

Comprehensive Broadcast Media Graphic Content Design: An Internship Study at Jamuna Television

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

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15 November 2025

APPROVAL

This Project titled “**Comprehensive Broadcast Media Graphic Content Design: An Internship Study at Jamuna Television**”, submitted by **Abid Hasan (ID: 211-40-754)** to the Department of **Multimedia and Creative Technology**, Daffodil International University has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Multimedia and Creative Technology and approved as to its style and contents.

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DECLARATION

I hereby declare that this project has been done by me under the supervision of **Mr. Mizanur Rahman, Assistant Professor, Department of Multimedia & Creative Technology**, Daffodil International University. We also declare that neither this nor any part of this project has been submitted elsewhere for the award of any degree or diploma.

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ACKNOWLEDGEMENT

I am deeply grateful to Almighty Allah for His endless mercy, which made it possible for me to successfully complete my final year internship entitled “**Comprehensive Broadcast Media Graphic Content Design: An Internship Study at Jamuna Television.**”

I want to sincerely thank **Mizanur Rahman**, Assistant Professor of the Department of MCT at Daffodil International University, for his constant guidance and encouragement throughout my internship. His support gave me the confidence and clarity to perform my tasks effectively.

My heartfelt appreciation goes to **Jamuna Television** for providing me the opportunity to join their Design Team as a Media Graphic Content Design Intern for six months starting from November 1st. The working environment was very positive, and my teammates were always ready to help. Their cooperation allowed me to learn quickly, develop efficient working habits, and improve my problem-solving abilities.

I was able to apply the knowledge and skills I gained from my university studies to real-world projects, such as creating engaging social media visuals, working closely with the design and branding teams, and ensuring a consistent look across various digital platform.

Special thanks to **Md. Towhidul Islam**, Chief News Editor, Jamuna Television, whose mentorship and constructive feedback greatly helped me grow both professionally and creatively.

Finally, I want to express my sincere gratitude to my family for their unwavering support and motivation, which kept me focused and inspired throughout this journey.

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CHAPTER 1 Introduction

1.1 Background of the Internship

This report reflects my six-month internship at **Jamuna Television Ltd**, where I worked in the Graphic Design Department as a **Media Graphic Content Designer**. The placement gave me an opportunity to put my academic knowledge into practice in a fast-paced broadcast setting. My responsibilities included creating thumbnails, social media designs, and motion templates that supported both television and online publishing. The work required attention to detail, consistency with brand identity, and smooth coordination with other members of the production team.

1.2 Objectives of the Internship

1. Gain hands-on experience in producing broadcast-oriented designs and motion graphics.
2. Strengthen technical skills by working across Photoshop, Illustrator, After Effects, and Premiere Pro.
3. Follow non-destructive editing methods and organized file structures for team efficiency.
4. Apply bilingual typography and visual clarity for both television and digital audiences.
5. Improve communication and collaboration with supervisors and colleagues through structured feedback.

1.3 Scope of Work

The internship tasks focused on designing YouTube thumbnails, preparing social media covers, recreating graphics in vector format, and developing ready-made motion templates. These works were adapted for television screens as well as digital platforms. However, large-scale video editing, 3D modeling, and web development were not part of the internship scope.

1.4 Expected Learning Outcomes

1. Better proficiency in Photoshop, Illustrator, After Effects, and Premiere Pro for broadcast graphics.
2. Ability to manage layers, smart objects, and reusable templates for faster output.
3. Awareness of visual readability, color contrast, and format requirements for TV and mobile screens.
4. Development of professional work habits, including proper naming conventions and organized project delivery.

CHAPTER 2 Overview of Company

2.1 Company Profile

Jamuna Television Ltd (Jamuna TV) is a 24-hour news and current affairs channel in Bangladesh. Launched on 5 April 2014, it is owned by Jamuna Group, originally founded by Nurul Islam Babul. The channel operates from its headquarters at **Jamuna Future Park Complex, Progoti Shoroni, Baridhara, Dhaka**. With modern broadcast facilities and a large production team, Jamuna TV has established itself as a reliable source of information for viewers across the country.



2.2 Vision, Mission & Goals

- **Vision:** to deliver trusted and timely news with a clear visual presentation.
- **Mission:** combine strong journalism with professional design and motion graphics to engage viewers across television and digital platforms.
- **Goals:** maintain consistency in broadcast branding, expand audience reach, and adopt scalable design systems for quick production.

2.3 Organizational Structure

From my perspective as an intern, the workflow was straightforward. The editorial team provided direction, which was then transformed into visuals by the graphic design department. Supervisors reviewed the work before it was finalized for broadcast. This structure ensured that each piece of content aligned with both the channel's identity and its editorial standards.

2.4 Services & Studio Strengths

1. On-air broadcast graphics such as lower-thirds, tickers, and branding elements.
2. Thumbnails, social media covers, and other digital content adaptations.
3. Well-organized pipelines for creating templates and an open feedback culture that helps designers improve quickly.

CHAPTER 3 Internship Placement Details

3.1 Internship Role and Responsibilities

At Jamuna Television, I worked as a **Media Graphic Content Designer** in the **Graphic Design Department**. My day-to-day tasks included creating YouTube thumbnails, redesigning images into scalable vector graphics, designing social media covers, and preparing motion graphic templates that could be reused for broadcast.

I mainly used **Adobe Photoshop** for thumbnails and photo editing, **Illustrator** for vector design, **After Effects** for motion templates, and **Premiere Pro** for playback checks and minor edits. Collaboration was essential since the work was connected to a 24-hour news cycle. By following approved templates and references, most of my designs required very few revisions, which helped maintain a steady flow of content.

3.2 Placement Duration & Work Environment

The internship started on **1 November 2024** and continued for six months. The newsroom environment was highly dynamic, with constant activity due to the live nature of television. Despite the fast pace, the graphic design team maintained a supportive and collaborative atmosphere. The studio was equipped with suitable hardware and software that allowed me to work efficiently on both design and motion tasks.

3.3 Supervision and Reporting Process

I reported directly to the **Creative Supervisor of the Graphic Design Department**, who assigned tasks, shared references, and provided feedback. Most of the review sessions took place in person at the office, while occasional updates were exchanged digitally. My progress was also monitored by my university, ensuring that the internship met both industry standards and academic requirements.

CHAPTER 4 Tools and Software Used

4.1 Adobe Photoshop

Photoshop was the main tool for designing thumbnails and editing images. I relied on non-destructive editing, grouped layers, and export presets to prepare files that were lightweight yet high in quality.

4.2 Adobe Illustrator

Illustrator was used for creating and editing vector graphics such as logos and design elements. These assets were often linked into Photoshop or After Effects to preserve sharpness and flexibility.

4.3 Adobe After Effects

After Effects was applied for motion template creation. My compositions were organized to allow easy updates, and I used techniques like Easy-Ease curves and parent controls to keep animations smooth and adaptable for broadcast.

4.4 Adobe Premiere Pro

Premiere Pro was used mainly to review motion graphics, trim sequences, and check final outputs before delivery. It helped ensure that the motion assets were compatible with both television and digital platforms.

CHAPTER 5 Tasks & Project Activities

5.1 Thumbnail Design for YouTube

A large part of my work involved making thumbnails for Jamuna TV's YouTube channel. These designs had to be visually striking while still reflecting the channel's identity. I focused on clear text, contrasting colors, and balanced layouts so the thumbnails would be easy to read on any device.

5.2 Vector Creation and Redesign

I often had to turn existing raster images into vector graphics using Illustrator. This ensured that logos and icons stayed sharp on both large TV screens and smaller mobile devices. Many of these vectors were later added into templates for broadcast use.

5.3 Social Media Cover Design

Another key task was designing social media covers for platforms like Facebook and YouTube. The challenge was to adapt Jamuna TV's branding into banners that worked across different screen sizes. By using guides, consistent typography, and the right color palette, I was able to produce clean and professional designs.

5.4 Motion Graphic Template Development

I also created reusable motion templates in After Effects. These templates saved time for the team since they could be quickly adapted for different news updates and promotions. I paid attention to smooth animations, easy-to-edit placeholders, and organized layers to make the templates practical for everyday use.

CHAPTER 6 Project Breakdown and Works

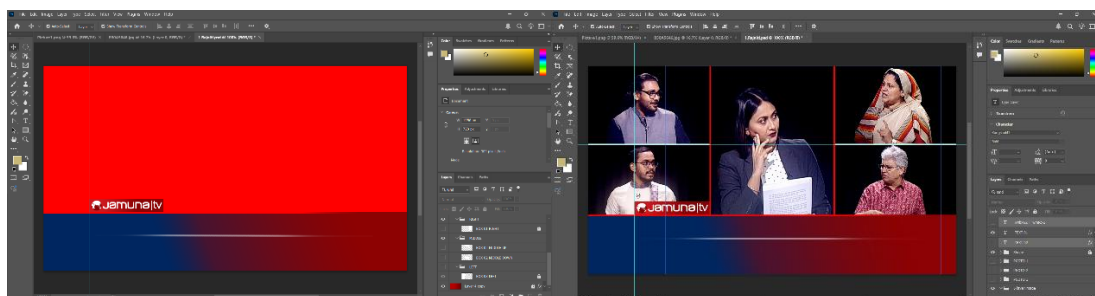
6.1 জাতীয় পার্টির অফিসে আগুন Thumbnail 1 Design



Thumbnail 1 Design

Details: I created this thumbnail for a regular news on Jamuna TV. That is called International News. Here, basically, Jamuna TV covers that day's international news. Here, the thumbnail concept is too clear. I used Primary and secondary color gradients to create this colorful concept.

6.2 জাতীয় পার্টির অফিসে আগুন Thumbnail 1 Breakdown



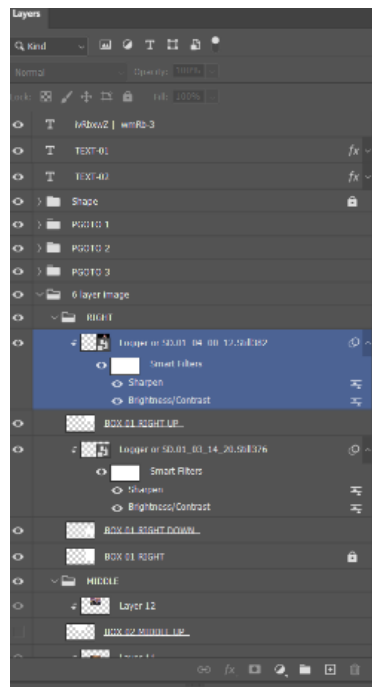
Details: I open Photoshop and start with a new file. I make the background red because red grabs attention fast. I pick a solid red color and fill the whole canvas with it. Then I add a dark blue gradient at the bottom so it looks like a news banner. I put the Jamuna TV logo in white at the bottom left. I make it a little see-through so it does not cover everything.

Next, the media team gives me 5 images to add there. I take all five photos. I cut them out one by one using the quick selection tool. I make each person clean—no background left. I resize them and put them in a grid: two on top, two at the bottom, and one a bit bigger in the middle. I put red lines between them like a TV news split screen. I make the lines thin so they look neat.

I add a little shadow under each person so they look like they are standing on the banner. I use the drop shadow option and keep it soft. I check the colors—everyone looks bright and clear. I adjust the brightness a bit for the darker photos.

At the end, I save it as PSD so I can change it later. Then I export it as PNG for the final thumbnail.

6.3 জাতীয় পার্টির অফিসে আগুন Thumbnail 1 Layers



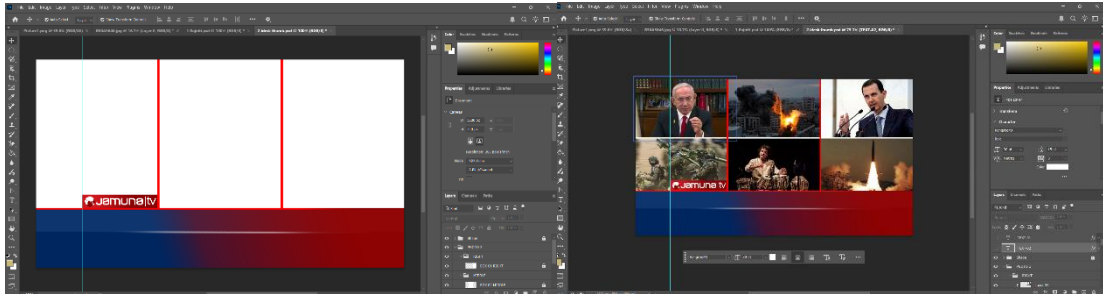
6.4 আন্তর্জাতিক সংবাদ Thumbnail 2 Design



Thumbnail 2 Design

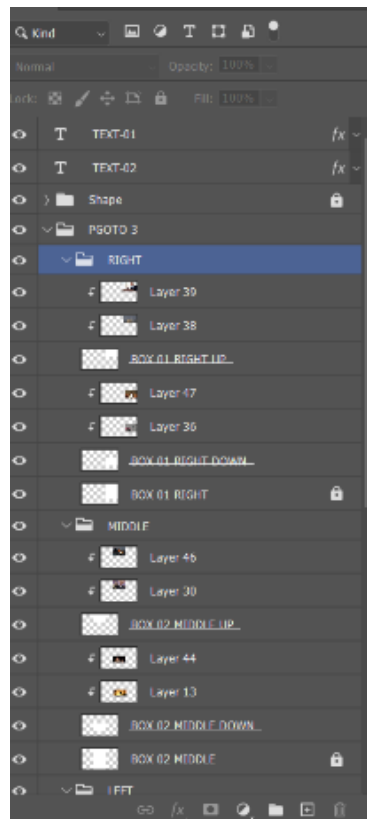
Details: This concept is also the same as the first thumbnail. Here I just changed the text and images as required

6.5 আন্তর্জাতিক সংবাদ Thumbnail 2 Breakdown



Details: her creative ideas are almost the same as the previous project. Here I just changed the text and images. Actually, I use the first thumbnail as a template and recreate this one.

6.6 আন্তর্জাতিক সংবাদ Thumbnail 2 Layer



6.7 হাদিস: গুরুত্ব ও প্রয়োজনীয়তা Thumbnail 3 Design



Thumbnail 3 Design

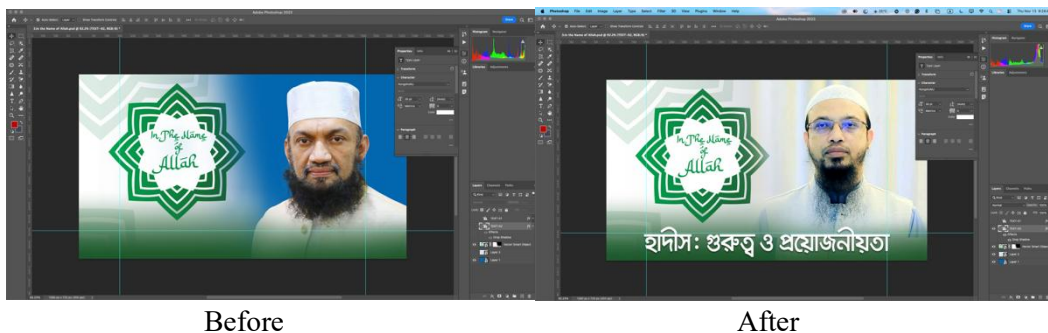
Details: I make this design for a TV show about Hadith. The idea is to keep it simple and respectful. I use green color because it means peace in Islam. I put a photo of the speaker on the right so people know who is talking.

On the left, I make a flower shape with green layers. It looks like Islamic art. I put English text "In The Name of Allah" inside a white circle. It shows the show starts with Allah's name.

At the bottom, I write the topic in Bengali "হাদিস : গুরুত্ব ও প্রয়োজনীয়তা". I make it big and white so everyone can read fast. I put it on dark green so it pops.

The whole design is calm and clean. No extra things. Just the speaker, Islamic shape, and clear text. This way, people feel it is a serious and holy talk.

6.8 হাদিস: গুরুত্ব ও প্রয়োজনীয়তা Thumbnail 3 Breakdown



Details: I open Photoshop and make a new file. I set the size to 1920 x 1080 pixels because it is for TV screen.

I pick a photo of the speaker. I cut him out with the quick selection tool. I make the background clean. I put him on the right side.

I make the background light green at the top and dark green at the bottom. I use the gradient tool to blend them soft.

I draw a green flower shape on the left. I make it with many layers of green circles and petals. I put a white circle in the middle.

I type "In The Name of Allah" in English. I make "In The Name" small and "of Allah" big in green script font. I put it inside the white circle.

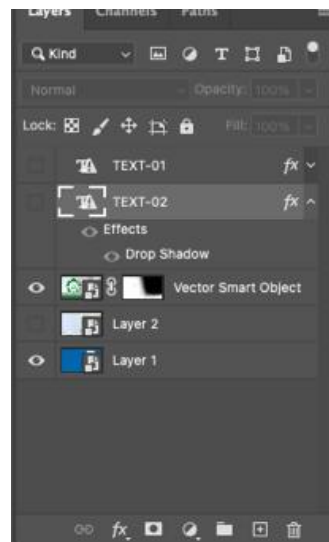
I add Bengali text at the bottom. I write "হাদিস : গুরুত্ব ও প্রয়োজনীয়তা" in big white letters. I use a bold Bengali font. I put it on a dark green bar so it stands out.

I add soft light behind the speaker. I use a white brush and lower the opacity. I make everything look bright but calm.

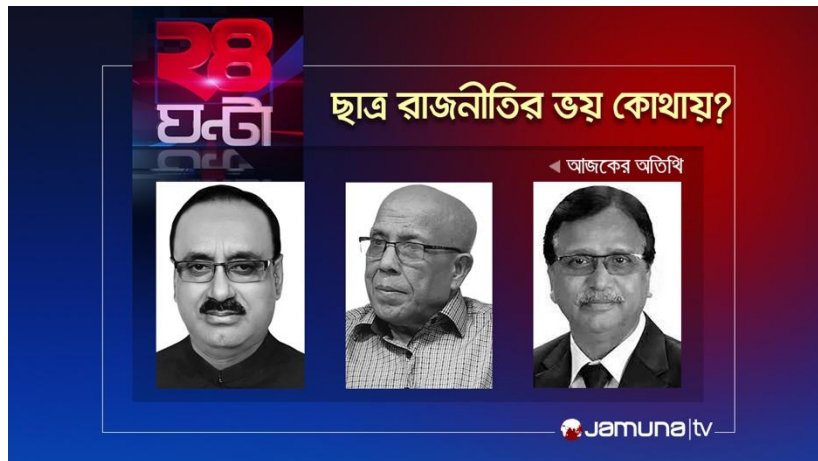
I check the balance. I move the flower and text until it looks good. I save it as PSD so I can change later. Then I export it as PNG.

I like it because it looks respectful and clear for a religious show.

6.9 হাদিস: গুরুত্ব ও প্রয়োজনীয়তা Thumbnail 3 Layer

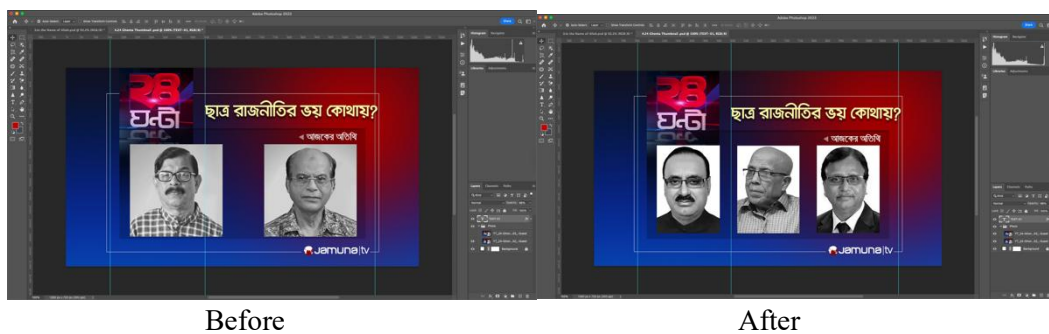


6.10 ছাত্র রাজনীতির ভয় কোথায়? Thumbnail 4 Design



Thumbnail 3 Design

6.11 ছাত্র রাজনীতির ভয় কোথায়? Thumbnail 4 Breakdown



Details: I make this design for a news debate show. The idea is to grab attention fast and show it is serious talk. I use dark blue to red gradient background because it looks strong and urgent for politics.

I put the big logo on the top left. I make it red and shiny so people know the show name right away.

In the middle, I write the topic " ছাত্র রাজনীতির ভয় কোথায়?" in big yellow letters. I make it bold so viewers read it in one look. I put a small red line under it to make it pop.

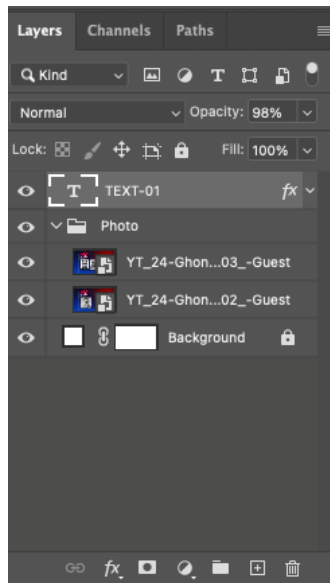
Below, I add three photos of the guests. I cut them clean and put in white boxes. I make the photos same size so it looks fair.

I write "আজকের অতিথি" in small red text above the photos. It tells who is coming today.

At the bottom, I put the Jamuna TV logo in white. It shows the channel.

The whole thing is clean but strong. No extra stuff. Just logo, topic, guests, and channel. This way, people know it is hot political talk in 2 seconds.

6.12 ছাত্র রাজনীতির ভয় কোথায়? Thumbnail 4 Layer

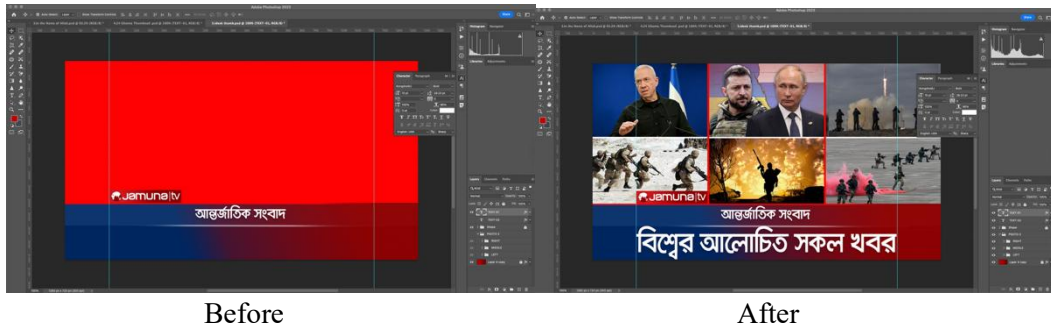


6.13 আন্তর্জাতিক সংবাদ Thumbnail 5 Design



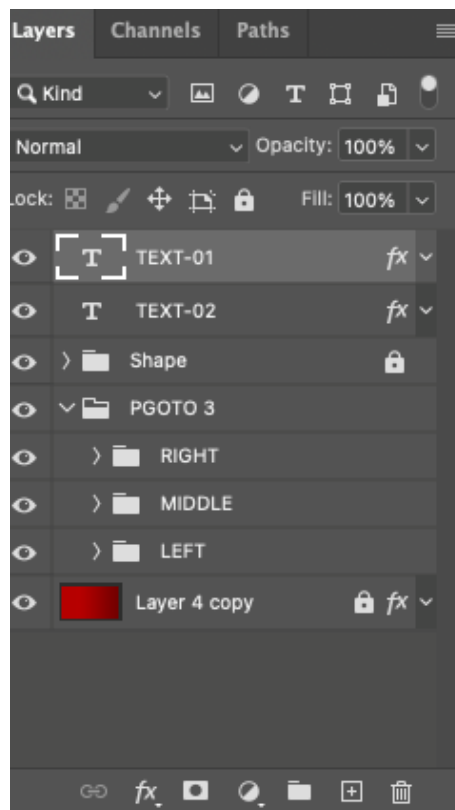
Thumbnail 3 Design

6.14 আন্তর্জাতিক সংবাদ Thumbnail 5 Breakdown



Details: Here, basically, I just changed the image and added the Bangla text. Jamuna TV all Bangla text uses the use KongshoMJ font, and the style is bold. So basically, this is the same template as the first thumbnail.

6.15 আন্তর্জাতিক সংবাদ Thumbnail 5 Layer

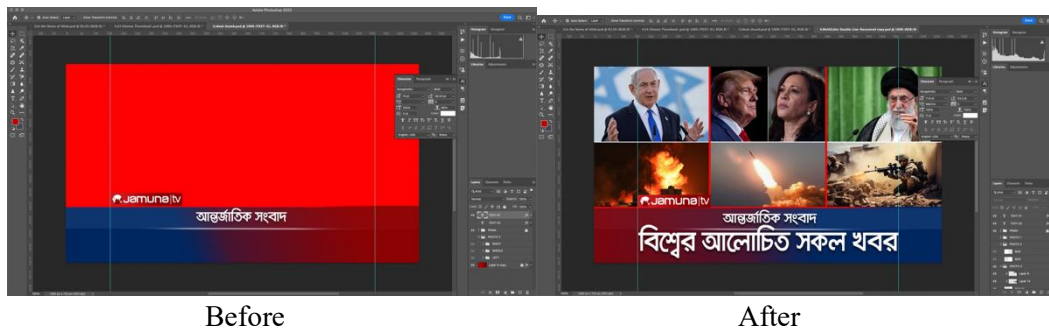


6.16 আন্তর্জাতিক সংবাদ Thumbnail 6 Design



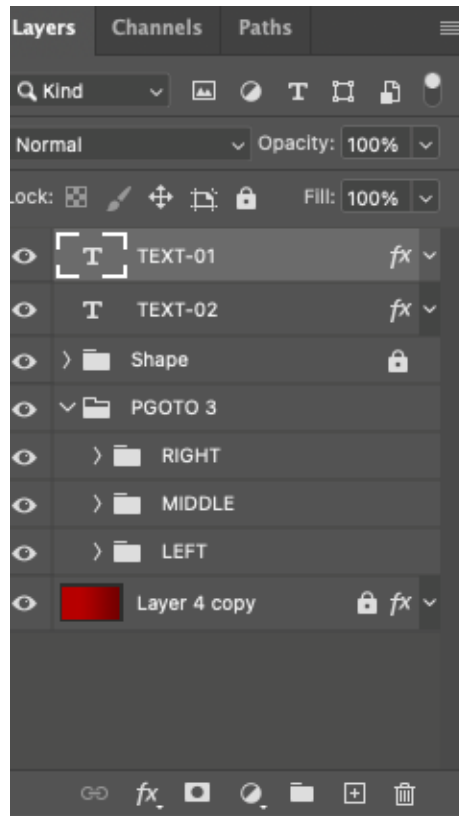
Thumbnail 3 Design

6.17 আন্তর্জাতিক সংবাদ Thumbnail 6 Breakdown



Details: So basically, this is the same template as the first thumbnail. here I just add the recent text and images

6.18 আন্তর্জাতিক সংবাদ Thumbnail 6 Layer

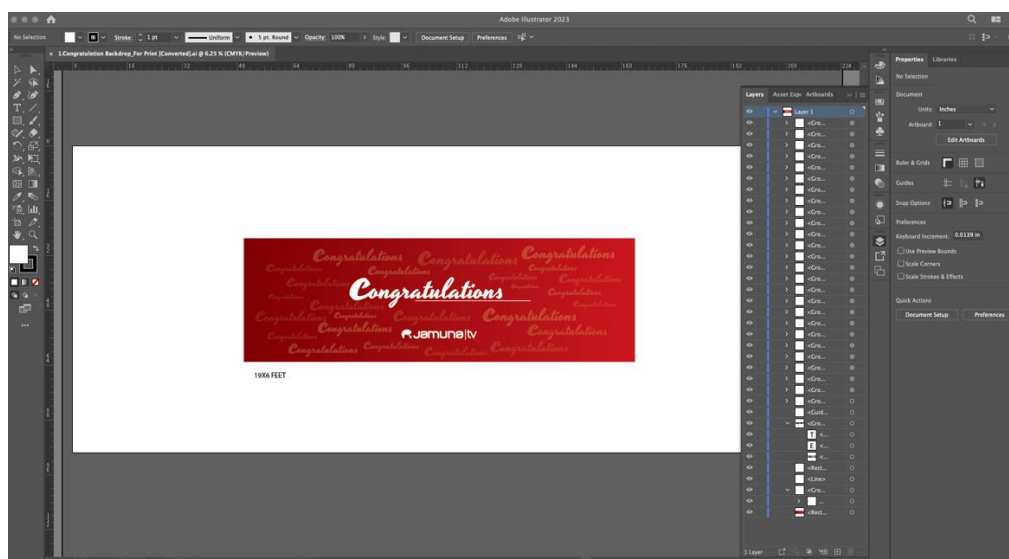


7.1 Congratulations Cover 1 Design



Cover 1 Design

7.2 Congratulations Cover 1 Breakdown



Details: I open Adobe Illustrator and make a new file. I set the size to 19x6 feet because it is for a big print. I make the background white so it looks clean.

I make a red rectangle in the middle. I pick a bright red color and draw it with the rectangle tool. I make it a bit smaller than the page, so there is white space around.

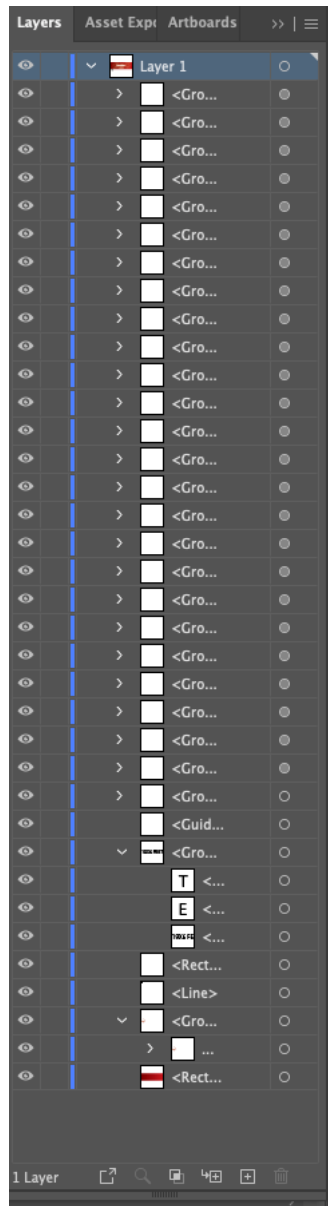
Next, I type the word "Congratulations" many times. I use different font sizes. I make one big in the center with a nice script font. I make the others smaller and put them all over the red box. I changed some to light red and some to dark red, so it looks fun.

I put the Jamuna TV logo at the bottom of the red box. I make it white so it stands out. I put it in the center down there.

I group all the text layers so I can move them together. I check that everything is in the middle. I make small changes to the spacing so it looks good.

At the end, I saved it as an AI file so I can edit it later. Then I export it as a PDF for print. I like it because it is simple but looks happy and professional.

7.3 Congratulations Cover 1 Layer

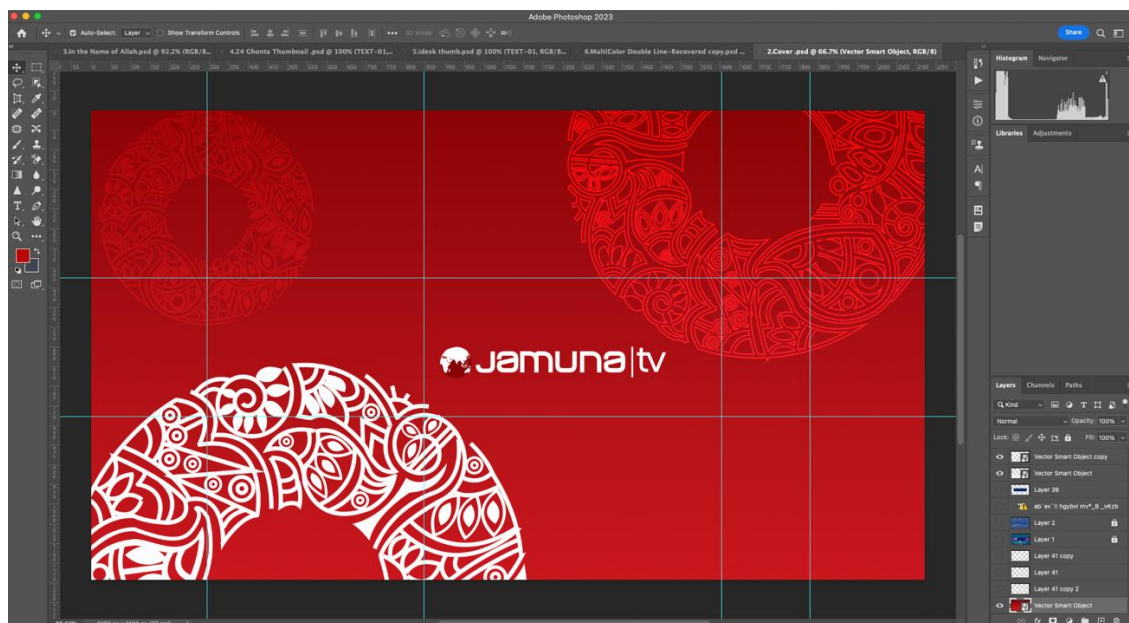


7.4 Alpona Cover 2 Design



Cover 2 Design

7.5 Alpona Cover 2 Breakdown



Details: I open Photoshop and start a new file. I make the size 2120 x 1192 pixels because it is for a big screen. I fill the whole background with bright red. I picked the color from Jamuna TV so it matches the brand.

I add a big white fish shape at the bottom left. I make it with vector lines. I use the pen tool to draw the curves. I make the lines thick and white so they pop on the red.

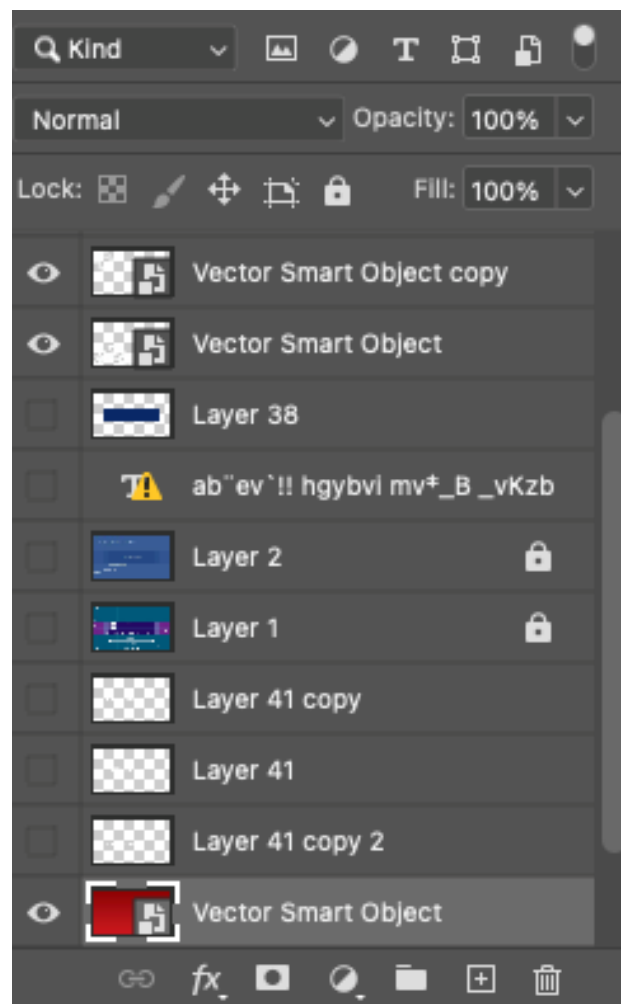
Then I make two more fish shapes with red lines. I put one in the top left and one in the top right. I make them a bit see-through so they look like patterns. I use the opacity slider to lower it.

I put the Jamuna TV logo in the middle. I make it white and place it between the fish. I add a little shadow under the logo so it looks like it is floating.

I turn on the grid to line everything up. I move the fish and logo until they look balanced. I check the spacing is even.

At the end, I saved it as PSD to keep the layers. Then I export it as PNG for the final use. I like it because the fish looks cultural and the red makes it strong and clean.

7.6 Alpona Cover 2 Layer

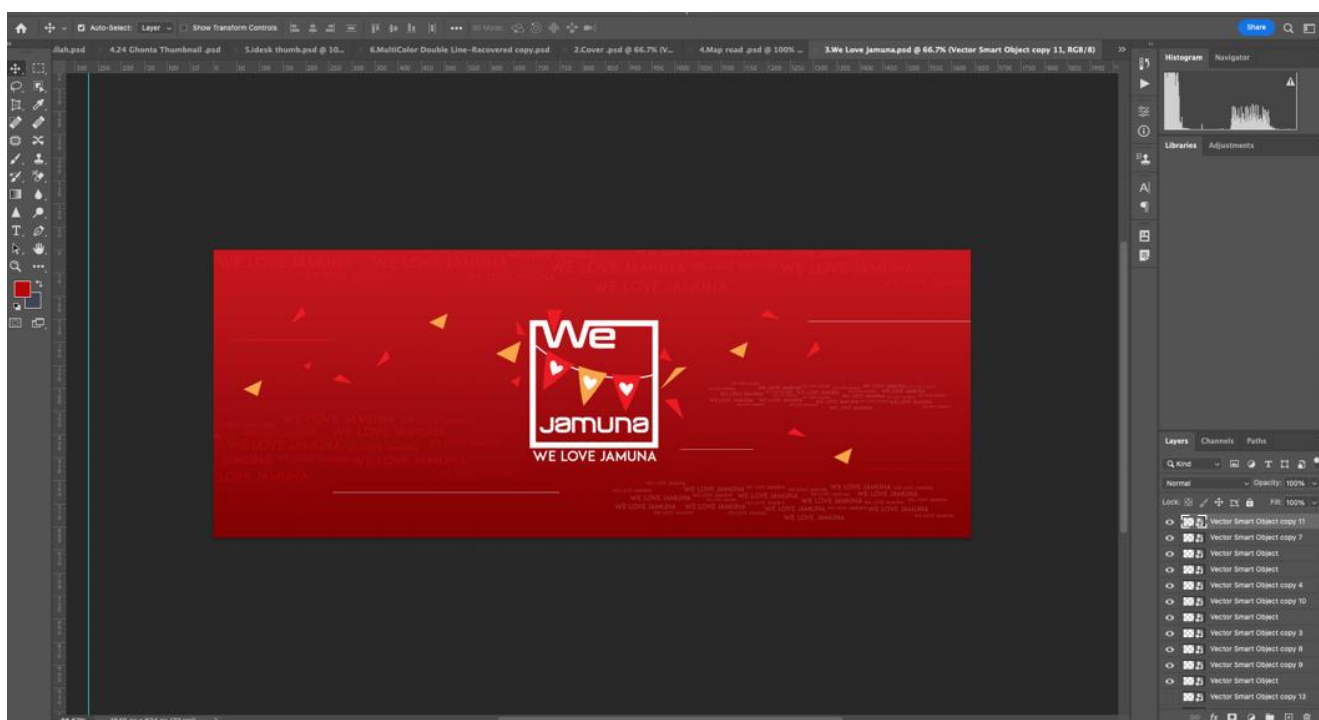


7.7 We love Jamuna Cover 3 Design



Cover 3 Design

7.8 We love Jamuna Cover 3 Breakdown



Details: I open Photoshop and make a new file. I set the size to 1640 x 624 pixels so it fits the screen well. I fill the whole thing with red color. I pick the same red as Jamuna TV uses.

I type "WE LOVE JAMUNA" many times. I make some big and some small. I put them all over the background. I make them light red and a bit see-through so they look like a pattern.

Next, I make the main text in the center. I write "We" in big white letters, then "Jamuna" below it. I put "WE LOVE JAMUNA" under that in smaller white text. I use a bold font so it stands out.

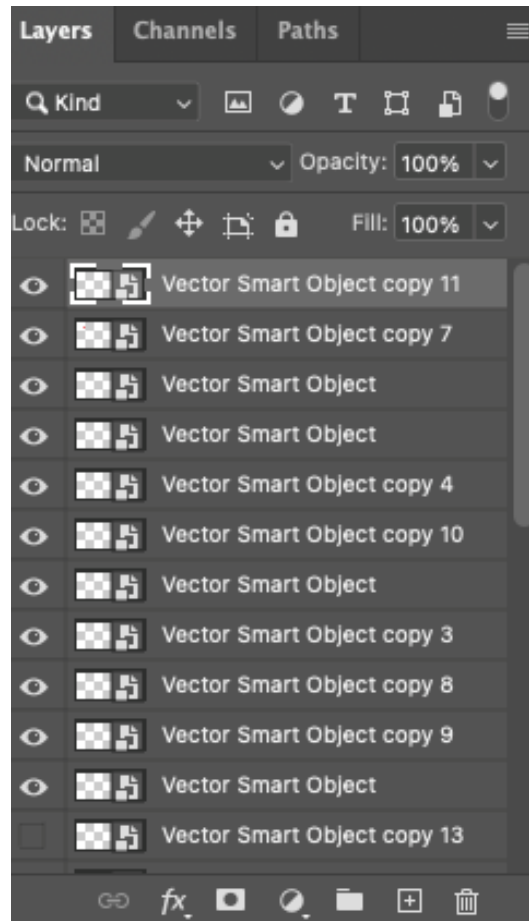
I add little hearts and triangles around the main text. I make them in red and yellow. I put some on the left and some on the right. I make them different sizes so it looks fun.

I place the Jamuna TV logo right in the middle of the hearts. I make it white so it is easy to see.

I check everything with the ruler to make sure it is in the center. I move things a little until it looks balanced.

At the end, I save it as PSD so I can change it later. Then I export it as PNG. I am happy because it looks loving and full of energy.

7.9 We love Jamuna Cover 3 Layer

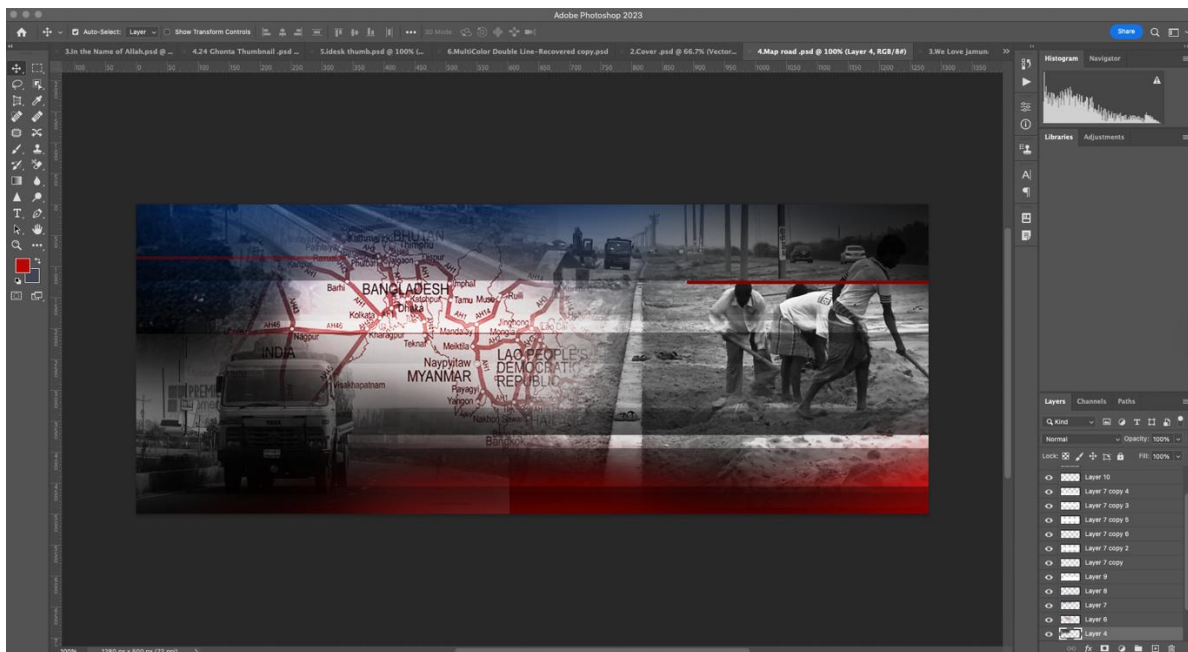


7.10 Map Cover 4 Design



Cover 3 Design

7.11 Map Cover 4 Breakdown



Details: I open Photoshop and make a new file. I set the size to 1280 x 500 pixels because it is for a banner. I picked a dark blue to red gradient for the background. I make it fade from top to bottom so it looks like a road.

I find a map of Bangladesh and the nearby countries. I place it in the middle. I make it a bit see-through so the colors show through. I add red lines on the map to show roads or borders. I draw them with the line tool and make them thick.

Next, I add black and white photos. I put one on the left with a building and sign. I put one on the right with kids playing. I cut the photos and made them grayscale. I lower the brightness so they look old and serious.

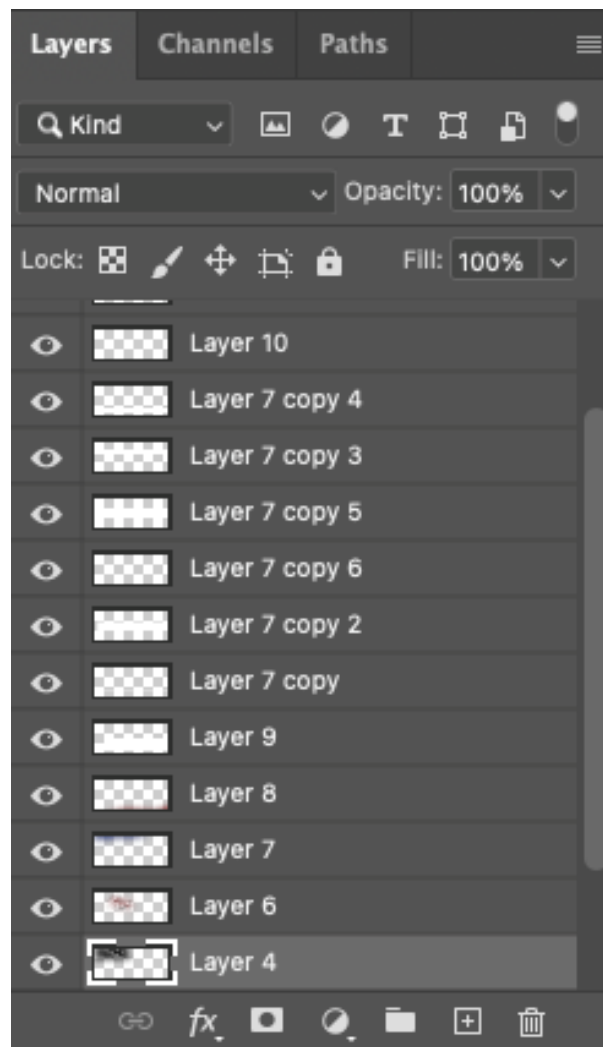
I draw two red lines across the banner. I put one near the top and one near the bottom. I make them thin but bright so they stand out.

I added white text on the map. I write city names like Dhaka, Chittagong, and others. I use a simple font and make some bigger. I put "BANGLADESH" in the center in bold.

I check the balance. I move the photos and text until everything lines up. I use the ruler to keep things straight.

At the end, I saved it as PSD so I can edit it later. Then I export it as PNG. I like it because it shows the country and real life simply.

7.12 Map Cover 4 Layer

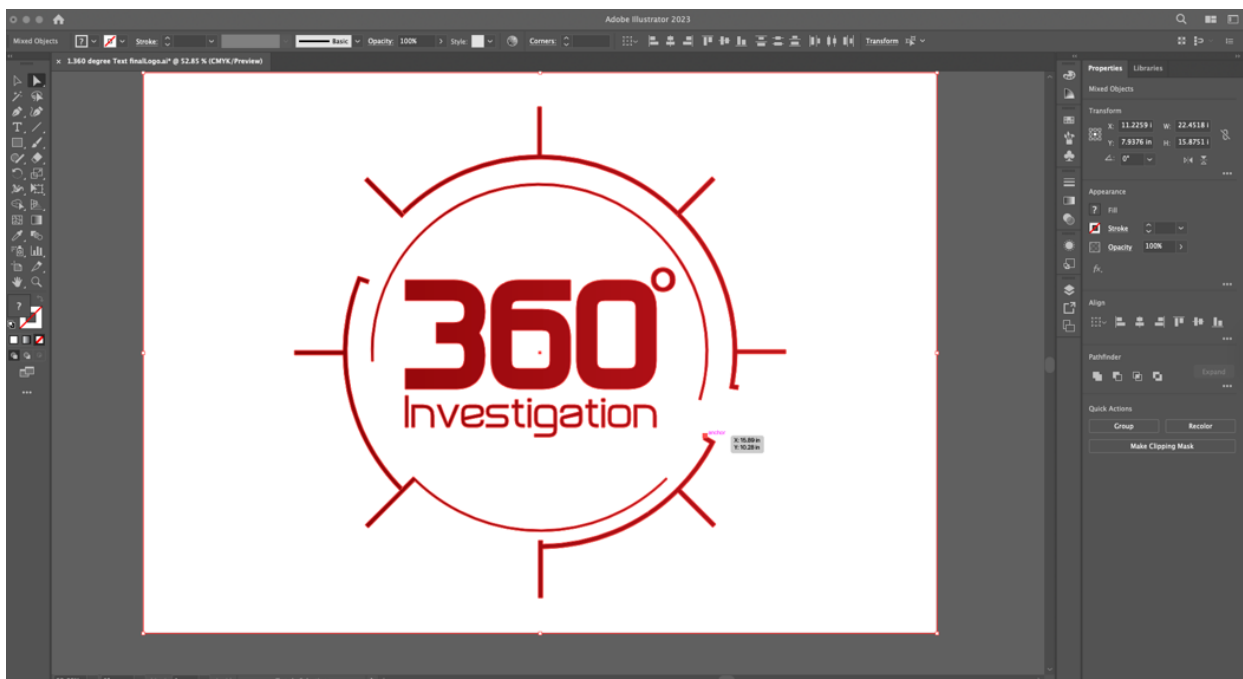


8.1 360 Investigation Vector 1 Design



Vector 1 Design

8.2 360 Investigation Vector 1 Breakdown



Details: I open Adobe Illustrator and make a new file. I set the artboard to 24 x 24 inches because it is for print and screen.

I make a big circle in the center. I use the ellipse tool and hold shift to keep it round. I give it a red stroke and no fill. I make the stroke 5 pt thick.

I add small lines around the circle. I draw one line at the top, bottom, left, and right. I make them short and red. I rotate the circle a bit so it looks like a target.

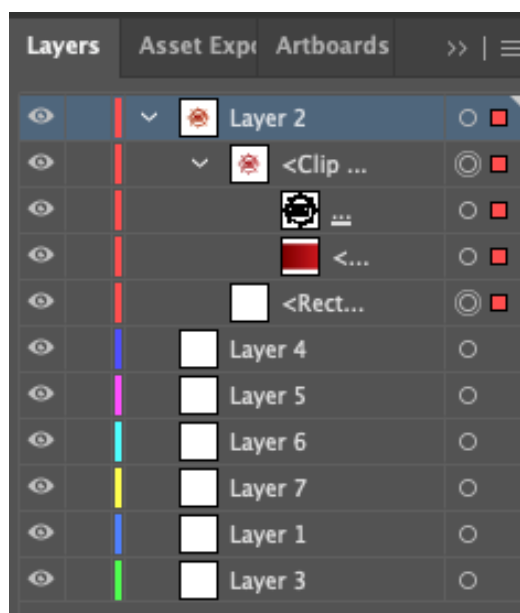
Next, I type "360°" in big bold letters. I pick a strong red color. I put it inside the circle. I make the "°" a little smaller and up high.

I write "Investigation" below it. I use a clean font and make it smaller. I curve the text a bit to follow the circle. I use the type on path tool for that.

I group everything together. I check the center with guides. I move things until it looks perfect.

At the end, I save it as AI file so I can edit later. Then I export it as PNG and SVG. I like it because it looks strong and means full view.

8.3 360 Investigation Vector 1 Layer

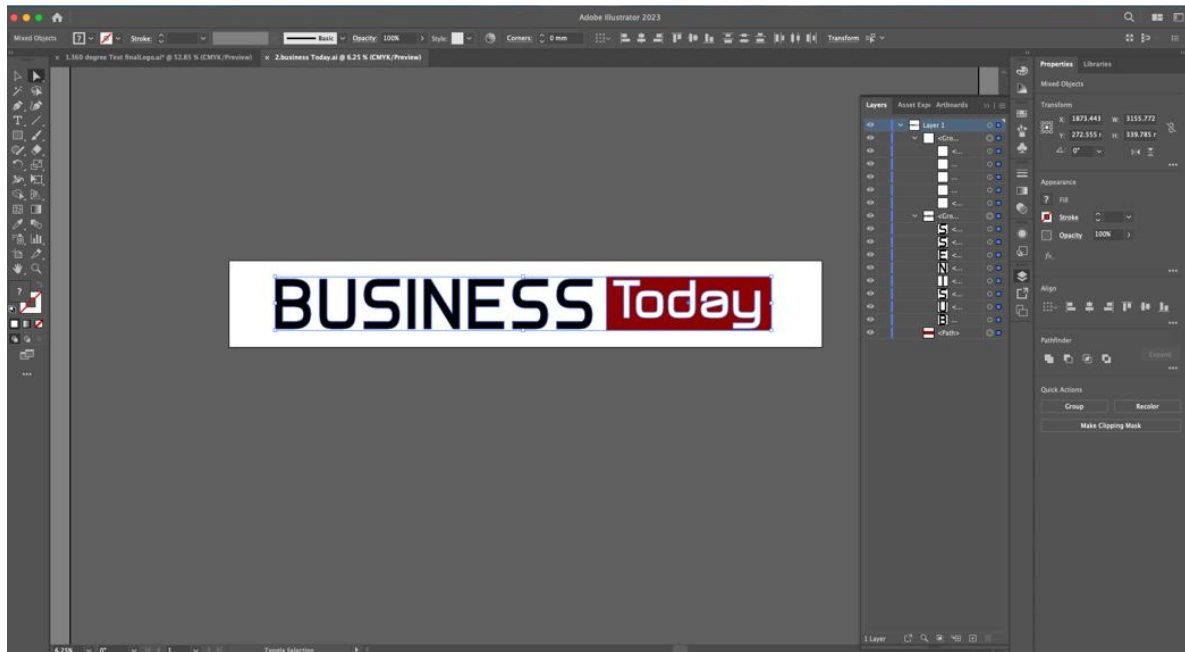


8.4 Business-Today Vector 2 Design



Vector 2 Design

8.5 Business-Today Vector 2 Breakdown



Details: I open Adobe Illustrator and make a new file. I set the artboard to 36 x 12 inches so it works for big signs too.

I make a white rectangle in the back. I use the rectangle tool and give it no stroke, just white fill.

I type "BUSINESS" in big black letters. I pick a bold font and make it uppercase. I put it on the left side.

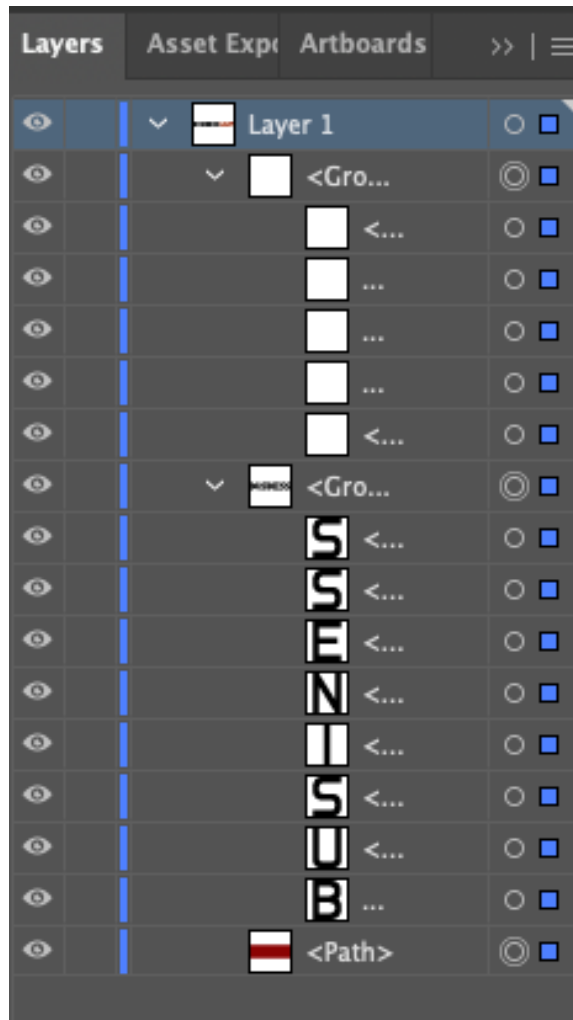
Next, I type "Today" in white. I make it smaller and put it on a red box. I draw the red box with the rectangle tool. I make the box just behind "Today" so the word pops.

I add a thin blue line under all the letters. I use the line tool and make it 2 pt thick. I put it at the bottom of the text.

I group everything. I use the align tools to keep it in the center. I check the spacing between letters is even.

At the end, I save it as AI file so I can change colors later. Then I export it as PNG and SVG. I like it because it looks clean and strong for news.

8.6 Business-Today Vector 2 Layer



8.7 Crime Scene Vector 3 Design

CRIME SCENE

Vector 3 Design

8.8 Crime Scene Vector 3 Breakdown



Details: I open Adobe Illustrator and make a new file. I set the artboard to 24 x 18 inches so it looks good on TV and print.

I type "CRIME SCENE" in the center. I make "CRIME" in bright red and big bold letters. I pick a strong font. I make "SCENE" in black and a bit smaller. I put it right next to "CRIME".

I draw a thin black line above the text. I use the line tool and make it 1 pt thick. I make it a little longer than the words.

Next, I make a red line under the text. I make it thicker, about 4 pt. I make it the same length as the top line.

I use the align tool to keep everything in the middle. I check the space between letters and lines is even.

At the end, I save it as AI file so I can change it later. Then I export it as PNG and SVG. I like it because it looks strong and like a real crime show logo.

8.9 Crime Scene Vector 3Layer



8.10 দুপুরের বাংলাদেশ Vector 4 Design

**দুপুরের
বাংলাদেশ**

Vector 4 Design

8.11 দুপুরের বাংলাদেশ Vector 4 Breakdown



Details: I open Adobe Illustrator and make a new file. I set the artboard to 12 x 8 inches so it fits on screen and posters.

I make a white rectangle as the background. I use the rectangle tool and give it no stroke.

I type "দুপুরের বাংলাদেশ" in Bengali. I pick a thick bold font. I make the text black. I put "দুপুরের" on top and "বাংলাদেশ" below it.

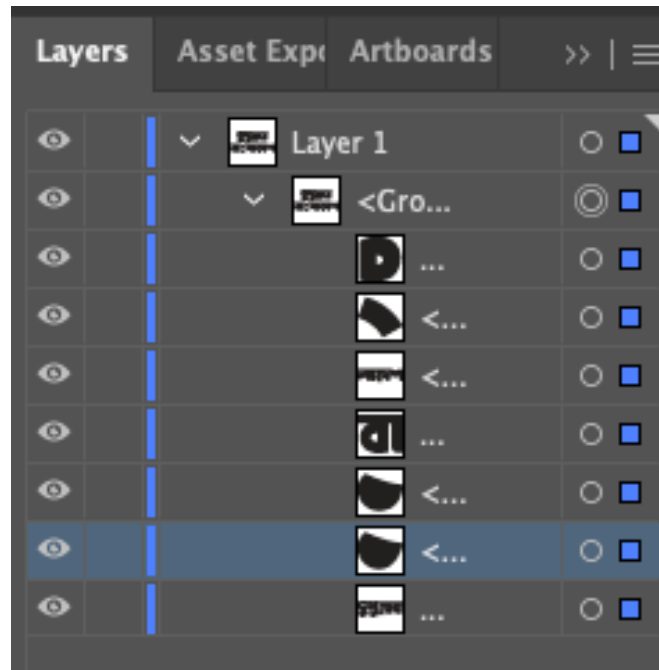
I make "বাংলাদেশ" a little bigger than "দুপুরের". I keep the letters close but not touching.

I use the align tool to put both lines in the center. I check the space looks even.

I group the two text lines together. I move the group to the middle of the white box.

At the end, I save it as AI file so I can edit anytime. Then I export it as PNG and SVG. I like it because it is simple and strong for a news show.

8.12 দুপুরের বাংলাদেশ Vector 4 Layer

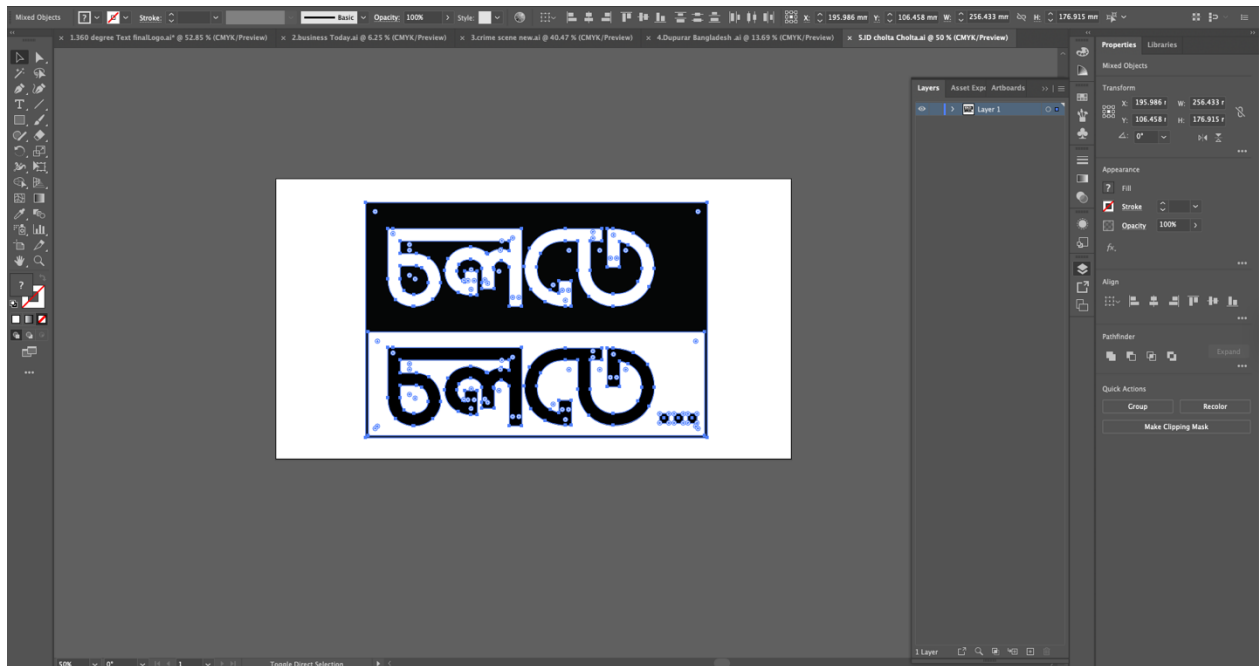


8.13 চলতে চলতে Vector 5 Design



Vector 5 Design

8.14 চলতে চলতে Vector 5 Breakdown



Details: I open Adobe Illustrator and make a new file. I set the artboard to 12 x 12 inches so it works for TV and web.

I make a white rectangle in the back. I use the rectangle tool and give it no stroke, just white fill.

I type "চলতে চলতে" in Bengali two times. I pick a fun bold font. I make one in white and put it on a black box. I make the other in black and put it on a white box below.

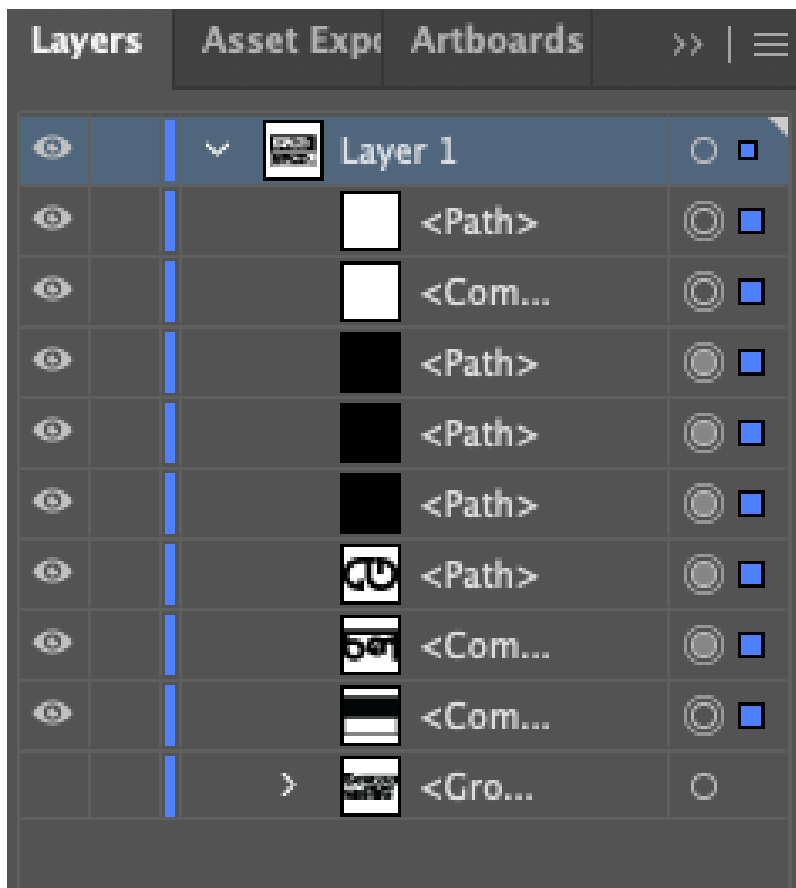
I draw two small boxes. I make the top one black and the bottom one white. I put the white text on black and black text on white.

I make the text big and fill the boxes. I use the align tool to keep everything in the center.

I group all parts. I check the spacing is the same.

At the end, I save it as AI file so I can edit later. Then I export it as PNG and SVG. I like it because it looks playful and easy to read.

8.15 চলতে চলতে Vector 5 Layer

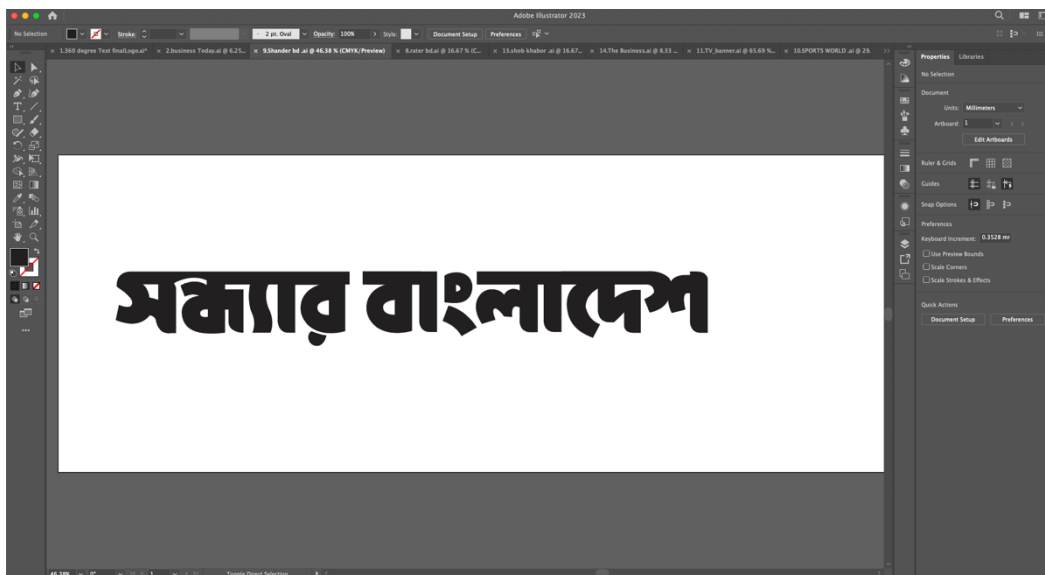


8.16 সন্কার বাংলাদেশ Vector 6 Design

সন্কার বাংলাদেশ

Vector 6 Design

8.17 সন্কার বাংলাদেশ Vector 6 Breakdown



Details: I open Adobe Illustrator and make a new file. I set the artboard to 20 x 10 inches so it looks good on TV screens.

I type "সন্কার বাংলাদেশ" in Bengali. I pick a thick bold font that looks soft and romantic. I make all letters black.

I put the text in the center. I make " সন্কার" a bit smaller on top and " বাংলাদেশ" bigger below it. I keep a good space between the two lines.

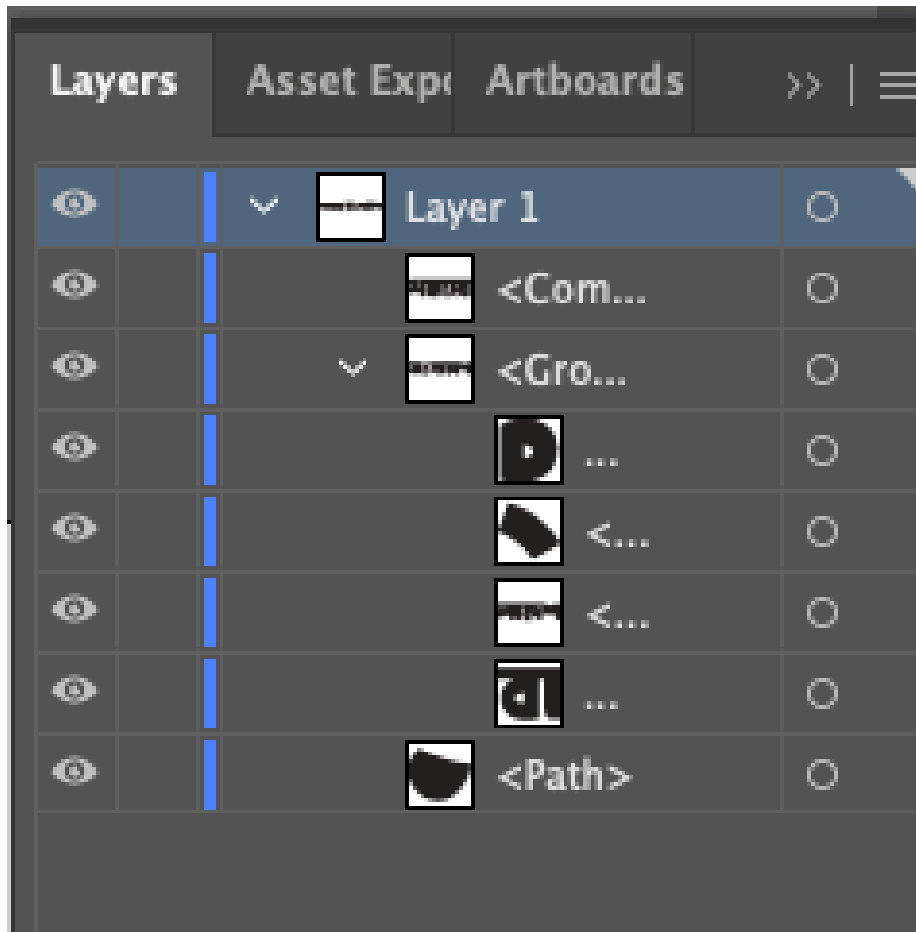
I use the align tool to keep everything in the middle. I check that the letters are even and not too close.

I group the text. I make sure no extra lines or boxes.

At the end, I saved it as AI file so I can change the size later. Then I export it as PNG and SVG. I like it because it is simple and feels warm for the show.

At the end, I save it as AI file so I can edit later. Then I export it as PNG and SVG. I like it because it looks playful and easy to read.z

8.18 সন্কার বাংলাদেশ Vector 6 Layer



CHAPTER 7 Learning Outcomes

7.1 Technical Learning

During my time at Jamuna Television, I often came across technical issues that I hadn't faced before or had forgotten how to solve. For example, adjusting software settings, optimizing rendering speed, or working with unfamiliar features in After Effects and Premiere Pro. To solve these, I frequently relied on online resources such as YouTube tutorials, as well as AI-assisted tools, which helped me quickly find the right solutions. With each problem I solved, I picked up new techniques that steadily improved my technical confidence. As a result, I was able to deliver designs within deadlines while keeping the quality at a professional level.

7.2 Time Management

In the newsroom environment, there were times when multiple deadlines overlapped. This taught me how to prioritize and break larger assignments into smaller, manageable steps. By approaching tasks one piece at a time, I reduced unnecessary pressure and kept my work organized. Even under time constraints, I never compromised on quality—maintaining a balance between speed and precision became one of my biggest takeaways.

7.3 Workflow Constraints

Like any media environment, unexpected challenges often came up—resources arriving late, or sudden changes to the design brief. In those situations, I had to quickly adapt by trying out alternate layouts, adjusting color choices, or using temporary placeholders. These experiences taught me how to stay flexible and keep the workflow moving, even when plans shifted at the last moment.

7.4 Problem Resolution

Working at Jamuna TV gave me a clearer picture of how broadcast design functions in practice. The real goal is to keep things simple, meet deadlines, and create visuals that instantly communicate the message to viewers as they scroll online or watch TV. By learning to deliver work that is both quick and effective, I developed problem-solving habits that I will carry into future projects. Most importantly, I learned to always keep brand identity at the center of every design.

7.5 Workflow Understanding

Handling multiple projects taught me how to organize design tasks more efficiently. I became comfortable moving files between Illustrator and Photoshop, preparing layered PSDs for After Effects, and managing smart object links to keep files editable. I also developed habits like consistent naming, clean folder organization, and version control. These practices not only saved time but also helped avoid mistakes when projects were passed between team members.

7.6 Communication & Collaboration Skills

The Graphic Design Department at Jamuna Television worked closely with other creative roles in the newsroom. I learned how to present my ideas clearly, accept feedback openly, and make revisions without losing sight of the project goals. Regular discussions with supervisors kept me aligned with

expectations, while peer collaboration taught me the value of teamwork in meeting the channel's fast-paced demands.

CHAPTER 8 Conclusion and Further Scope

My six-month internship at **Jamuna Television** as a Media Graphic Content Designer has been an invaluable learning journey. It gave me the chance to apply my classroom knowledge in a real broadcast setting, where design deadlines are tight and the impact of visuals is immediate. Over this period, I expanded my technical skills in Photoshop, Illustrator, After Effects, and Premiere Pro, while also gaining practical experience in adapting designs for both TV and digital platforms.

Most of my work involved static graphics such as thumbnails and social media covers, which I later turned into motion templates for broadcast. This workflow taught me how to design content that is both flexible and efficient. By creating templates that could be reused, I helped streamline production while keeping the channel's visual identity consistent.

Collaboration was a central part of this internship. Feedback from supervisors pushed me to refine typography, spacing, and visual balance before finalizing my work. This reduced unnecessary revisions and improved my speed over time. I also learned how important it is to be adaptable. For example, when last-minute changes came from the editorial team, I had to quickly adjust layouts or update color palettes without missing delivery deadlines. These moments helped me grow more confident in handling pressure and unexpected challenges.

The internship also deepened my understanding of how television design works in practice. Beyond creativity, success in this field depends on efficient workflows, clear communication, and the ability to produce visuals that instantly grab attention. Working at Jamuna TV showed me that every graphic, no matter how small, plays a role in shaping the viewer's perception of the channel.

Looking forward, I plan to build on this foundation by further improving my motion design and exploring 3D graphics. I believe these skills will help me create more dynamic and engaging campaigns in the future. No matter what tools or techniques I use, I will continue to place brand identity and clarity at the center of my work—ensuring that each project communicates effectively and adds value to the organization I work for.

References

1. **Official Website:** <https://jamuna.tv>
This is the primary source for news, live broadcasts, and information about Jamuna Television.
2. **Wikipedia Page:** https://en.wikipedia.org/wiki/Jamuna_Television
Provides detailed information about the channel's history, ownership, and operations.
3. **Facebook Page:** <https://www.facebook.com/JamunaTelevision>
Offers updates, videos, and community engagement.
4. **YouTube Channel:** <https://www.youtube.com/@JamunaTVbd>
Features a wide range of video content produced by the channel.
5. **LinkedIn Profile:** <https://www.linkedin.com/company/jamuna-television-ltd/>
Professional updates and company information.

Jamuna Group (Parent Organization)

6. **Jamuna Group Wikipedia Page:** https://en.wikipedia.org/wiki/Jamuna_Group
Details about the conglomerate's various business ventures, including media.
7. **Jamuna Group Official Website:** <https://jamunagroup.com.bd>
Comprehensive information about the group's companies and initiatives.

Additional Resources

8. **DBpedia Entry for Jamuna Television:** https://dbpedia.org/page/Jamuna_Television
Structured data and metadata about the channel.
9. **Traffic Analytics for jamuna.tv:** <https://www.similarweb.com/website/jamuna.tv/>
Insights into the website's traffic and audience demographics.

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ORIGINALITY REPORT

8%	8%	0%	6%
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