

Internship on Graphic Design at R&B Creative Studio

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

The Department of Multimedia and Creative Technology at Daffodil International University has accepted Prama Rani Saha's project, "**Internship on Graphic Designer at R&B Creative Studio**" as meeting the requirements for the B.Sc. in Multimedia and Creative Technology. The project's style and contents have also been approved. On August 19th, 2023, the presentation has been held.



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DECLARATION

I hereby declare that this project has been done by **Prama Rani Saha (193-40-637)** under the supervision of, **Dr. Md. Samaun Hasan, Assistant Professor, and Department of MCT** Daffodil International University. I also declare that neither this project nor any part of this project has been submitted elsewhere for the award of any degree or diploma.

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I want to start by praising and thanking God in the highest degree for His heavenly mercies, which made it possible for us to complete the internship successfully.

And finally, I want to thank my parents. They have been incredibly encouraging to me during my trying times. I want to thank my parents for their unwavering love and understanding.

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Finally, I'd like to express my gratitude to all of my Daffodil International University classmates who took part in this conversation while in class.

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ABSTRACT

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CHAPTER 1

INTRODUCTION

As a graphic designer, I work at R & B Creative studio. Working as an intern at the R & B Creative studio is fantastic.

R&B Creative Studio commenced operations in 2015. Rashed Ahmed and Golam Faruque Babu Sir formed it after 18 years of working together in the advertising sector. Our company's goal is to provide our clients with SIMPLE, BOLD, AND EFFECTIVE communication. R&B Creative Studio develops creative strategy as well as finished goods for all platforms.(Figure 1.1)

Brand identities, photography, graphic design, art & illustration, and 3D modeling are among their specialties, as are animation, content development, television commercials, radio commercials, social media videos, and, of course, digital marketing and public relations.[1]



Figure 1.1_ “R & B Creative Studio Logo”

CHAPTER 2

DETAILS OF USED SOFTWARE

I utilized a few specific pieces of software all during my internship. I primarily utilized Adobe Photoshop, Illustrator and Figma.

2.1 Adobe Illustrator: Adobe Inc. developed and markets Adobe Illustrator, a vector graphics editor and design application. Beginning in 1985, Adobe Illustrator was created with the Apple Macintosh in mind.(Figure 2.1)

A reputable vector-based design and drawing programmer is Adobe Illustrator. The use of Illustrator as a part of a larger design workflow enables the creation of everything from basic design elements to full compositions. Illustrator is a tool used by designers to produce a wide range of products, such as posters, icons, business cards, and brochures. [2]

Adobe Illustrator is friendly, in my opinion. Everything may be completed using this software in a single layer. The most of the time I used Illustrator to complete my designs.



Figure 2.1_ “Adobe Illustrator”

2.2 Adobe Photoshop: Adobe Photoshop is a raster graphics editor that was developed and published by Adobe Corp. for Windows and macOS. In 1987, Thomas and John Knoll first had the concept. As a result of the software's evolution as the industry standard for editing raster images and many forms of digital art. (Figure 2.2)

Masks, alpha compositing, and a range of color models, including RGB, CMYK, CIELAB, spot color, and duotone, are all supported by Photoshop. Raster images can also be edited and composed on several layers.

Photoshop uses the PSD and PSB file formats to support these features. In addition to raster images, Photoshop also has limited skills to edit or render text, vector graphics (especially when utilizing the clipping path for the latter), 3D graphics, and video. My primary tool for color correction was Photoshop. [3]



Figure 2.2_ “Adobe Photoshop”

2.3 Figma: In terms of functionality and features, Figma is a cloud-based design application similar to Sketch, but with significant variations that make Figma superior for team collaboration. We'll demonstrate how Figma streamlines the design process and is more efficient than other tools at facilitating productive teamwork for people who are dubious about such assertions. It is the only design tool of its kind that can do this, and it still allows users to share, open, and edit Figma files in locations with hardware running different operating systems.

(Figure 2.3)

Figma organizes files because it is an online application and does it by presenting projects and the files associated with them in a separate view. Like Sketch, Figma allows for numerous pages per file, allowing Agile teams to properly organize their projects:

Make a project around the main theme.

For an epic or substantial feature, create a file.

Make pages for each user tale in that file.

This is simply one approach to file organization that can be refined to be more or less precise as needed by the process. [4]



Figure 2.3_ “Figma”

CHAPTER 3

INTERNSHIP WORKFLOW

In this chapter, I am discussing the workflow of how I designed the logo. Most of the time, I use Illustrator and Adobe Photoshop.

3.1 Logo Design

3.1.1 Jalalabad Festival Logo

i. Idea: As this is a client's work, I have tried to create the logo according to the client's requirements. The logo was for an event organized by the Sylhet Society in London. The client wanted the logo to represent Sylhet's trading heritage. So, I incorporated elements such as Sylhet's bridge, Shah Jalal Mosque, and tea leaves to portray Sylhet's traditional aspects in the logo. (Figure 3.1.1. i.)

ii. Layout Design:

- (a) Sketching & Composition:** We sketched various layouts, experimenting with different placements and sizes of the bridge, mosque, and tea leaves.
- (b) Digital Rendering:** Transferring the chosen sketch to digital format, we meticulously recreated the elements while ensuring a balanced composition.
- (c) Typography:** The choice of font complements the logo's theme, adding a touch of tradition and modernity.
- (d) Integration & Refinement:** Elements were integrated thoughtfully, adjusted for proportion, and refined for a polished look.



Figure 3.1.1.i. _ “Logo Layout”

iii. **Software view:** I created the logo by outlining the path with the pen tool. Here is my illustration software view. (Figure 3.1.1. ii.)

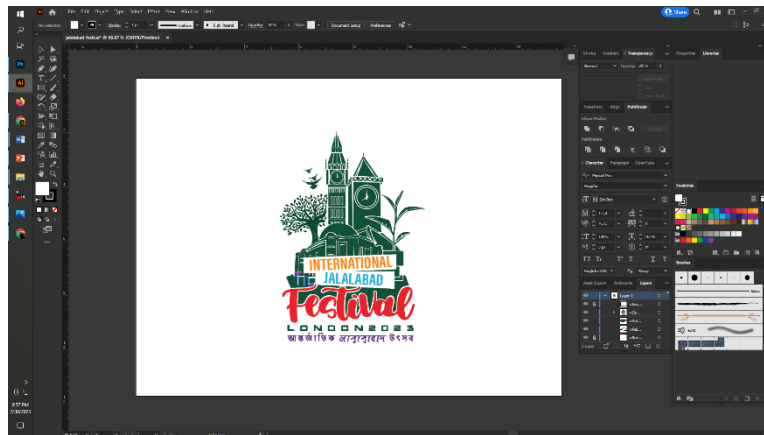


Figure 3.1.1. ii. _ “Logo Software view”

iv. **Color Palette:**

This color palette brief outlines the rationale behind the selection of colors for the logo designed for the Sylhet Society's event in London. The logo is intended to reflect Sylhet's rich trading heritage and cultural significance through its design elements. The chosen color palette plays a crucial role in conveying the essence of the Sylhet region and its traditional aspects.

Color Palette: The selected color palette for the Sylhet Society London event logo comprises the following colors: (Figure 3.1.1. iii.)

#105237 (Deep Green): This deep green hue is reminiscent of Sylhet's lush landscapes and agricultural significance. It represents the region's natural beauty and its close association with tea cultivation. [5]

#eb222c (Vibrant Red): Vibrant red symbolizes the energy, vibrancy, and resilience of Sylhet's culture and people. It reflects the passion and enthusiasm that the Sylheti community brings to their traditions and heritage. [6]

#1db4dd (Cerulean Blue): Cerulean blue represents the historical trading heritage of Sylhet. It signifies the region's connection to waterways and trade routes, highlighting its role as a hub for

commerce and cultural exchange. [7]

#f68e22 (Golden Orange): Golden orange embodies the warmth, hospitality, and unity of the Sylheti community. It reflects the welcoming nature of Sylhet's people and their commitment to preserving their traditions. [8]

Color Rationale: The chosen color palette serves to visually communicate Sylhet's trading heritage and cultural identity through a harmonious blend of hues:

Deep Green (#105237): This color resonates with Sylhet's abundant tea plantations, which have been a significant part of the region's economy for generations. It represents growth, prosperity, and the region's natural resources. [9]

Vibrant Red (#eb222c): The energetic red captures the passion and liveliness of the Sylheti culture. It symbolizes the strong emotional connections and enthusiasm that Sylheti's have for their heritage and traditions. [10]

Cerulean Blue (#1db4dd): Cerulean blue is a nod to Sylhet's history as a trading hub. It represents the rivers and waterways that have facilitated commerce and cultural exchanges for centuries, underlining the region's historical significance. [11]

Golden Orange (#f68e22): This warm orange shade embodies the hospitality and togetherness of the Sylheti community. It reflects the unity and openness that Sylheti's extend to others, inviting everyone to be part of their cultural celebrations. [12]

Conclusion: The carefully selected color palette for the Sylhet Society London event logo encapsulates the trading heritage and cultural richness of Sylhet. Each color has been chosen for its distinct symbolism and contribution to conveying the essence of Sylhet's traditions and history. Together, these colors harmonize to create a visually compelling and meaningful logo that resonates with the Sylheti community and its values.



Figure 3.1.1. iii._ “Color Palette”

v. **Final Output:**

Sylheti Bridge: A prominent feature of the logo, the Sylheti Bridge symbolizes connectivity and trade. It reflects the region's historical significance as a hub for commerce and cultural exchange.

Shah Jalal Mosque: The depiction of the Shah Jalal Mosque pays homage to Sylhet's spiritual heritage. It represents the region's deep-rooted cultural values and religious identity.

Tea Leaves: Tea leaves are delicately integrated into the logo, symbolizing Sylhet's historical ties to tea cultivation. This element represents growth, prosperity, and the region's natural resources. (Figure 3.1.1. iv)



Figure 3.1.1.iv. _“Final Output: Jalalabad Festival Logo”

In conclusion, the final output of the Sylhet Society London event logo (Figure 3.1.1. iv.) is a masterpiece that encapsulates Sylhet's trading heritage and cultural richness. With its meticulously crafted design elements and thoughtfully chosen color palette, the logo serves as a powerful representation of Sylhet's history, spirituality, and growth. It embodies the values of unity, hospitality, and resilience that define the Sylheti community, inviting all to partake in its celebrations and traditions. The logo stands as a testament to the Sylhet Society's commitment to honoring their past while fostering a vibrant future.

3.1.2 Beauty Brand Logo

- i. **Layout Design:** Since this was a client's project and I tried to follow the client's requirements, I attempted to create a beauty brand logo. The client provided color suggestions and mentioned that the logo should have a feminine touch. (Figure 3.1.2. i.)



Figure 3.1.2. i. _ “Logo Layout”

- ii. **Software view:** I created the logo by outlining the path and circle with the pen tool. Here is my illustration software view. (Figure 3.1.2. ii.)



Figure 3.1.2. ii. _ “Beauty Brand Logo Software view”

iii. Color Palette :

This color palette brief outlines the rationale behind the selection of colors for the beauty brand logo designed in accordance with the client's preferences. The logo is intended to exude a feminine touch while representing the essence of the beauty industry. The chosen color palette plays a pivotal role in conveying the desired aesthetic and emotional appeal. (Figure 3.1.3. iii)

Color Palette: The selected color palette for the feminine beauty brand logo comprises the following colors:

#8ca88e (Soft Sage Green): The soft sage green hue embodies freshness, vitality, and growth. It brings a sense of tranquility and nature to the logo, evoking feelings of calmness and rejuvenation.

#e2d7b5 (Warm Beige): Warm beige exudes elegance, subtlety, and sophistication. It adds a touch of warmth and comfort to the logo, creating a balanced and inviting visual experience.

Color Rationale: The chosen color palette aligns with the client's vision for a feminine beauty brand logo, creating a harmonious and captivating visual identity: **Soft Sage Green (#8ca88e):** This color captures the essence of natural beauty and renewal. It symbolizes growth, harmony, and a connection to the environment. The soft sage green reflects the gentle and nurturing qualities often associated with beauty and self-care.

Warm Beige (#e2d7b5): Warm beige embodies a timeless elegance and sophistication. It signifies reliability, approachability, and comfort. The warm tones of beige evoke a sense of trust and balance, making it an ideal choice for a beauty brand that aims to empower and enhance individuals' natural features.

Emotional Impact: The color palette chosen for the beauty brand logo evokes emotions that resonate with the target audience:

Feminine Elegance: The combination of soft sage green and warm beige exudes femininity and grace. It conveys the brand's commitment to celebrating and enhancing individual beauty.

Nature's Touch: The soft sage green references the natural world, aligning with the idea of nurturing oneself through organic beauty practices. It establishes a connection between the brand and the environment.

Soothing Comfort: The warm beige provides a sense of comfort and reassurance, suggesting that the brand's products and services are designed to make individuals feel confident and at ease. The soft sage green and warm beige work in tandem to create a harmonious and inviting logo that resonates with the essence of the beauty industry. This palette is not only aesthetically pleasing but also emotionally resonant, making it an ideal choice to convey the brand's commitment to empowering individuals through a feminine and nature-inspired approach to beauty.

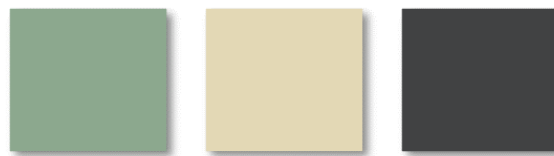


Figure 3.1.3. iii. _ “Beauty Brand Logo Color Palette”

iv. Final Output:

The final output of the feminine beauty brand logo encapsulates the essence of the beauty industry, embracing femininity, nature, and sophistication. The logo's design elements, combined with the carefully selected color palette, create a visual masterpiece that resonates with the brand's target audience. It communicates elegance, timeless beauty, and the assurance of a brand that understands and celebrates individuality. The logo stands as a testament to the brand's commitment to empowering individuals to embrace their natural beauty with confidence and grace.(Figure 3.1.4. iv)



Figure 3.1.4. iv. _ “Beauty Brand Final Output”

3.1.3 Click On Super Shop Logo

A grocery store is a retail store that primarily sells a general line of food, such as fruits, vegetables, meat, poultry, canned and frozen foods. Synonyms for grocery stores include supermarkets and food stores.

Supermarkets have traditionally served as a breeding ground for retailers, manufacturers, farmers, and producers. However, thanks to ecommerce and the rapid rise of online retailers, supermarkets have recently lost their allure. Try our Supermarket logos to bring back the glory days. Choose from shopping cart icons, money signs, fruit and vegetable bundles, a present box, a paper bag filled with items, and a variety of other related images. Use these fantastic graphics for sales, promotions, ads, coupons, stores, price products, price tags, and other similar purposes. Change the color, size, shape, text, and layout as desired. Then, with a few clicks, add some decorations and flourishes.

i. Layout Design:

Layout is critical to its success because it can make or break its capacity to transmit the brand's intended message. Choosing the proper logo layout is an art that involves a thorough understanding of design principles, target audience, and brand identity. (Figure 3.1.3. i)

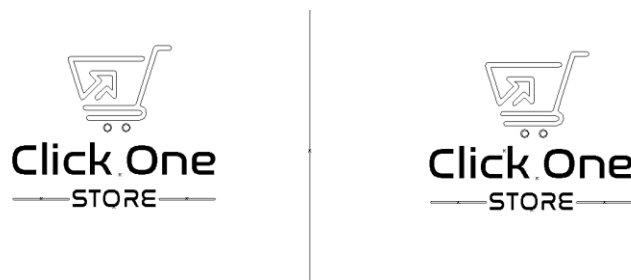


Figure 3.1.3. i. _ “Logo Layout”

ii. Color Palette :

This color palette brief elucidates the rationale behind the selection of colors for the logo designed for the Click One Store grocery shop. The client's vision of incorporating a one-click button and a bucket icon is transformed into a visual representation that aligns with the grocery shop's identity. The chosen color palette, consisting of #f57e2d and #5f6060, is integral to conveying the desired visual impact and brand message. (Figure 3.1.3. ii)

Color Palette: The chosen color palette for the Click One Store grocery shop logo consists of the following colors:

#f57e2d (Vibrant Orange): The vibrant orange hue signifies energy, enthusiasm, and convenience. It captures the essence of the one-click experience, representing efficiency and ease of shopping.

#5f6060 (Neutral Gray): The neutral gray provides a balanced and versatile backdrop to the logo. It complements the vibrant orange while adding a touch of professionalism and reliability.

Color Rationale: The carefully selected color palette aligns with the client's vision and conveys the essence of Click One Store's values and services: **Vibrant Orange (#f57e2d):** Vibrant orange embodies action, speed, and innovation. It symbolizes the seamless shopping experience that Click One Store offers, reflecting the one-click concept. This color evokes a sense of urgency and excitement, encouraging customers to explore the shop's offerings.

Neutral Gray (#5f6060): Neutral gray provides a strong visual contrast to the vibrant orange. It signifies reliability, professionalism, and trustworthiness. Gray serves as a backdrop that enhances the vibrancy of the orange, reinforcing the brand's commitment to efficiency and quality.

Brand Identity: The chosen color palette contributes to shaping the brand identity of Click One Store:

Efficiency and Convenience: The vibrant orange button symbolizes the one-click shopping experience, embodying efficiency and convenience. It conveys the shop's commitment to making shopping quick and hassle-free.

Professionalism and Reliability: The neutral gray provides a solid foundation that signifies professionalism and trustworthiness. It assures customers of the shop's reliability and quality service.

The meticulously chosen color palette for the Click One Store grocery shop logo encapsulates the essence of the brand's values, services, and identity. The vibrant orange button and neutral gray backdrop work harmoniously to communicate efficiency, innovation, and professionalism. Together, these colors create a visual identity that resonates with the shop's commitment to providing a seamless and reliable one-click shopping experience. The color palette serves as a vital component in conveying Click One Store's unique offerings and customer-centric approach to grocery shopping.



Figure 3.1.3. ii. _ “Logo Color Palate”

- iii. **Software Overview:** I created the logo by outlining the path with the pen tool. Use click symbol also used small circle. Here is my illustration software view. (Figure 3.1.3. iii)

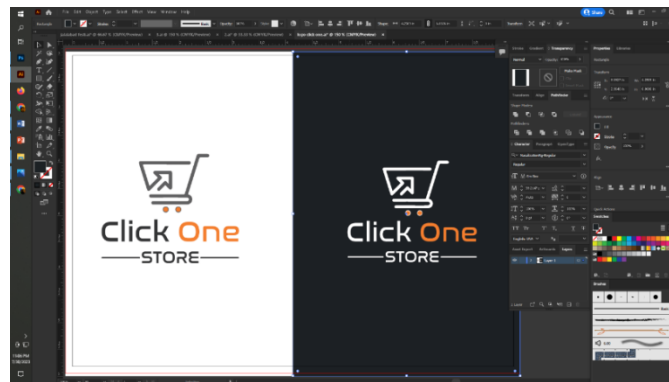


Figure 3.1.3.iii. _ “Logo Software overview”

iv. Final Output:

One-Click Button: The one-click button is prominently featured, symbolizing efficiency and the ease of shopping. It serves as a visual representation of Click One Store's commitment to streamlined service. (Figure 3.1.3. iii)

Bucket Icon: The bucket icon seamlessly integrates with the one-click button, representing the grocery aspect of the shop. It communicates the wide range of products available and emphasizes the shop's focus on essentials.

Symbolism and Message: The final logo translates the brand's identity and message effectively:

Efficiency and Convenience: The one-click button symbolizes the core shopping experience of Click One Store. It reflects efficiency, convenience, and the shop's commitment to making grocery shopping hassle-free.

Versatile Range: The bucket icon communicates the shop's extensive product range. It represents Click One Store's dedication to providing a diverse selection of grocery essentials.

In conclusion, the final output of the Click One Store grocery shop logo encapsulates the essence of the brand's values and services. The logo design, featuring the one-click button and bucket icon, visually represents the convenience and extensive offerings of the shop. The chosen color palette, with its vibrant orange and neutral gray, enhances the logo's impact by conveying the shop's commitment to innovation, efficiency, and reliability. The logo stands as a representation of Click One Store's dedication to revolutionizing the grocery shopping experience, offering customers a fast, convenient, and high-quality service.



Figure 3.1.3. iii. _ “Logo Final Output”

3.1.4 NRB Organization Logo

i. Layout Design:

Since this was a client's project and I tried to follow the client's requirements, I attempted to create a World Wide organization brand logo. "Since this is a global context, I have used a universal symbol/sign here." (Figure 3.1.4. i)

With an aim to establish a bond between Bangladeshi people and Non-Resident Bangladeshis (NRBs), NRB World (an organization of NRBs) has started its journey. It is a non-profit, non-political and service-oriented organization. The main aim and objective of this organization is to play a role in developing Bangladesh by using talents, skills and investments of immigrant Bangladeshis. Although NRB World is primarily based in the United States, thousands of expatriate Bangladeshi professionals residing in more than 50 countries around the world have joined this network. NRB World is working to bring expatriate Bangladeshi professionals from all countries of the world under one umbrella.



Figure 3.1.4. i. _ “Logo Layout”

- ii. **Software view:** Here I have fixed the color grid shape of the logo and taken a screenshot from Illustrator. (Figure 3.1.4. ii)



Figure 3.1.4. ii. _ “Software view”

- iii. **Color Palate:**

A color scheme is the selection of colors used in design in color theory. They are colors that are adjacent on the color wheel. Because they are closely linked, analogous colors look good together. The triadic color harmony consists of three colors that are evenly distanced from one another on the color wheel and create a triangle. Split-complementary colors are distinct from complementary color schemes. The scheme comprises of three colors: the original color and two complement color neighbors. Complementary color schemes are created by selecting two colors from opposite ends of the color wheel. They appear lively when they are close to each other. Tetradic color schemes are created by combining two complimentary color pairs in a rectangular shape on the color wheel. (Figure 3.1.4. iii)



Figure 3.1.4.iii. _ “Color palate”

iv. Final Output:

The logo design for NRB World is a visual representation of the organization's mission and values. The chosen color palette, consisting of #03243e and #f1af59, plays a significant role in conveying the essence of the organization. The symbolism and elements incorporated into the logo design are as follows:

Globe: A stylized globe forms the central element of the logo, representing the worldwide network of Bangladeshi professionals. This globe underscores the organization's global reach and the diverse locations from which NRBs originate.

Bridge: Across the globe, a bridge emerges, connecting the NRBs' current residence with their ancestral home. This bridge signifies the organization's mission to link the two worlds, fostering a strong bond and collaboration between Bangladeshi residents and NRBs.

Unity and Diversity: A circle of diverse individuals encircles the globe, representing the inclusive nature of NRB World. This portrays unity among Bangladeshi professionals from various walks of life, cultures, and countries. (Figure 3.1.5. iv)

Conclusion:

The design reflects the essence of a non-profit, non-political, and service-oriented organization that is committed to using the talents, skills, and investments of NRBs for the development of Bangladesh. The color palette, with its deep blue and warm golden tones, resonates with the sea that separates and connects, while the globe and bridge emphasize the global outreach and bridging of cultures. The circle of diverse individuals symbolizes the unity amidst diversity.



Figure 3.1.5. iv. _ “Final Output”

3.1.5 Sports Company Logo

- i. **Layout Design:** Since this was a client's project and I tried to follow the client's requirements, I attempted to create a Sports logo. "Since this is an exercise context, I have used a human symbol/sign here." (Figure 3.1.5. i)



Figure 3.1.5. i. _ “Logo Layout”

- ii. **Software view:** Here I have fixed the color, font, grid, shape, symbol of the logo and taken a screenshot from Illustrator. (Figure 3.1.5. ii)

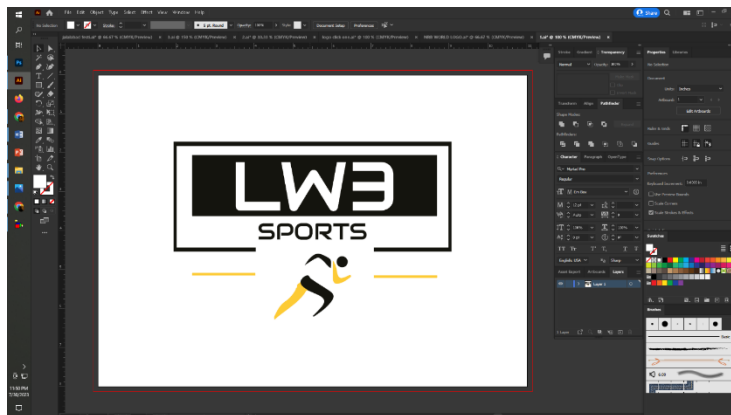


Figure 3.1.5. ii. _ “Software overview”

iii. Color palate :

This color palette brief outlines the thoughtful selection of colors for the sports logo featuring a human symbol, in accordance with the client's exercise context. The logo aims to represent energy, athleticism, and dynamism. The chosen color palette, consisting of #fdcb37 and #161610, is instrumental in communicating the logo's energetic and impactful message.

Color Palette: The chosen color palette for the sports logo with a human symbol comprises the following colors: (Figure 3.1.5. iii.)

#fdcb37 (Vibrant Yellow): Vibrant yellow exudes energy, enthusiasm, and positivity. It symbolizes the dynamism of sports and athleticism, resonating with the logo's core message of movement and activity.

#161610 (Deep Charcoal): Deep charcoal offers a strong contrast to the vibrant yellow. It provides a sense of grounding and adds depth to the logo, emphasizing the strength and determination associated with sports.

Color Rationale: The color palette selection aligns with the logo's goal of embodying the spirit of sports and exercise:

Vibrant Yellow (#fdcb37): Vibrant yellow represents the energy and passion that drive sports and physical activities. It symbolizes movement, action, and the exhilaration that comes from participating in sports. This color choice resonates with the logo's focus on athleticism and active engagement.

Deep Charcoal (#161610): Deep charcoal serves as a powerful backdrop to the vibrant yellow. It adds gravitas to the logo, reflecting the determination, strength, and dedication that athletes embody in their pursuit of excellence. The contrast with vibrant yellow enhances the overall visual impact of the logo.

Symbolism and Message: The selected color palette contributes to the logo's symbolism and message:

Energetic Dynamism: The vibrant yellow captures the logo's dynamic and energetic essence, symbolizing the exhilaration and vibrancy of sports and exercise.

Athletic Determination: The deep charcoal represents the commitment and perseverance

intrinsic to athletic pursuits. It symbolizes the drive and strength that athletes demonstrate in their training and competition. The color palette for the sports logo with a human symbol is a pivotal component in effectively conveying the spirit of athleticism, movement, and energy. The vibrant yellow and deep charcoal harmoniously interact to create a visually compelling and impactful logo. This palette is not only visually stimulating but also resonates with the core values of sports and exercise, making it an ideal choice to communicate the logo's message of vigor, dynamism, and dedication to physical activity.



Figure 3.1.5. iii. _ “Color palate”

iv. Final output:

The final sports logo with a human symbol masterfully captures the essence of athleticism and movement. The design elements, including the human symbol and dynamic lines, blend seamlessly with the chosen color palette to create a visually captivating and impactful logo. The vibrant yellow and deep charcoal colors resonate with the core values of sports and exercise, evoking energy, determination, and passion. This logo stands as a symbol of the commitment and drive that athletes bring to their training and competitions, encapsulating the spirit of sports and the pursuit of physical excellence. (Figure 3.1.5. iv)



Figure 3.1.5. iv. _ “Final output”

3.1.6 Canadian IT Company Logo

- i. **Layout Design:** Since this was a client's project and I tried to follow the client's requirements, I attempted to create a Canadian It Company logo. "Since this is Canadian company so that I used Canadian flag color, I have used a symbol/sign here." (Figure 3.1.6. i)

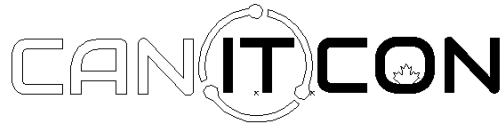


Figure 3.1.6. i. _ “Logo Layout”

- ii. **Software view:** Here I have fixed the color, font, grid, shape, symbol of the logo. That is for a IT sector so that I used a circle which is mean IT related something not else. Taken a screenshot from Illustrator. (Figure 3.1.6. ii.)

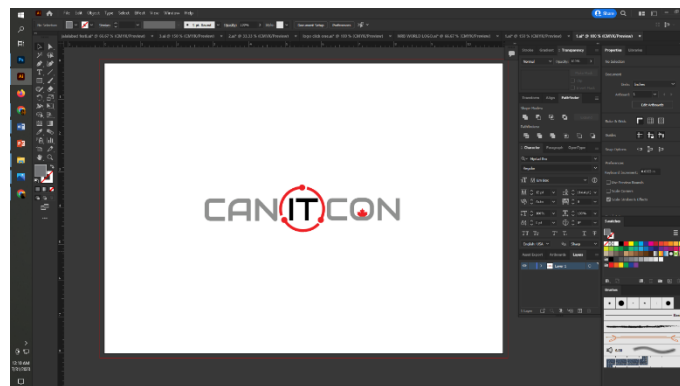


Figure 3.1.6. ii. _ “Software overview”

iii. Color palate :

The logo features the Canadian flag colors and incorporates the iconic red maple leaf symbol. The chosen color palette, consisting of #ed2224 and #8e8e8e, is a strategic choice to convey the brand's Canadian heritage and IT industry focus. (Figure 3.1.5. iii)

Color Palette: The chosen color palette for the Canadian IT Company logo comprises the following colors:

#ed2224 (Canadian Flag Red): The Canadian flag red is a vibrant hue that symbolizes Canada's national identity. It represents energy, innovation, and the company's commitment to excellence.

#8e8e8e (Neutral Gray): Neutral gray serves as a complementary color to the vibrant red. It adds depth and sophistication to the logo while allowing the red to stand out prominently.

Color Rationale: The selected color palette aligns with the logo's goal of representing a Canadian IT company:

Canadian Flag Red (#ed2224): The use of the Canadian flag red pays homage to the company's Canadian heritage. This color reflects the company's connection to the country's values of innovation, determination, and progress. It also highlights the company's patriotism and its dedication to contributing to Canada's technological advancement.

Neutral Gray (#8e8e8e): Neutral gray provides a balanced backdrop for the vibrant red. It evokes professionalism, reliability, and a sense of solidity. Gray enhances the logo's visual impact by allowing the red maple leaf symbol to shine while maintaining an elegant and modern aesthetic.

Symbolism and Message: The color palette significantly contributes to the logo's symbolism and message:

Canadian Identity: The use of Canadian flag red and the red maple leaf symbol signify the company's roots in Canada. This showcases the company's pride in its Canadian identity and its commitment to contributing to the nation's technological growth.

Professionalism and Innovation: The neutral gray underscores the company's commitment to professionalism and excellence in the IT industry. The red hue represents the innovative spirit and the dynamic approach that the company brings to its work.

The chosen color palette for the Canadian IT Company logo effectively represents the company's Canadian heritage, technological prowess, and commitment to excellence this color palette serves as a testament to the company's dedication to advancing Canada's technology landscape while upholding the values of professionalism and progress.



Figure 3.1.5. iii. _ “Color palate”

iv. Final output:

The Canadian IT Company's final logo is a visual masterpiece that skillfully melds pride in one's country, technological power, and professionalism. The modern typeface and the red maple leaf, among other design features, meld perfectly with the carefully chosen color scheme. The company's dedication to expanding both Canada's technology environment and its own business is reflected in the logo, which combines the bold Canadian flag red with the chic neutral grey. This logo embodies the identity and objectives of the Canadian IT Company and stands as a testament to innovation, excellence, and patriotism. (Figure 3.1.6. iv)



Figure 3.1.6. iv. _ “Final output”

3.1.7 Consulting Company Logo

- i. **Layout Design:** Since this was a client's project and I tried to follow the client's Requirements. (Figure 3.1.7. i)



Figure 3.1.7. i. _ “Logo Layout”

- ii. **Software view:** Here I have fixed the color, font, grid, shape, symbol of the logo and taken a screenshot from Illustrator. (Figure 3.1.7. ii.)



Figure 3.1.7. ii. _ “Software overview”

iii. Color palate :

This color palette brief outlines the strategic selection of colors for the logo designed for MVC Consulting, in alignment with the client's vision and tagline "The Gateway to Financial Freedom." The chosen color palette, featuring #27266b, was chosen to evoke a sense of trust, professionalism, and expertise while embodying the concept of financial freedom and empowerment. (Figure 3.1.7. iii)

Color Rationale: The selected color palette aligns with the logo's goal of representing MVC Consulting's expertise in financial matters:

Deep Indigo (#27266b): The deep indigo color conveys a sense of authority, professionalism, and experience. It signifies the depth of knowledge and expertise that MVC Consulting brings to financial matters. The hue also embodies trust and reliability, essential qualities in the financial consulting industry. This choice reflects the company's commitment to guiding clients towards financial freedom through secure and strategic solutions.

Trust and Expertise: The deep indigo color symbolizes the trustworthiness and proficiency of MVC Consulting. It assures clients that the company is a reliable partner on the journey to financial freedom.

Financial Freedom: The color evokes a sense of stability and reliability, aligning with the concept of financial security and the tagline "The Gateway to Financial Freedom." It communicates the company's dedication to empowering clients to achieve their financial goals. The deep indigo shade communicates professionalism and reliability, reinforcing MVC Consulting's commitment to guiding clients on their path to financial freedom.



Figure 3.1.7. iii. _ "Color palate"

iv. Final output:

Design Elements: The logo integrates key design elements that reflect MVC Consulting's ethos and offerings:

Strategic Typography: The typography chosen for the logo exudes sophistication and expertise. It communicates the company's professionalism and proficiency in financial matters.

Subtle Elegance: The logo's design is marked by a timeless simplicity that conveys confidence and reassurance. It resonates with clients seeking dependable financial solutions. (Figure 3.1.7. iv)

In conclusion, the final MVC Consulting logo is a visual representation of professionalism, trust, and financial empowerment. The design elements, combined with the deep indigo color palette, create a logo that speaks to the company's commitment to guiding clients toward financial security and prosperity. This logo stands as a symbol of MVC Consulting's unwavering dedication to providing reliable financial consulting services that pave the way for clients to attain their financial aspirations and unlock their path to lasting financial freedom.



Figure 3.1.7. iv. _ “Final Output”

3.1.8 Shoe Company Logo

- i. **Layout Design:** This is the logo of a shoe company. Since this was a client's project and I tried to follow the client's Requirements. (Figure 3.1.8. i)



Figure 3.1.8. i. _ “Logo Layout”

- ii. **Software view:** Here I have fixed the color, font, grid, shape, symbol of the logo and taken a screenshot from Illustrator. Here I used a shoe vector which was my client’s requirement. (Figure 3.1.8. ii)
And my client also said that this color should be green shades.



Figure 3.1.8. ii. _ “Software overview”

iii. Color palate :

This color palette brief outlines the rationale behind the color selection for the logo designed for the shoe company, following the client's vision. The chosen color palette, featuring the main color #f6e7ce and the background color #12543a, is a result of careful consideration to reflect the essence of the shoe industry and the brand's identity. (Figure 3.1.8. iii)

Color Palette: The selected color palette for the shoe company logo consists of the following colors:

Main Color: #f6e7ce (Warm Ivory): The warm ivory color symbolizes elegance, comfort, and sophistication. It reflects the premium quality and style associated with the shoe industry. This color choice evokes a sense of refinement and appeals to the target audience's taste.

Background Color: #12543a (Deep Forest Green): The deep forest green serves as a rich background color that enhances the logo's visual impact. It represents growth, stability, and a connection to nature. This color complements the main color, creating a harmonious and engaging contrast.

Elegance and Comfort: The warm ivory color symbolizes the luxurious and comfortable nature of the company's footwear offerings. It communicates the brand's focus on style and wear ability.

Nature-Inspired: The deep forest green background reflects the brand's connection to nature and its commitment to producing environmentally conscious products. It aligns with the company's values of sustainability and growth. The carefully selected color palette for the shoe company logo effectively captures the brand's identity and values. This color palette serves as a testament to the brand's commitment to offering premium-quality footwear that resonates with style-conscious and environmentally aware consumers.

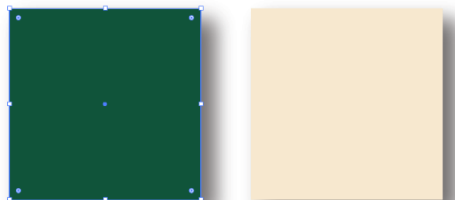


Figure 3.1.8. iii. _ "Color palate"

iv. Final output:

Design Elements: The logo seamlessly integrates key design elements to convey the essence of the shoe company:

Shoe Icon: The shoe icon serves as a visual representation of the company's core product, symbolizing style, craftsmanship, and comfort. It conveys the brand's dedication to creating footwear that aligns with these qualities.

Typography: The typography chosen for the logo complements the overall design, evoking a sense of sophistication and professionalism. It communicates the brand's commitment to excellence. (Figure 3.1.8. iv)

In conclusion, the final shoe company logo is a visual representation of the brand's dedication to elegance, craftsmanship, and environmental consciousness. The design elements, coupled with the carefully chosen color palette, create a logo that resonates with style-conscious consumers seeking premium-quality footwear. This logo stands as a symbol of the brand's commitment to offering footwear that blends sophistication, comfort, and sustainability, catering to individuals who value both style and environmental responsibility.



Figure 3.1.8. iv. _ “Final output”

3.2 Poster Design

3.2.1 Eid Card Design

i. Layout Design:

Adding Details to the Mandala:

- (a) Use the Pen Tool to draw intricate details within the mandala. Create various shapes and patterns to enhance the design.
- (b) Experiment with different shapes, lines, and curves to create an intricate and visually appealing mandala. (Figure 3.2.1. i)

Adding Light Effects

Create a new layer for the light effects. Place it above the mandala layer.

- (a) Use the Pen Tool to draw rays of light emanating from the center of the mandala. These can be simple lines that spread outward.
- (b) Apply a stroke to the rays of light. You can experiment with different stroke weights and colors to achieve the desired effect.
- (c) Use the Gaussian Blur effect (Effect > Blur > Gaussian Blur) to add a soft and diffused glow to the rays of light. Adjust the blur radius until you achieve the desired effect.

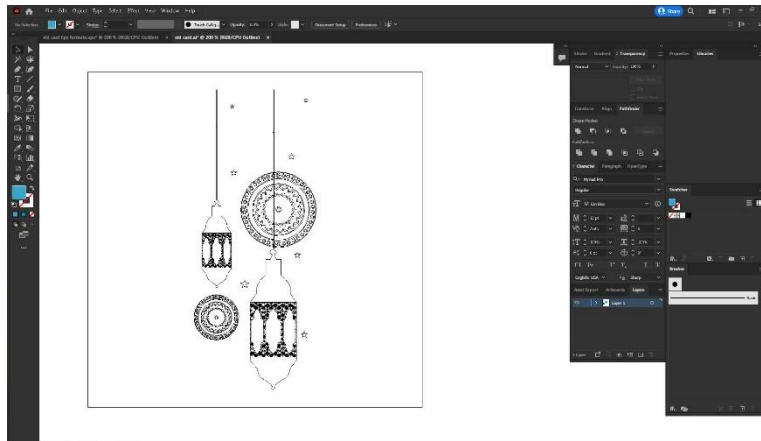


Figure 3.2.1. i. _ “Logo Layout”

- ii. **Software view:** Here I used a moon and a star. A Gradient color background also used white color mandala and white color vector lights. I have fixed the color, font, grid, shape, symbol of the logo and taken a screenshot from Illustrator. (Figure 3.2.1. ii)



Figure 3.2.1. ii. _ “Software overview”

iii. **Final output:**

The final output is a harmonious amalgamation of intricate details, vibrant colors, and an enchanting interplay of light, creating an Eid card that is not only visually appealing but also emotionally resonant, capturing the essence of the festive occasion. (Figure 3.1.8. iv)



Figure 3.1.8. iv. _ “Final output”

3.2.2 26th March Poster For Infinity

- i. **Layout Design:** Here I used an A4 size artboard. Then I create white background. Therefore, I also create a gradient wave background used black and white color. Here was my work of adobe Illustrator Screenshot. (Figure 3.2.2. i)

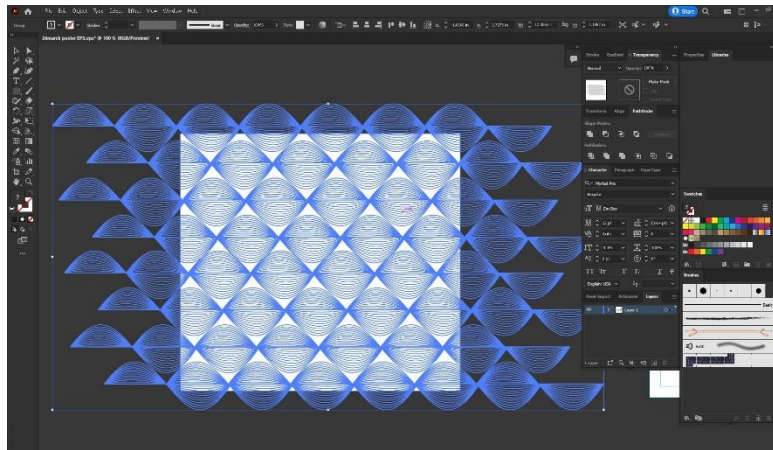


Figure 3.2.2. i. _ “Logo Layout”

- ii. **Software view:** 26 march Called Independence day for Bangladeshi people. This poster created for a Bangladeshi clothing brand “Infinity mega mall.” This was an independent day poster so that I used to try Bangladeshi flag. I also used Bangladeshi flag’s two color which was represent Bangladeshi culture. (Figure 3.2.2. iii)



Figure 3.2.2. iii. _ “Software overview”

iii. Color palate :

The selected color palette for the Independence Day poster consists of the following colors:

(Figure 3.2.2. iii)

#006a4e (Bangladeshi Flag Green): This vibrant green hue is an emblematic shade of the Bangladeshi flag. It symbolizes growth, vitality, and the lush landscapes of Bangladesh. The color choice reflects the nation's natural beauty and progress.

#f42a41 (Bangladeshi Flag Red): The bright red color is another integral part of the Bangladeshi flag. It represents the sacrifices made during the struggle for independence and the spirit of resilience. The color choice signifies the unity and determination of the Bangladeshi people.

National Pride: The Bangladeshi flag colors evoke a sense of national pride and unity, connecting the poster to the core values of Independence Day.

Cultural Identity: The color palette pays homage to the rich cultural heritage of Bangladesh, reflecting the brand's association with the nation's identity and values.

The carefully selected color palette for the Independence Day poster by Infinity Mega Mall effectively captures the essence of national pride, resilience, and cultural heritage. The Bangladeshi flag colors #006a4e and #f42a41 serve as a testament to the sacrifices and unity that led to the country's independence. This color palette not only resonates with the occasion but also aligns with the brand's commitment to celebrating the nation's values and culture through its offerings.

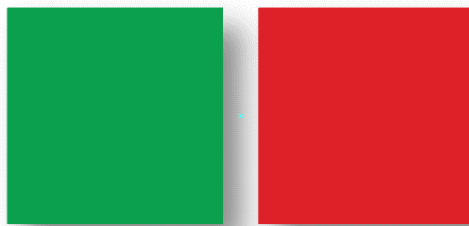


Figure 3.2.2. iii. _ “Color palate”

iv. Final output:

The Independence Day poster for "Infinity Mega Mall" features a captivating visual representation of national pride and celebration. At the top of the poster, the words "INDEPENDENCE DAY" are boldly displayed in a sophisticated and patriotic font, serving as a focal point and setting the tone for the occasion. (Figure 3.2.2. iv)

In the center of the poster, an intricate and elegant design unfolds. The design incorporates elements of Bangladeshi culture and heritage, symbolizing the unity and diversity of the nation. This design showcases the brand's connection to the heart of Bangladesh while celebrating the spirit of Independence Day. At the bottom of the poster, the logo of "Infinity Mega Mall" is tastefully placed, representing the brand's association with the occasion. The logo complements the overall design, harmonizing the brand's identity with the theme of the poster.

The poster's final output is a visually captivating and emotionally resonant depiction of Bangladesh's Independence Day. The thoughtfully chosen color palette, combined with the intricate design and brand representation, creates an impactful poster that celebrates the nation's history, culture, and progress.



Figure 3.2.2. iv. _ “Final output”

Flyer Design

3.3.1 Smart Bd. Flyer

- i. **Idea:** This is a client's work, I have tried to create the flyer according to the client's requirements. This is an IT Company. Here I was Use some shape, their require text, font etc. (Figure 3.3.1. i)
- ii. **Layout Design:** When I think about flyer first of all I create a layout my design .Then I applied color, font, logo, icon etc. Here I attach an image of a flyer layout.

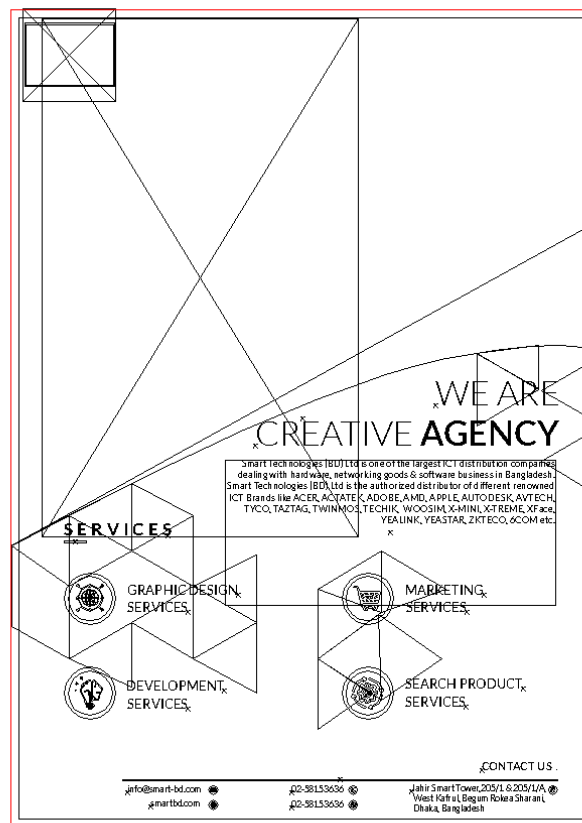


Figure 3.3.1. i. _“Layout”

- iii. **Software view:** Here is my illustration software view. When my design completed that time I take a screenshot of my adobe illustrator artboard.(Figure 3.3.1. ii)

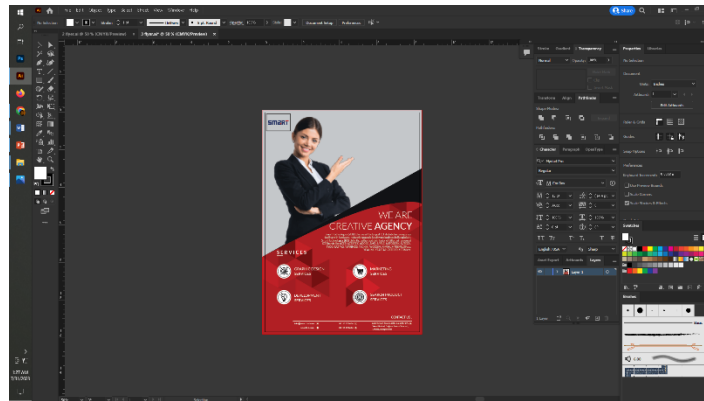


Figure 3.3.1. ii. _ “Software view”

- iv. **Color Palate:** The color palette for the SMART BD IT Company flyer has been thoughtfully crafted to align with the client's vision.[16] Incorporating shades such as #121417, #971b1e, #741012, #b21f24, #cc2028, and #c4c8ca, the palette conveys professionalism, innovation, and modernity. The deep tones of #121417 and #741012 evoke a sense of technology and depth, while the bold #971b1e and #b21f24 add a dynamic touch. The vibrant #cc2028 injects energy and reflects the company's cutting-edge approach. (Figure 3.3.1. iii) The subtle #c4c8ca acts as a balancing neutral, enhancing readability. This well-curated color palette reflects SMART BD's IT expertise, commanding attention, and fostering a sense of trust among its audience.[15]



Figure 3.3.1. iii. _ “Color Palate”

v. **Final Output :**

Use only vivid, high-definition photos that will draw the viewer in, set the tone, and support message. The use of an image as the flyer's focal point can draw readers in and encourage them to read it more carefully. Online, free stock images are widely available.(Figure 3.3.1. iv)



Figure 3.3.1. iv. _ “Final Output”

NRB Landing Page Design

3.4.1 Home Landing Page Design

- i. **Idea:** As this is a client's work, As an NRB, I have designed the logo with colors that complement the landing page design. Subsequently, I have attempted to create the landing page using the given article images provided by my client. Page width 1920.

Software view: Here I was used there requirement some images and articles. Clients provide me their mission and vision. That was a landing page .This section was NRB WORLD home page. In header section I used their logo and some button which was move one page to another page and added some options. That's why Visitor can visit their website easily. (Figure 3.4.1. i . _ “Software view”)

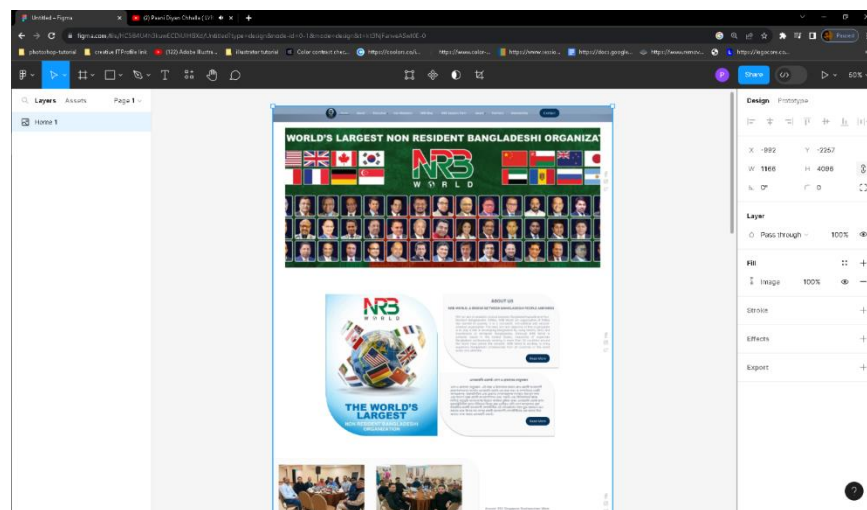


Figure 3.4.1. i . _ “Software view”

ii. Final design:

Welcome to NRB World, a global community fostering a bond between Bangladeshi nationals and Non-Resident Bangladeshis (NRBs). Our non-profit and service-oriented organization is dedicated to harnessing the talents, skills, and investments of immigrant Bangladeshis for the development of our homeland. Engaging Tagline: A compelling tagline below the logo, such as "Uniting Bangladeshi Talents Worldwide. "Content: Mission Statement: A concise statement explaining NRB World's mission to utilize the skills and investments of expatriate Bangladeshi professionals for the growth of Bangladesh. Impact Stories: Display success stories of NRB World initiatives that have contributed to Bangladesh's development, emphasizing the tangible impact made by the community. (Figure 3.4.1. ii) Membership Call-to-Action: An inviting call-to-action button encouraging Bangladeshi professionals worldwide to join the NRB World community. Interactive Map: An interactive map displaying the countries where NRB World has a presence, reinforcing the organization's global footprint. Upcoming Events: Showcase upcoming events, webinars, and conferences organized by NRB World to connect and share knowledge. The NRB World landing page home section should provide a visually compelling and informative introduction to the organization's mission, impact, and community. [13]



Figure 3.4.1. ii. _ “Final design”

3.4.2 About Landing Page Design

- i. **Software view:** That page I mentioned how that organization work. Added some article which was they provided me. This was my figma view when I was work. That time I taken a screenshot. (Figure 3.4.2. i)

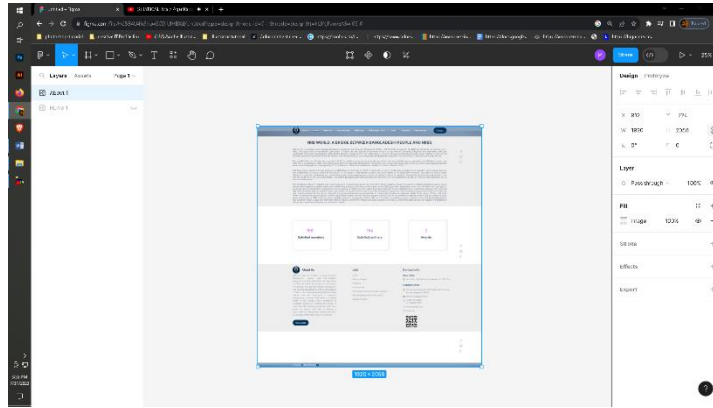


Figure 3.4.2. i. _ “Software view”

- ii. **Final design:** It was final output NRB WORLD about.(Figure 3.4.2. ii)



Figure 3.4.2. ii. _ “Final design”

3.4.3 Membership Executive Landing Page Design

- i. **Idea:** Applied the same way of home page.
- ii. **Software view:** That was figma software view. This page was membership form .There is 156 members. (Figure 3.4.3. i)

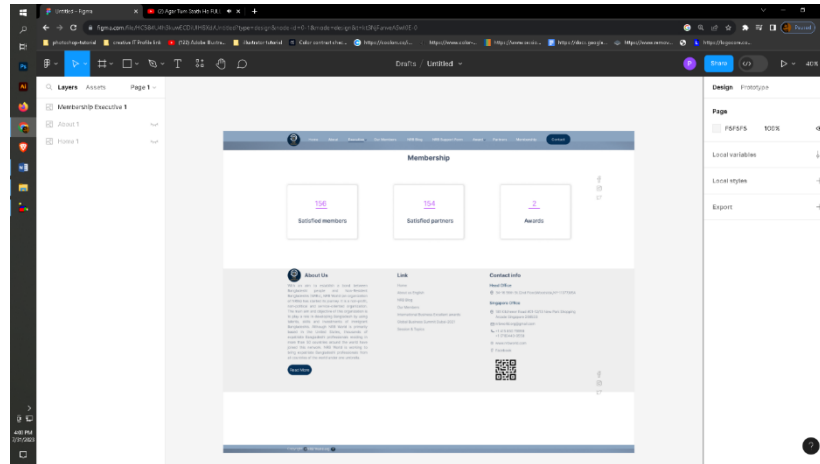


Figure 3.4.3. i. _ “Software view”

- iii. **Final design:** It was final outcome when my design completed. That time I handover this image of my client. (Figure 3.4.3. ii)

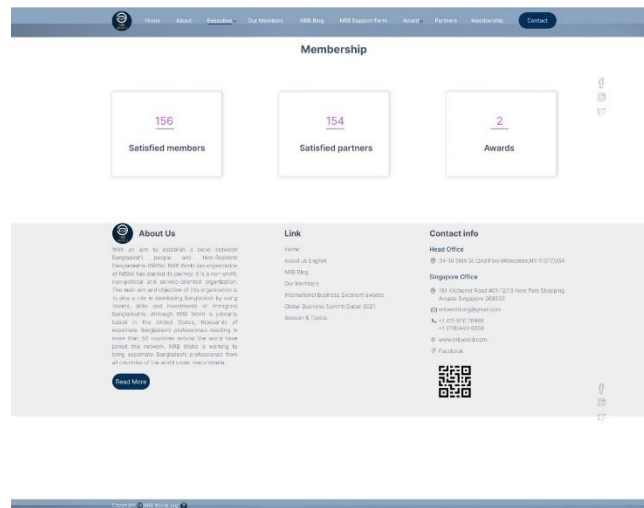


Figure 3.4.3. ii. _ “Final design”

3.5 Banner Design Page Design

3.5.1 Clothing Brand Sale Banner Design

- i. **Idea:** “The client provided me with the color codes and their brand logo title, and I have designed it accordingly.” (Figure 3.5.1. i)
- ii. **Design Layout:** Create an eye-catching New Year Sale banner for an Indian clothing brand, featuring their logo and captivating visuals. Highlight the exclusive offer: "8% off all packages." Emphasize the urgency with the key phrase "Don't miss out." Communicate the limited time: "Sales strictly run from 1st to 2 pm on 28th February." Craft a visually appealing design that encapsulates the essence of the brand's vibrant clothing line and entices customers to take advantage of this limited-time offer.



Figure 3.5.1. i. _ “Design layout”

iii. **Software view:** That was software view after finishing sale banner. (Figure 3.5.1. iii)

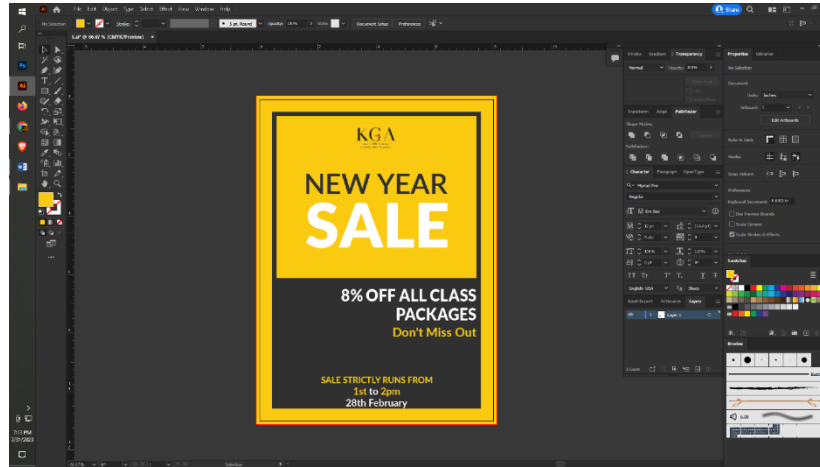


Figure 3.5.1. iii. _ “Software view”

iv. **Color palate:**

#30302f (Dark Charcoal): This dark charcoal color conveys a sense of sophistication and elegance. It serves as a strong backdrop that allows the other elements to pop and grab attention. It represents the brand's seriousness and commitment to quality. [18]

#f9c914 (Golden Yellow): The golden yellow color radiates warmth, positivity, and attention-grabbing energy. It symbolizes the excitement and happiness associated with celebrations like New Year. It draws the eye, inviting viewers to engage with the content. [17]

Color Significance: The combination of dark charcoal and golden yellow in the color palette holds significance: (Figure 3.5.1. iv)

Contrast and Attention: The dark charcoal background contrasts effectively with the golden yellow text and visuals, creating a visually appealing composition. The contrast ensures legibility and makes the content stand out.

Elegance and Celebration: The dark charcoal exudes elegance and sophistication, while the golden yellow embodies the joy and festive spirit of the New Year and the sale event.

Urgency and Exclusive Offer: The golden yellow effectively draws attention to the "8% off all

packages" offer and the critical "Don't miss out" message. This urgency is emphasized by the bright color, encouraging viewers to take immediate action.

Time Sensitivity: The limited-time nature of the sale, running from "1st to 2 pm on 28th February," aligns with the lively energy of golden yellow, prompting viewers to act quickly.

The chosen color palette of dark charcoal and golden yellow in the New Year Sale banner for the Indian clothing brand creates a compelling contrast that balances elegance, urgency, and celebration. The dark backdrop enhances the visibility of the golden yellow elements, effectively communicating the brand's message of an exclusive offer within a time-sensitive window.



Figure 3.5.1. iv. _ "Color palate"

- v. **Final banner:** Ready for handover. That was my final outcome of sale banner.(Figure 3.5.1. v)



Figure 3.5.1. v. _ "Final banner"

3.5.2 Sale Banner Design

- i. **Idea:** “The client provided me with the color codes and their brand logo title, and I have designed it accordingly. This is a banner made for an Indian client. Banner was Blue wings a company. The company carries people's goods from one place to another.” (Figure 3.5.2. i)

- ii. **Design Layout:**

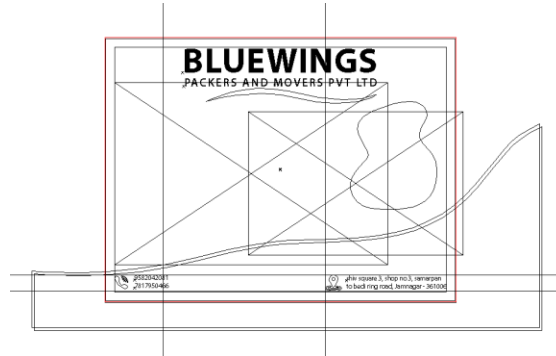


Figure 3.5.2. i. _ “Design layout”

- iii. **Software view:** There I was used text which is represented company name and also added their tag line. Created a curve with pen tool. Added two png images which is proved my clients. Last of all used their contact number with a call icon and their location with a location icon. That was my adobe Illustrator software view. I have taken a screenshot.(Figure 3.5.2. iii)



Figure 3.5.2. iii. _ “Software view”

iv. Color palate:

The color palette for the Blue Wings banner resonates with the essence of the Indian client's brand. Utilizing #1d7abf and #b1812c, the palette exudes trust and reliability (#1d7abf) while embracing the energy of transportation services (#b1812c). [19] Blue represents dependability in logistics, while the warm tone symbolizes movement and progress. This color harmony reinforces the company's commitment to safe and efficient goods transportation. By thoughtfully integrating the brand's logo, text, tagline, and client-approved visuals, the banner portrays professionalism, clarity, and client-centered service.(Figure 3.5.2. iv)



Figure 3.5.2. iv. _ “Color palate”

v. Final banner: This is final outcome. I maintain height, width, color and position.(Figure 3.5.1.v)



Figure 3.5.1.v. _ “Final banner”

CHAPTER 4

DISCUSSION

In your case, I utilized Adobe Illustrator to create a wide range of design proofs, including business cards, calendar designs, flyer designs, logo designs, menu card designs, brochure designs, font designs, letterhead designs, and catalog designs. These types of designs often require the use of vectors to ensure scalability without loss of quality. Adobe Photoshop commonly used for tasks like retouching photos, adjusting colors, and creating visual effects. In my workflow, I mentioned using Adobe Photoshop to make adjustments to images before adding color to the outlines. This likely involved refining and preparing images for my design projects before incorporating them into my compositions in Adobe Illustrator.

Figma is a web-based design and prototyping tool that facilitates collaborative design work. It's known for its real-time collaboration features, which allow multiple designers to work on the same project simultaneously. While I didn't elaborate much on my use of Figma, it's likely that I used it for collaboration, creating interactive prototypes, or possibly for certain design tasks that benefit from its unique features.

I mentioned that you had difficulty deciding on colors for my designs. Selecting an appropriate color palette is a crucial aspect of design, as colors evoke emotions and convey messages. After careful consideration, arrived at a palette of striking colors. This indicates that put thought and effort into choosing colors that would effectively communicate the desired mood or message of my design materials.

Overall, it seems I've employed a combination of Adobe Illustrator, Adobe Photoshop, and possibly Figma to create a diverse range of design proofs for various purposes. My attention to detail in refining images, selecting colors, and utilizing these tools showcases my design process and the effort you've put into creating visually appealing and impactful materials.

CHAPTER 5

CONCLUSION

During my internship at R & B Creative Studio, I had the opportunity to delve into a comprehensive work process, adapt my working style to meet professional standards, and engage in a well-structured project workflow. The entire experience proved to be a transformative journey as it significantly contributed to the growth of my self-confidence and interpersonal abilities.

The internship offers comprehensive practical knowledge and skill development, both of which are crucial for success in the job market. It also broadens our horizons intellectually. I've been in a number of circumstances that have enabled me to work toward my full potential as a capable employee. [14]

In conclusion, my internship as a graphic designer within this dynamic company has been a valuable and enriching experience. Throughout this journey, I have had the opportunity to actively contribute to the creation of impactful visual solutions for diverse projects, ranging from logos and web banners to landing pages and flyers. This role has allowed me to witness firsthand the pivotal role a graphic designer plays in shaping a company's brand identity and enhancing its online presence. Working alongside the talented team, I've learned the art of translating ideas and concepts into compelling visual designs that effectively communicate a brand's essence. The process of crafting logos, web banners, and landing pages has underscored the importance of aligning design elements with the company's core values and target audience. Each project brought its unique challenges, enabling me to enhance my skills in problem-solving, creativity, and adaptability.

The collaborative environment fostered within the company has exposed me to diverse perspectives and methodologies, enriching my design approach. I've grasped the significance of effective communication and coordination in the successful execution of design projects. Moreover, the meticulous attention to detail demonstrated in the development of flyers and other materials has been instrumental in achieving visually stunning and impactful outcomes.

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