

FINAL YEAR INTERNSHIP REPORT

**Internship Focused on Digital Visual Content Design for Branding at Zero
Point Communications**

BY

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

Supervised By

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DAFFODIL INTERNATIONAL UNIVERSITY

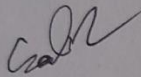
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APPROVAL

The project "Internship in Social Media-Based Visual Content Design and Development at Zero Point Communications," which was turned in by Soyed Mahdi Hasan (ID:203-40-721) to Daffodil International University's Department of Multimedia and Creative Technology, has been approved in terms of both style and content and accepted as meeting a part of the requirements for a B.Sc. in Multimedia and Creative Technology. The date of the presentation was January 11, 2025.

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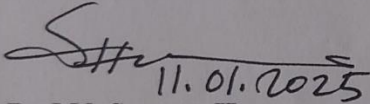
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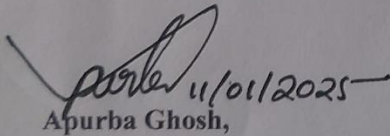
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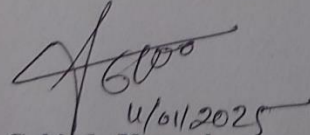
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DECLARATION

We so certify that we completed this study under the instruction of Mr. Kazi Jahid Hasan, Assistant Professor in the MCT Department at Daffodil International University. Furthermore, we affirm that neither this project nor any of its components had been submitted to be considered for a degree elsewhere.

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With all due respect, I must thank my parents for their constant patience and support.

ABSTRACT

An internship is an organized program that a company offers its prospective workers. Students can expand their theoretical practice and expertise through an internship. An educational counselor may occasionally arrange internships for his students. This is a great place to build future professionalism and long-term skills. During an internship, one can learn adaptable skills like communication and collaboration in addition to specialized knowledge in a certain field. I gained a lot of experiences throughout my internship that enhanced my ability to be competent in the workplace. For my internship, I selected Zero Point Communications' "Social Media-Based Visual Content Designer of Corporate Work Agency." Throughout my internship, I got to collaborate with some of the amazing.

In this sector, social media-Based Visual Content Designer are extremely qualified individuals. They taught me a lot. I gained competence in my job during my internship by working on a variety of projects, including corporate branding, company profiles, social media post designs, motion graphics, 3D modeling stalls, image editing, and calendar designs. I also took part in other non-project work. In the future, I am extremely professional and confident.

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CHAPTER 1

INTRODUCTION

1.1 Describe the internship

I learned the value of creativity in branding, gained practical experience in social media design and animation, and got ready for future positions in the design business thanks to this internship. I was able to use and develop my creative abilities in a professional environment throughout this excellent internship. I learned a lot about the significance of visual storytelling and social media branding. My confidence was increased, and I was more equipped for future positions in design and animation thanks to the chance to participate to actual campaigns.

1.2 What makes it significant

My experience working here has been amazing because it has introduced me to new graphic design tools and techniques. Their support and inspiration have been essential in motivating me to further my web graphics profession. Because of their kind and encouraging environment, the chance to train and work with them was not only instructive but also incredibly fulfilling.

I explored the exciting field of design while working at the agency and learned a lot about the agency. Even though I know I still have a lot to learn about graphic design, the practice of lifelong learning keeps me inspired. Drawing and designing on paper captured me even as a little youngster. Even if such early attempts differed from contemporary graphic design.

1.3 Organization name and logo

Zero Point Communication is your go-to partner for all communication needs, whether local or global, thanks to its innovative team of skilled people, state-of-the-art technology, and dedication to quality.



1.4 The organization's introduction

Zero point the values that motivate us to provide our clients with outstanding results are communication, innovation, integrity, and customer. Creating designs that are both aesthetically pleasing and powerful is known as creative design. Creating interesting content for various social media sites is known as social media poster design. Motion graphics: Creating lively animations to express powerful stories. Using sophisticated three-dimensional representations to bring concepts to life is known as 3D modeling Producing high-caliber ads that enthrall viewers and raise brand awareness. Zero Point Communications is dedicated to transforming your idea into reality and is more than just a service provider.

1.5 My internship description

I got the chance to collaborate directly with the design and creative teams at Zero Point Communication throughout my internship, concentrating on motion animation and social media poster design. I helped create interesting and eye-catching material that was intended to increase audience interaction and brand visibility on a variety of platforms.

Design of Social Media Posters. Creating visually appealing visuals and banners for social media initiatives. Collaborating with the group to guarantee that designs matched customer requirements and branding standards. Working together with the marketing team to customize images for target audiences to maximize impact. Animation in Motion enhancing multimedia material with dynamic motion graphics and animations. Create animated graphics for social media posts, advertisements, and digital marketing.

CHAPTER 2

EXPLANATION OF SOME WORKS IN RELATED AREA

2.1 A summary of my work in this area

I developed practical skills in motion animation and social media poster design during my internship at Zero Point Communication, making a substantial contribution to innovative initiatives meant to increase online visibility and interaction. I oversaw designing eye-catching visuals for social media posters that were appropriate for Facebook, Instagram, Twitter, and other channels. Working together with the marketing team, I was tasked with creating content that drew in target audiences and adhered to brand rules. This involved making certain that every design preserved visual coherence and brand identity while being optimized for the appropriate platform. I created animated content in motion animation to provide digital campaigns with more dynamic components. Among my duties were making quick animations for promotional videos, social media postings, and ads.

2.2 Issues I encountered

A cluttered layout is when there are too many elements on the poster, making it hard to read. Lack of Hierarchy: Crucial details, including headlines or calls to action, are not prominently displayed. Bad Color Selections: Colors that detract from legibility or don't match the brand. Font issues include excessive font usage, unreadable font styles, and incorrect font sizing. Alignment and Spacing: Uneven spacing or misaligned components throw off the equilibrium. Problems with Aesthetics and Visual Quality Low-Resolution Images: Unprofessional-looking pixelated images. Overuse of Effects: overuse of filters, gradients, or shadows that gives the image an outdated look. Inconsistent branding occurs when components (such as logos, colors, or typography) don't match the visual identity of the brand. Motion Graphics Animation Problems Issues with timing and pacing: animations that are too quick, too slow.

CHAPTER 3

DETAILS OF USED SOFTWARE

3.1 Description of used software

Used software all my work creative design and motion video, editing. Together, these tools allow you to work on a wide range of creative projects, from static designs to professional-quality animations and video edits.

3.2 Adobe Photoshop CC T 2021

A powerful graphics editor for digital painting, graphic design, and photo editing is Adobe Photoshop. With features like layers, adjustment layers, advanced selection tools, and an extensive effect library, it's a favorite tool for image editing, web design, and artistic composition.

3.3 Adobe Illustrator CC 2021

The vector graphics software Adobe Illustrator CC is great for making scalable artwork, drawings, and logos. It is a popular option for branding with excellent vector-based graphics because of its advanced path tools, typographic choices, and support for realistic designs.

3.4 Adobe After Effects 2023

Adobe After Effects is motion graphics and special effects software. It lets users make dynamic transitions, beautiful animations, and powerful effects. Compositing, keyframe movement, and a range of plugins to boost visual creativity are important elements.

3.4 Adobe Premiere Pro 2023

A professional video editing program for making videos, TV series, and web material is Adobe Premiere Pro. With support for numerous formats, sophisticated color grading, and efficient workflow connections with other Adobe applications, it provides tools for editing, assembling, and videos..

CHAPTER 4

REVIEW OF LITERATURE

4.1. Zero Point Communications

A vibrant and progressive creative company, Zero Point Communication specializes in creating eye-catching brand and marketing solutions. The organization, which is well-known for its creative approach, is excellent at creating advertisements that combine technical accuracy, originality, and a thorough awareness of changing market trends. A committed and forward-thinking creative team that is adept at using design to tell stories lies at the core of Zero Point Communication. They use state-of-the-art equipment and methods to create powerful visuals, such as intricate 3D modeling, captivating television ads, and excellent motion graphics. Every project exhibits the ideal balance of strategy and artistry, guaranteeing that ads have a profound impact on target audiences. Zero Point Communication's holistic approach to branding and advertising is what makes it unique. The group blends a keen awareness of design, technical tool proficiency, and a thorough understanding of market dynamics to produce solutions that produce outcomes. Whether creating photorealistic 3D renderings, dynamic motion graphics for digital platforms, or powerful TV commercials, the company provides its clients with outstanding quality and originality. Zero Point Communication gives brands the ability to stand out in the current competitive landscape and make a lasting impression on their audience by pushing limits and redefining visual communication.

CHAPTER 05

PROJECT WORKFLOW

5.1 Frutika, Social Media poster Design

I use a combination of strategy, creativity, and an acute attention to detail in every project. Using well-selected references as inspiration, I modify and personalize designs to precisely match the requirements and goals of each client. My approach is based on careful visualization.



Figure 3.1: work of Frutika Static

I had the opportunity to conceptualize, design, and visualize the product, creating a compelling and visually engaging representation. From initial brainstorming to the final execution, I carefully crafted the design to align with the brand's vision and objectives, ensuring every detail reflected its core identity.

I was able to use my creativity to generate a design for this project that is not only eye-catching but also significant and powerful. In order to be sure the design effectively communicates its intended message while grabbing the audience's attention, I gave much thought to color projects composition, and visual balance.



Figure 3.2: work of Frutika Static



Figure 3.3: work of Frutika Static

Using industry-standard tools, I bring the concept to life with precision and creativity

Frutika, Social Media poster Design

Creative background stems from a deep appreciation of design and narrative, which I combine with strategic thinking to create visually striking content. My work is motivated by the goal to produce visually appealing and meaningful experiences, whether it be through dynamic graphic designs or captivating creative visuals.



Figure 3.4: work of Frutika Static

My Creative background Desing Grapes. visually appealing social media poster design and that captivate the audience.

Frutika, Social Media poster Design

Design this Frutika by placing it in a beautiful environment and creating this visual with some creative thinking of my own so that the product looks beautiful.



Figure 3.5: work of Frutika Static

The Frutika Static project, which is based on the idea of grapes as a symbol of richness, quality, and energy, is an imaginative combination of innovative concepts and eye-catching design.

5.2 Aafi Social Media poster Design

I have designed this product in a beautiful and innovative way so that when people play it in the summer, their bodies will gain some energy, and they will be able to enjoy the sea better. The Aafi product will always be with them.



Figure 3.6: work of Aafi Static.

To relieve yourself from the heat of summer, you can eat aafi and get rid of all kinds of fatigue. This juice is made with pure natural mangoes.



Figure 3.7: work of Aafi Static.

5.3 Frutika Motion

I make this motion video using After Effect software, set the key frame and make a beautiful motion video with these grapes.

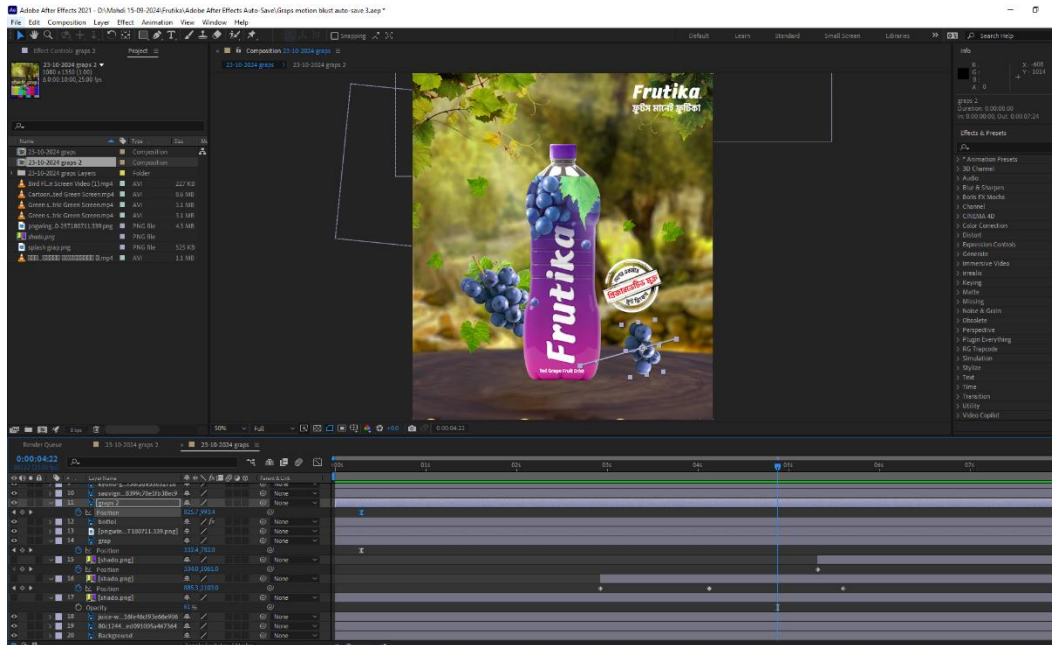


Figure 3.8: work of Frutika Motion.

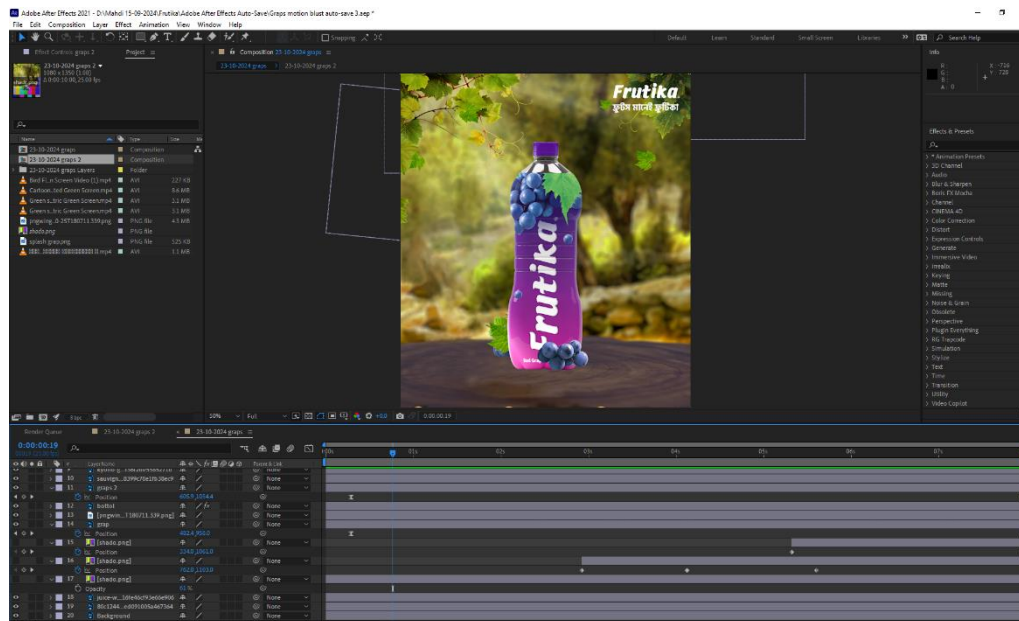


Figure 3.9: work of Frutika Motion

5.4 Italiano Melamine Social Media Poster Design

I made this with RFL Brand melamine to create a beautiful visual.



Figure 3.10: work of Italiano Melamine Static

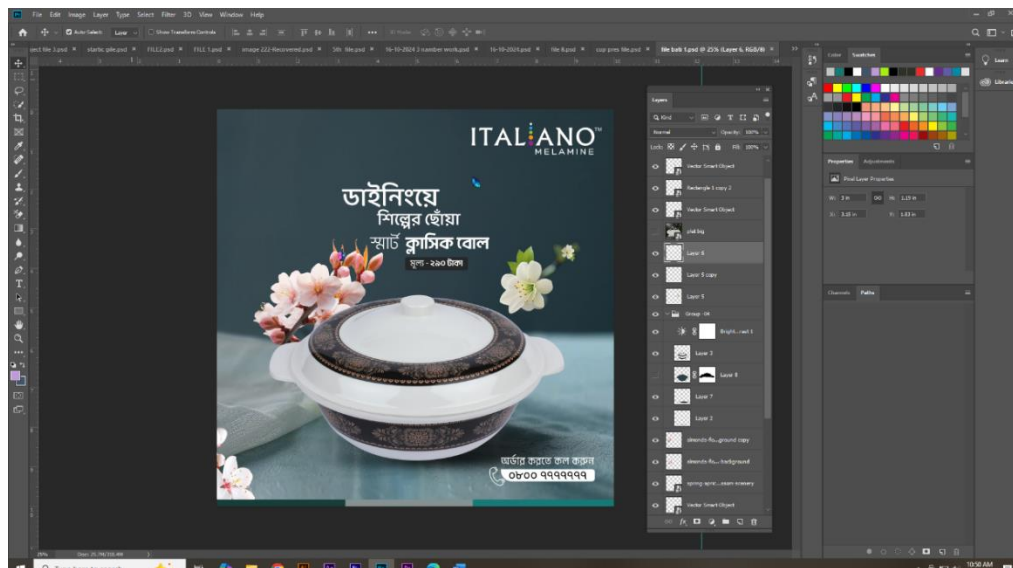


Figure 3.11: work of Italiano Melamine Static

Italiano Melamine My Creative Visual Desing Good Environment Product Show.



Figure 3.12: work of Italiano Melamine Static

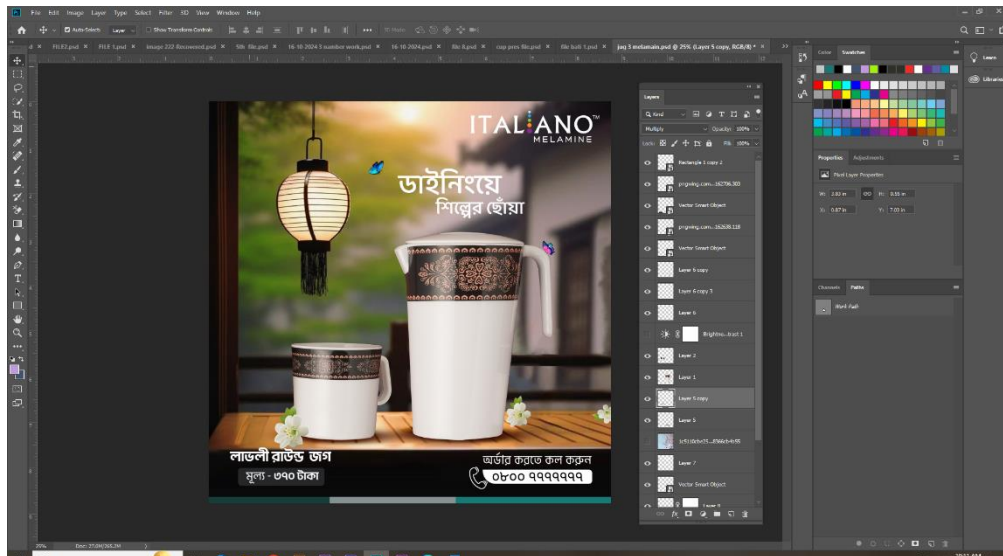


Figure 3.13: work of Italiano Melamine Static

5.5 Get Well Care Social Media poster Design

This is my Medical Creative post Desing



Figure 3.14: work of Get Well Care Static

5.6 Heart Beat Social Media Design



Figure 3.15: work of Heart Beat Static

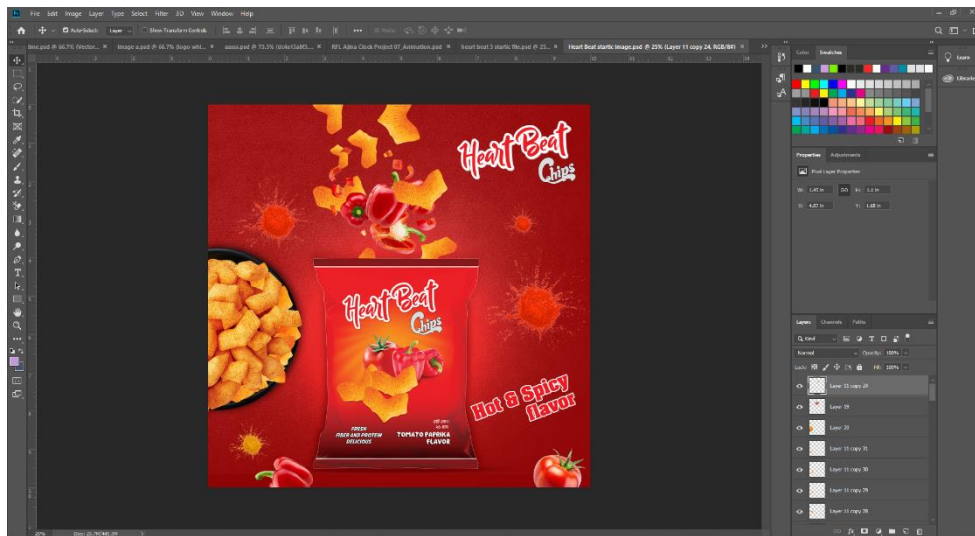


Figure 3.16: work of Heart Beat Static

5.7 Bisk Club Motion

Shero bisk club motion animation.

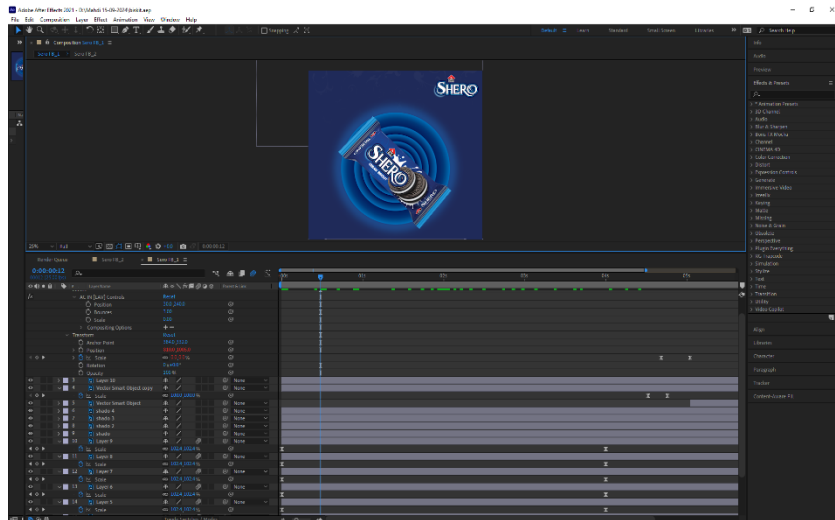


Figure 3.17: work of Bisk Club Motion.

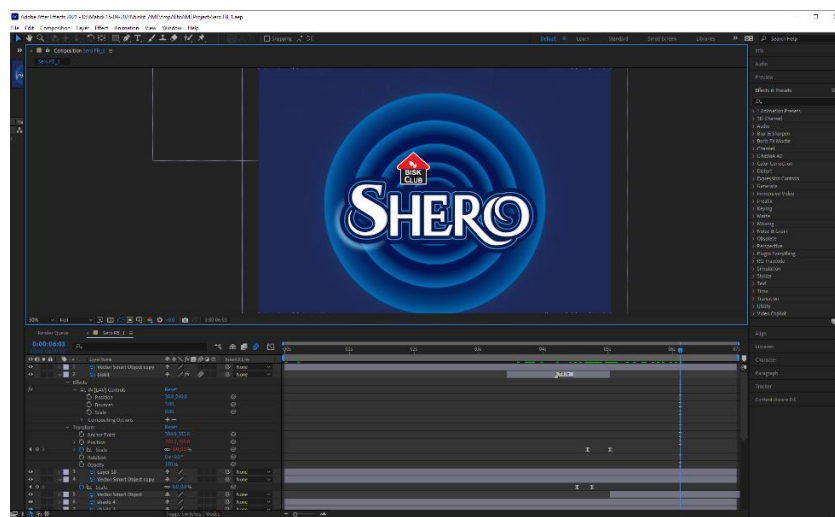


Figure 3.18: work of Bisk Club Motion.

I have designed this and created Motion so that I can do my projects and post my work on social media using Motion.

5.8 Aafi, Motion

I design this myself and then make a motion video of it.

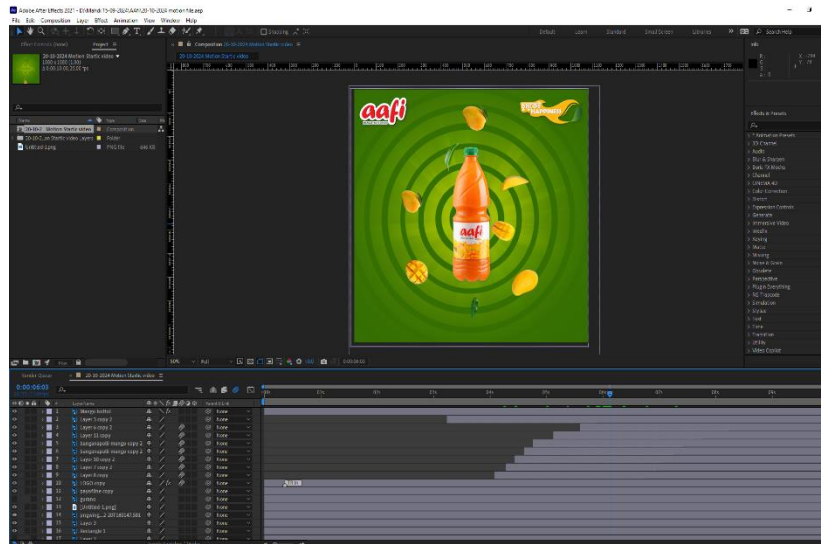


Figure 3.19: work of Aafi Motion

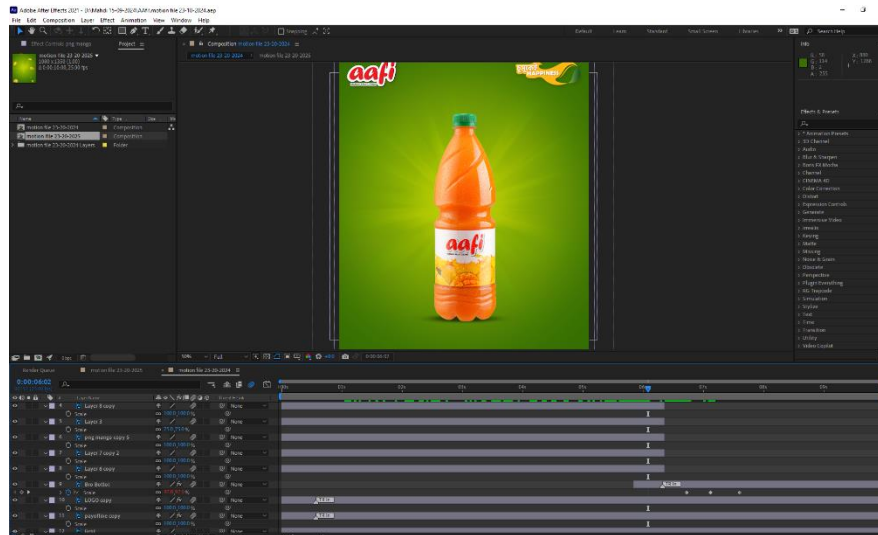


Figure 3.20: work of Aafi Motion

5.9 LED Scene Motion

I am designing this for the LED screen in front of Pran Company Lift

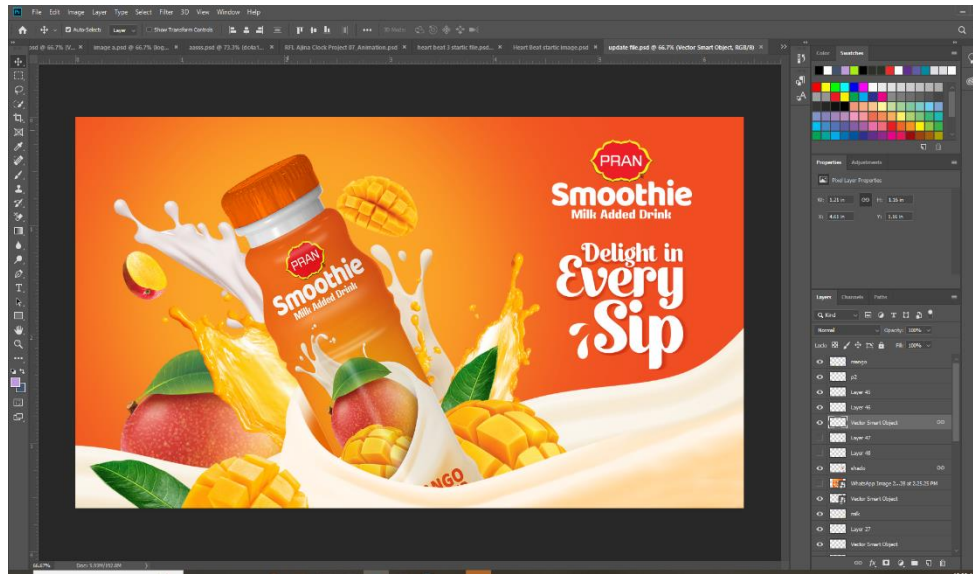


Figure 3.21: work of LED Scene Motion.

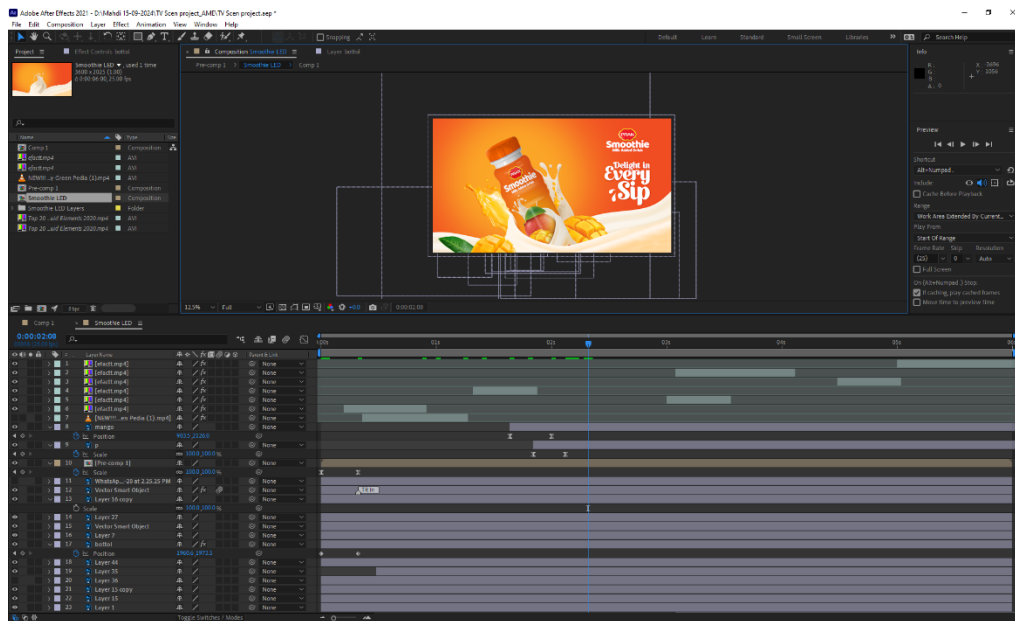


Figure 3.22: work of LED Scene Motion.

5.10 Ajina Clock Motion Video

Create motion video my design use software after effect

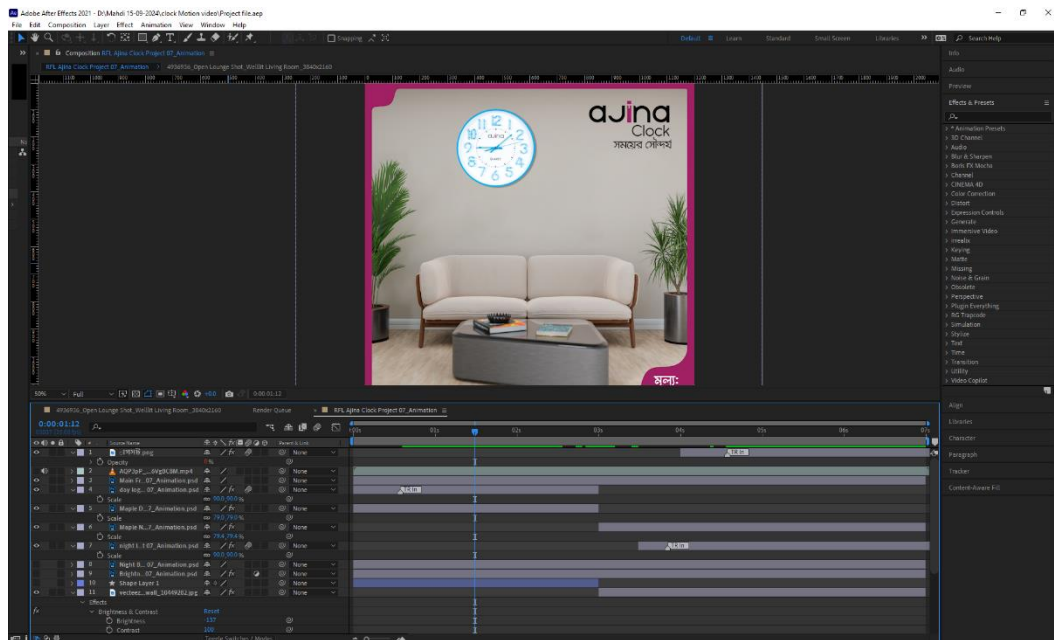


Figure 3.23: work of Ajina Clock Motion.

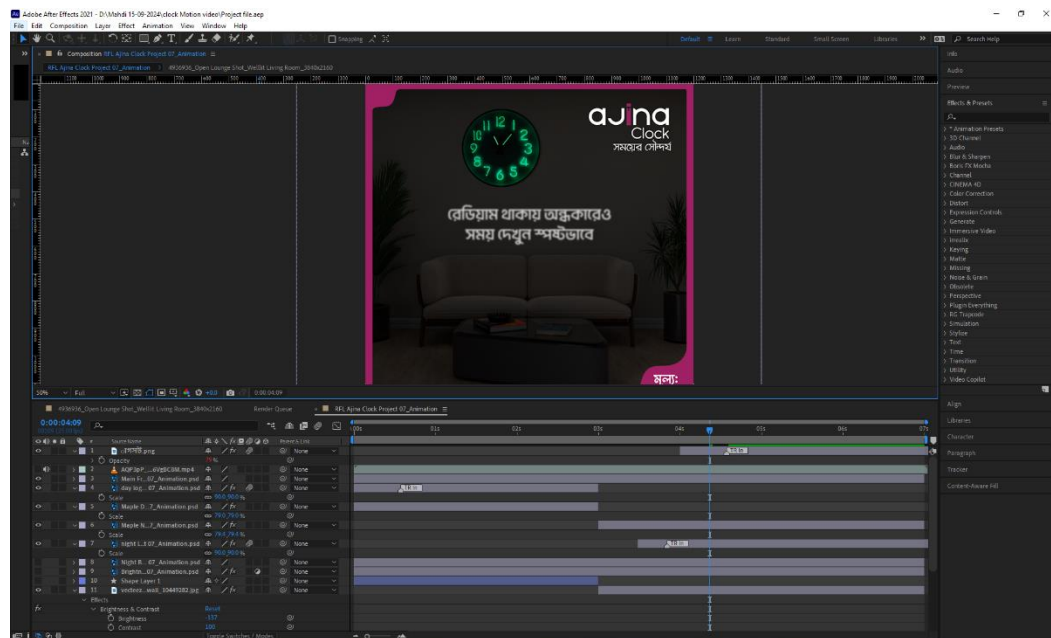


Figure 3.24: work of Ajina Clock Motion.

5.11 Eita Schneider (MFG) Stall Modeling

Model this stall. Eita Schneider. It was a Malaysian company. They do elevator business.



Figure 3.25: work of Eita Schneider Stall Modeling.



Figure 3.26: work of Eita Schneider Stall Modeling.

5.12 Mango Fruit Drink

Deshbandhu group my creative design.



Figure 3.27: work of Mango Fruit Drink



Figure 3.28: work of Mango Fruit Drink

5.12 Guru Drink

Guru Creative Design works by creating a kind of power in the body, so I design my designs keeping that in mind.



Figure 3.29: work of Guru



Figure 3.30: work of Guru

CHAPTER 7: FUTURE OPPERTUNITY & CONCLUTION

6.1 Conclusion of Internship

I have been able to learn a lot from my office through internship which I could not learn before and I have been able to learn about new designs. If there is any mistake in my design, I could have learned it from the senior creative designer in the office, then it would have been seen that my design mistakes would have been less. I think it is necessary for all of us to do internship because by doing this we can get acquainted with many new things. Because we have a lot to learn in this designer sector, so I have been able to learn a lot through internship.

6.2 Opportunities for a future career

I think our Visualizers have a very good career. Nowadays, many companies are being created from small to big. They need many designers. If we can always think from that perspective and prepare ourselves well, then there will be no shortage of jobs. Because now many people claim themselves as designers by taking some courses. If we think from that perspective, we take a 4 year course and can learn a lot. Therefore, wherever we go, we are respected more than others. Therefore, I want to say that our field of this career is very big and will be even bigger in the future.

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