marketing, video editing, photo editing, and animation design, I came to understand my position.

I have learned a lot about reality, the working environment, professionalism, etc. through my actual experience working at the renowned company SAMM TECH. Having a thorough understanding of the audience's needs was crucial. The acquisition of practical knowledge and abilities may be aided by internships. Throughout my internship, I was able to put the theoretical knowledge to use. In a limited amount of time, I have attempted to finish my task while maintaining a high standard. I'm hoping that my countless experiences will lead me to the next step in my professional journey.

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