

**INTERNSHIP REPORT VISUAL COMMUNICATION & BRANDING DESIGN
AT DIU BRANDING & COMMUNICATION OFFICE**

By

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213-40-769

This Report Presented in Partial Fulfillment of the Requirements for the Degree of
Bachelor of Science (B.Sc.) in Multimedia and Creative Technology

Supervised By

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DAFFODIL INTERNATIONAL UNIVERSITY

DHAKA, BANGLADESH

15 November 2025

APPROVAL

This Project titled “**Internship Report on Visual Communication & Branding Design at DIU Branding & Communication Office**”, submitted by **Md Oliul Islam** to the Department of Multimedia and Creative Technology, Daffodil International University, **ID NO: 213-40-769** has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Multimedia and Creative Technology and approved as to its style and contents. The presentation has been held on 15 November 2025.

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DECLARATION

I hereby declare that this internship report titled “**Internship Report on Visual Communication & Branding Design at DIU Branding & Communication Office**” has been completed by me under the supervision of **Mizanur Rahman, Assistant Professor**, Department of Multimedia and Creative Technology, Faculty of Science & Information Technology, Daffodil International University.

I also declare that neither this report nor any part of it has been submitted elsewhere for the award of any degree or diploma.

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ACKNOWLEDGEMENT

I would like to thank Almighty Allah with my heart in the divine blessings that enabled my internship program to be successful.

I would greatly like to express my appreciation and gratitude to my supervisor, **Mizanur Rahman, Assistant Professor**, Department of Multimedia and Creative Technology, Faculty of Science and Information Technology, Daffodil International University and who demonstrated a lot of patience, academic guidance, constant encouragement, stringent supervision, constructive criticism and sound advice during the internship period. His serious interest and wide expertise in Visual Communication and Branding Design became his constant encouragement and support.

In addition, I would like to pay my gratitude to **Md. Salah Uddin, Assistant Professor and Head** of the Department of Multimedia and Creative Technology. My cooperation and collaborative efforts with the entire faculty and staff of the Department of Multimedia and Creative Technology is also highly valued.

It is my great pleasure to say that I owe a lot of my success as a student to the support and cooperation of my course mates at Daffodil International University.

Lastly, I would like to recognize the unyielding support, love, and tolerance of my parents without their contributions this achievement would have not been possible.

ABSTRACT

This report outlines the internship experience that I had in the Branding and Communication Office of Daffodil International University where I worked as a Graphic Designer and specialized in institutional branding, event communication and creation of creative contents. During the internship period, I was involved in conceptualization process, planning as well as design of various materials such as print media, banners, brochures, certificates, souvenirs and social media campaigns that are used in branding of such a large scale event. Deliverables followed a logical sequence of work, including the development of the concept, implementation of the design, integration of the feedback, and final handover, which served the purpose of the university communication goals and its image. The internship offered an extensive field hit on the various types of the media, including print signage, glass signage, and online media. It not only increased technical skill in the Adobe Creative Suite but also taught the skills of meeting deadlines, flexibility to non-homogenous design requirements, and visual consistency in institutional campaigns. Participation in various projects allowed gaining firsthand experience in the field of event branding on a large scale, such as the 12th Convocation Souvenir 2025, the DIU Book Fair, Micro-credentials Day, and the July Uprising Event. In this regard, design played a central role in creating interactivity and institutionalizing identity. The projects further sought to develop problem solving skills and add value to academic, cultural, and social targets of Daffodil International University. Conclusively, the internship helped in the context of closing the gap between theory and practice in academic training, which contributed to flexibility, attention to detail, and outcome-based approach to design practice. This experience, therefore, prompts the consideration of additional prospects in the larger branding and creative industry, with the need to emphasize the eternal use of enablers like innovation, precision, and sustainability in the design process

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Chapter 1

Introduction

1.1 Background of the Report

Branding and visual communication are key elements in the development of a strong institutional identity and the process of successful interaction with different constituents. Daffodil international university (DIU) accentuates the importance of maintaining a steady and professional image in its academic, cultural and social fields. The Branding and Communication Office in the university is a central body which creates materials reflecting the core values and strategic vision of DIU.

Throughout the period of my internship, I worked as a Graphic Designer in this office where I was involved in various projects that included print media, internet marketing, banners, brochures, certificates, souvenirs, and event branding. The experience gave me a real-life understanding of how design can be used to deliver the message of DIU in a way that is clear and coherent to students, faculty, and other stakeholders.

This report provides a comprehensive description of the tasks and projects that I accomplished throughout my internship, thus, demonstrating the way of how the theoretical knowledge can be transformed into an actual performance. It also describes the abilities that have been accomplished in design, visual narrative, and project management, and it thus stresses on the paramount role of effective visual communication in contributing to the institutional objectives.

1.2 Objectives of the Internship

The main objective of this internship was to gain practical exposure of visual communication and branding through the direct exposure to DIU Branding and Communication Office. Particular goals are:

- To implement theoretical knowledge of design in a professional setting.
- To develop the skills necessary in the production of both print and electronic communication materials.
- To have a comprehensive insight into the workflow of the institutional branding and event design.
- To improve the level of mastering of design tools and the ability to creatively solve problems.
- To enhance time management, teamwork, and communication skills with clients.

1.3 Methodology

The internship was undertaken in a systematic manner where it involved observation, involvement and applied design. The first one is that I was oriented to DIU Branding and Communication Office, its goals, and the established branding norms. Subsequently, projects were distributed as follows; print media, brochures, banners, certificates, souvenirs, and social media design. Every assignment was created at a stage of conceptual development that included the process of research and the development of a vision in Adobe Creative Suite without altering the visual image of DIU. The drafts were handed to the supervisors to check and the feedback was provided through the revision process. At last, the completed designs were submitted to printing or publication. This methodological approach guaranteed the high level of professionalism of the results and contributed greatly to the obtaining of the working experience within the sphere of institutional branding and communication design.

The first stage of any design project involved a briefing meeting where I critically analyzed the specifications of the client or department. This would then be followed by the in-depth background research that would involve the systematic gathering of the references of the professional design hubs like Freepik, Behance, and Pinterest contributing to ensuring the design relevance and image compatibility with the tone of DIU brand.

Through the brief, I came up with several drafts of concepts, which aligned with the event or campaign goals. This stage involved creative brainstorming, sketch, compositional layout and systematic experimentation with typography and color schemes all within the limits of the current brand identity.

The chosen idea was then polished using Adobe Creative Suite that is Photoshop, Illustrator, and InDesign. Specific focus was given to compositional balance, typography structure, color balance and content clarity. I made sure that all of the designs were conservative to the professional image of the DIU brand, and that it was at the same time innovative and contextually relevant.

My supervisor and the wider creative team were presented with drafts to critically assess them. The feedback was provided orally and via the annotated design files, and numerous revisions were done to ensure that all visuals met both technical and the institutional communication goals.

After approval, final designs were translated into a format to be used to produce them, whether it was print, digital publication, or through social media. I also worked closely with the print unit to check the level of output quality hence quality color representation, textual clarity and layout alignment.

1.4 Scope of the Report

This report will be limited to the activities and experiential results that were gained during the internship in the DIU Branding and Communication Office. The report outlines the design projects that were carried out, and they included print media, online campaigns, brochures, certificates, stickers, souvenirs, and event branding. The methodologies and technical resources used as well as competencies gathered during the internship are discussed. This report is not an evaluation of overall activities of the office, instead it is focused on the input of the author and the learning outcomes that ensued with respect to visual communication and branding design.

1.5 Limitations

This report is based solely on the experience of an internship at the DIU Branding and Communication Office and, as such, has an insufficient scope. The information below is based on the personal experience of the writer of specific projects, and might not fully represent the entire gamut of office activities. Time constraint hindered a more thorough examination of the long-term branding plans and the availability of some internal data was limited by the organizational secrecy policy. In line with this, the report predicts more realistic design projects and personal learning goals instead of providing a comprehensive overview of how the office functions.

Chapter 2

Organization Profile

2.1 About Daffodil International University (DIU)

Daffodil International University (DIU) is one of the most reputable privately owned institutions in Bangladesh that was founded in 2002 in accordance with the Private University Act. The Ministry of Education and the University Grants Commission (UGC) formally endorsed its charter and thus the university has become a pioneer in higher education based on technologies, research-oriented, and innovation-focused higher education.

Located in Daffodil Smart City, Ashulia, Savar, Dhaka, DIU boasts of a green environmentally friendly campus and high modern infrastructure that includes modern lecture halls, modern laboratories, a digital library and full residential facilities. The institution has a wide range of undergraduate and postgraduate programmes in the faculties of Science, Information Technology, Business, Engineering, Health Sciences, Humanities and Creative Media.

DIU has entered into a set of collaborative agreements with over 400 universities across the world thus promoting international learning opportunities such as student exchange programmes, joint research projects and international exposure. The institution's dedication to excellence in scholarship and impact on society has not been in vain as the university has been listed in major rankings in the world such as Times Higher Education and QS World University Rankings.

Under the guiding belief of the vision of the Better Future, DIU tirelessly empowers students by gaining knowledge, developing creativity, and acquiring leadership qualities, thus driving professionals with the ability to cause a lasting positive change in the society and the world.

2.2 Branding & Communication Office: Vision and Role

The Branding and Communication Office Dhaka International University (DIU) has the role of protecting the image and identity of the institution through a systematic innovative communication strategy.

The office's mission is to establish DIU as a globally respected brand in the field of higher education through the use of convincing design and communicative practices.

It achieves this through these activities; hence, the representation of DIU is professionally, coherent and influential.

2.3 Departmental Activities

During the internship, I worked actively on brand building and visual identity of various departments of Daffodil International University. All the departments needed to receive communication materials to be tailored to the needs of the central brand of DIU and, at the same time, reflect their very identities.

Key activities included:

Glass Branding and Indoor Signage: In relation to the Departments of Finance and Banking, Marketing and BBA in Accounting, I developed signage that did not interfere with the uniform use of DIU colors, typography and imagery.

Brochures & Handbooks: I prepared departmental brochures, course flyers, student handbooks which conveyed academic offers in a professional and interesting way.

Event Branding: Departmental seminars, workshops and academic expos were designed into banners, certificates and promotional designs.

Awareness & Identity Materials: The department came up with posters, stickers and standing banners to promote the visibility of the department to both students and visitors.

These efforts helped me to understand how to balance the unified brand image of DIU and the voice of every department, making sure that the messages of both are not too similar and that they are unique as well.

2.4 Organizational Structure:

Daffodil International University (DIU) follows well defined organizational structure that helps in smooth academic and administrative operations in the university.

Relating to the highest level of the institutional hierarchy is the Board of Trustees that provides strategic policy direction and general guidance. The university is governed by the Vice Chancellor who is assisted by Pro-Vice Chancellors, the Registrar and the Treasurer.

Under this type of leadership structure, DIU is organized into multiplicity of faculties and departments, each headed by a Dean and a Head of Department (HoD) who are responsible in the governance of academic activities and in ensuring quality standards.

Simultaneously with this academic framework, a group of administrative offices, which include Branding and Communication Office, Student Affairs, Information Technology Services, Career

Development Center, and Accounts, is working in harmony to provide an all-inclusive support system.

This pyramidal structure also allows DIU to maintain the high standards of academics, promote research activities, and efficient communication across the different departments, thus supporting the institutional unity of purpose.

2.5 Contribution of the Branding & Communication Office to DIU

The Branding and Communication office is crucial in enhancing the image and reputation of DIU both locally and internationally. Through continued adherence to the official brand guidelines, it can ensure any design, whether it is a social media post or the background of an event, can identify with the university in a way that is professional.

Its contributions include:

Increasing Visibility: publicity of DIU, events, and academic programmes by use of effective designs in print, digital, and social media.

Event Branding: Help convocations, seminars, fairs and workshops with creative communication material that raises the interest and awareness.

Departmental Identity: Recommend tailored branding services to academic and administrative departments that offer a feeling of uniqueness whilst maintaining brand cohesion.

Global Presence: Enhance the image of DIU by forming global networks, global campaigns and global communication strategies in accordance with global requirements.

Chapter 3

Internship Activities

3.1 Overview of Work at Branding & Communication Office

Through the two and a half months of my internship in the Branding and Communication Office of DIU, I was exposed to a wide range of design and communication activities that represented the identity of the institution. I worked on print media, social media, event branding. Brochures, certificates, logos, and departmental branding, which were implemented within the official brand guidelines at DIU.

I was also involved in work on other projects such as event posters, banners, digital campaigns, brochures, souvenirs, and glass branding on behalf of different departments. Those tasks provided me with the possibility to implement creative agency and maintain brand consistency. Additionally, I facilitated large-scale university activities by creating communicative products that enhanced viewership and brand presence.

Generally, the internship allowed me to experience the entire process of designing a brand, including the conceptualization and layout design to its ultimate delivery, as well as gaining a hands-on experience of how professional branding can strengthen the image of a university and its communication strategy.

3.2 Categorized Work Implementations

In my internship, I completed a range of design assignments, which were organized in a logical manner to form eight specific categories. This classification is used to define the scope of my work, and it helps to follow the official brand standards of DIU.

3.2.1 Print Media & Signage

I designed a campaign of information posters, campus placards, safety education posters, and billboards. Such artifacts include fire exit signs, ID access policies, CCTV warning signs, drinkable water signs, Sustainable Development Goal signage, and print materials library-oriented. All visual representations were designed to ensure that they are clear, accessible and have an aesthetic professional appearance across the university precinct

3.2.2: Campus Safety and Security Signage Design

The signage consists of instructions, including those of No ID No Entry, Fire Exit, CCTV warnings, to implement the campus discipline and safety by using conspicuous pictorial icons and bilingual textual using elements.



Figure 3.2.2: Campus Safety and Security Signage Design

Signage Design and Implementation

The signage design project focused on improving campus discipline, safety, and visual communication clarity within Daffodil International University. These designs included a comprehensive set of instructional, directional, and safety signs such as “No ID – No Entry,” “Fire Exit,” “CCTV under Surveillance,”

Design Thinking Process

The current research is based on the five steps of Design Thinking that include Empathize, Define, Ideate, Prototype, and Test.

Empathize:

During Empathize stage, a series of observations were conducted in order to evaluate how students and staff used existing campus signage. The information did show persistent issues like lack of visibility, irregular iconography and outdated color patterns.

Define:

Based on these observations, the given issue was expressed as the need to create a single, modern, and readable system of signage that would increase the level of safety awareness and the efficiency of navigation.

Ideate:

The Ideate phase involved various layout prototypes where layout experimentation was carried out in terms of pictograms, typographic alignment and color contrast to make sure that the layout is visible and consistent with the brand. Professional websites like Behance, Pinterest, and Awwwards were used to find inspiration and benchmarking.

Prototype:

The first mockups were done in Adobe Illustrator with the DIU color palette (blue, green and white) applied and different icon-text ratios are tried. Both designs have focused on simplicity, contrast and balance to ensure that the design was easy to read at varying viewing distances.

Test:

Proper practicality and location aptness were tested by the Branding and Communication Office and the Safety Department regarding the prototype designs. After the modifications based on the feedback of the stakeholders, final copies were printed on quality reflective and durable board to be installed in strategic places at the campus.

Design Execution and Outcome

The final signage set successfully combined aesthetic clarity with functional communication. Each sign reinforced DIU's modern, tech-driven identity while maintaining visual harmony with its architectural environment. The use of clear icons, bilingual typography, and standardized design elements established a consistent brand presence across the university premises.

3.2.3: Awareness Board on Hall Anti-Ragging Squad

The anti-ragging awareness board that is intended to statute the zero-tolerance approach of the DIU provides its users with the contact details of emergency and sends a strong and unquestionable message using symbolic hand graphics.



Figure 3.2.3: Awareness Board Design on Hall Anti-Ragging Squad

3.2.4: Highlighting 47 SDGs through Billboards and Indicators

The massive billboard is used to highlight DIU that has a large scope of initiatives in line with the 17 Sustainable Development Goals (SDGs). It outlines important projects and activities in an orderly structured, aesthetically rich design, thus providing a strong visibility and public awareness of the global commitment by DIU.



Figure 3.2.4: Billboard Design Showcasing 17 SDGs Goals of DIU

The large SDG billboard was designed to reflect the commitment of Daffodil International University towards the 17 Sustainable Development Goals of the United Nations (SDGs). The idea was to create a massive visual communication artifact that not only creates awareness but also serves as an example of DIU proactive involvement in sustainability, education, and community development.

Concept & Purpose

This idea was based on the theory of Visual Awareness by Impactful Design. The billboard aimed to integrate all the 17 SDGs into a carefully planned, vision-balanced image that implies that DIU is in line with the global sustainability activities. The official hue and the icon of each goal were displayed on the grid that has to be organized in order to be as clear as possible and remembered.

The design was designed to achieve several goals:

- Enlightening the stakeholders including the students, faculty and visitors about the role of DIU in meeting global goals.
- Making the campus more visible and positioning DIU as a campus that supports progressive sustainable education.
- Improving the brand equity by enhancing the identification with the internationally recognized standards and values at DIU.

Design Process

The design process went through a systematic process based on the principles of Design Thinking:

Research & Data Collection

The visual guidelines by the United Nations on SDG were widely reviewed and previous institutional campaigns were considered to ensure the fidelity of colors and the message unity.

Concept Development

A number of conceptual drawings were prepared, with spatial hierarchy, distance legibility and visual integrity among text and graphics forming the theme. The main difficulty was to make a balance between aesthetic representation and information concentration, making the billboard still interesting, but comprehensible.

Design Implementation

The final design was created in adobe illustrator and with the help of a strict grid of geometry to structure all 17 goals. The SDGs had brief captions about the related projects and initiatives at DIU. The design used blue and green official colors of DIU, which implies a feeling of growth, innovation, and sustainability.

Review & Refinement

The Branding and Communication Office were also able to scrutinize the draft, ensuring the accuracy and visual balance. Adjustments were made to color contrast, typographic size and placement of the icons to ensure maximum visibility in different light situations.

Outcome & Impact

The finalized billboard was placed in a high profile spot in the campus, which represents the solution to DIU being at the forefront of sustainability. It was able to increase the awareness of citizens regarding the SDGs as well as the international engagement of DIU. The design was able to integrate visual representation with institutional advocacy creating a communication component that was informative and brand oriented.

Figure 3.2.5: Individual Infrastructure Awareness Boards Aligned with SDGs

The individual boards define connections between designated DIU infrastructures, i.e. the Fitness Center, the Solar Panel Installation, the Swimming Pool, and the Biogas Project with their respective SDGs. The designs utilize iconography, brief written information and official branding in order to make their impact explicit .



Figure 3.2.5: Individual Infrastructure Awareness Boards Aligned with SDGs

3.2.6: Libraries Service Chartered Design

The idea of this chart was to provide the services of the library in a systematic manner with the appointment of persons in charge and the listing of contacts in a well-structured manner. The design will ensure accessibility using the official color palette of DIU, as well as the use of branding which will enable easy reference by students, faculty and staff.

Services	Assigned Person	Cell Number
Library Administration and Management	Dr. Md. Milan Khan	01713493004
	Dr. Syed Robiul Bashar	01897644956
	Md. Rashed Nizami	01847334849
Library Reference Service	Dr. Md. Milan Khan	01713493004
	Dr. Syed Robiul Bashar	01897644956
	Md. Rashed Nizami	01847334849
	Md. Abdul Monnaf Sarker	01729151416
Library Circulation Service	Mafraha Akter	01713493121
	Md. Rezaul Karim	01811458819
	Md. Abdul Monnaf Sarker	01729151416
	Syeda Aklima	01713493041
	Umme Ahasan	01847334816
	Mostafizur Rahman	01847334818
	Dhiman Sarker	01896034259
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	Syeda Aklima	01713493041
	Umme Ahasan	01847334816
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	Mostafizur Rahman	01847334818
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	Md. Rezaul Karim	01811458819

Services	Assigned Person	Cell Number
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Convocation Clearance	Syeda Aklima	01713493041
	Umme Ahasan	01847334816
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Library Venue (Eduplex and Meeting Room) Management	Dr. Syed Robiul Bashar	01897644956
	Md. Rashed Nizami	01847334849
Library Website and Social Media Management	Dr. Md. Milan Khan	01713493004
	Dr. Syed Robiul Bashar	01897644956
	Md. Rashed Nizami	01847334849
	Dhiman Sarker	01896034259
Library Automation (KOH) Management	Md. Abdul Monnaf Sarker	01729151416
	Dhiman Sarker	01896034259
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Collaboration with the Departments	Dr. Syed Robiul Bashar	01897644956
	Md. Rashed Nizami	01847334849
Processing of Library Resources	Dr. Syed Robiul Bashar	01897644956
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IT Related Service	Md. Rezaul Karim	01811458819
	Dhiman Sarker	01896034259
Library Visitors Tour	Dr. Md. Milan Khan	01713493004
	Dr. Syed Robiul Bashar	01897644956
	Md. Rashed Nizami	01847334849

Figure 3.2.6: Libraries Service Chartered Design

3.2.8: Library Tree Glass Sticker Design

The glass sticker is a conceptual sticker that was developed to graphically represent the values and services of the DIU Library. The tree outlines the key resources, such as e-books, journals, software, plagiarism detection resources, and information literacy, whereas the tags attached indicate the Five Laws of Library Science created by S.R. Ranganathan. As such, the design would be a combination of symbolic representation and DIU branding, making it pedagogically useful, as well as aesthetically interesting in the library setting.

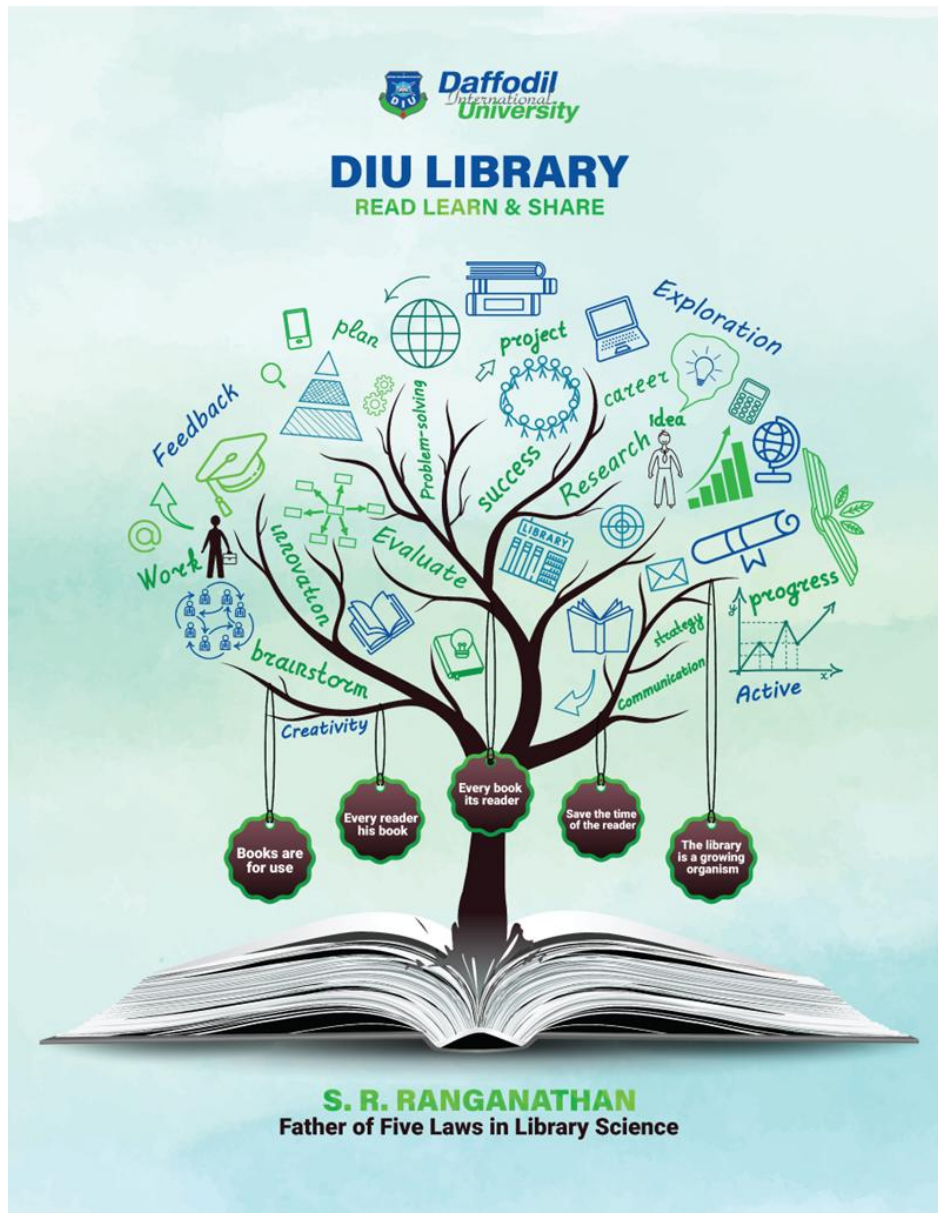


Figure 3.2.7: Library Tree Glass Sticker Design

3.2.8: Construction Site Safety Instruction (SSM) Design

The construction sites of DIU came to be provided with a safety instruction board, which was specially tailored to ensure the presence of a safe and hazard-free working environment. It clearly specifies the required personal protective gear, i.e. helmets, jackets, boots, gloves, and identification cards, and provides a list of forbidden actions like access without permission and illicit drugs. In addition, other necessary safety facilities such as first aid stations, ambulance services, medical contact information, and the security control room are foreseen by the board. Bilingual text, large icons, and the use of corporate branding at DIU helps in ensuring that the visibility is at the highest level and the level of understanding is achieved by all personnel of the site.

নিরাপত্তা নির্দেশনাবলী

Safety Instructions

সুরক্ষাই প্রথম / Safety First

পরিধান করুন Wear the Following:	নিষেধ Prohibited:
<div style="display: flex; align-items: center;"> <div> <p>উচ্চ দৃশ্যমান জ্যাকেট High Visibility Jacket</p> </div> </div>	<div style="display: flex; align-items: center;"> <div style="margin-right: 5px;"> <p>অননুমোদিত প্রবেশ নিষেধ Unauthorized Entry</p> </div> </div>
<div style="display: flex; align-items: center;"> <div> <p>সুরক্ষা হেলমেট Safety Helmet</p> </div> </div>	<div style="display: flex; align-items: center;"> <div style="margin-right: 5px;"> <p>মাদকদ্রব্য সেবন ও ধূমপান নিষেধ Consumption of Drugs and Smoking Prohibited</p> </div> </div>
<div style="display: flex; align-items: center;"> <div> <p>সুরক্ষা জুতা Safety Boots</p> </div> </div>	<div style="display: flex; align-items: center;"> <div style="margin-right: 5px;"> <p>ত্রুটিযুক্ত দ্রব্যাদি ব্যবহার নিষেধ Use of Defective Equipment Prohibited</p> </div> </div>
<div style="display: flex; align-items: center;"> <div> <p>সুরক্ষা বেল্ট Safety Belt</p> </div> </div>	<div style="background-color: #0070C0; color: white; padding: 5px; text-align: center;"> <p>ব্যবহার করুন Use the Following:</p> </div>
<div style="display: flex; align-items: center;"> <div> <p>সুরক্ষা চশমা ও মাস্ক Safety Goggles and Mask</p> </div> </div>	<div style="display: flex; align-items: center;"> <div style="margin-right: 5px;"> <p>সুরক্ষা নেট / সুরক্ষা সেড Safety Net / Safety Shed</p> </div> </div>
<div style="display: flex; align-items: center;"> <div> <p>পরিচয়পত্র ID Card</p> </div> </div>	<div style="display: flex; align-items: center;"> <div style="margin-right: 5px;"> <p>নির্মাণাধীন সরঞ্জামাদি যথাস্থানে রাখুন Keep Construction Tools in Designated Areas</p> </div> </div>
<div style="display: flex; align-items: center;"> <div> <p>সুরক্ষা গ্লাভস Safety Gloves</p> </div> </div>	<div style="display: flex; align-items: center;"> <div style="margin-right: 5px;"> <p>প্রাথমিক চিকিৎসা First Aid</p> </div> </div>
<div style="display: flex; align-items: center;"> <div style="margin-right: 5px;"> <p>ডিআইইউ এম্বুলেন্স DIU Ambulance: 01847-340128</p> </div> </div>	<div style="display: flex; align-items: center;"> <div style="margin-right: 5px;"> <p>নিরাপত্তা নিয়ন্ত্রণ কক্ষ Security Control Room: 01847-340124</p> </div> </div>
<div style="display: flex; align-items: center;"> <div style="margin-right: 5px;"> <p>ডিআইইউ মেডিকেল DIU Medical: 01847-34013</p> </div> </div>	

Daffodil
International
University

SAFETY AND SECURITY MANAGEMENT

Figure 3.2.8: Construction Site Safety Instruction (SSM) Design

3.2.9: Event X-Banner Designs

This set of X-Banner designs was made to support various DIU events and announcements, which would guarantee professional communication and visual appeal. The banners are used in various functions like academic seminars, religious talks, recruitment, science Olympiads and dress code awareness. Both designs share the branding requirements of DIU, using institutional colors, minimal designs, and event-specific graphics. These hand held X-Banners were positioned at strategic points on campus and made them more visible and informative to the participants.



Figure 3.2.9: Event X-Banner Designs

X-Banner Institutional Event Design

The X-Banner series of designs were created with the view of improving visual communication and branding consistency of a vast multitude of institutional events and announcements at the Daffodil International University. The banners were crucial in making sure that there is professional presentation and effective audience interaction at events like academic seminars, religious sessions, student recruitment programmers, science Olympiads, awareness campaigns, and campus activities.

Purpose and Objectives

The idea of these designs was to ensure that there is a sense of clarity, professionalism and aesthetic consistency in all promotions of the DIU events. Every X-Banner was designed to be eye-catching at the first glance, pass necessary information and enhance the DIU brand image by using the same color scheme, font preferences, and hierarchy.

Design Thinking Process

The design of these banners was done based on Design Thinking which focuses on being creative and functional. During the Empathies stage, the designers put into consideration the objectives of the event and the target audience and created formal designs of seminars, lively themes of student events, and simple layouts of awareness campaigns. The Define phase entailed determining the communication need - was the motive to inform, invite, or create awareness. At Ideation, the visual styles were conceptualized using sketches and layout grids that were matched to the institutional color palette of blue, green and white as well as complementing the event theme. Under the Prototype and Design Execution phase, the designs were created within Adobe Illustrator and Photoshop where a priority was made on simplicity, visual balance and typographic hierarchy; event-specific illustrations or symbolic icons were subtly incorporated to distinguish between academic, cultural and social events. The Review and Implementation was a stage that involved drawing designs to be reviewed by the Branding and Communication Office, reviewing them based on the feedbacks, and making sure that they are readable and compliant with the brand before finalization and printing on durable and high quality material that can be put down both indoors and outdoors.

Outcome and Impact

The X-Banners that were placed in hands were tactically located at the event entry points, auditoriums and busy spots on campus. The visibility of the events and the perception of the brand and the effectiveness of the communication were improved because of their presence. Having a minimalist, clean, and brand-aligned visual image, the banners were able to convey professionalism and make the visual communication at DIU still modern and effective

3.3: Social Media Post Design

Throughout my internship period, I generated an eclectic mix of social media graphics to promote the events, campaigns, cultural programs, and awareness campaigns of a higher education institution Dhaka international university. They were created to fit Facebook and Instagram and are visual resources that were optimized to remain consistent throughout the university because of the official branding guidelines. The posts that resulted were useful in encouraging interest among the audience, sharing institutional stories, and highlighting the major successes.

3.3.1: Bangladesh Cricket Team Victory Post

It is a commemorative social media design that was conceived to celebrate the historic whitewash victory of Bangladesh over Pakistan in the Test series. Players are presaged by visuals in a lively collage thus carrying the theme of teamwork, pride, and national achievement. The symbol of brand affiliation is the Daffodil International University logo that displays the involvement of DIU in the national celebrations and sporting performance, and, at the same time, the maintenance of professional design quality that is suitable to spread in the social media.



Figure 3.3.1: Bangladesh Cricket Team Victory Post

3.3.2: Bangladesh U-20 Football Team Congratulations Post

This is a social media post that was developed to celebrate the victory of the Bangladesh U- 20 Football Team in the SAFF U- 20 Championship. The design captures the spirit and energy of the players and, thus, represents national pride and sporting excellence. With the addition of the DIU branding, the post does not only congratulate the team but also increases the interaction of DIU with the national success in digital platforms.



Figure 3.3.2: Bangladesh U-20 Football Team Congratulations Post

3.3.3: Internship Achievement Congratulations Post

The current social media layout recognizes the performance of six prospective students of the Department of Computer Science and Engineering at Dhaka international university (DIU) who have won internship opportunities at Data soft manufacturing and Assembly Inc. (DMA). Using professional pictures of the students, as well as the logos of DIU and DMA, the design foregrounds the academic performance of the individuals and the institutional fame. It is used to clarify the contributory role that DIU plays in the attempts to bridge academia with industry, to the extent to which it addresses a digital audience with a professional and celebratory tone.



Figure 3.3.3: Internship Achievement Congratulations Post

3.3.4: Chinese Language Course Promotion Post

The following social media promotional design was developed based on the Basic Chinese Language Course in Dhaka International University. It outlines important details like the length of classes, tuition rates, and timetable thus identifying the qualifications of the instructor in an academic manner. This design fuses informational text with professional portrait and culturally resonant background making the design appeal to the aesthetic taste and easily understandable to the potential students. The design itself serves as a scholarly advert, at the same time, serving the purpose of promoting cultural branding at DIU.

Figure 3.3.4: Chinese Language Course Promotion Post

3.3.5: World Environment Day Social Media Post

This design was to be designed in the World Environment Day with the theme of Land Restoration, Desertification, and Drought Resilience. It incorporates the aesthetic landscape of the DIU campus, and a more environmentally friendly symbol such as plants and flowers and a globular figure, which strengthens the commitment of the university towards sustainability. The established clean and pristine is an effective way of building awareness and aligning with the goals of the international environment.

3.3.6: Digital & LED Banners

I designed digital banners and LED displays event-specifically, to be used at seminars, workshops, conferences, and convocations. Such banners were developed to offer a high visibility effect in the events as well as upholding the set rules of DIU branding.

3.3.6.1: Academic Excellence Banner Career Foundation.

The banner had been created to market the Career Foundation & Academic Excellence program to the Department of Law. Using the signature blue hue of DIU, strong typography, and strict and ordered design, the design teaches professionalism, clarity, and adherence to the institutional branding guidelines.



Figure 3.3.6.1: Career Foundation & Academic Excellence Banner

3.3.6.2: “স্মরণে জুলাই” Event Backdrop Design

The idea of the banner was created as part of the celebratory event স্মরণে জুলাই: তরুণের প্রত্যয় organized by Daffodil International University and the mentioned purpose was to dedicate the spirit of the July Uprising and celebrate the strength and patriotism of youth in Bangladesh.

On the part of the designer, the main goal of the project was to embody the expressive aspects of the remembrance, unity and national pride into a strong symbolic composition in a visual manner. Its design combines the use of bold typography to underline the spirit of determination and courage and the colour scheme of red and green supports the spirit of the Bangladeshi flag-which is the symbol of sacrifice, passion and hope.

The design has managed to balance the symbolic elements of the patriotism with professional visual communication, so that the banner appeals to the emotional aspects of the visuals and does not lose the brand image and academic tone of DIU. Altogether, the given project proves that design can be used as a source of narration and as a means of cultural memory, so art and branding may exist in a harmonious relationship

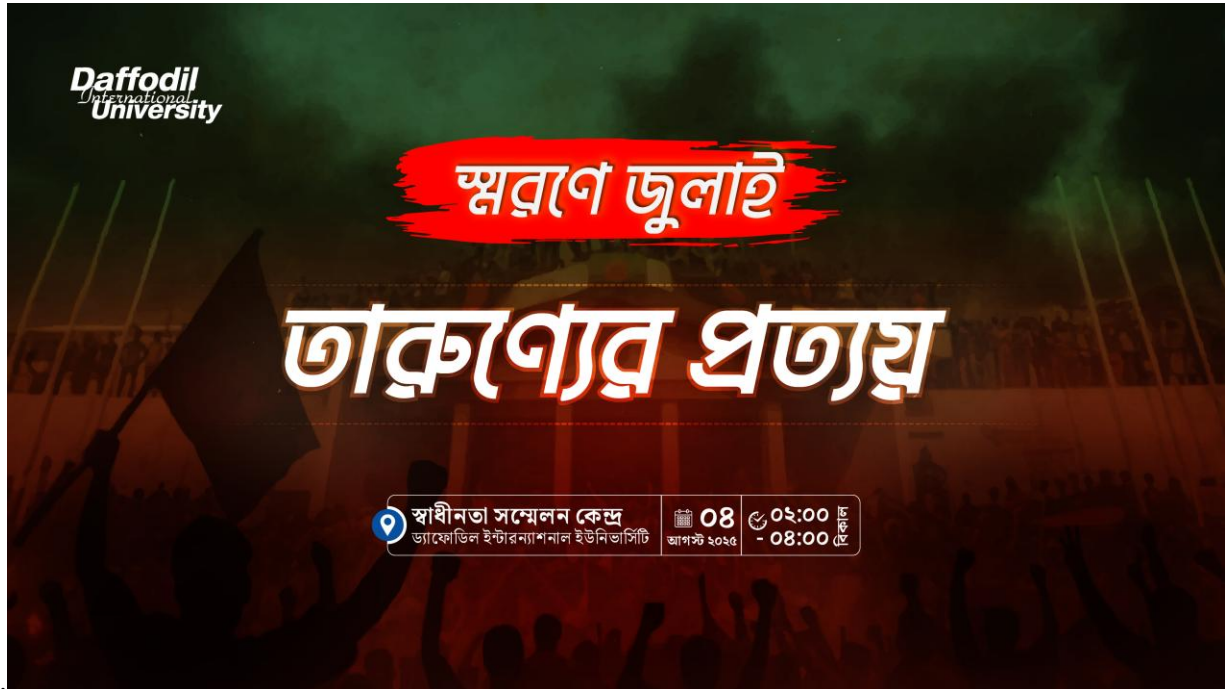


Figure 3.3.6.2: “স্মরণে জুলাই” Event Backdrop Design

3.3.6.3: Synthetic Biology & iGEM Seminar Banner

The digital banner of the Seminar on Synthetic Biology and iGEM, where Daffodil International University hosted the event, was designed in such a way that it brings together the aspects of scientific investigation, technological advancement, and visual representation. The architectural design is based on methodological rigor, which means that it uses hexagonal molecular patterns and motion-related graphics that altogether represent interconnectivity of biology and technological advancement.

The use of white and green color palette was chosen with a purpose to indicate purity, growth, and sustainability, thus, indicating the ethical and progressive ethos of modern biological studies. Minor gradient changes and translucent overlays add a dimensional effect and a sense of movement without being too dense or obtrusive as would be the case with a less professional appearance of an academic symposium.

The layout was carefully designed to bring keynote speakers, the title of the event and institutional identity to the foreground which gave the layout a clear visual hierarchy which in turn works well in both desktop and mobile environment. Into one unified visual language that informs, inspires and engages.



Figure 3.3.6.3: Synthetic Biology & iGEM Seminar Banner

3.3.6.4: Career Pathways in Finance & Banking Banner

The banner was modeled at the seminar organized in the Department of Finance and Banking, DIU titled Career Pathways in Finance and Banking. The design is quite professional through a sleek corporate color scheme, a clear hierarchy, and highlighted speakers. The design is a successful representation of the academic and professional identity of DIU with the focus on clarity and compatibility with the brand.



Figure 3.3.6.4: Career Pathways in Finance & Banking Banner

3.3.6.5: Memorandum of Understanding (MoU) Signing Ceremony Banner

The banner was developed to be used in the memorandum of understanding signing event between the Bangladesh Institute of Bank Management (BIBM), and the Department of Finance and Banking, Dhaka University (DIU). It is designed using a clean blue theme, organized typography, and simplicity in design to highlight professionalism and cooperation. It manages to create the formal aspect of the event and follow DIU visual identity guidelines.



Figure 3.3.6.5: Memorandum of Understanding (MoU) Signing Ceremony Banner

3.3.7: Brochures, Booklets & Souvenirs

The brochures are meant to promote academic programmes and institutional services and will explain the achievements of DIU, facilities, and employment opportunities. The clarity, visual balance, and brand unity are maintained in every arrangement, thus reflecting the professional image of DIU.

3.3.7.1: Master of Teaching (MTeach) in Digital Education Brochure

In the brochure, the Graduate MTeach Digital Education program has been outlined with emphasis on the curriculum, facilities, admission process, and career opportunities offered. The page design has a scholarly sound, with understandable typography, the blue-green branding of DIU and well-organized content in a way that enables easy readability.

The typography is kept deliberately sparse and scholarly, using a hierarchy of font weights and sizes to direct the attention of the reader through titles to body naturally. This typography tool encourages mental activity and improves the general readability of complicated data.

The sections are carefully divided into parts having similar alignment, infographics, and iconography so that it makes complex information easily digestible. Purposeful application of the visual aids and iconographic images can make it easy to understand the main ideas and processes.

The presence of the photographic materials such as the classrooms, technology centers and students working together give the brochure a familiar and real-life feel thus giving the impression of DIU learning experience and its devotion to practical learning.

The digital accuracy and technological innovation is added with the help of the background grid and geometric patterns which represent the combination of the educational system with the modern technologies. Together, all these visual and informational contents join together to create a publication that is not only a marketing tool to put forward the MTeach Digital Education program, but also a vision of DIU of a globalized, technology-driven academic excellence.

3.3.7.2: Residential Hall Brochure

This brochure also outlines the residential hall amenities of the Department of Informatics and University (DIU), highlighting features of comfort, safety, and modern facilities that suit the occupancy of students. It gives an in-depth description of living facilities, accommodation, administrative law, and extra-curricular activities. The visual presentation uses colorful imagery, institutional color palettes, and lean layout that is able to succinctly summarize the university commitment towards a dynamic and secure campus.

Cost / Hall fee

Hall Fees (Effect from Summer 2025)
The regular per-seat cost is BDT 3,900/- per month. However, the payment is to be made semester-wise and in advance.

► **Registration fee: BDT 3,000/-** (one-time fee during admission, not applicable in every semester)

► **Fee for students: BDT 21,000/-** (for 6 months)

► **Fee for students: BDT 14,000/-** (for 4 months)

A new student must pay BDT 24,000 (BDT 3,000 registration fee + BDT 21,000 for the 6-month fee) or BDT 17,000 (BDT 3,000 registration fee + BDT 14,000 for the 4-month fee, applicable only for the first semester). After the first semester, the fee will be BDT 21,000 per semester for 6 months and BDT 14,000 for 4 months.

The hall payment should be made during academic registration at the beginning of each semester.

The cost to rent hall seats is set for the upcoming year only, it may vary after this period. If there are any changes, we will notify you through a notice.

Common Facilities in Hall Area:

- ◊ Separate hall facilities for boys and girls – Modern living spaces
- ◊ Fully furnished accommodation
- ◊ 24-hour security and CCTV
- ◊ Broadband facility
- ◊ Study room
- ◊ Newspaper reading area
- ◊ Playground
- ◊ Canteen
- ◊ Indoor / outdoor sports facilities
- ◊ Laundry facility
- ◊ Water purifiers
- ◊ Prayer hall
- ◊ Lift
- ◊ Ambulance service 24/7

Hall Life Cycle:

Admission:
You can book a seat either online or by submitting your information through an application.

Renewal:
Existing students need to renew their seat using the online portal and provide payment confirmation within the scheduled time to continue their seat for the next semester.

Seat Cancellation:
Students can cancel their seat twice a year. Every semester, the Hall Authority will announce a notice for seat cancellation during a specific time period. Interested students must apply within the given time frame.

Payment Guidelines:
You can deposit money at the Accounts section, DSC, or pay through the student hall portal using the following options:
Bkash, Rocket, DBBL Nexus, VISA/Master/Amex Card, IBBL, Nagad, Upay Kmach, Ok Wallet

If you have any urgent inquiries, please call us at 09617901212 (Hall) or contact the Hall Office at email: hall@daffodilvarsity.edu.bd.

Modern Living Spaces:
Each room is shared by four students. The hall authority will provide a bed, reading table, chair, fan, and light. Students are required to bring their own mattress, bed sheets, quilt, pillow, etc. Each room is 300 sq. ft. There is a common corridor in front of the room, and each room has a separate veranda.

Hero of The Hall Award

Hall Festival | Culture Program | Debate | Sports Competition

Contact Us

- ◊ Call Center No.: **+88 09617901212**
- ◊ Male Hall (YKSG-1): **01847334956**
- ◊ Male Hall (YKSG-2): **01896034256**
- ◊ Female Hall (RASG-1): **01896034255**
- ◊ Female Hall (RASG-2): **01847140126**
- ◊ Email: hall@daffodilvarsity.edu.bd
- ◊ <https://hall.daffodilvarsity.edu.bd>
- ◊ University Website: <https://daffodilvarsity.edu.bd/>

This Hall is operated by

Creative International
A Sister Concern Of Daffodil Family

Creative International

- ◊ Booking and Helpline: +880 961 790 1212
- ◊ hall@daffodilvarsity.edu.bd
- ◊ hall.daffodilvarsity.edu.bd/
- ◊ Daffodil Smart City, Binilla, Savar, Dhaka-1216

Residential Hall

Your Second Home

DIU STUDENTS HALL

- ◊ Safe & Secure
- ◊ Medical Facility
- ◊ Broadband & Wifi
- ◊ Cost-Effective Living Option
- ◊ Fully Furnished Rooms
- ◊ Housekeeping
- ◊ In Campus

Welcome to Yunus Khan Scholar Garden-01 (YKSG-1)

Experience an enriching residential environment at Yunus Khan Scholar Garden-01, where academic excellence meets personal growth. Designed to foster a strong sense of camaraderie, this hall provides an ideal space for young scholars to thrive.

Provost: Professor Dr. A. B. M. Kamal Pasha

Welcome to Yunus Khan Scholar Garden-02 (YKSG-2)

At Yunus Khan Scholar Garden-02, academic ambition and vibrant community life go hand in hand. This dynamic residential space nurtures intellectual curiosity and lifelong friendships, offering an inspiring atmosphere for young scholars.

Provost: Professor Dr. Md. Abul Hossain

Rowshan Ara Scholar Garden-01 (RASG-1)

Rowshan Ara Scholar Garden-01 is a safe and empowering haven for female scholars, dedicated to academic excellence and personal development. With a supportive community and modern amenities, it fosters an environment where women excel.

Provost: Ms. Asma Alam, Assistant Professor

Rowshan Ara Scholar Garden-02 (RASG-2)

A vibrant home for ambitious female scholars, Rowshan Ara Scholar Garden-02 cultivates a culture of academic success and empowerment. Here, students flourish in a nurturing environment that encourages leadership, collaboration, and personal growth.

Provost: Ms. Nazmun Nessa Moon, Associate Professor

About Us

DIU Hall offers a vibrant and supportive living environment that nurtures students' academic, social, and personal growth. More than just accommodation, it's a dynamic community where students build lifelong connections and excel in all aspects of university life.

With modern facilities and a commitment to a ragging-free, drug-free, and secure environment, DIU Hall ensures a comfortable and enriching experience for over 7,000 residents—a true second home where aspirations take flight.

Room Amenities: Each room is thoughtfully designed to ensure comfort and productivity offering:

- ◊ A comfortable bed for each student
- ◊ Under-bed drawers or cabinets for convenient storage
- ◊ Study table and chair for focused learning
- ◊ Tube lights and fans for a well-lit and ventilated space
- ◊ A dustbin in each room for cleanliness
- ◊ Cloth Stand

Self Help Amenities:

We provide essential amenities for a comfortable and convenient stay:

- ◊ On-site laundry facility
- ◊ Hot & cool filtered water system
- ◊ Medical support, including first aid for sick residents
- ◊ Doctor-on-call services, with emergency contact numbers provided to students
- ◊ Spacious dining area for a pleasant real-time experience
- ◊ Ambulance

Admission Eligibility:

- ◊ Open to all regular students of DIU
- ◊ Minimum SGPA of 2.5 required for readmission/existing students
- ◊ No prior accusations or convictions, including any drug-related offenses, from the university or government

Hall Portal (online):

Introducing the newest convenience at DIU Hall: Online Portal! We understand the importance of staying connected and organized, which is why we have launched this user-friendly platform exclusively for our residents. With the DIU Hall Online Portal, managing your accommodation has been easier.

From submitting maintenance requests to accessing important announcements and event updates, everything you need is just a click away. Say goodbye to paperwork and hello to efficiency! Join us as we streamline your living experience at DIU Hall with our Online Portal.

Security:

- ◊ CCTV cameras
- ◊ Security guards
- ◊ 24-hour security (including CCTV)

Housekeeping:

- ◊ Rooms
- ◊ Washrooms
- ◊ Common areas

All are cleaned on a daily basis.

Electricity:

- ◊ Electricity Facility in each room
- ◊ Generator facility available (as needed)

Broadband and Wi-Fi service

Entertainment

- ◊ Common Room
- ◊ Indoor games like carrom, chess, table tennis etc.

Modern Living Spaces

Each room is shared by four students. The hall authority will provide a bed, reading table, chair, fan, and light. Students are required to bring their own mattress, bed sheets, quilt, pillow, etc. Each room is 300 sq. ft. There is a common corridor in front of the room, and each room has a separate veranda.

Figure 3.3.7.2: Residential Hall Brochure

3.3.7.3: Fashion Design & Technology Brochure

In this brochure, the Post Graduate Diploma in Fashion Design and Technology has been outlined with a rigorous structure showing the design of the curricular framework of the program, semester-by-semester schematics, and scholarship opportunities available. The design combines modern visually, black and white color scheme, and high degree of typographic taste and thus reflects aesthetic mastery and professionalism. It also informs the salient features of the course, fee structures and possible career trajectories, thus highlighting the high profile position of DIU in textile and fashion education.

Post Graduate Diploma in Fashion Design and Technology (Effective from Fall 2025)

Items of the Fees:	Amount
Admission Fee	12,000
Library Development Fee	2,000
River Scout & BNCC Fee	500
Student Smart Card (in Balance 200 TK)	1,000
Student and Guardian Group Life Insurance	2,500
Tuition Fee (18 credits @ Tk. 1,400)	25,200
Tuition Fee for Laboratory Credit (12 credits @ Tk. 2,000)	24,000
Semester Fee (3 Semesters @ Tk. 3,000)	9,000
Laboratory Fee (3 Semesters @ Tk. 2,000)	6,000
Development Fee (3 Semesters @Tk. 2,000)	6,000
Extracurricular Activities Fee (3 Semesters @Tk. 750)	2,250
Project (3 credits @ Tk. 1,400)	4,200
Internship (3 credits @ Tk. 1,400)	4,200
Total payable (for 36 credits)	116,850

When taking admission, a student has to pay a total of **BDT 25,750** which includes the following fees:

Items of Fees:	Amount (in BDT)
Admission Fee	12,000
River Scout & BNCC Fee	500
Student Smart Card (in Balance 200 TK)	1,000
Student and Guardian Group Life Insurance	2,500
Library Fee	2,000
Semester Fee	3,000
Laboratory Fee	2,000
Development Fee	2,000
Extracurricular Activities Fee	750
Admission Form Fee BDT 1000=	25,750

Semester (04 Months)
Spring : January- April Summer: May- August
Fall: September to December

During the admission process, please bring the following documents:

- Photocopies of all academic transcripts and certificates issued by the Education Board (not online copies)
- Two recent, formal ID size photos.
- Your HMD (National ID)
- Your parental NDD

Semester Wise Fees:

Semester	Admission	Room/Project	Registration Fee	Others (Fuel, Exam)
Semester 1	44,350	25,200	14,800	
Semester 2	28,150	11,950	16,300	
Semester 3	26,350	11,950	14,400	

Scholarship and Waiver Options for PGD in FDT

- Female Quota: 10%
- Sibling/Spouse of Current Students: 10%
- International Students: 20%
- Group Waiver (2 persons and above): 20%
- Daffodil Family Waiver: 30%
- Corporate Membership: 30%

Daffodil International University

1-Year Program

Post Graduate Diploma in FASHION DESIGN AND TECHNOLOGY

Human Resource Development Institute (HRDI)

Department of Textile Engineering

UGC & Govt. Approved

Effective From Fall 2025

admission@daffodiluniversity.edu.bd

Program

Degree Requirements

Name of the Program	Theory and Lab Credits	Internship & Project Credits	Total Credits
PGD (PDT)	30	6	36

Description of the Program:

From the fundamentals of Fashion Design and Technology to the strategic abilities needed to manage an organization's fashion business, the curriculum of the program is created to engage graduate students and professionals. It is formulated to guide the study for professionals who are looking ahead toward learning with a robust, learning management system. The Fashion Design and Technology program is a comprehensive program that combines technical training in fashion design with a strong focus on the business aspects of the fashion industry. Students will develop a strong foundation in design and pattern making, sample production, and presentation skills, as well as gain a comprehensive understanding of the fashion industry and the target market. The program also covers entrepreneurship, branding, marketing, finance, and operations management, equipping students with the skills necessary to create and manage their own fashion business effectively. Graduates will be prepared for careers in the fashion industry, with a well-rounded education in both fashion design and technology.

Key Features:

- UGC-Approved PGD Program
- BNCC Certified
- 24/7 Learning Management System
- Weekend Focused Classes
- International Standard Instructors
- Practical Classes with Industry Professionals
- World-Class Lab Facilities
- Hands-On Learning Environment
- Student-Friendly Atmosphere
- Transport and Accommodation Options
- Internship Opportunities
- Funding Support for Business Startups
- Platforms for Presenting Design at DIU

Why Choose PGD in FDT?

If you are interested in pursuing a career in the fashion industry, the Post Graduate Diploma in Fashion Design and Technology (PGD) program may be a great fit for you. This program is designed to provide you with a comprehensive understanding of both the technical and business aspects of the fashion industry. With a strong focus on entrepreneurship, branding, marketing, and operations management, this program equips you with the skills necessary to create and manage your own fashion business effectively. Additionally, the program provides a variety of career options, including fashion designer, fashion merchandiser, fashion buyer, fashion marketer, and more. With world-class lab facilities, international standard instructors, and a student-friendly learning environment, this program is an excellent choice for anyone seeking a well-rounded education in both fashion design and technology.

Why Department of Textile Engineering and Daffodil International University?

- Bangladesh's First ISO-accredited Textile Program. The Department of Textile Engineering (TE) at DIU holds the prestigious ISO accreditation, ensuring high academic and industry standards.
- Leaders in Advanced Textile Education: TE at DIU pioneered the M.Sc. in Textile Engineering in Bangladesh, setting benchmarks in textile and fashion technology education.
- Highly Qualified Faculty: Learn from expert faculty with extensive academic and industry experience, providing mentorship across technical, managerial, and creative areas.
- Cutting-Edge Labs and Facilities: DIU's state-of-the-art labs and facilities are equipped with the latest textile and fashion technology, enabling hands-on experience and innovation.
- Strong Industry Connections: DIU's TE program has robust partnerships with leading companies in the textile and fashion sectors, offering students internships, collaborative projects, and job placements.
- Thriving Alumni Network: Join a supportive, global community of over 6,000 TE alumni, benefiting from diverse roles and providing networking and career opportunities worldwide.
- Innovative and Student-Centric Campus: DIU offers a vibrant campus life with various student-led activities, networking events, and initiatives that foster collaboration and leadership.
- Scholarships and Affordable Tuition: DIU provides a range of scholarship options and an accessible fee structure, making quality education affordable for all.
- High Job Placement Rate: TE graduates from DIU are in demand, with a strong placement record across top positions in the textile and fashion industries.
- A Vision for the Future: DIU is committed to empowering students for a sustainable and innovative future, aligning with national and global goals in education and industry.

Career Options after PGD in FDT

Graduates will have the skills to pursue roles such as:

Fashion Designer	Fashion Marketing Manager
Textile Designer	Fashion PR Specialist
Stylist	Retail Manager
Fashion Merchandiser	Visual Merchandiser
Fashion Illustrator	Fashion Show Producer
Costume Designer	Fashion Event Coordinator
Fashion Photographer	Fashion Trend Forecaster
Fashion Blogger	Fashion Business Developer
Fashion Buyer	Fashion Technology Developer/Designer

Eligibility for Admission

- An Applicant must have obtained a Bachelor degree in any discipline from any recognized university/college.
- Students with B.Sc. in Textile/Apparel/Fabric Engineering/Technology or BBA in any business major are highly preferable.

Semester 1

Course Code	Course Title	Level	Credits	
FDT 101	Introduction to Textile and Fashion Business	T	3	
FDT 102	Consumer Behavior and Fashion Trend Analysis	T	3	
FDT 103	Elements of Fashion and Design Development	L	3	
FDT 104	Fashion Design Development	L	3	
Total credits				12

Semester 2

Course Code	Course Title	Level	Credits	
FDT 201	Fashion Illustration (Optional)	L	3	
FDT 202	Pattern Making and Draping Techniques (Semester)	L	3	
FDT 203	Techniques of Surface Ornamentation and Accessories	T	3	
FDT 204	Sustainable and Ethical Fashion	T	3	
Total credits				12

Semester 3

Course Code	Course Title	Level	Credits	
FDT 301	Fashion Entrepreneurship and Social Media Marketing	T	3	
FDT 302	Fashion Merchandising and Boutique Management	T	3	
FDT 400	Final Product Exhibition and Portfolio Development	L	3	
FDT 500	Internship	L	3	
Total credits				12

Grading System

UGC approved grading system for courses shall be used and the system is described below:

Grade	Grade Point	Remarks
80-100	4.00	Outstanding
75-79%	3.75	Excellent
70-74%	3.50	Very Good
65-69%	3.25	Good
60-64%	3.00	Satisfactory
55-59%	2.75	Above Average
50-54%	2.50	Average
45-49%	2.25	Below Average
40-44%	2.00	Pass
00-39%	0.00	Fail

Figure 3.3.7.3: Fashion Design & Technology Brochure

The brochure that presents a brief and professional description of the Post Graduate Diploma in Fashion Design and Technology was created to reflect the course of the Daffodil International University. The main aim of it was to introduce the academic framework, innovative perspective, and institutional capabilities of the program in an image-rich information-rich format.

Purpose & Objectives

The brochure has both an informational and promotional purpose because it is aimed at potential students who might want to pursue a post-graduate course in fashion design. It emphasizes the curriculum structure, semester-by-semester course design, scholarship information, faculty qualification, and career prospects of the graduates.

Design Concept & Visual Style

Its design was modern and minimalistic in appearance with the use of black-and-white color scheme to represent sophistication, balance and grace; values that were consistent with the sensibilities of aestheticism that are in line with the fashion industry. The color scheme was monochromatic which was supplemented by organized typography, excessive amount of white space, and balance giving it a readability and visual appeal.

The visual design also displayed the creativity and professionalism that the program needed; every part, starting with the introduction to course modules and payment scheme, has been placed in a grid-like design to be consistent and easy to use by the readers.

Design Thinking Process

The creative design process was based on the Design Thinking approach, which focuses on simplicity, user experience, and brand correspondence:

Research & Content Planning: Data was gathered by the Department of Textile and Fashion design and checked as accurate. Comparison of benchmarking with other reputed design universities helped in the achievement of competitive presentation standards.

Development of Concepts: A number of layout sketches were worked out in order to reflect the ideal representation of both aesthetic appeal and academic excellence. It centered on the text-dominated material and graphics like icons, section dividers, and quality images that are fashion design-related.

Implementation: The end design was drawn in illustrator and it had been done in accordance with the official branding of the university. The typography hierarchy was considered, and modern sans-serif fonts were used in headings, with clean serif fonts in body text to make it elegant and easy to read.

Feedback & Refinement: The Branding and Communication Office had to review the draft design to ensure that it aligned with DIU brand identity. Spacing, alignment, and visual balance were changed based on the feedback so that the best professional appearance could be achieved.

Outcome & Impact

The last brochure managed to achieve aesthetic accuracy and informational richness. It introduced the Post Graduate Diploma program as an industry-focused, high-end academic program, which supports the idea that DIU is a textile/fashion education powerhouse. The design was also effective to convey trust, creativity and innovation-qualities that are reflective of DIU institutional identity and academic excellence.

3.3.7.4: DIU Library Brochure

The brochure outlines the list of services, facilities, and achievements related to the DIU Library, preempting resources, including e-library access, research support, and international partnerships. It has a design that uses bright gradients, grid patterns and clear typography thus coming up with an informative and aesthetical presentation. As a result, the document informs about the commitment of the library to academic excellence, digital learning, and user-oriented services.

Renewing Items
Items can be renewed three if no one else is waiting for them through

- Online Public Access Catalog (OPAC)
- In person at circulation desk
- By Telephone: Tel: +8802224441833, +8802224441834, +8809917901233, IP Extension: 65267

Holding Items

- If an item you want has been checked out, you can hold it
- To place a hold online go to library catalog

Loans Privileges

- If an item you want has been checked out, you can hold it
- To place a hold online go to library catalog

Collection Type	Books	Reference books	Periodicals	Project Report	Newspaper	All materials
Students	4 Items/ 10 days	2 Items/ 30 days	2 Items/ 30 days	2 Items/ 30 days	1 Item/ 3 days	2 Items/ 7 days
Faculty	2 Items/ 10 days	2 Items/ 30 days	2 Items/ 30 days	2 Items/ 30 days	1 Item/ 3 days	2 Items/ 7 days
Administrative	2 Items/ 10 days	2 Items/ 30 days	2 Items/ 30 days	2 Items/ 30 days	1 Item/ 3 days	2 Items/ 7 days

Overview Times

- Books: 25 Tk. per day Periodical, Project Report: 5 Tk. per day
- 1 Tk. per day for all type of materials

Faculty & Administrative Personnel

- 1 Tk. per day for all type of materials

DIU Achievements in Numbers - 2024
DIU Central Library

Category	Number
Total Book Collections (Hardcopy)	153155
Electronic Books	300000
Journals	8500
Electronic Journals	43500
Electronic Journal Articles	359724
Project Reports (Hardcopy)	3355
Electronic Project Reports	25091
Electronic Theses	25478
Annual Reports	2155
Knowledge Hub (DIU Forum)	300000
Magazines	5213
Audio Visual Materials	3650
Visitors Comment (in Person)	150
Website View	93822
Library Virtual Tour	48231
Download e-books	15794
Library Entrants	482000
View on DSpace	7525976

DIU Research Performance - 2023

Category	Number
Research projects	43
Research outputs	1216
Research consulting	21
Research units	15
Research activities	153
Scientific journals at the university	4 journals
Papers published in Scopus	1139
Current researchers	792
Citation rate per researcher	99.79
DIU Journal Publication	7

Community Service in 2024

Training programs and courses	No. of beneficiaries	No. of activities
Information Literacy Program	6782	155
Book Reading Competition	119	2
Best Library User Award Program	75	2
KOHA ILS Training Program	15	1
National Library Day Celebration	68	1
Swadhinota Book Fair	7000	1 (3 days)
Programs & OUP Book Fair	5000	1 (2 days)



Daffodil University Library
Read Learn & Share



Last And Damaged

- Items must be replaced or paid for

Know yourself

International Collaboration (2018-2024)

Type	Total (Students/Faculty)	Number of Universities
Outgoing Student Physical	122	631
Outgoing Faculty/Admin Physical	71	249
Total Outgoing	193	880
Incoming Students Physical	84	1029
Incoming Faculty/Admin Physical	174	676
Total Incoming	258	1705
Total (Outgoing and Incoming)		2585

Country Names
 China, India, Thailand, Germany, Singapore, Turkey, USA, Canada, South Korea, Taiwan, Vietnam, Indonesia, Malaysia, Nepal, Sri Lanka, UK, Russia, Lithuania, Qatar, Finland, Japan, Ethiopia, France, Somalia, Romania, Bahrain, Ehtuan, Nigeria, South Africa, Iran, Kyrgyzstan, Bangladesh, Italy, Philippines, Australia, Poland, Sweden, Spain, Portugal, Greece, Belgium, Bulgaria, Egypt, Mexico, Netherlands, Uzbekistan, Armenia, UAE, Pakistan, Switzerland, Brazil.

Find yourself

E-Resources
 Students can access the following links to get required e-resources



For one-to-one help with your research project schedule a research consultation with a Library expert



Know your Library

We are open 24/7 online at
www.library.daffodilvarsity.edu.bd



Membership Registration & Access

DIU ID card stands as the library card. Procedures are as follows:

Students:

- Student's membership is confirmed in the library software through their ID number after library information literacy Program.
- User name and initial password will be sent to student's DIU email.
- As a security measure, students are recommended to modify their initial password.

Faculty and Admin:

- Faculty Members and Admin employees are expected to register with library membership.
- Registration forms are available at the circulation desk and on the library website.

Membership Registration Procedure:

- Fill up the library membership form available on the library website.
- Scanned Passport photograph
- Valid DIU email address and DIU ID number

Information Literacy Program
 The Key to your Academic and Lifelong success.

A range of instructions

- Course-integrated instruction
- Library Guide, Tutorials
- Library Resource Search
- Workshop
- Library tour

For registration and know more details, Contact: library2@daffodilvarsity.edu.bd

You must log in to use these personalized features:

- Checking the due dates and fines
- Renewing Library Items
- Placing holds on items
- Checking your fines
- Updating personal details

Services and facilities
 At Daffodil University Library has the following services and facilities:

ICT facilities
 • Circulation
 • Catalog
 • WiFi Facility
 • Online Registration
 • Computer Terminals
 • Online Suggestion
 • Online Registration
 • Self Check (In/out)
 • Web OPAC
 • OPAC (Online Public Access Catalog)
 • RFID (Radio Frequency Identification)
 • Multitouch Remote Access
 • Web searching facilities
 • OPAC Terminal
 • Online Tutorial

E-Library

- E-Books
- Magazines
- Journal Articles
- Faculty Publications
- Project reports
- Newsletters
- News Clippings
- Theses
- A-Z databases
- Circulation
- Voice Library
- Virtual Library Services

ADDITIONAL FOCUS
 • Bangladesh Corner
 • Reference Section
 • Kabi Nazrul Eduplex (Theater Hall)
 • Rastadarsan Knowledge Park
 • Library Cafe
 • Mind Mapping Zone
 • Napping Zone
 • Jasimuddin Brainstorm Park

Ask US! Got Questions?

Ways to get in touch with us-

- Get real-time help through online chat available from 10 am – 10 pm, Saturday – Thursday via Library web chat and Library Facebook page.
- Use library personnel email to ask a question about the library or your resource.
- Call us over Telephone: Tel: +8802224441833, +8802224441834, +8809917901233.
- Library IP Extension: 65267-71
- IP Extension: 65267 for general Library information
- 4th floor, Knowledge Tower, Daffodil Smart City, Birulia, Savar, Dhaka-1216
- www.facebook.com/DIULIBRARY

Remote/Off-campus Access Services

When you are off campus, you can still access the databases through logging to My Athens.

This can be achieved through self-registration by following two steps:

- Complete the online registration form accessible from DIU library website.
- Click the link in the activation email from Open Athens to set up your password, agree to the OpenAthens Terms.

Using Library Catalog

- To Find Books Quickly and Accurately Search Library Catalog (<http://libcat.daffodilvarsity.edu.bd>)
- Accessible from OPAC terminals located throughout the library and DIU library website
- Only to search the library catalog, login is not required

Services

- Library Automation (Koha-ILS)
- Institutional Repository (DSpace)
- Reference and Referral Service
- Turnitin: Plagiarism Similarity Checking
- Library Information Literacy Program
- Research Support and Articles Request
- Current Awareness Service
- Bag Counter and Locker
- Silent Study Zone
- Group Study Zone
- Faculty and Admin Zone
- Meeting & Study Room
- Newspaper and Periodical Service
- Blended Learning Center (BLC)
- Individual Study Cartel
- Internship Portal

Special Corner

UNODC Corner, BIT Corner, Dr. M. Kabir Corner, Professor Dr. M. Lutfar Rahman Corner, Post-Matanz Retu Corner, The Asia Foundation of Bangladesh Corner, SAARC Agriculture Centre Corner.

Library Virtual tour

Our library virtual tour can enhance accessibility, promote the library's resources and services, facilitate information literacy for new patrons, provide educational content, and engage users in a dynamic and interactive way. Feel free to explore our library via the provided QR code by taking a virtual tour if you wish:



Visitors Comment

Our library guest book serves as a tool for gathering feedback, fostering community engagement, providing testimonials, ensuring quality, and offering encouragement for both visitors and library staff. If you want, you can also see visitors' comments of our library through the QR code:



Figure 3.3.7.4: DIU Library Brochure

3.3.7.5: BBA in Marketing Booklet

This booklet gives an in-depth analysis of the Bachelor of Business Administration in Marketing at Faculty of Business and Entrepreneurship. It includes a detailed study of the curriculum, institutional leadership formal correspondence, biographies of tenured faculty and clarifications of international collaborations. The design has used both the academic typography, well-organized sections, and harmonized color palette, which promotes easy discourse and a modern appearance, thus the academic spirit and professional reputation of DIU.



Figure 3.3.7.5: BBA in Marketing Booklet

BBA in Marketing Booklet Design was developed to visually translate the academic and corporate sophistication of the Faculty of Business and Entrepreneurship (FBE) at Daffodil International University. My primary objective was to create a publication that not only informed but also reflected the strategic, analytical, and creative essence of marketing education.

3.3.8: Department Branding & Identity

I have developed branding designs of the different academic departments, such as the Law, Marketing, Accounting and Finance and Banking departments, making sure that every design was

based on the specific academic interest that the particular department had, yet with the singularity of brand DIU.

3.3.8.1: Department of Accounting Branding Olivia.

This design incorporates contemporary infographics, iconography, and visual representations which symbolize most accounting disciplines like financial, managerial, and forensic accounting. Its well-organized design and unity of colours encourage a clear understanding and long attention.



Figure 3.3.8.1: Department of Accounting Branding Design

3.3.8.2: Department of Law Branding Design

This design includes a progressive visual representation of judicial symbolism such as scales, gavels, books of law and iconography of justice to reflect the integrity and professionalism of the department. The intense palette of navy combined with aggressive typography and architectural elements represents professionalism, confidence and academic elegance. The use of inspirational quotes of law gives intellectual depth, which solidifies the spirit of justice that defines the Department of Law.

The project of twining the Department of Law Branding Design was devised in a manner that it made a visual outlook to the discipline, authority and even moral depth, which characterize the study of law.

The design has a progressive visual story that is constructed on the base of several main judicial symbols like scales of justice, gavel and the law book, and the laurel of victory among the other symbols reflecting integrity, order, and academic excellence.

The color scheme with its predominance of deep navy blue and royal gold was selected consciously to demonstrate such features as wisdom, stability, and prestige. These colors are supported with bold, assertive typography that is very authoritative and legible. The architectural themes in the design that were based on classical courthouses and law chambers add scholarly and institutional flair to the department identity.

- Every independent visual element has its purpose:
- The scales and gavel are an indication of justice and fairness.
- The books of the law and the courtrooms symbolize the search of the knowledge.
- Minimalistic layout of geometry is used to give a sleek and yet classy look.

The layout is still subtly interwoven with inspirational quotes of famous jurists, which forms a linkage between the old legal philosophy and contemporary academic values.

In sum, this branding project is an indication of how the department is dedicated to the ideals of justice, professionalism, and intellectual rigor as part of the institutional identity of Daffodil International University.



Figure 3.3.8.2: Department of Law Branding Design

3.3.9.1: Law Department Window Glass Design

Fenestra glazing system has inspirational sayings of great jurists of the past that also gives a sense of typographic sensibility of the era coupled with intense azure color with contrasting complementary color gives a sense of cultivated, academic atmosphere.

The ostentatious chromatic arrangement and stratified texture pattern relay a perception of professionalism and grandeur, thus transforming the departmental environment into an environment that was clearly visually entertaining and stimulus-based.



Figure 3.3.9.1: Law Department Window Glass Design

3.3.10: Certificates & ID Cards

The designer created certificates to workshops, seminars and training programmes and visual materials in the ID cards and visiting cards. These artefacts warranted a professional and genuine depiction of the institutional events.

Presentation of Certificate of Participation: Synthetic Biology and iGEM Seminar.

This certificate was designed to be given to the attendees of the Synthetic Biology and iGEM Seminar of Daffodil International University. Its design follows the official brand guidelines deployed by DIU, thus, ensuring that it is clear, professional and has visual unity. The structure considers the established typography, spacing, and institutional color highlight, which result in a straightforward academic presentation.



Figure 3.3.10.1: Certificate of Participation – Seminar on Synthetic Biology & iGEM

3.3.10.2: Certificate of Appreciation Design

This certificate has been developed to acknowledge volunteer work in DISS. It is designed in the formal and elegant style with the signature color palette of DIU and slight gradation and symbolic location. Ridiculously clean typography and meticulous parallelism enhance comprehension and professionalism, thus reflecting appreciation and supporting institutional flair.



Figure 3.3.10.2: Volunteer Appreciation Certificate – Daffodil Institute of Social Sciences (DISS)

3.3.11: Event Branding (All-in-One Packages)

The event branding package involved the complete assortment of promotional sources that consisted of posters, banners, standees, backdrops, and digital pictures. These materials were created in the framework of a single visual theme reflecting the academic ethos and cultural identity of DIU. The layouts were done in such a way that they were clear, consistent, and engaging both in print and online media which further strengthened the professional presence and visibility of the event.

3.3.11.2: DIU Micro-Credentials Day 2025

One of the largest event projects that I was engaged in during the internship is the DIU Micro-Credentials Day 2025 branding and design package. The scope involved the production of the full range of promotional and identity material, including posters, banners, mugs, folders, tote bags, backdrops, and digital graphics that were to be rolled out in the social media and web.

Since the initial phases, I set myself a goal of coming up with a coherent visual ecosystem that would be capable of presenting the theme of the event, namely, Empowering Futures through Micro-Credentialing, in a coherent manner. This concept was achieved by the use of modern blue-green color scheme, which is not only a symbol of growth and innovation but also digital learning. The interconnectivity of technology, skill development and education were illustrated using geometric design and dynamism of lines.

Every design aspect, including typography choices, structure of the compositional grid, was fully in line with the official brand guidelines of the DIU, thus making it institutionally consistent. A modern professional sound was also given to the text use of the non-serif typeface suitable to the academic innovation event and the use of white space and the use of minimalist designs improved clarity and sophistication.

In the collateral design, every object was tactically adjusted to fit in its contextual environment, the standees and backdrops were treated as aesthetically bold so that the events could be visible, but the artefacts printed like folders and tote bags had a slight sophistication that would ensure that they could be used after the event as brand ambassadors.

My other values were centered on cross-platform versatility, so that the visual tone could be transferred successfully into the print, digital, and environmental realms. The physical materials were reflected in the posts made on social media and web banners, thus, strengthening the presence of the event and establishing a strong communication between students and academic guests.

In design, this project helped to enlighten me about the importance of cohesive brand consistency and storytelling in the various forms of media. It showed how visual communication may integrate academic creativity, technology, and interaction with the audience in to one unified design experience, which is indicative of the progressive thinking of DIU concerning education.



Figure 3.3.11.2: DIU Micro-Credentials Day 202

3.3.11.3: DIU Book Fair 2025

The design of the branding of the DIU Book Fair 2025 was developed with a visual representation of the celebration of knowledge, creativeness, and academic culture of Daffodil International University in order to strengthen its institutional identity. The project involved the development of a harmonious collection of visual materials in the form of posters, banners, standees, backdrops, festoons, Facebook event covers, and stall banners, which were carefully designed to be consistent both in print and online media.

In the eyes of the designer, the main goal was to create an atmosphere, in which intellectual activity will occur, and make reading as entertaining as possible to the target audience. To accomplish this, the design was pegged at the official DIU color palette; blue and white to represent knowledge, trust and clarity. It was made warm and creative by using subtle transitions of gradient and paper-textures backgrounds, which gave the event a tactile element of a book, which was easily connected to the underlying themes of the event.

The typographic elements were carefully selected to reflect the modernity in relevancy and the finesse of academic writing through the contrast of daring headings by use of the sans-serif fonts (to ensure high visibility) with the refined use of serif types in the body text, which is striking in its balance between dynamism and tradition. The information hierarchy was carefully designed in a way to allow visitors to find it easy to locate the event titles, schedules, and the highlight of the event immediately by just glancing at it.

The text and image used depicted depictions of books, readers and abstract geometric patterns, symbolic to exchange of ideas. The rhythm in visuals was maintained throughout the different types of formats such as quite wide backgrounds to smaller mobile scales to ensure that the branding experience was unified across all forms.

During the effort, extreme care was given to the spatial alignment and displaying legibility in an outdoor setting and contrast adjustment in digital display clarity. This conglomeration of design thinking and branding discipline developed an event identity that did not only add to the promotional effectiveness of the fair, but also demonstrated DIU commitment to developing a strong culture of reading and scholarship.

The DIU Book Fair 2025 branding is therefore a paradigm of how institutional communication design can be in unison with aesthetic coherence and strategic message delivery to provide an immersive, scholarly and inspiring visual experience to the university population.



Figure 3.3.11.3: DIU Book Fair 2025

Chapter 4

Challenges and Learnings

4.1 Design Challenges Faced

A number of challenges that were posed in the course of the internship experience in carrying out various projects regarding the institutional branding and communication were largely design oriented. Key challenges included:

Time Management: Multitasking that meets strict deadlines.

Brand Consistency: Having all the design outputs to comply with the official brand guidelines of DIU (color schemes, typography, and layout specifications).

Urgent Requests: This is to cater to last minute and high priority assignments that have very limited time constraints.

Technical Limitations: The technical constraint is how to handle the problems of printing, compatibility of formats, and quality control when using various media platforms.

4.2 Time & Resource Management

Successful scheduling of time and resources played a very important role in implementation of the design projects. There was a strictly structured working schedule that ensured no delays or schedule disruption.

	A	B	C	D	E	F	G
1	Date	Project	Project Name	Concern	Google Drive Link	Media	Number of Design
2	01.03.2025	BBA in Accounting	Glass Brindng	DIU	BBA in Accounting	Print Media	1
3	02.03.2025	DIU Ramadan Calendar 2025	Social Media	DIU	Ramadan Calend...	Social Media	1
4	04.03.2025	PGD in Fashion Design brochure	Stand banner	DIU	Fashion Design a...	Print Media	1
5	06.03.2025	Student-Hub Logo Design	logo Design	DSA	Student Hub Logo	Digital Media	2
6	09.03.2025	Generative AI Training Program	Social Media	DIU	Generative AI Tra...	Print Media	1
7	10.03.2025	Highlighting 47 SDGs through Billboards and Indicators	Print Media	DIU	SDGs through B...	Digital Media	4
8	11.03.2025	Banner Design for "Master Forensic Accounting & Financi	Social Media	DIU	Master Forensic ...	Print Media	1
9	12.03.2025	Department of Marketing Glass branding	Glass Brindng	DIU	Print File Depart...	Social Media	1
10	12.03.2025	Congratulation Post	Social Media	DIU	Congratulation ...	Digital Media	1
11	13.03.2025	Amar Food Lab-7 Sticker Design	Print Media	DIU		Digital Media	3
12	15.03.2025	Libraries service chartered	Print Media	DIU	Service Chartere...	Print Media	1
13	17.03.2025	Marketing Mastery Strategies for Success in the Digital A	Banner Design	DIU	Marketing Master...	Print Media	1
14	18.03.2025	Libraries Cooperation Design	Print Media	DIU	CORNER coope...	Print Media	1
15	19.03.2025	Hall Brochure Design 2025	Brochure Design	creative in ...	Hall Brochure Up...	Print Media	1
16	20.03.2025	HR Congratulations X-Banner	X Banner	DIU	Congratulations X...	Print Media	1
17	22.03.2025	47 SDGs through Billboards and Indicators at DIU	Print Media	DIU		Print Media	2
18	24.03.25	Upcoming International Events	Print Media	DIU	Upcoming Interna...	Print Media	3
19	24.03.25	Eid al-Fitr-2025 card	Social Media	DIU	EID 2025	Print Media	3

Figure 4.2 Work list

- **Task Prioritization:** The split of work according to due dates and significance allowed keeping the work even across projects.
- **Simple Scheduling/Planning:** A task schedule outlined on a daily/weekly basis reduced delays and also enhanced consistency in workflow.
- **Team Coordination:** Frequent communication with supervisors and departments have guaranteed that there was proper understanding of requirements.
- **Prudent Utilization of Tools:** Design software and templates helped to save time that was spent on frivolous activities.

4.3 Collaboration with Teams & Stakeholders

Who I worked with

Supervisor and Design Section: assigning tasks, reviews, end approvals.

Academic Departments: Law, Marketing, Accounting, Finance and banking- content, photos, event information.

Event/PR & Social Media Team: timings, copy, posting schedules.

Admin/Registrar/IQAC (when necessary): certificates, official notices.

Vendors/Print Houses: print specs, proof check, and delivery.

	A	B	C	D	E	F	G	H	I	J
	Timestamp	Email Address	Name	Department/ Organization Name	Project Title	How satisfied are	How would you rate the q	Was the project t	How would you it	Suggestions/Comments
31	5/27/2025 10:37:02	branding@daffodilvarsit	Mehedi Hasan Rinku	BCO	G U Absan welcome social r	Very Satisfied	Excellent	After feedback from t	Good	It will be better to take not more than 1day for com
32	5/29/2025 13:02:21	info@amarfood.net	Mst. Jannatul Mawa	Amar Food	X-Stand Design	Very Satisfied	Excellent	Yes	Excellent	
33	5/31/2025 11:06:15	agsoffice@daffodilvarsit	Takvinal Karim	Agricultural Science	Agro Bio Technological Resi	Very Satisfied	Excellent	Yes	Excellent	
34	6/1/2025 14:27:28	kundo@daffodilvarsitye	Kamamashis Kundo	IQAC of DIU	Regarding the Eid al-Adha-2)	Very Satisfied	Excellent	Yes	Excellent	
35	6/4/2025 15:14:35	branding@daffodilvarsit	Mehedi Hasan Rinku	BCO	Eid Poster	Very Satisfied	Good	Yes	Excellent	
36	6/4/2025 15:15:14	branding@daffodilvarsit	Mehedi Hasan Rinku	BCO	GEC2025	Very Satisfied	Excellent	Yes	Excellent	
37	6/18/2025 13:03:14	monihossain@daffodil	Mohammad Monir Hoss	URC, FGS	Design for branding the Ach	Very Satisfied	Excellent	Yes	Excellent	
38	6/18/2025 13:03:53	ibrahim.sustanability@k	Ibrahim Hossain	University Ranking Cell	Promotional Static Design R	Very Satisfied	Excellent	Yes	Excellent	
39	6/21/2025 11:50:14	teoffice2@daffodilvarsit	Md. Abu Sayed ibne Sha	Textile Engineering	Lab Task of the Department	Very Satisfied	Good	Yes	Excellent	Good Job.
40	6/21/2025 11:52:14	deanoffice-fbe@daffodil	Md. Abdúl Alim	FBE	VISION AND MISSION OF FE	Very Satisfied	Excellent	Yes	Excellent	Excellent
41	6/21/2025 11:53:10	deanoffice-fbe@daffodil	Md. Abdúl Alim	FBE	Banner	Very Satisfied	Excellent	Yes	Excellent	Excellent
42	6/22/2025 9:52:50	office_dor@daffodilvarsit	Md. Toki Yasair	Division of Research	DIU-Dor Poster Presentati	Very Satisfied	Excellent	Yes	Excellent	
43	6/23/2025 15:31:48	branding@daffodilvarsit	Mehedi Hasan Rinku	BCO	Nature Index Ranking	Very Satisfied	Excellent	Yes	Excellent	
44	6/24/2025 15:02:35	branding@daffodilvarsit	Mehedi Hasan Rinku	BCO	M R Kabir Sir Congratulation	Very Satisfied	Excellent	Yes	Excellent	
45	6/28/2025 11:57:37	finoffice@daffodilvarsit	Md. Mominal Islam	Finance & Banking	Career Pathways in Finance	Satisfied	Good	Yes	Excellent	They work better more than previous
46	7/5/2025 13:18:40	finoffice@daffodilvarsit	Md. Mominal Islam	Finance and Banking	Career pathways in Finance	Satisfied	Excellent	Yes	Excellent	Well done just carry on and develop new innovation
47	7/5/2025 14:38:18	microcredentials@daffo	Md. Saifur Rahman Rat	DIU Micro-Credentials Academy	Two Additional Banners for I	Very Satisfied	Excellent	Yes	Excellent	
48	7/7/2025 11:40:21	monihossain@daffodil	Mohammad Monir Hoss	URC, FGS	Design of ranking achievem	Very Satisfied	Excellent	Yes	Excellent	
49	7/7/2025 13:07:42	branding@daffodilvarsit	Mehedi Hasan Rinku	BCO	Civil Department student M	Very Satisfied	Excellent	Yes	Excellent	
50	7/7/2025 14:52:43	microcredentials@daffo	Md. Saifur rahman Ratul	DIU Micro-Credentials Academy	Internship Banner	Very Satisfied	Excellent	Yes	Excellent	
51	7/9/2025 9:28:21	alumni.office@daffodil	Mohammad Menhajul Isl	Office of the Alumni Affairs	Daffodil Alumni Reunion 20	Satisfied	Good	Yes	Excellent	
67	7/13/2025 13:00:44	rahman.sustanability@k	Rahman Mustafiz	University Ranking Cell, EDC	14th Position	Very Satisfied	Excellent	Yes	Excellent	

Figure 4.3 Client review

4.4 Creative Problem-Solving

The internship exposed the participant to diverse unexpected situations, which required fast thinking and an imaginative approach to the design process. Creative and technical tactics were employed in order to overcome these barriers.

- Learning to work with non-specific briefings: In the cases where the project instructions were not clear, the participant explained the requirements with a series of brief conversations, draft designs, and initial sketches, before anything was produced in hard copy.
- Strict deadlines: The participant had to meet tough deadlines, including banner production or event posters, which demanded time-sensitive tasks, so imitating templates, maintaining open layers, and adopting a common file-naming system helped the participant to complete his/her job in a short time.
- Creating visual hierarchy and clarity: In the situations when the participant was faced with voluminous information (e.g. safety boards or SDG billboards), she relied on grid layouts, symbolic icons, and legible typography.
- Optimizing to print as well as to digital media: Changes to color profiles (RGB in digital media and CMYK in print media) were done to assure correct and reproducible reproduction across media.
- Encouraging inclusivity and accessible design: The participant made pictograms legible and contrast adequate and used bilingual labelling where necessary, thus, encouraging effective communication in the campus community.

Overall Impact

These problem-solving interventions not only shortened the project turnaround time but also minimized the revision process and maintained the professional brand of DIU in all the media outlets.

4.5 Key Learnings

In the framework of my internship experience at the Branding and Communication Office of DIU, I gained a great amount of practical experience, which contributed to the development of my creative and professional skills.

- **Practical Design:** Real-World Design Practice: Understanding of the institutional branding process in print, digital, event mediums.

The other aspect that was observed was the importance of maintaining visual cohesion by following the official color scheme, typeface, and logo of DIU. Time and Task Management: learned how to effectively handle various design projects on strict deadlines.

- **Communication & Collaboration:** Enhanced communication with supervisors, departments and event teams in order to align projects and deliver them in time.
- **Technical Proficiency:** Improved proficiency in design software such as Adobe Photoshop, Illustrator and InDesign, layout, color correction, and export settings.
- **Creative Confidence:** Acquired the confidence to independently think of designs whilst following the professional branding principles.

Chapter 5

Professional & Personal Growth

5.1 Skill Development (Design, Software, Communication)

The report presented below outlines considerable professional and personal growth in three main areas: design implementation, technical skills, and professional communication during my internship in the DIU Branding and Communication Office.

Regarding design, I learned to transform the conceptual rationale and principles of institutional branding into workable projects. Working with event collateral, social media campaigns and printed materials helped to make layout composition, typography hierarchy and chromatic harmony refined. I developed the strategic approach, where every design was not only visually attractive but also conveyed a message that was related to the academic identity of DIU.

My skills with Adobe Creative Suite increased significantly, technologically. I was more efficient working with Photoshop, Illustrator and InDesign in production-level work and claimed a higher level of confidence in handling print-ready files, mock-ups or digital font. Experience with multi-format design problems had taught me that creativity has to be adapted to very strict branding requirements and deadlines.

Communication wise, working with supervisors, faculty and event coordinators helped me develop my abilities in professional presentation and project coordination. I also gained skills in absorbing feedback in a positive way, keeping record of revision in an organized manner, and expressing oneself in a confident way during a team discussion- all the skills that are prerequisite to any professional in design.

This whole development process has enhanced my creative and technical background and equipped me to be a productive participant in a professional environment in the real world, balancing creativity and responsibility and cooperation.

Design Skills:

Grew my skills in planning layouts, visual hierarchy, and design consistency. Studied to adjust images across mediums - print, digital, and environmental branding.

Software Proficiency:

Developed intermediary skill in Adobe Photoshop, Adobe Illustrator, to create designs professionally. Learned other areas such as how to prepare files to be printed, create the best possible formats, and get digital and print results to match in color.

Communication Skills:

Acquired skills on how to communicate with supervisors and departments on design ideas in a competent manner, receive feedback constructively and express ideas in a professional manner. Grew a sense of confidence to justify the design decisions supported with reasoning and brand philosophy.

Overall Impact:

This internship refined both my creative and interpersonal skills, preparing me to work confidently in any professional design environment.

5.2 Professional Growth through Institutional Branding

My experience at the Branding & Communication Office of DIU gave a good background on how design works within an institutional ecosystem. The experience has enabled me to connect the academic knowledge with practical branding.

Acquiring Institutional Identity:

Knowledge: how uniform design attributes- colors, typeface and structure- form a familiar and reliable institutional image.

Operating Under Brand Guidelines:

Invented the art of creating in the set brand parameters and yet maintain creativity to achieve original visual effects.

Exposure to Real Campaigns:

Attended events such as SDG Billboards, Anti-Ragging Awareness Boards, and DIU Book Fair 2025, which showed me how design can influence how people see things and how they communicate effectively.

Developing professional Confidence:

The internship assisted me in moving out of classroom projects to actual institutional branding where decision making, team work and presentation were enhanced skills.

Overall, this internship was instrumental in transforming me to be an assured designer who can make significant contributions to branding and communication projects in the workplace.

5.3 Personal Growth and Time Management

During the internship, I have achieved incredible personal development when getting accustomed to professional working conditions and coping with various obligations effectively. Multitasking different design projects, deadlines, departmental demands made me understand that discipline, order, and accountability are essential.

I gained better time management skills as I kept my daily workflow organized - I put the most important things first, I thought in advance and deadlines of the events, and I made sure to deliver on time without affecting the quality of my design. Being under pressure also helped me to be calm, focused and solution-oriented.

At the personal level, I grew stronger in the ability to exchange ideas, work with teams, and accept the responsibility of creative decisions. This experience made me more patient, resilient, and problem-solving oriented - the traits that are necessary to become a successful person in the workplace and in life in general.

5.4 Reflection on Internship Experience

In this report, I discuss an internship experience that I went through in the Branding and Communication Office of Daffodil International University and that brought about a significant change and a clear shift in my academic and work path. Design as a means of communication in a large academic institution was also presented to me in a realistic manner by the experience. The level of engagement enabled me to develop my ability to balance creative ideation and strategic requirements to ensure that every visual product had a particular communicative purpose and was in harmony with the institutional branding requirements of the DIU.

I now understand design to be more than mere aesthetic matters, but also includes problem solving, simplification of complex information, and more efficient message delivery. My engagement in multidisciplinary interactions in the different media, print, web, and event branding, has allowed me to appreciate the importance of design language in enriching the image of an institution and enhancing the perceived legitimacy of the institution in the larger community.

The internship also enhanced my ability to work in interdisciplinary teams, my readiness to embrace constructive criticism, and my determination to deliver on project deadline in situations when I am under high-pressure conditions. Therefore, this professional involvement has helped me to become more mature, disciplined and self-confident designer who can approach real-life challenges professionally and creatively.

Chapter 6

Conclusion and Future Scope of Work

6.1 Conclusion

Internship at the Branding and Communication Office in Daffodil International University was a very worthwhile experience, as it further expanded my understanding of design not only in the four corners of the classroom. The work on real projects allowed me to combine creative thinking with strategic thinking, which contributed to the improvement of my professional perspective.

My wide scope of creative skills was developed in a series of assignments such as campus signage, branding events, designs of departmental identities, and social-media content development. The challenges associated with each endeavor were unique, including the need to be consistent with the brand or meet strict deadlines, which, in turn, helped to improve my problem-solving skills, develop my visual communication and become more attentive to detail.

The internship also highlighted the essence of the group work, coordination, and professionalism. The communication with supervisors, departments, and print suppliers proved that the workflow and communication need to be organized properly and communication is crucial in the design practice.

Generally, the experience was an important transition point between theory and practice and transformed academic knowledge into practical skills. As a result, I have become not only an artist who can create significant and convincing pictures but also a communicator who can create the pictures that will appeal to the values and expectations of an organization.

6.2 Future Career Goals

The internship has aroused a long-term interest in leading a career path in the field of visual communication and brand design. The author aims to work in the artistic settings that enable the development of meaningful images that can match audiences with brand identities. The author believes that the combination of design principles, construction of the narrative, and the use of technologies will help her create impressive communication materials in the digital, print, and interactive media.

Eventually, the author will develop skills in motion graphics, UX/UI design, and digital branding, which will help to expand the scope of the offered projects in the corporate and creative fields. Besides, the author hopes to make an impact on educational and social projects in which design can be used as the tool of positive change.

Finally, long-term vision is the achievement of the status of creative design professional, art director, leading branding campaigns that combine innovative, aesthetic and strategic orientation. The lessons and experiences gained during the internship at DIU offer a solid basis to achieve these goals and pursue a steady career growth.

6.3 Future Professional contribution.

The internship experience has resulted in a holistic insight into the manner in which design can have a lasting effect within the scope of education and organizational settings. In the future, the author acknowledges significant possibilities to enhance investment in institutional branding, digital communication, and creative growth.

One of the initiatives that will be undertaken is investigating new ways to enhance the brand presence of DIU by using interactive media, motion graphics, and digital campaigns that appeal more to the students and other stakeholders. Also, there is the possibility of the further development of environmental and sustainability-oriented design, such as awareness boards, eco-friendly print materials, and visual presentations as related to the green work of the university.

Another goal behind the work of the author is to maintain the relevance of academic departments based on innovative identity formation, which allows them to express clear missions without losing the integrity of the DIU brand image. Combining creativity, strategy, and technology, the author attempts to add his/her contribution to the projects that would not only improve the visual quality but also advance institutional values, encourage innovation, and develop the global vision of the university.

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213-40-769

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Submission date: 06-Nov-2025 02:17PM (UTC+0600)

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