

**Graphic Design & Visualization
Internship in Hishabee**

Submitted 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

Supervised By

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Assistant Professor
Department of Multimedia and Creative Technology
Daffodil International University



**DAFFODIL INTERNATIONAL UNIVERSITY
DHAKA, BANGLADESH**

19 August, 2023

APPROVAL

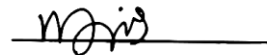
This Project, titled "Exploration of Spiral World during Internship," authored by Muhammad Habibur Rahman and submitted to the Department of Multimedia and Creative Technology at Daffodil International University, has been deemed suitable for meeting partial requirements towards the attainment of a B.Sc. degree in Multimedia and Creative Technology. It has also received approval for its style and substance. A presentation of the project is scheduled for August 19, 2023.

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DECLARATION

I now declare that I'm Sanjida Jahan Magomi (193-40-640) have done this internship in Graphic Design under the supervision of Mizanur Rahman, Assistant Professor, Department of Multimedia & Creative Technology, Daffodil International University. I also declare that neither this project nor any part of this project has been submitted elsewhere to award any degree.

Supervised by:



Mizanur Rahman
Assistant Professor
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Daffodil International University

Submitted by:



Sanjida Jahan Magomi
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ACKNOWLEDGEMENT

Internships are temporary work opportunities that combine vocational training with paid or unpaid employment. They serve as a bridge to gaining the necessary experience for a particular role, such as in the field of publishing. Through internships, individuals can learn practical and meaningful professional skills.

My personal experience with an internship was incredibly positive and left a lasting impression. During my time at Hishabee, I was able to gain valuable insights into the actual demands of the job. This experience would not have been possible without the guidance and support of various individuals.

Foremost, I extend my gratitude to my supervisor, Mizanur Rahman, an Assistant Professor specializing in Multimedia and Creative Technology (MCT) at DIU. His advice and assistance were instrumental in shaping my internship report. Additionally, I want to express my appreciation to Hishabee, the company that provided me with the opportunity to intern as a graphic designer. In particular, I want to highlight Mr. Saber Hossain, an executive at Hishabee, whose genuine support greatly contributed to my learning during the internship, especially in the realm of fieldwork.

I am also deeply thankful to MD. Salah Uddin, the Department Head of MCT, and Mizanur Rahman, Assistant Professor in the Department of MCT at Daffodil International University. Their encouragement and guidance played a pivotal role in my internship journey. I must also acknowledge the Department of Multimedia and Creative Technology at Daffodil International University for fostering an environment conducive to learning and growth.

In summary, internships are valuable experiences that blend learning and work, and my internship at Hishabee was made meaningful by the dedicated individuals who supported and guided me along the way.

ABSTRACT

An internship serves as a valuable chance provided by employers to individuals known as "interns." These interns, often students or undergraduates, are given the opportunity to work within an office environment for a specific, limited period. Typically spanning from 3 to 6 months, internships act as a bridge between academic learning and practical application. They are especially beneficial for honing existing knowledge and theoretical concepts.

Usually facilitated by educational advisors, internships have several advantages. They not only facilitate the development of specialized expertise in a chosen field but also foster versatile skills such as teamwork, communication, and proficiency in technology. These experiences are instrumental in preparing students for the professional world.

In my personal internship journey, I've gathered a wealth of experience that is pivotal in nurturing my potential for success in the professional realm. I specifically opted for an internship in Graphic Design at **Hishabee**. This decision has proven immensely rewarding as it allowed me to collaborate with some of the most accomplished designers in the industry, each possessing exceptional skills and talents. The learning I've gained from these experts has been invaluable.

During my internship tenure, I had the privilege of working on diverse projects including Brand kits, Flyers, brochures, social media content, web banners, and even web promo videos. Apart from these specific assignments, I also undertook various other tasks that contributed to my overall growth. These practical experiences furnished me with authentic work exposure and elevated my proficiency in my role. As I look ahead, I'm significantly confident that I can effectively apply these acquired skills in my forthcoming professional journey.

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CHAPTER 01

INTRODUCTION

1.1 What is an internship?

Internships offer hands-on professional experience that involves practical work related to studies or future employment. They enable students to explore and establish career paths while gaining expertise in a desired field. Internships provide practical knowledge, easing job pressures, and are supervised by industry experts. They bring fresh perspectives to workplaces, enhance existing skills, and offer insights into job roles, work habits, and problem-solving.

1.2 Why is it important?

Internships hold immense importance due to their ability to provide unique skill sets and opportunities that might otherwise remain inaccessible. Beyond technical knowledge in a chosen field, interns gain crucial social and practical skills essential for workplace success. These encompass effective time management, organizational prowess, adaptability, adept problem-solving, and seamless teamwork. Internships offer an invaluable chance to step into the shoes of professionals and truly understand the dynamics of a particular industry. The fast-evolving professional landscape necessitates a skilled workforce, and internships pave the way for students to uncover their hidden potential. Moreover, internships aren't mere windows into industries; they are doors to experiential learning and solution-oriented thinking. They immerse students in the intricacies of real work environments, where challenges are addressed and problems solved. This practical exposure is essential in shaping a well-prepared, forward-looking professional. In essence, dedicating time to internships is an investment in personal and career development, ensuring readiness for the road ahead

1.3 Name of the Company :

“Hishabee.”



Figure 1.1: Company logo



Figure 1.2: Company title

1.4 Introduction of the Company:

Hishabee has garnered a reputable status as a leading software agency in Bangladesh. With a focus on crafting digital solutions such as software, applications, and websites, the agency empowers individuals to approach tasks from a distinct perspective. Their services cater to a national audience, aiming to transform the way people engage with technology.

Initially rooted in software development, Hishabee has progressively broadened its horizons. This expansion is evidenced by its foray into website and app development, showcasing a commitment to adapt and innovate. Since their establishment in 2014, Hishabee has remained an active and influential presence in the industry.

The company's expertise lies not only in the technical realm but also in catalyzing novel approaches to problem-solving. By offering diverse digital products, Hishabee has enabled individuals and businesses to navigate the digital landscape in unique ways. With a foundation in software development and a continuous quest for growth, the agency contributes to shaping the digital landscape of today and tomorrow.

1.5 Description of my internship:

Throughout my internship, I gained valuable experience through a diverse range of tasks. I began by assisting in cover page creation and post-sale activities like designing logos, web banners, social media content, and cover photos. I even dabbled in unrelated drawings. Alongside these responsibilities, I acquired insights into digital marketing and built relationships with colleagues. Initial challenges gave way to improvement.

This experience underscored the significance of teamwork, rule adherence, and discipline. I found these to be the most crucial lessons. I'd like to highlight that my internship was fantastic, offering a glimpse into a professional environment that I thoroughly enjoyed. It fueled my desire to collaborate with experts again. As a result, I explored other departments for further knowledge.

1.6 Duration of my internship: 8th November-2022 to 28th February-2023

CHAPTER 02:

EXPLANATION OF SOME WORKS DURING INTERNSHIP

2.1 Introduction of My Works:

During my internship, I engaged in diverse projects, often working independently. Each project demanded a unique creation, fostering my individual skills. Internships lay a strong career foundation, offering hands-on experience and skills beyond classroom learning. Let's delve into a few projects I tackled: Social Media Content, logos, FACEBOOK Cover photos, Menu Design and Promo Videos.

- **‘Social Media Content’:** Social media content refers to material crafted by individuals or businesses for platforms like Facebook, Instagram, and Twitter. These networks enable direct engagement, unlike traditional marketing. However, success hinges on precise targeting to resonate with the intended audience, avoiding becoming just another promotional tactic.
- **‘Logo Design’:** Logo design offers a visual means to convey messages effectively. Comprising text, color, shape, and illustrations, logos create a self-explanatory image that fosters brand connection with the audience.
- **‘Facebook Cover photos’:** Building a strong brand image enhances industry credibility. This demands quality, consistency, and transparency to earn respect from consumers and rivals. Credibility is established through honesty and tailored efforts like customizing Facebook cover photos, which set the tone for your page and business, aligning marketing and design strategy for a lasting impact.
- **‘Menu Design’:** Menu design goes beyond just planning the dishes and drinks your restaurant offers. It encompasses strategic thinking about the items, their arrangement, and how they're visually presented to diners. In essence, it's about crafting a compelling and organized menu experience for customers.
- **Promo video’:** A promotional video is a concise clip designed to advertise marketing initiatives like sales or events. These videos are akin to teasers, grabbing the audience's attention and arousing curiosity. They share a style and tone with teaser videos, aiming to captivate viewers and encourage further exploration. Customized videos serve as a powerful tool for companies to effectively showcase and promote their products.

2.2 Problem findings & solution During work:

The design industry revolves around addressing challenges, with graphic designers facing daily hurdles in their projects, client interactions, industry dynamics, and collaboration with peers. My experience at Hishabee highlighted significant company-related issues. Personal design preferences and client needs must strike a balance, emphasizing collaboration. Graphic designers contend with a saturated market due to increasing interest in the field among young professionals. This oversaturation leads to intense competition and pricing pressures.

Designers aspire to balance creativity with utility, recognizing that fonts, like colors, evoke emotions and play a vital role. Effective onboarding for newcomers is crucial for quick adaptation. Staying updated with design trends, technological advancements, and innovation is a collective effort. Relevance is key in a fast-evolving landscape. Expanding teams, especially in account management and digital marketing, is essential for quality service delivery.

Launching a new business hinge on thorough research and inspiration. The journey involves overcoming challenges, adapting to trends, and maintaining a commitment to innovation.

CHAPTER 03: DETAILS OF USED SOFTWARE

3.1 Description of used software:

During my internship, I engaged with a range of software tools, each serving specific purposes within diverse projects. These tools weren't all employed simultaneously but rather tailored to individual tasks. My projects were distinct, and I assumed distinct roles to fulfill them. The realm of Graphic Design boasts diverse roles contingent on the work environment. Duties encompass selecting images, fonts, constructing layouts, and creating logos. Specializations vary, spanning motion graphics to print media.

Graphic designers conceive visual concepts to communicate information effectively. From posters and packaging to logos and marketing materials, they span a wide spectrum. Utilizing shapes, colors, typography, and imagery, designers convey ideas to their audience. Throughout my internship, my toolkit comprised Adobe Photoshop, Adobe Illustrator, Adobe After Effects, and Adobe Premiere Pro.

My colleagues were immensely supportive, offering essential resources to integrate into my projects. The software I employed is as follows.

3.2 Adobe Illustrator



Figure 3.1: Adobe Illustrator logo

Graphic designers rely on Adobe Illustrator to craft vector graphics. Adobe introduced Illustrator in 1987, and over the years, it has evolved into a graphic design standard. This software houses advanced digital drawing tools, perfect for creating vector-based graphics, typography, logos, and diverse artworks.

As a component of Adobe Creative Cloud, Illustrator is multifaceted. It caters to personal artistic expression, commercial branding, and design needs. Its utility spans creating banners, posters, logos, icons, and varied digital artwork. The software is a staple in corporate environments for marketing, advertising, and branding endeavors. Additionally, artists find it indispensable for crafting digital art, whether for leisure or financial gain.

I've personally harnessed Adobe Illustrator to design projects that garnered appreciative feedback from my clients. It underscores the software's prowess in delivering visually captivating and meaningful design solutions.



Figure 3.2: Designing flyer

This was the screenshot which I have taken while designing flyer in illustrator.

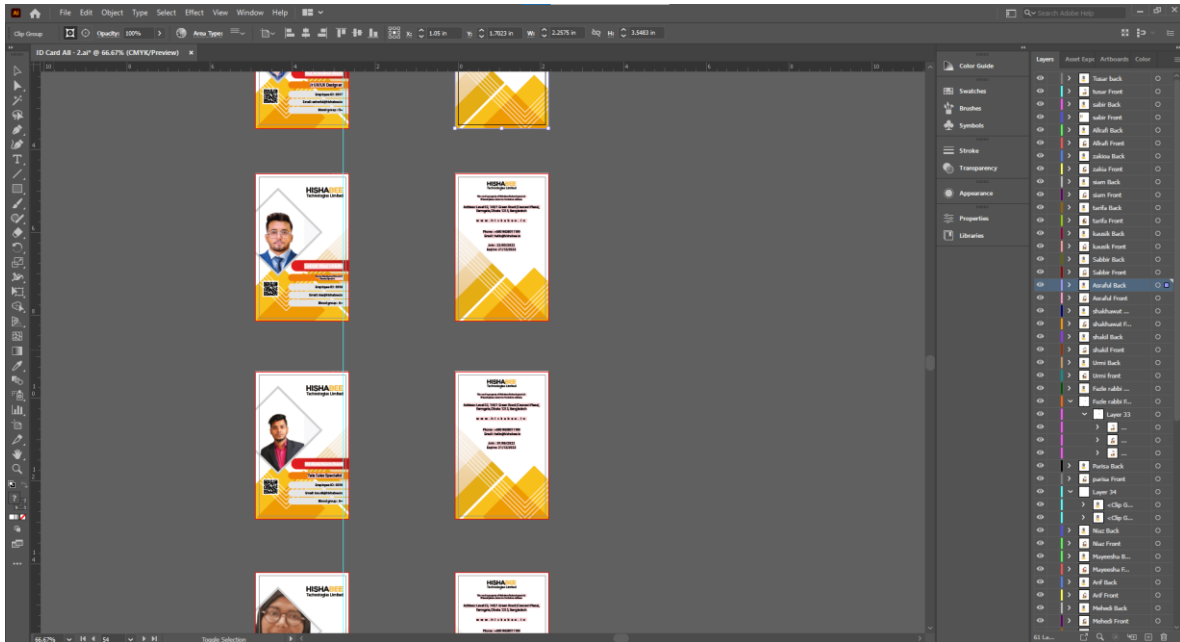


Figure 3.3: Designing web banner

This was another screenshot which I have taken while designing web banner in illustrator

3.3 Adobe Photoshop:



Figure 3.4: Adobe Photoshop logo

Adobe Photoshop stands as a versatile program for editing images and crafting graphics, developed by Adobe. Its toolbox includes a plethora of image-altering tools, along with the ability to create intricate visuals. Thanks to its incredible flexibility, Photoshop has become an industry standard, often being the first tool people learn to master.

Beyond picture editing, Photoshop serves as a powerhouse for compositing, animation, and graphic design. Its professional-grade tools aid artists in realizing their creative visions. Originally envisioned by the Knoll brothers in 1987, Photoshop has evolved into a cornerstone of the creative world. It caters to a diverse range of professionals, from artists to designers, spanning photography, digital art, and beyond.

The possibilities with Photoshop are vast. From retouching photos to designing intricate graphics, it's a go-to tool for bringing ideas to life. Its versatility has solidified its place in the toolkit of many creatives, enabling them to generate exceptional works across various mediums.

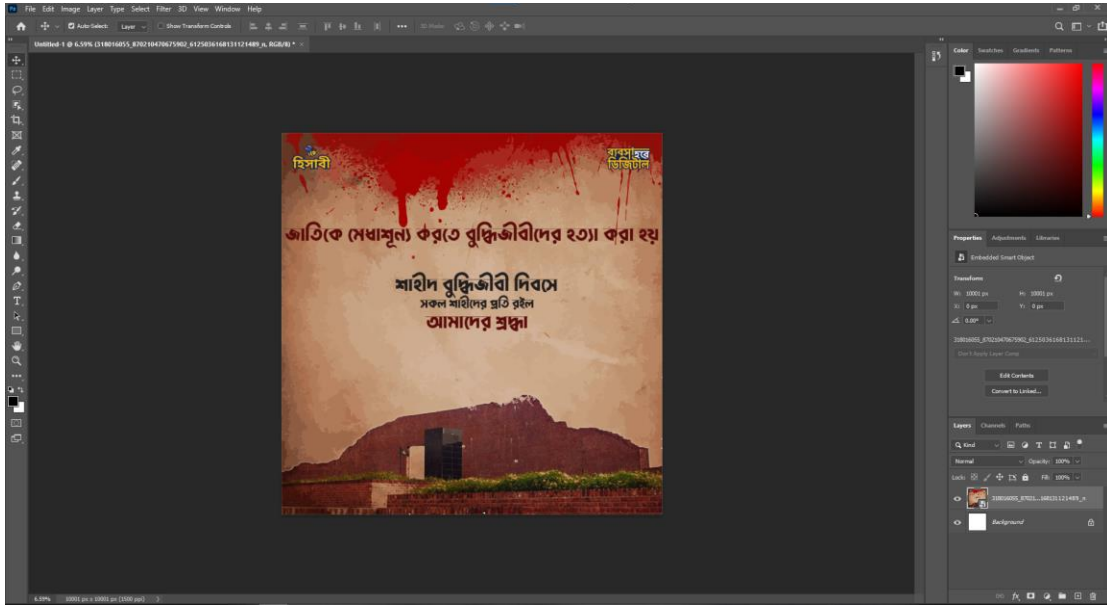


Figure 3.5: Making Social media content

This was the screenshot which I have taken while designing a social media post in photoshop.

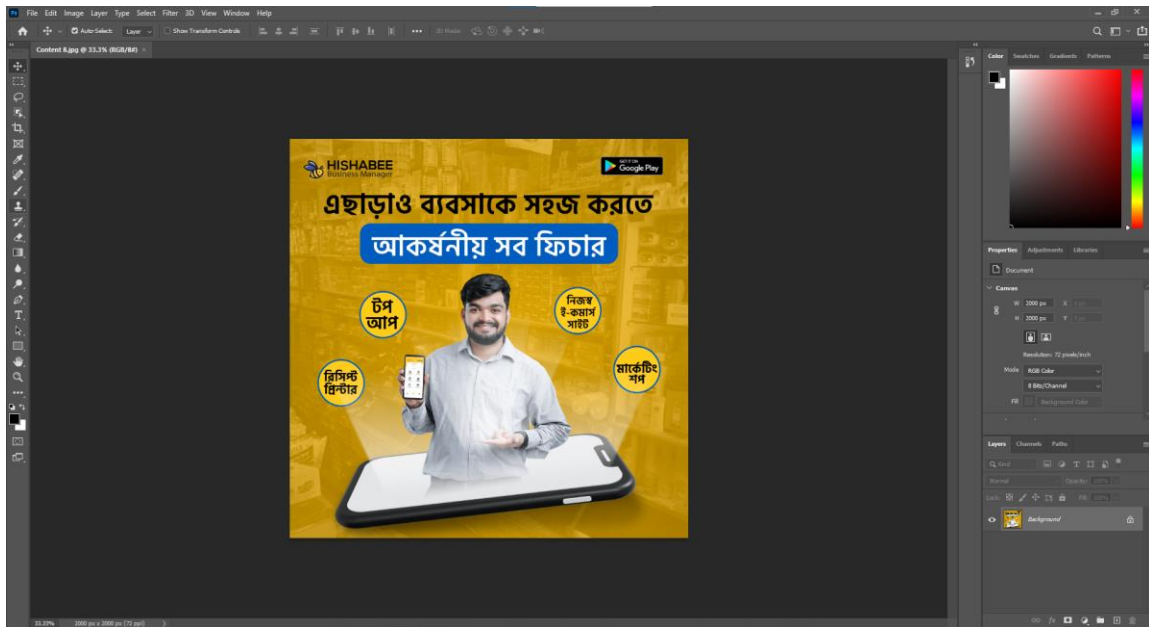


Figure 3.6: Making Social media content

This was the screenshot which I have taken while designing another social media post in photoshop

3.4 Adobe Premiere Pro:



Figure 3.7: Adobe Premiere logo

Adobe Premiere Pro is a robust video editing application. Its purpose is to elevate the value of individual elements by skillfully arranging them into a cohesive whole. In my experience, I employed the program to assemble and create my videos. The heart of this process lies in the timeline, where video clips are placed in the desired order. This timeline functions as a canvas where clips can be stacked, rearranged, and extended as needed.

Premiere Pro stands out as a premier video editing tool. It excels at seamlessly combining video and audio components. Multiple video clips find their place on the same track, making trimming and organizing a seamless process. Transitions between clips are easily crafted, lending fluidity to the video. Additionally, even basic text layers can be incorporated.

If your goal involves marrying video and audio elements harmoniously, Adobe Premiere Pro emerges as the prime choice. It simplifies the process of creating captivating videos, offering a powerful array of tools to enhance your content.

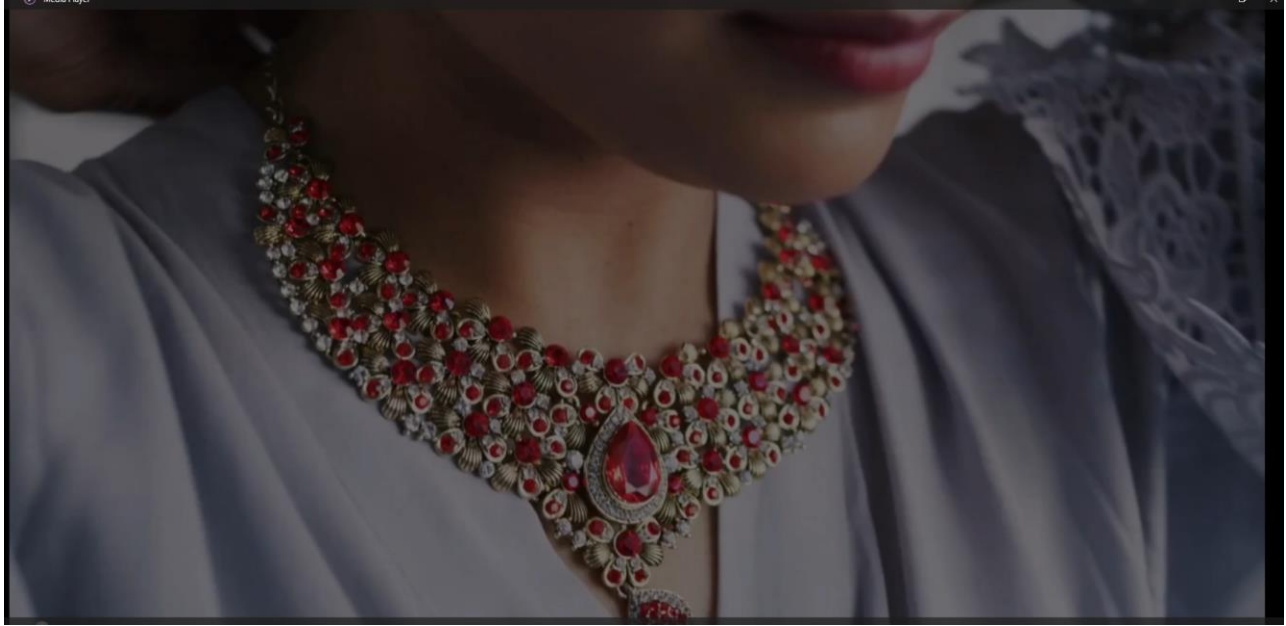


Figure 3.8: Editing the promo video

This was a scenery of my work while editing the promo video.



Figure 3.9: Editing the promo video

This was another scenery of editing the web promo video.

3.5 Adobe After Effect:



Figure 3.10: Adobe After Effect logo

Adobe After Effects is a software dedicated to crafting motion graphics and unique effects for videos, web content, and presentations. It functions seamlessly on both Mac and Windows systems. It excels in generating animated characters, titles, and dynamic elements. It's important to note that while it shares some similarities, it's distinct from traditional video editing software.

Best utilized after the editing phase, After Effects is employed to add effects, animation, and motion graphics to otherwise static components. It's a tool for storytelling, enabling the creation of visually captivating motion graphics that enhance presentations, stories, images, and mood. Since its inception in 1995, it has been a go-to solution for applying visual effects, generating motion graphics, and crafting animations.

Common applications for Adobe After Effects encompass motion graphics, visual effects, and composition. It's a potent software, allowing for the layering of multiple audio and video clips, and its array of features facilitate seamless blending. Its strengths lie in enhancing visual effects and creating 2D animations and titles with ease. In essence, it transforms static elements into dynamic, captivating visuals.

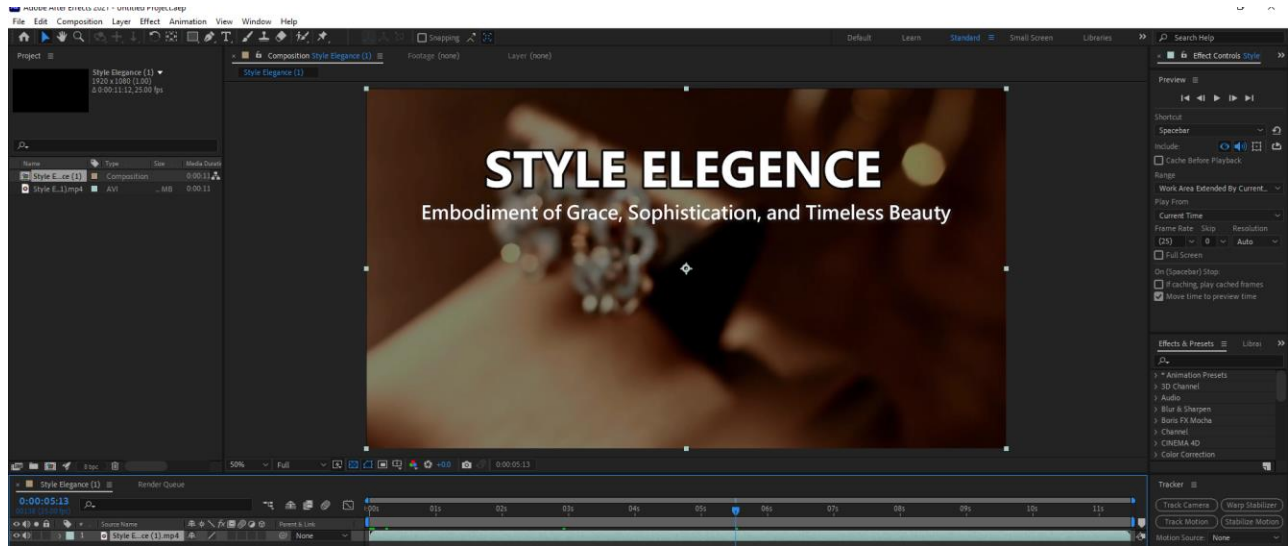


Figure 3.11: Making the web promo video

While making the promo video I took the screenshot.

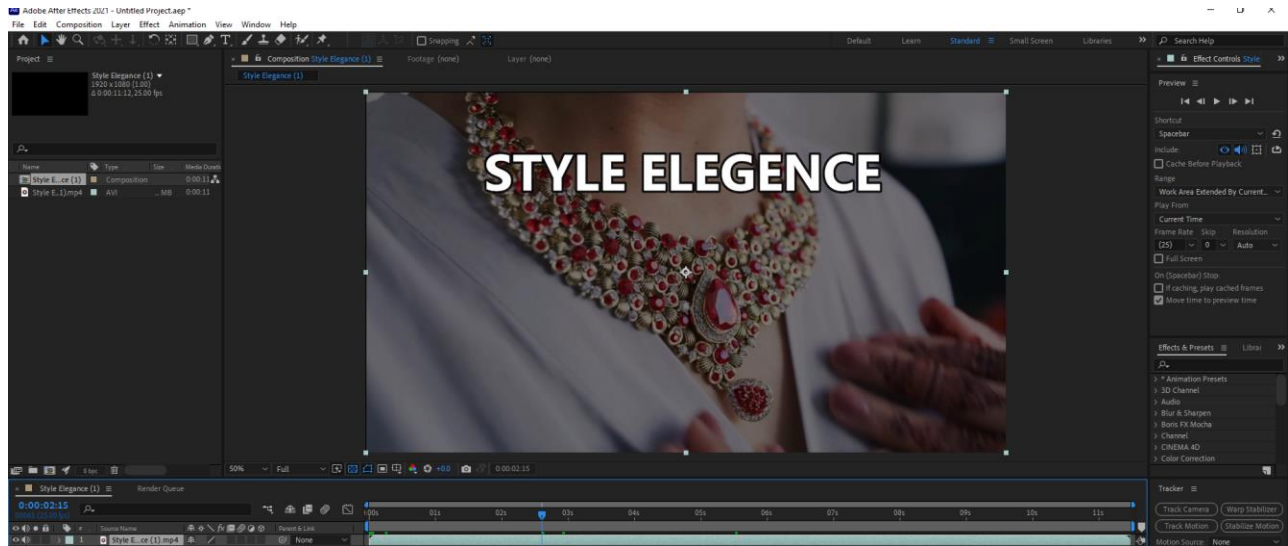


Figure 3.12: Making the web promo video

While making the promo video I took this screenshot as well.

CHAPTER 04 :

EXPLORATION OF MY INTERNSHIP

4.1 Work I've Done:

Throughout my internship, I actively participated in numerous projects, achieving significant success in the majority of them. Clients entrusted me with essential assets like images, logos, and information, which I skillfully transformed into creative and impactful designs. On occasions, I independently sourced the necessary elements, and my senior colleagues provided guidance when needed. The categories I worked on during my internship encompass a wide range of domains, as listed below:

- ID Card
- World cup content
- logos
- Facebook cover photo design
- Promo video
- Social Media Content

4.1.2 Research:

Graphic design goes beyond aesthetics, encompassing visual communication that conveys information, stimulates thoughts, and prompts innovative perspectives. It shapes how information is perceived and utilized in contemporary society. This concept holds true even in research fields. User research, alternatively called design research, is conducted to aid the development of products, services, and systems that cater to human needs. The core objective of design research is to offer value to end-users or meet specific demands. The steps I followed to craft my designs are detailed below:

- Brainstorming
- Client briefing
- Typography research
- competitor analysis
- Research on color

4.2 'ID Card':

Business cards typically serve to indicate affiliation with a specific company. These cards offer limitless design options and can even be programmed for access control purposes. Their potential is extensive: a single card can operate as an identification card, access pass, authorization token, and informational card all at once.

4.2.1 Work Process:

1. Visit the ID Banner Maker: Go to the ID Banner Maker page on the website.
2. Select a Template: Choose a template from the provided library or upload your own image.
3. Customize Your ID: Add a photo, text, and modify colors according to your preferences. You can personalize the card without requiring design expertise.
4. Design without Hassle: Craft your ID card easily even if you're not a designer.
5. Save and Download: Once satisfied, save your work and download the finalized ID card.

There are some works I have done during my internship:



Figure 4.1: Social Media Content

I created this ID card design for our company. Prior to beginning the design process, I conducted a brainstorming session and gathered inspiration from various sources. This helped me formulate a unique concept for the design. I then established a structured layout to guide the visual elements. Using the company's designated color code, I implemented the design using design software. This approach ensured that the final ID card design effectively represents our company's identity and values.

Work Process:

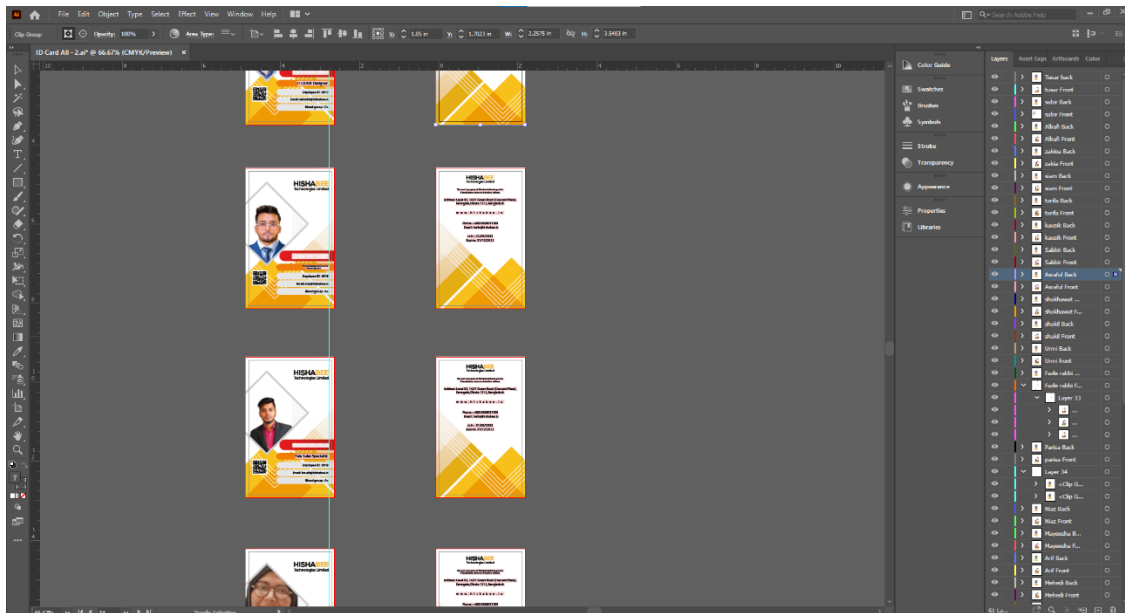


Figure 4.2: ID Card

I've took a screenshot while working on it.

4.3 Logo Design:

A logo is a distinctive combination of images and text that serves as an identifying emblem for a business. A well-crafted logo not only signifies a company's operations but also embodies its core values. The art of logo design revolves around crafting an ideal visual representation that encapsulates a company's essence. Depending on its style, a logo typically comprises a symbol or brandmark, a logotype, and often a tagline.

Through logo design, you wield a visual communication tool that effectively conveys your message to the audience. Logos are formed by blending elements like text, colors, shapes, and illustrations. They serve as self-explanatory images that resonate with people, fostering a connection with your brand that goes beyond words.

4.3.1 Work Process:

Certainly, here's a concise breakdown of the logo design process:

1. Brand Evaluation and Audience Assessment: Start by assessing the brand's identity and understanding the target audience.
2. Industry Research and Call to Action: Research the industry context and integrate a compelling call to action that resonates with the audience.
3. Usage Context Consideration: Compile a list of intended usage scenarios for the logo, and incorporate icons to enhance banner designs if necessary.

4. **Concept Sketching:** Begin by sketching various logo concepts to explore a range of creative ideas.
5. **Digital Drafts Creation:** Transition to vector software to translate your sketches into digital drafts, maintaining scalability and clarity.
6. **Feedback-Driven Refinement:** Refine your logo designs based on feedback, ensuring alignment with the brand's vision and audience preferences.
7. **Finalize Logo Files:** Prepare the final versions of the logo in various formats and sizes, ready for deployment.

Below are the content that I designed during the internship,



Figure 4.3.1: Logo Design

I crafted this logo for my "Style Elegance" company, adhering to the brand's color scheme and creating an appealing design. Following their guidelines, I ensured a user profile can seamlessly fit within the central blank space. The final logo was chosen by customers, signifying its successful alignment with their preferences.



Figure 4.3.2: Cover Photo



Figure 4.3.3: logo



Figure 4.3.4: logo



Figure 4.3.5: E-APPY logo

I designed this logo and cover photo for an online retail market offering diverse products. They specialize in various brands, including women's clothing, vegetables, and medicines. The client provided color preferences and a brief. Although I suggested altering the iconic color, they preferred to maintain it as originally chosen.



E-APPY

ONLINE RETAIL MARKET

- BRAND PRODUCTS
- IMPORTED PRODUCT
- GROCERY
- MEDICINE
- FOOD



Figure 4.3.6: E-APPY cover photo

I created a logo and cover photo for an online retail market selling various products. The client, who deals in women's clothing, vegetables, and medicines, provided color preferences and guidelines. Despite my suggestion to change the chosen color, they insisted on keeping it as is.

Labib enterprice logo Design



LABIB ENTERPRISE

Figure 4.3.7: Logo Design

I designed a minimalistic logo for a fashion company. The client supplied the text and requested a specific icon sourced from the internet. The design was tailored to their preferences and style.

Manun store logo design



Figure 4.3.8: Logo design

I created a minimal logo for a herbal product company, incorporating an icon provided by the client. The client's request was to place the icon in the center and use a random tree image from the internet. The design was tailored to their preferences and executed accordingly.

Logo design of import export business Amazi



Figure 4.3.9: Logo Design

I designed a logo for an import-export company. The client's instruction was to place the word "amazi" in the center of the design, while I developed the color concept. I initiated brainstorming and consulted with the client to refine the brief. After presenting various options, the client selected the mockup design for the final logo.

Mockup logo



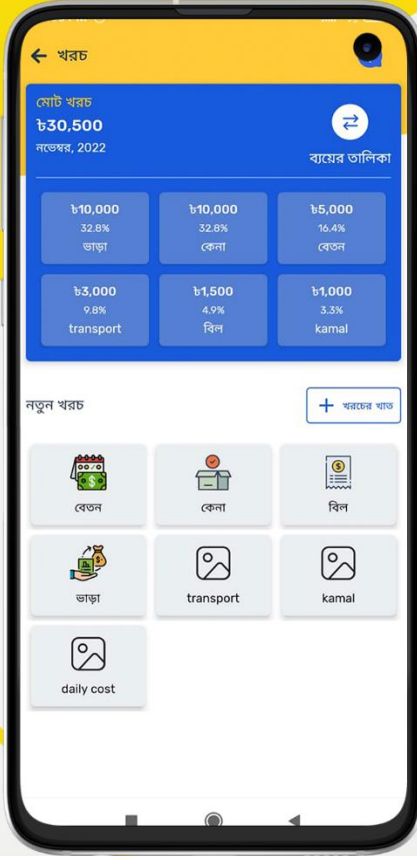
Figure 4.3.10: Amazi Logo Design

4.4 Social Media Content:

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4.4.1 Work Process:

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9. Design without Hassle: Craft your ID card easily even if you're not a designer.
10. Save and Download: Once satisfied, save your work and download the finalized ID card.



- ✓ দোকানের সব খরচের হিসাব রাখুন এক অ্যাপেই
- ✓ অন্যান্য খাতের খরচের ট্র্যাক রাখা যাবে সহজে
- ✓ বের করে নিন বাড়তি খরচের হিসাব

Figure 4.4.1: Social Media Content

I designed this background using our Hishabee brand colors, yellow and white, for social media content. The design includes 13 to 15 variations intended for posting on their official page.



Figure 4.14.2: Social media content

I designed another social media content aligned with the company's branding, following their provided guidelines and instructions.

HISHABEE
Business Manager

GET IT ON
Google Play

এছাড়াও ব্যবসাকে সহজ করতে আকর্ষণীয় সব ফিচার

টপ আপ

নিজস্ব ই-কমার্স সাইট

মার্কেটিং শপ

রিসিপ্ট প্রিন্টার

Figure 4.4.3: Social Media Content

Here's another social media content piece crafted to enhance the company's branding strategy.

হিসাবী

বাবসাহরে ডিজিটাল

**বিনিয়োগ ছাড়া
হয়ে যান
হিসাবী ডিলার**

- ড্রেড লাইসেন্স লাগবে
- দকান থাকা লাগবে
- ২৫ বছর এর উপর বয়স থাকা লাগবে

GET IT ON
Google Play

মাত্র ১০ হাজার টাকা দিয়ে হিসাবী ডিলার
(আবেদন ফি ৫০০০ + সিকিউরিটি জমা ৫০০০)

Figure 4.4.4: Social Media Content

All this Social Media Content are made by me, company has given the proper brief for the brand color theme text. So, I try make this minimal design according to their preference

Social Media Content



Figure 4.4.5: Social Media Content

Designed for the renowned global company Euronics, this social media content is a product of meticulous research and creative innovation. Delving into Euronics' profile, I extracted insights that informed my design approach. Centered on promoting their online shop, the content captures the essence of their brand while effectively conveying the intended message. The client's appreciation validates the success of this design in fulfilling their objectives.

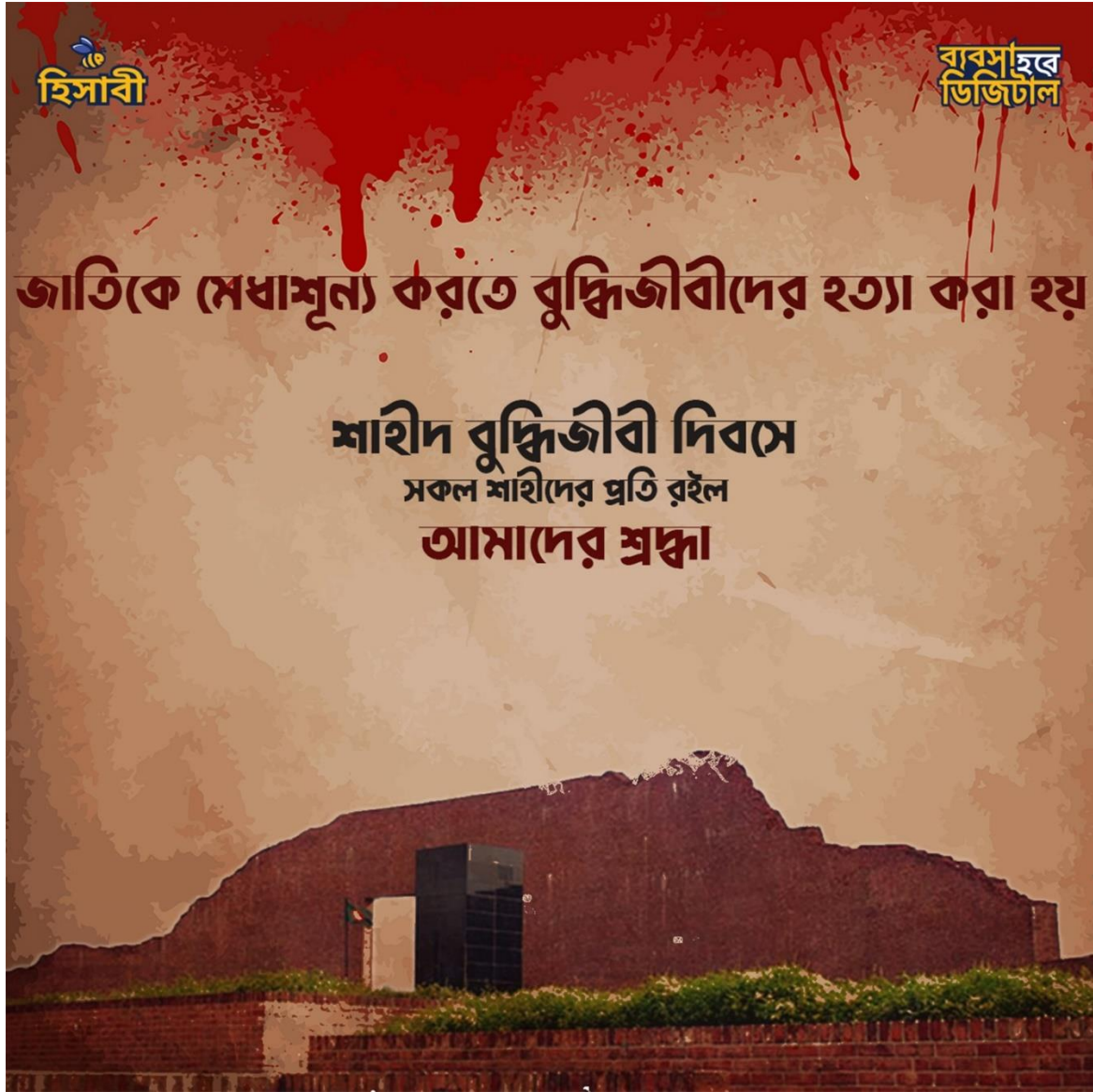


Figure 4.4.5: Social Media Content

I created a social media content piece to mark Martyred Intellectuals Day on December 14th in Bangladesh. This day holds significance as it honors the intellectuals who lost their lives at the hands of Pakistani forces. This content was crafted for my agency's social media platform. In my design, I focused on featuring the iconic Shahid Minar, a symbol of deep respect for our martyrs. By incorporating this symbol, I aimed to pay homage to the sacrifices of these intellectuals and evoke a sense of remembrance and reverence within the audience.



Figure 4.4.6: Social Media Content

I created a social media content piece centered around the FIFA World Cup 2022 using Adobe Photoshop. The content revolved around a post related to the World Cup event. Drawing inspiration from my research, I incorporated the festive Christmas colors of red and white into the design. The choice of colors was intentional and aimed to evoke a sense of vibrancy and celebration, in line with the theme. Through this design, I aimed to capture the spirit of the World Cup while infusing a touch of holiday cheer.



বাবসাহিরে
ডিজিটাল



Figure 4.4.7: Social Media Content

I crafted a social media content piece commemorating Victory Day in Bangladesh, using Adobe Photoshop as my tool. The content was designed to celebrate this significant day. I strategically incorporated the colors of the Bangladeshi flag into the design, aiming to encapsulate the essence of the flag itself. The goal was to create a design that instantly resonates as a representation of the Bangladeshi flag, offering a visual connection to the occasion.

4.5 Promo video:

Promo videos, or promotional videos, serve to showcase and advertise specific marketing endeavors, sales, or events. These videos adopt a style similar to teaser videos, aiming to engage viewers while maintaining a balanced sales approach. The purpose is to present your brand to the target audience without overwhelming them with sales tactics. The range of potential promotional videos is extensive:

1. Video ads
2. Product presentations
3. Introductory videos
4. Event highlights
5. Explanatory videos
6. Recruitment insights
7. Frequently Asked Questions explanations
8. Testimonials from clients

and much more. The creative possibilities are vast, so feel free to explore innovative approaches.

4.5.1 Work Process:

Initiating with planning lays the foundation for a successful video marketing strategy. Start by defining the key objective, core message, and intended audience of the video.

- **Develop a Well-Defined Plan:** Dedicate time to precisely outline the message you intend to convey in your promotional video. When working for a client, ensure transparent and comprehensive communication. Engage in a collaborative dialogue to align visions and goals effectively.
- **Craft an Engaging Story:** Narratives are magnets for human attention, capturing our interest and involvement in a profound way.
- **Understand Your Target Audience:** Captivating your audience hinges on understanding them intimately. Dive into their perspectives and viewpoints to tailor your content accordingly.

- **Draw Inspiration from Others:** Examine existing video content within your field. Analyze successful and less successful aspects, then leverage this knowledge to innovate. "Harness inspiration from standout videos," while fashioning a compelling, unexpected, and authentic narrative anchored in your product or service's essence."
- **Mind the Medium:** Before shooting, ensure you're well-versed in your client's content specifications—video format, duration, resolution, etc. "Prioritize early inquiries about the platforms where the video will be showcased. This insight will dictate frame size, orientation, and any specific prerequisites, as well as any temporal restrictions that digital and social platforms may impose."

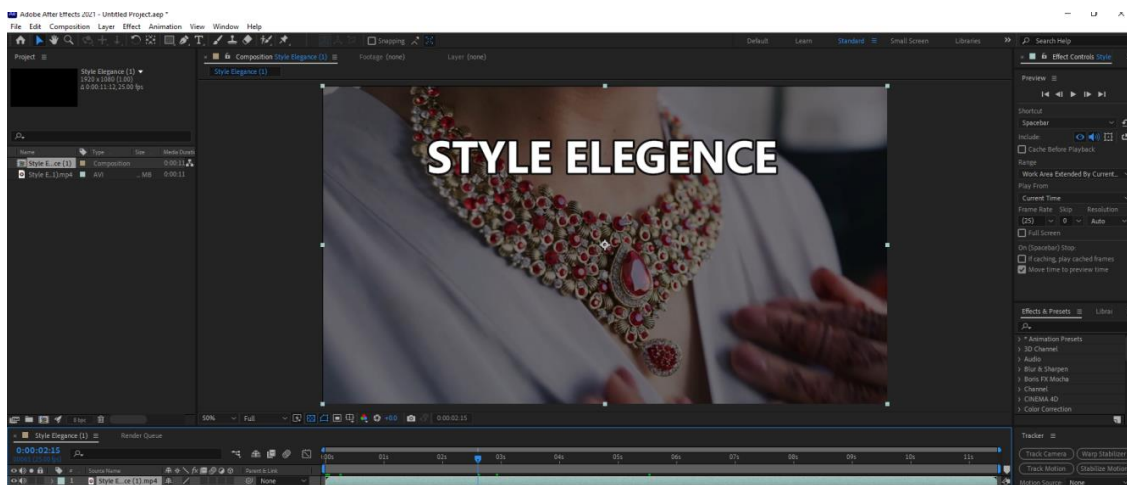


Figure 4.5.1: Promo video screenshot.

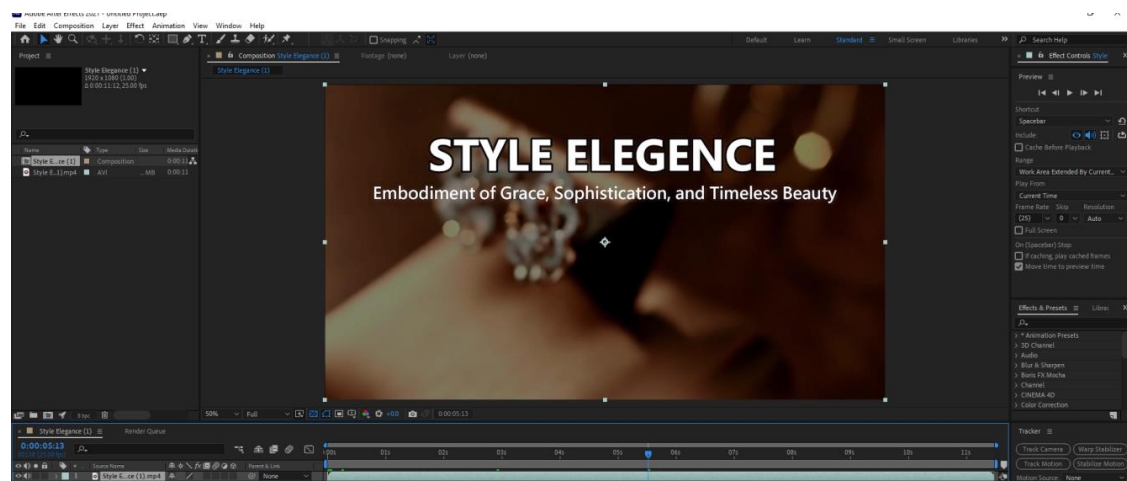


Figure 4.5.2: Promo video Screenshot.

This promotional video was tailored for a fashion and elegance company, intended to be showcased on the website's landing page. The design had to align with the website's photography theme, ensuring coherence. The video prominently featured the company's name for easy recognition by the audience. The client's contentment was evident as they found the video to be a perfect fit for their vision and objectives.

4.6 Menu Design :

A menu design refers to the arrangement and presentation of various elements that constitute your restaurant's menu. These elements include food item descriptions, images, fonts, and color schemes. The key to a successful menu design lies in maintaining a balance of white space, succinct yet informative descriptions, and appropriate pricing for the meals. The goal is to create an appealing and organized menu that effectively guides customers through their dining choices.

4.6.1 Work Process:

1. **Eye Scanning Patterns:** Understand how people typically read menus. Their eyes usually follow a pattern from the top left to the bottom right. Use this knowledge to place important and high-profit items strategically in these areas.
2. **Logical Sections:** Arrange your menu into clear sections like appetizers, main courses, desserts, etc. This organization helps customers quickly locate their desired dishes.
3. **Photos in Moderation:** Include images of selected dishes, but avoid overloading the menu with pictures. Quality visuals can entice customers, but too many images can create visual clutter.
4. **Illustrations for Uniqueness:** Consider using illustrations instead of photos for a distinctive and artistic touch. Illustrations capture the essence of a dish without actual pictures.
5. **Subtle Price Presentation:** Minimize the use of currency signs next to prices. This shifts the focus away from prices and encourages customers to appreciate the value of each dish.
6. **Effective Boxes or Borders:** Utilize boxes or borders to visually separate items or highlight specials. This draws attention and guides the eye effectively.
7. **Thoughtful Typography:** Opt for easily readable fonts that match your restaurant's style. Different fonts convey different emotions, so select one that aligns with your brand's personality.
8. **Harmonious Color Choices:** Choose colors that align with your restaurant's branding and atmosphere. Colors evoke feelings and can influence customers' decisions, so choose wisely.

Alif Laila restaurant post

Here I showed my work which I have made during my internship.



Figure 4.6.1: Menu Design

This is a restaurant food post that I've created as part of their overall branding. In line with their preferences, I've aimed for a minimalistic design approach.

Alif Laila restaurant post



Figure 4.6.2: Social Media post

Alif Laila restaurant post



Alif Laila

**GREEN & GRILL
DELICIOUSLY
CRAFTED**

KEBAB & FISH BBQ

**01707954949,
01713381008**

83/A (2ND FLOOR), TEJKUNIPARA, NEAR
AWLAD HOSSAIN MARKET, TEJGAON, DHAKA -1215

[HTTPS://ALIFLAILABD.NET](https://aliflailabd.net) ,
[FACEBOOK.COM/ALIFLAILA](https://facebook.com/aliflaila)

The image is a social media post for Alif Laila restaurant. It features a black background with white and yellow text. On the left, there is a logo for Alif Laila and contact information. On the right, there are two photographs of food. The top photo shows a whole fish BBQ on a white plate, garnished with onions and tomatoes. The bottom photo shows a plate of kebabs with a side of sauce and garnishes. The text is arranged in a vertical column on the left side of the post.

Figure 4.6.3: Social Media post

Alif Laila restaurant post

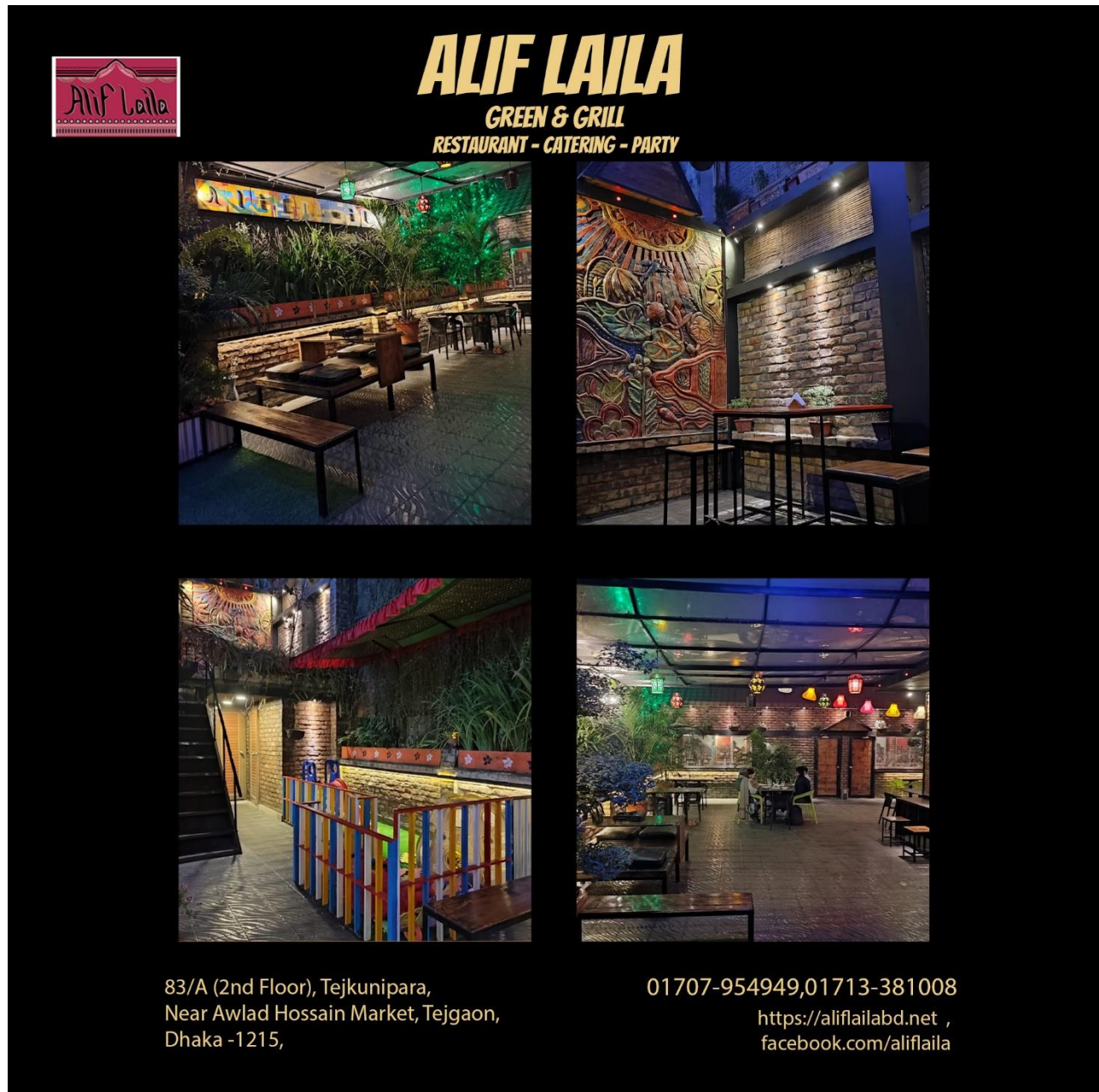


Figure 4.6.4: Social Media post

CHAPTER 05

OVERALL CONTRIBUTION

5.1 Discussion of my role:

During my tenure as a **Marketing Design Associate** at **Hishabee**, I undertook a range of responsibilities and assignments independently. Collaborating with senior executives and addressing challenges was also part of my role. Each day, I was presented with fresh tasks by my seniors, which I tackled promptly. Upon submission, I incorporated feedback and suggestions, striving to enhance my work.

My routine involved being present from 10:00 a.m. to 07:00 p.m., and I began each day with a briefing from my senior, who assigned the day's tasks. These tasks spanned a variety of projects, including crafting social media content, designing logos, creating ID cards, producing promo videos, and handling non-project-related tasks. Amidst these engagements, I grasped the art of cultivating professional relationships with colleagues. This curiosity led me to explore different departments within the organization, broadening my understanding.

The internship was an invaluable opportunity for skill enhancement. The lessons I acquired and the proficiency I developed made a meaningful contribution to the projects I worked on.

CHAPTER 06

DISCUSSION & CONCLUSION

6.1 Discussion:

As previously mentioned, my involvement encompassed a diverse array of projects, spanning social media content, logos, ID cards, menu design, and promo videos. This period coincided with my final year at university, adding an extra layer of achievement as I successfully balanced academics with corporate engagements. Collaborating with seasoned professionals and creative minds provided an exceptional opportunity, particularly given my age. The office environment, complemented by a welcoming staff, made me feel truly at home. The work dynamic was a blend of enthusiasm and encouragement, fueled by the sense that our efforts were dedicated not only to clients but also to our country and its people.

The relationships forged during this stint stand as enduring assets that have enriched my journey and contributed to my growth. Immersed in numerous local and government projects, this experience has been a remarkable voyage, synonymous with immense learning. It served as a significant stepping stone in my career, offering insights into both digital and traditional media marketing, which are indispensable in today's global landscape. The tropical setting where I honed my graphic design skills was not only an aesthetic backdrop but also an arena of learning.

I proactively engaged in design team meetings, collaborated on design projects, managed social media initiatives, conducted client research, and interacted closely with seasoned designers. Despite the modest compensation typically associated with internships, the experiential wisdom gained in this industry holds immense value. This period not only fortified my skills but also fueled my passion to contribute to the field.

6.2 Conclusion:

Participating in internships plays a pivotal role in cultivating the practical knowledge and skill set necessary for achieving professional success. Beyond skill development, internships also serve as catalysts for broadening one's intellectual horizons. Throughout my internship journey, I've garnered a wealth of experience that has not only enhanced my capabilities but has also unearthed my potential as a competent professional.

Starting as a designer with primarily theoretical knowledge, my journey at Hishabee introduced me to the world of practical application. Working under the guidance of experienced seniors and immersing myself in diverse projects spanning four months allowed me to transition from a theoretical learner to a practical practitioner. I actively engaged in various company initiatives, honing my abilities as a team player and refining my ability to meet deadlines effectively.

My confidence in the significant impact of this internship on my future growth as a professional designer remains unwavering. Hishabee provided an environment that facilitated my research endeavors and fostered continuous learning. Given the chance, I am keen to embark on a professional journey within a company setting. Internships are essential in providing hands-on experience and recognized certifications that pave the way for success. Moreover, they have the power to expand our intellectual horizons. I am resolute in my belief that the multitude of skills and insights I've acquired during this internship will be pivotal in shaping a promising trajectory in my future professional endeavors.

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