

**INTERNSHIP ON VIDEO PRODUCTION & DIGITAL MARKETING AT
NOTIONHIVE DIGITAL**

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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

DHAKA, BANGLADESH

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APPROVAL

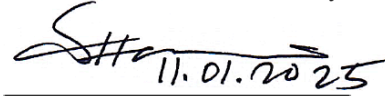
This Project titled “ **INTERNSHIP ON VIDEO PRODUCTION & DIGITAL MARKETING AT NOTIONHIVE DIGITAL**”, submitted by Taufiq-Ul-Islam (ID: 203-40-715) to the Department of Multimedia and Creative Technology, Daffodil International University has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Multimedia and Creative Technology and approved as to its style and contents. The presentation has been held on 11 January 2025.

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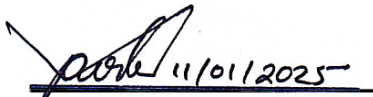
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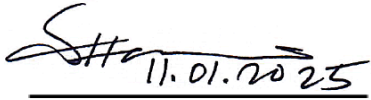
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DECLARATION

I hereby declare that this project has been done by me under the supervision of **Dr. Md. Samaun Hasan, Assistant professor, Department of MCT, Daffodil International University.**

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

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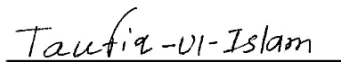
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ACKNOWLEDGEMENT

I want to start by giving thanks to Almighty Allah and my family for helping me get to this point in my life. The study would not have been conceivable without the assistance, guidance, and direction of my supervisor **Dr. Md. Samaun Hasan**. He also provided useful guidelines for the project's effective completion. I am thankful that "Notionhive" head of business allowed me to intern there. I can't leave out mentioning the Senior Project Manager and all the "Notionhive" staff members who instructed and assisted me greatly. I want to express my thanks to the Notionhive leadership team for their unwavering support during my internship. I want to thank the office manager for providing me the chance to finish my internship at "Notionhive" as well as all my co-workers for their general support and cooperation throughout my internship at the office.

Bearing in mind previously I am using this opportunity to express my deepest gratitude and special thanks to **Ms. Aishwarja Jamil** (Senior Project Manager) & **Md. Al-Amin** (Manager, Brand Services Team) of Notionhive Bangladesh Limited, who despite being extraordinarily busy with their duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my project at their esteemed organization and extending during the training.

I perceive this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement, to attain desired career objectives.

ABSTRACT

This internship report describes my experience as a video production intern at “Notionhive Digital”, An advertising agency that specializes in digital marketing, branding, video production, user experience design, and much more. During my internship, I was involved in a wide variety of tasks and responsibilities, including film scouting, client meetings, project management, post-production, preparing pitch decks, and more. I use industry-standard tools (Adobe Suite) for post-production work and grab sound knowledge of G-suite to complete my daily tasks. Engage myself in various projects to improve my knowledge of digital marketing. Through hands-on experience and engagement with teams, I learned and improved critical skills such as software skills, project management, team communication, solving problems and time management. Daily challenges like shorter time frames and client feedback, developed my understanding on how to deal with pressure situations and communicate effectively with clients. Overall, my internship tenure at Notionhive Digital provided outstanding learning opportunities and insights into the world of digital marketing. And personal and professional development, building a strong foundation for my future in video production and digital marketing.

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CHAPTER 1

INTRODUCTION

1. Introduction

Internships offer valuable real-world experience, teach practical skills, and help explore career options. My time at Notionhive Digital gave me a great opportunity to dive into video production and motion graphics in digital marketing. This report describes my tenure as a video production intern at Notionhive Digital, where I got the chance to work with multiple brands and develop professional skills under the supervision of industry experts.

Notionhive Digital is a creative agency known for its innovative tech and branding solutions. Joining Notionhive as a video production intern gave me access to a creative environment, where I was surrounded by talented individuals. The company's commitment to clients and drive to push boundaries made it the ideal place for me to grow my skills and shape my career. During my internship, I had the opportunity to work on a variety of projects, each with its own challenges and rewards. From being in production to editing panels, every project taught me something new. Guided by experienced professionals, I learned about brand archetypes, communication tone, target audience, and much more about the world of digital marketing. Looking back on my time at Notionhive Digital, I'm grateful for the lessons and experience I gained. This report shares my journey and how the internship helped me grow personally and professionally in video production and digital marketing.

1.1 Internship Confirmation Letter

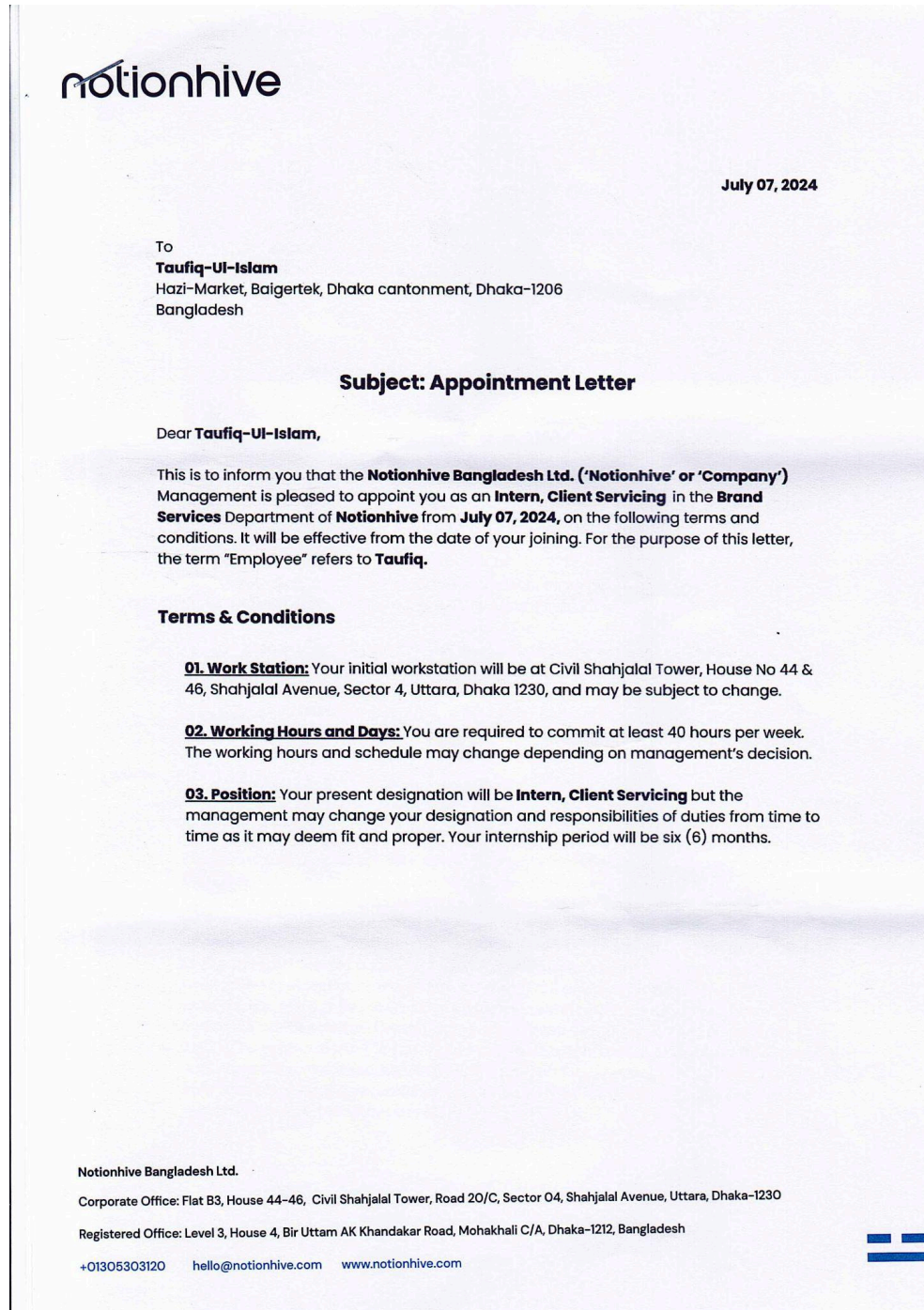


Figure 1.1.1: Offer Letter

Internship Details

Start Date :1 July, 2024

End Date:31 December, 2024

Position: Intern

Academic Supervisor: Dr. Md Samaun Hasan, Assistant Professor, MCT Department

Office hours: 8 hours

Office Days: Sunday to Thursday

1.2 Video Production & Digital Marketing Intern at “Notionhive”

Notionhive gave me the opportunity to join their team as a video production intern, where I helped create engaging digital content for marketers and brands. This versatile role allowed me to combine my passion for production and post-production while enhancing my skills in creating high-quality content. In Notionhive, I had the opportunity to work in a collaborative environment that fueled creativity and innovation, helping to deliver impactful social marketing solutions. The company's focus on excellence and its strong reputation for delivering top-quality digital solutions made it a great place for me to get practical experience and improve my skills in video production and digital marketing.[1]

1.3 Motivation

My passion for becoming a content creator led me to apply for an internship at Notionhive. I've always been interested in dynamic advertising because it can communicate complex ideas and create responses through creative designs and eye-catching motions. Working with Notionhive, a well-known digital marketing agency, gave me a great chance to pursue my career goals. I was eager to dive into dynamic advertising, learn from experts, and gain practical experience that would help shape my future career.

1.4 Objectives

The main goals of my internship at Notionhive were twofold: to gain hands-on experience in creating dynamic ads, TVCs, and OVCs, and to improve my knowledge of the production process. I wanted to fully immerse myself in the creative side of advertising, become skilled in industry-standard software, and sharpen my post-production abilities. Additionally, I aimed to understand the workflow for motion ad production, spot inefficiencies, and find ways to improve the process. By the end of my internship, I hoped to have gained valuable insights into dynamic ads, improved my technical skills, and experienced the challenges and rewards of working in a professional office setting.

1.5 Report Layout

This report encapsulates my internship experience at Notionhive Digital, offering an overview of the roles I undertook, the skills I acquired, the challenges I faced, and the lessons I learned. The report is structured as follows:

Section 1: Introduction – A description of the entire project, including the motivation and objectives that drove me throughout the internship.

Section 2: Background of Notionhive Digital – An explanation of Notionhive's mission, the services it provides, and its significant contribution to the digital marketing industry.

Section 3: Summary of Tasks and Responsibilities – A detailed look at the tasks I was entrusted with during my internship. These included arranging client meetings, conducting research, creating dynamic ads, editing projects, managing feedback, and ensuring effective time management.

Section 4: Workflow and Tools Used – A description of the workflow processes and the tools I utilized to carry out my responsibilities efficiently.

Section 5: Projects – This section highlights the various projects I worked on during my internship, ranging from dynamic ads to posters, OVCs, and much more.

Section 6: Skills Developed – This section examines the skills I developed and honed during my internship, including software proficiency, project management, team collaboration, problem-solving, gaining industry insights, building a portfolio, and mastering time management.

Section 7: Overcoming Obstacles and Solutions Implemented – Reflecting on my internship experience, I encountered several challenges, but by staying adaptable and creative, I was able to navigate through them. This helped me grow both personally and professionally.

Section 8: Conclusion – This section summarizes the key takeaways from my time at Notionhive Digital, reflecting on the challenges, accomplishments, and lessons learned. Overall, it was a rewarding experience that contributed significantly to my personal and professional growth.

In this report, I will write about every snippet of my internship to the best of my knowledge, explaining the value it brought to me and how the experience contributed to improving Notionhive Digital's brand services team. Working with the art team, I helped create innovative strategies to enhance Notionhive Digital's website and brand recognition. I conducted extensive market and competitor research, leading to in-depth insights that informed strategic decision-making. Additionally, I played a key role in creating original content for various digital channels, ensuring brand compliance and incorporating SEO practices to effectively communicate Notionhive Digital's unique value to target audiences. Furthermore, I managed their social media channels by curating well-structured content calendars, driving audience interaction, and increasing brand awareness. Through my work, I demonstrated my commitment to Notionhive's digital marketing success in tangible ways.

CHAPTER 2

Background Study

2. Video Production & Digital Marketing

Video production has always been a field that offers both excitement and opportunities for creativity, leadership, and personal growth. Two important elements of contemporary marketing approaches are digital promotion and video creation. Digital marketing is a subset of marketing that makes use of technology and tools to promote products and services, often using data-driven approaches to reach target consumers. In this area, video production is important as it helps brands communicate through attractive visual content. Video production includes everything from concept development to post-production, which aids in creating engaging quality content that resonates with audiences and enhances brand presence across digital channels. Together, these practices form a comprehensive strategy to build a strong brand image and achieve business goals.[2]

2.1 Pre-Production

Pre-production is the first stage of the production process, during which all organizational and planning work is done to guarantee a project's successful completion. It entails tasks including writing a screenplay, obtaining the required licenses, putting together the production crew, choosing actors, settling on a budget, and making a thorough plan. To forecast difficulties, distribute resources effectively, and reduce unanticipated production-related issues, pre-production is essential. Better departmental cooperation is made possible by this phase, guaranteeing that the project will remain on schedule, under budget, and with a creative vision. By providing a solid basis, effective pre-production eventually improves the caliber and success of the finished product.

2.2 Production

The production phase starts after the pre-production stage, which includes storyboard creation, location scouting, casting, and scriptwriting, is complete. The project's actual filming or recording takes place during this phase. To guarantee a seamless production process, careful planning and execution are essential. Crucial elements of production consist of:

Scheduling: Creating a detailed shooting schedule to optimize time and resources.

Crew Management: Assembling and coordinating a skilled crew, including directors, cinematographers, sound engineers, and editors.

Set Design and Construction: Creating visually appealing sets that align with the project's aesthetic.

Lighting and Sound: Ensuring optimal lighting and sound quality to enhance the visual and auditory experience.

Filming or Recording: Capturing the footage or audio according to the script and storyboard.

A well-executed pre-production phase significantly contributes to a seamless production process. By thoroughly planning and organizing all aspects of the project, potential issues can be identified and addressed in advance, saving time and resources.

2.3 Post-Production

Reduced to its most basic definition, editing is the process of combining video and audio elements from various sources into a coherent whole. The last stage of the filmmaking process, post-production, is where unprocessed audio and video are turned into a polished end product. A painstaking process of editing, sound design, visual effects, and color grading is involved in this step. The post-production process can be greatly streamlined by a well-structured production phase. For example, making sure that the material is properly labeled and organized helps speed up the editing process. Keeping thorough shots and taking logs can also help with effective post-production. Teams may reduce potential post-production issues and produce a high-quality end result by carefully taking these elements into account during development.[2]

CHAPTER 3

Tasks and Responsibilities

3. Task Tracker

A task tracker, meticulously maintained by my line manager, is utilized to closely monitor and assess my work progress, ensuring that all assignments are on track and aligned with project goals.

Date	Brand	Project	Assigned from	Collaboration	Status	Remark
1 Aug	CliniCall	Social Media Content Strategy & Branding Pitch	Jamil	Sakib, Shuvro	Submitted	
8 Aug	Elite Force	Branding + 25 Years celebration plan	Al-Amin vai	Sakib vai, Shad vai	Submitted	
14 Aug	IDLC	OVC	Jamil Vai	Jamil vai, Atik vai, Al-Amin vai	Ongoing	
18 Aug	Brac Health	360 Marketing Plan	Al-Amin vai	Sakib vai	Ongoing	
27 Aug	Crystal Group	Corporate AV (Location Scouting-Gazipur)	Jamil Vai	Imrul Vai	Submitted	
29 Aug	Crystal Group	Corporate AV (Location Scouting-Mymensingh)	Jamil Vai	Atik Vai	Submitted	
Sep 2	Fit Elegance	Monthly Meeting	Al-Amin vai	Atik Vai, Al-Amin vai	Submitted	
Sep 3	Fit Elegance	Retainer	Al-Amin vai	Al-Amin vai	Ongoing	
Sep 17	Aci Shinex	Hamagurian season 2 CM(Campaign)	Nasir Vai	Shad vai	Ongoing	
Oct 01	CSRM	CSRM Solid Blocks(SOT Content)	Al-Amin vai	Shuvro vai, Abrar vai	Ongoing	
Oct 06	Metal Agritech	Retainer	Jamil Vai	Kabir vai, Shuvro vai, Lubna apu	Ongoing	
Oct 07	Mpower	Video Shoot	Nasir Vai	Nasir Vai	Submitted	
Oct 09	Fit Elegance	Winter Photoshoot	Al-Amin vai	Al-Amin vai	Submitted	
Oct 14	Mpower	Virtual Study Abroad Fair(Reels)	Jamil Vai	Jamil Va, Jhumur Apu, Nasir vai	Submitted	

Figure 3.1.1: Task Tracker

3.1 Attending Client Meetings

Attending client meetings to comprehend project needs fully was one of my main internship responsibilities.. These meetings served as a platform for establishing effective communication channels and fostering strong client relationships. By actively listening to clients and asking pertinent questions, I ensured a comprehensive grasp of their objectives, preferences, and expectations. This knowledge was instrumental in tailoring design solutions that aligned seamlessly with client goals.

3.2 Conducting Research for pitch decks

In addition to client meetings, conducting thorough research into industry trends, competitor analysis, and best practices was a pivotal aspect of my internship. This research provided valuable insights that informed our strategic approach to client projects. Before onboarding, we had to pitch to the client according to their brief, understanding their brand communication and brand archetype. We have to prepare a deck, keeping in mind who their competitors are in the market, what they lack, and how we can help our client's brand surpass the competition.

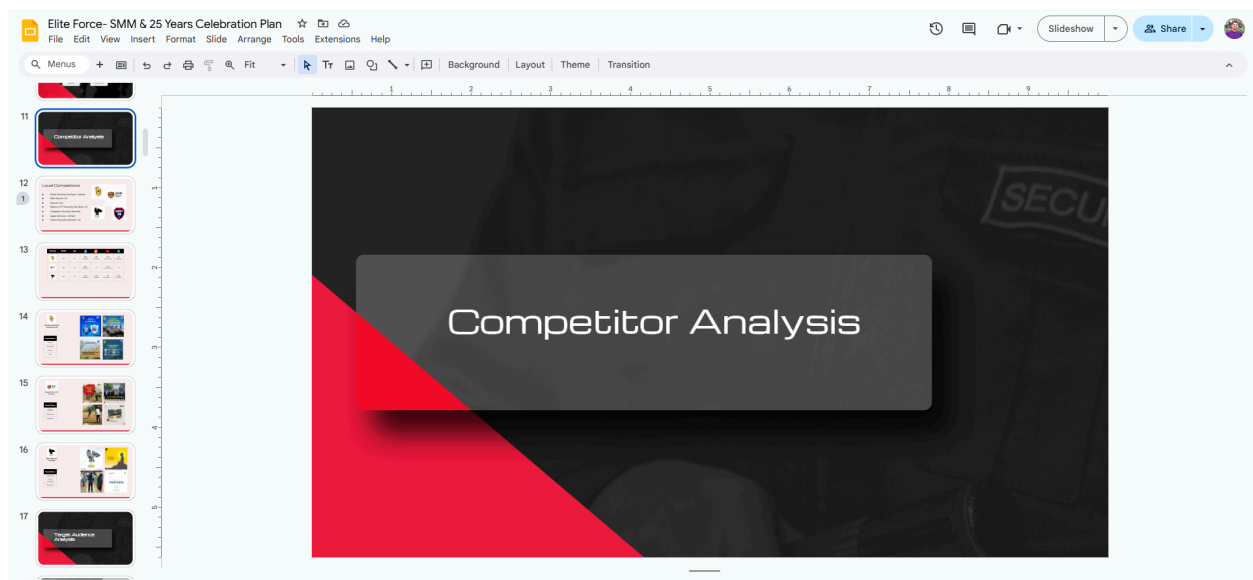


Figure 3.2.1: Competitor Analysis for Elite force Pitch

Figure 3.2.1 showcasing the pitch deck, we have prepared for Elite Force.

3.3 Utilizing Software Expertise

A portion of my responsibilities involved utilizing industry-standard design tools and software to bring creative concepts to life. This included proficiency in software such as Adobe Photoshop and Adobe Illustrator for layout and 2D design. These tools enabled me to create visually compelling designs, including digital posters, banners, logos, and other marketing collateral, that resonated with target audiences and effectively communicated client messages. By leveraging the capabilities of these design tools, I was able to execute design projects with precision, creativity, and efficiency, meeting or exceeding client expectations.

3.4 Creating Dynamic Ads

As part of the client service department, my main responsibility was managing effective client communication and coordinating with the teams. Although my role was in client service, my background in multimedia allowed me to step in and support the team with dynamic motion graphics and video editing whenever needed. This flexibility helped the team deliver quality work efficiently.

3.5 Campaign support

I contributed significantly to the ACI Shinex 'Shera Hamagurian Season 2' campaign by offering all-encompassing community management assistance. Among my duties was overseeing more than 1,000 participant submissions, from which I painstakingly selected 150 initial participants. I was also in charge of scheduling postings, answering participant questions, and making sure there was constant communication throughout the campaign. I put out a thorough report at the end of the campaign that documented its accomplishments. The campaign's total impact and accomplishment were highlighted when it won this year's coveted Commward, which was warmly praised. I contributed significantly to the ACI Shinex 'Shera Hamagurian Season 2' campaign by offering all-encompassing community management assistance. Among my duties was overseeing more than 1,000 participant submissions, from which I carefully short-listed 150 initial participants. Furthermore, I was in charge of scheduling postings, answering participant questions, and making sure that there was constant communication during the campaign. I put

out a thorough report at the end of the campaign that documented its accomplishments. The campaign's total impact and accomplishment were highlighted when it won this year's coveted Commward, which was warmly praised.

3.6 Getting Feedback and Incorporating Revisions

In my role, collecting feedback from clients and stakeholders was essential for improving designs and meeting expectations. I kept communication open and actively sought input, which helped build strong, trusting relationships. This collaboration made sure we met client goals while continuously improving our designs. By embracing feedback and staying flexible, I could adapt to changes and find new ways to enhance the overall design process, resulting in more effective and innovative outcomes.

3.7 Prioritizing Tasks and Managing Time Efficiently

During my internship at Notionhive Digital, I developed strong time management and task prioritization skills. Juggling multiple projects with tight deadlines, I learned to prioritize tasks based on urgency, importance, and client needs. This approach helped ensure that each project was delivered on time. By creating a structured system for managing tasks, setting practical deadlines, and distributing resources effectively, I could stay organized and maintain focus, even when handling several responsibilities at once. This experience taught me the value of planning ahead and staying adaptable to changing priorities.

CHAPTER 4

Workflow and Tools Used

I planned and organized the project efficiently, focusing on client satisfaction. Sometimes, I created creative designs based on client feedback and ensured high-quality work.

4. Layout Planning

Although I worked in the client service department, my team was aware of my study background. Based on the workload, I helped the art team create visuals or manage feedback to keep the delivery process running smoothly during tough times. Before working for any specific brand, we had to follow their brand guidelines and the creative brief provided by the copy team. Once the team was satisfied with the creative brief and visual references, the design process would begin. Adobe Photoshop was our go-to software for social media poster design.

4.1 Using Adobe Photoshop for social media static posts

Adobe Photoshop stands as an unbeatable tool in the realm of photo manipulation, social media posts, photo retouching, and much more. Its versatility and powerful features have made it the industry standard for creatives and professionals alike. Whether you're designing a complex marketing campaign or simply editing a single image, Photoshop delivers high-quality results with precision.

With the integration of AI, this already powerful software has become even more formidable, offering capabilities that are unmatched by any competitor in the industry. Tasks that once took hours, such as tracing and background removal, can now be completed in just a few clicks, significantly improving workflow efficiency and allowing designers to focus on more creative aspects of their projects.

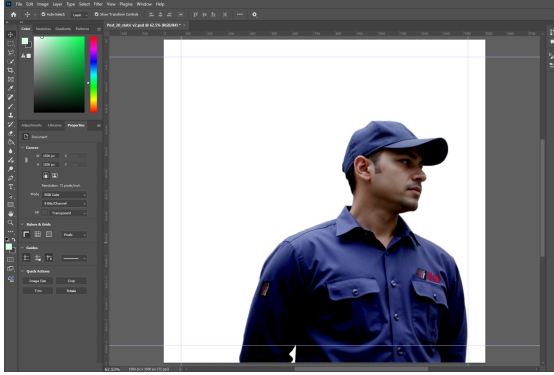


Figure 4.1.1: Import asset

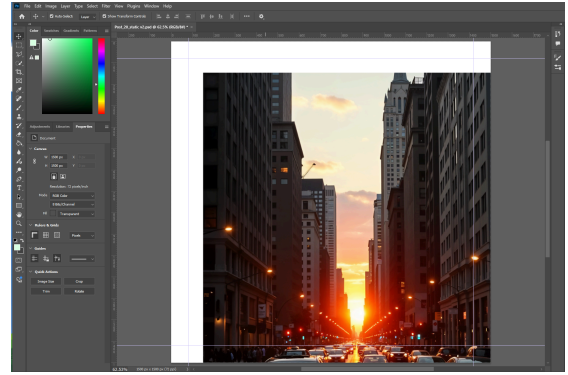


Figure 4.1.2: Place the cityscape

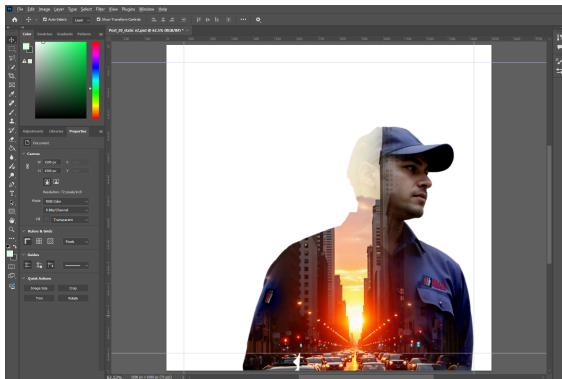


Figure 4.1.3: layer mask to blend

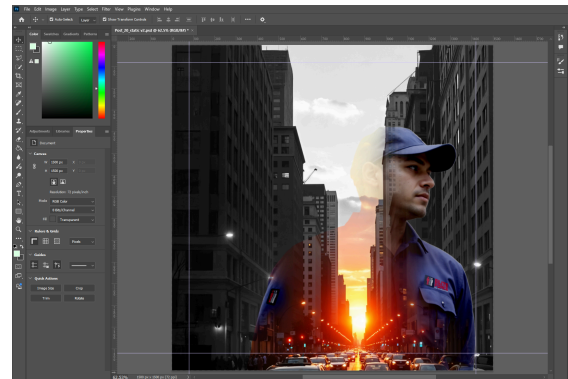


Figure 4.1.4: Duplicate cityscape

Figure 4 shows the procedures I took to produce the Elite Force poster. In figure 4.1.5, we can see the final output of the poster.



Figure 4.1.5: Final Output

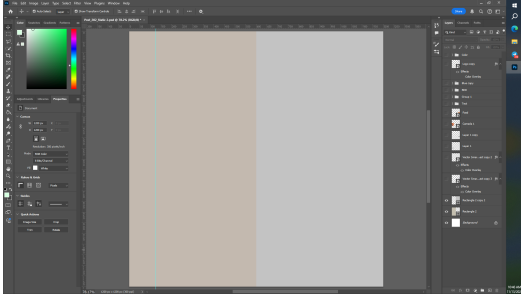


Figure 4.1.6: Create 2 rectangle

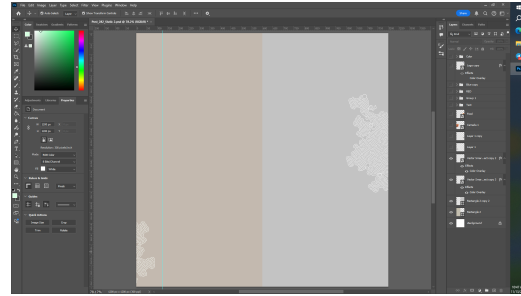


Figure 4.1.7: Add identifier

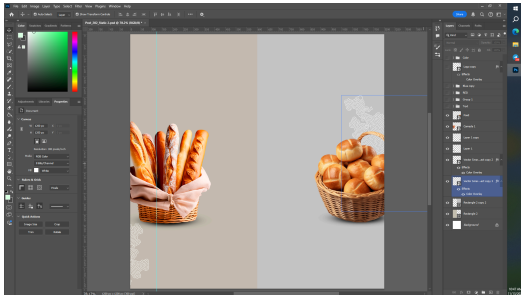


Figure 4.1.8: Add breads image

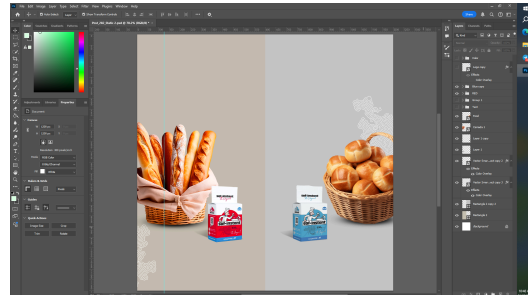


Figure 4.1.9: Add lesaffre box

Figure 4 shows the procedures I took to produce the Lesaffre poster. In figure 4.1.5, we can see the final output of the poster.

রেড কিংবাল্ল
কীভাবে বেছে নেবেন?



ব্যাগেট, পিংজা ডো
এবং ব্যাগেলের জন্য

সুইট বান এবং
কুচি ম্যানিসের জন্য

Figure 4.1.10: Final Output

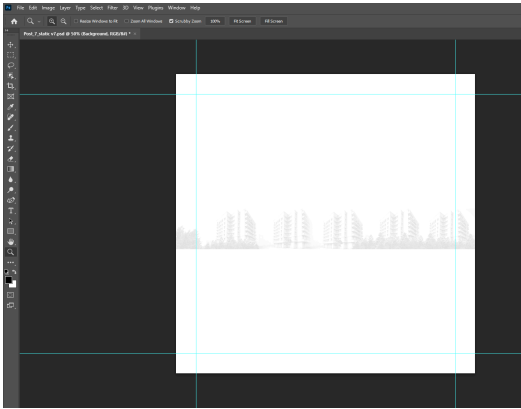


Figure 4.1.11: Add background

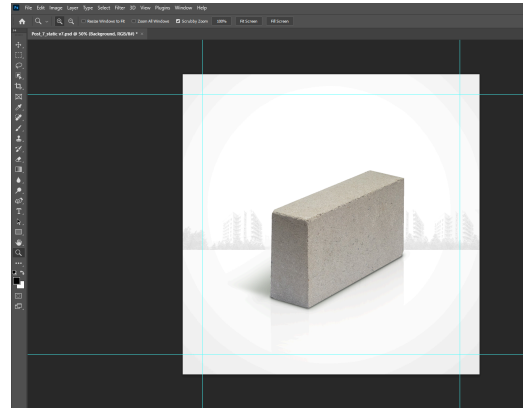


Figure 4.1.12: Add main object

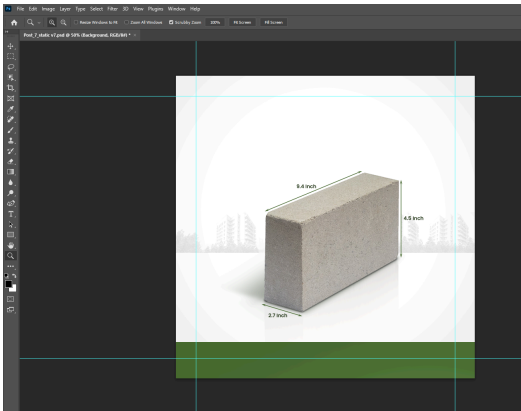


Figure 4.1.13: Add measurement

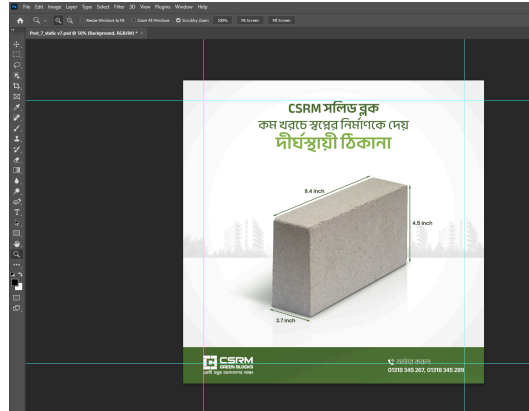
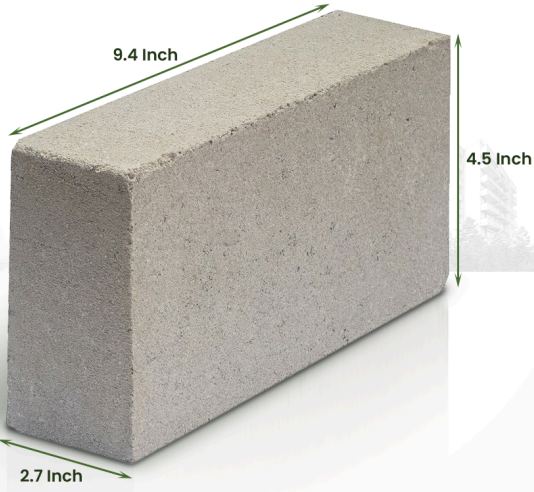


Figure 4.1.14: Add copy

Figure 4 shows the procedures I took to produce the CSRМ Green Blocks poster. In figure 4.1.5, we can see the final output of the poster.

CSRМ সলিড ব্লক
কম খরচে স্বপ্নের নির্মাণকে দেয়
দীর্ঘস্থায়ী ঠিকানা



 **CSRМ**
GREEN BLOCKS
একটি সবুজ বাংলাদেশের লক্ষ্য

অর্ডার করুন:
01318 345 267, 01318 345 289

Figure 4.1.15: Final Output

4.2 Using Adobe Premiere Pro for Social Media Video Ads

Adobe Premiere Pro conducts visual storytelling and is more than just a piece of software. Premiere Pro's intuitive interface, powerful editing tools, and limitless creative possibilities enable storytellers to realize their ideas with cinematic impact and precision. The best tool for turning concepts into gripping stories that appeal to viewers everywhere is Premiere Pro, which is accessible to both beginner and expert filmmakers.

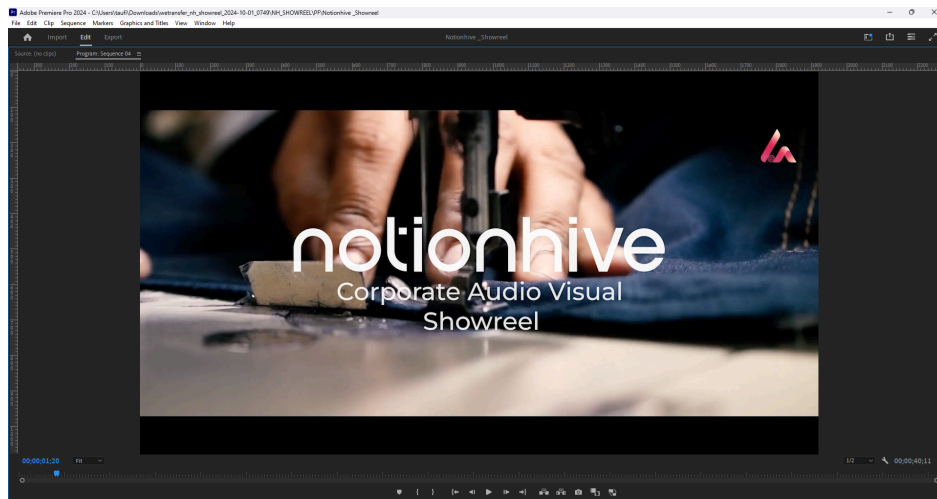


Figure 4.2.1: Corporate Audio Visual Showreel for Notionhive

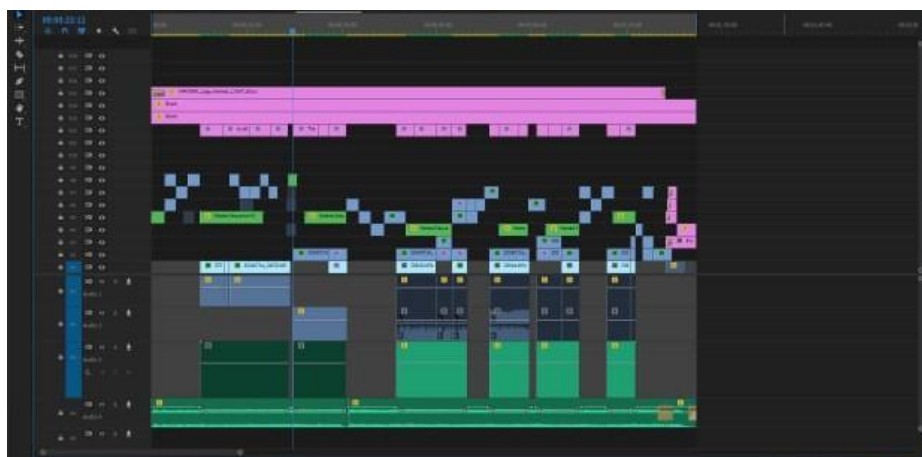


Figure 4.2.2: Timeline

4.3 Using Adobe After Effects for Motion Graphic Ads

As the industry standard program for creating dynamic visual material, appealing title sequences, and cinematic animations, Adobe After Effects is a mainstay in the field of motion graphics and visual effects. Its extensive toolkit enables users to let their imaginations run wild, producing breathtaking motion design advertisements that enthrall viewers and make an impression. After Effects provides a streamlined workflow, allowing designers and artists to easily integrate their work into larger multimedia productions. After Effects offers the versatility and power required to realize creative concepts with unmatched accuracy and impact, whether creating complex visual effects for movies and television shows or creating captivating promotional content for digital platforms.[3]

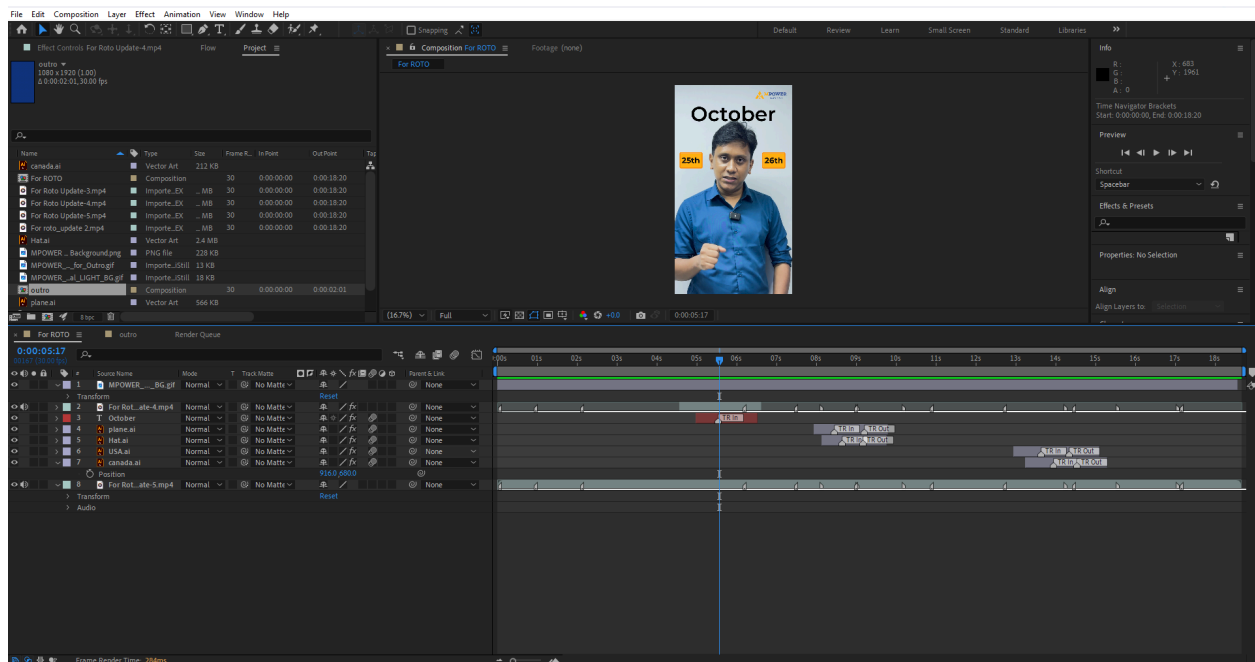


Figure 4.3.1: Reels video ads for Mpower Financing Bangladesh

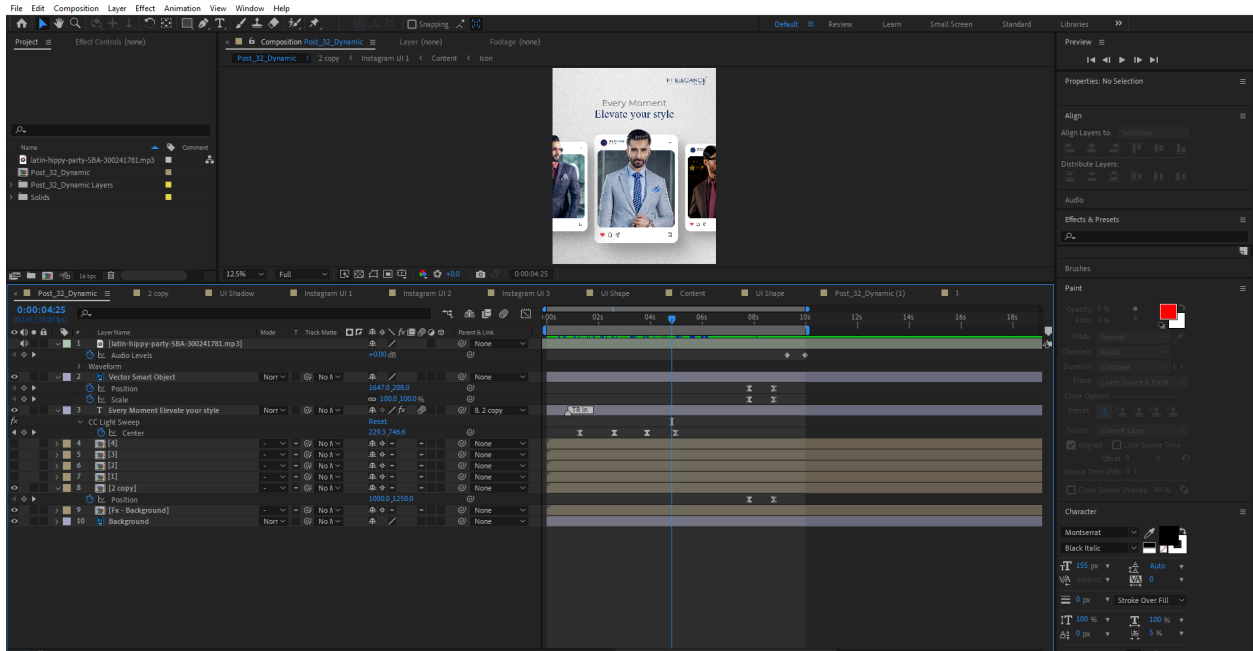


Figure 4.3.2: Dynamic video ads for Fit Elegance

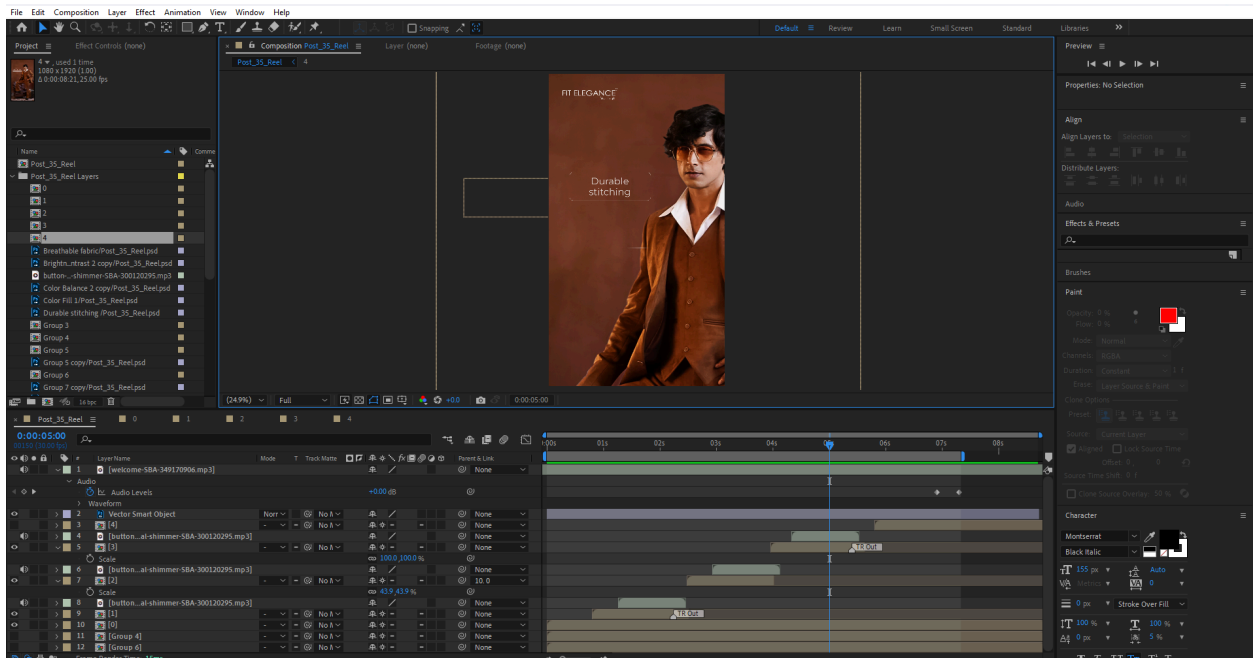


Figure 4.3.3: Dynamic video ads for Fit Elegance

CHAPTER 5

Projects & Events

During my internship at Notionhive, I had the privilege of immersing myself in a diverse array of projects. Each project taught me something new and provided hands-on experience in how industry professionals work.

5. IDLC SDG Fund Video Commercial

Scripting, storyboarding - 15 Aug

Production planning - 16-21 Aug

Shoot- 22 Aug

1st draft editing (editing) - 28 Aug

2nd draft editing (client feedback and color grading) - 2 Sept

Final draft editing (client feedback and background score) - 10 Sept



Figure 5.1: Master shoot



Figure 5.2: Chess Board(close shot)



Figure 5.3: protagonist(close shot)

সেভিংসও হোক
পৃথিবীটাও ভালো থাকুক

Figure 5.4: Tagline



—সিগনেচার সনদে প্রতিলিপিত, সঠিক, সিগনেচার সনদে সিগনেচার চ্যাম্পন ফাইল

Figure 5.5: Logo

I was actively involved in the production of the OVC for the IDLC SDG Nagorik Fund, an UNCDF-funded project aimed at promoting both savings and environmental conservation. From the very first day, I contributed to various aspects of the project, including booking the shooting location, offering casting suggestions, managing communications, and overseeing finance on the production day. This experience gave me valuable insights into the entire production pipeline.

5.1 Mpower Financing Pre-Departure Session

Mpower Financing in Bangladesh offers student loans for international education, thus enabling students to pursue higher studies without any co-signer or collateral. They cater to undergraduate and graduate students, support a wide range of academic fields, and ensure access to quality education abroad. With flexible repayment options and additional benefits like career support, Mpower Financing is a trusted partner for ambitious learners in Bangladesh.



Figure 5.1.1: Interview Session



Figure 5.1.2:Our COO and Mpower’s country manager



Figure 5.1.3:Reception



Figure 5.1.4: Witnessing the session

5.2 Fit Elegance Photoshoot

Fit Elegance is a well-known suit-producing brand in Bangladesh. Recently, we organized a photo shoot for their upcoming winter collection. From planning and creating a mood board to suggesting the required poses, the entire operation was designed by me and my copy supervisor. It was a great experience working with such a prestigious brand.

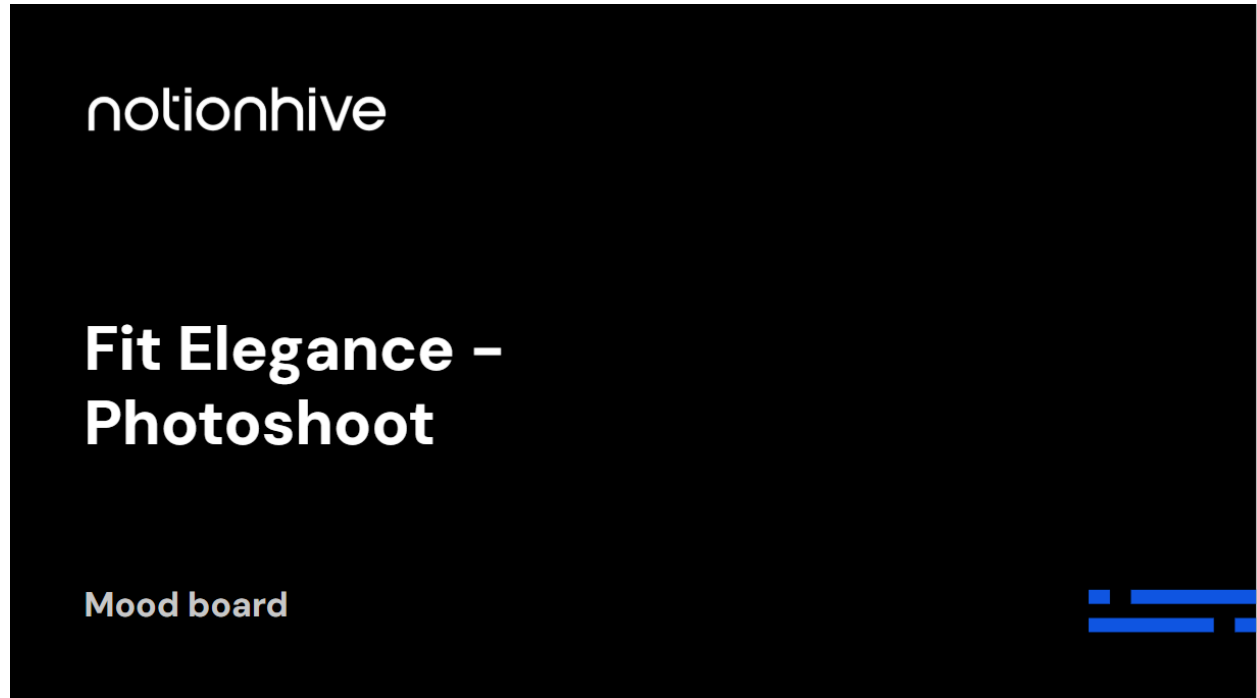


Figure 5.2.1:Cover

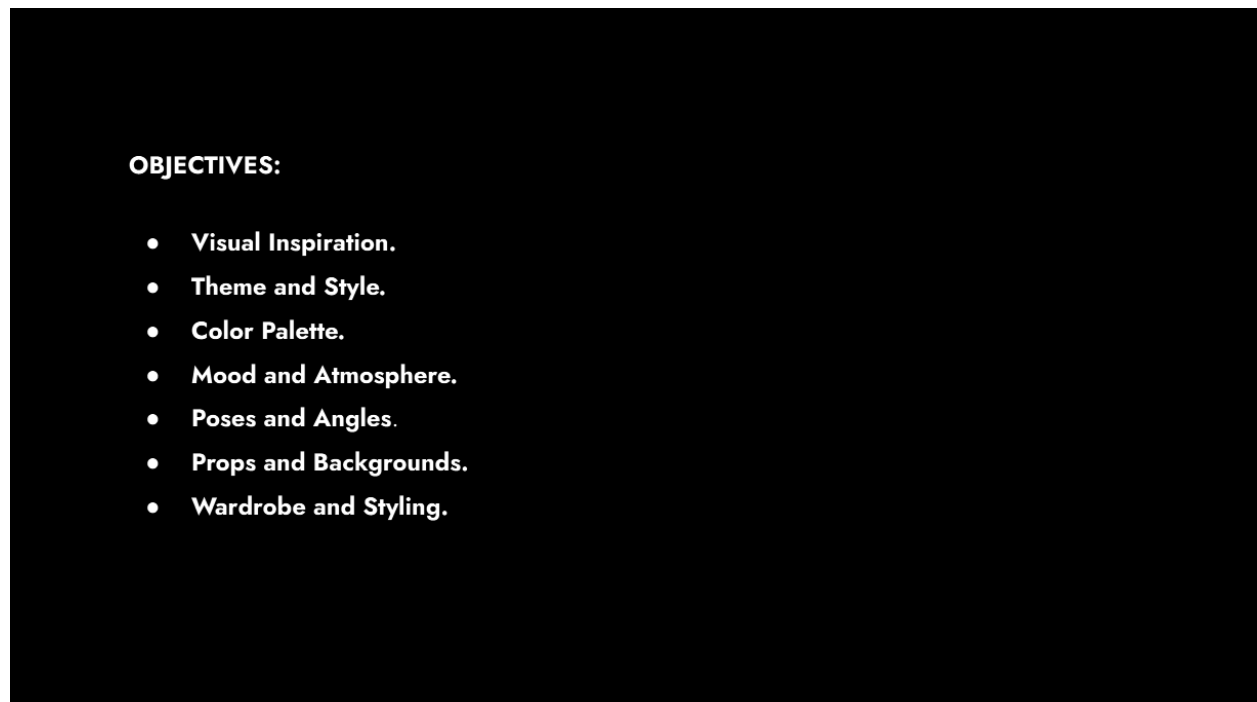


Figure 5.2.2:Objectives

Visual Inspiration:

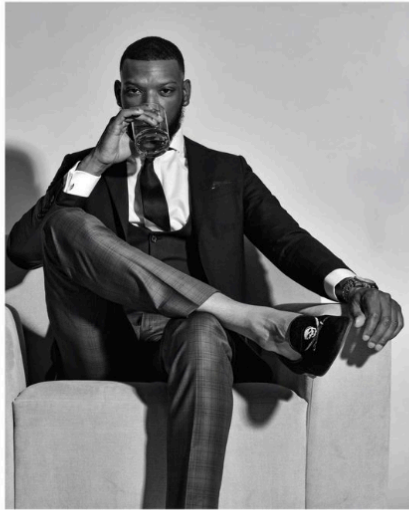


Figure 5.2.3:References

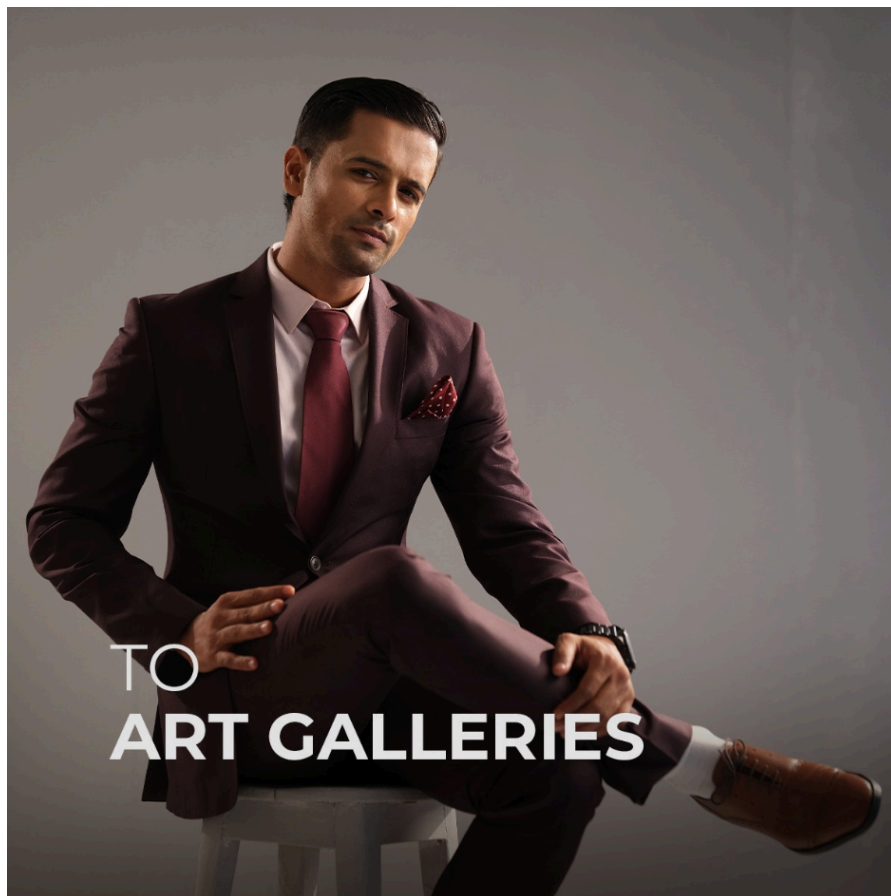


Figure 5.2.4: Final output



Figure 5.2.4: Final output 2

For Female Product



Figure 5.2.5:References



Figure 5.2.6:Final output



Figure 5.2.7:Final output

5.3 IDLC Income Fund OVC

Scripting, storyboarding - 30 November

Production planning - 1-7 December

Shoot- 09 December

1st draft editing (editing) - 12 December

2nd draft editing (client feedback and color grading) - 15 December

Final draft editing (client feedback and background score) - Ongoing



Figure 5.3.1:Drone shoot

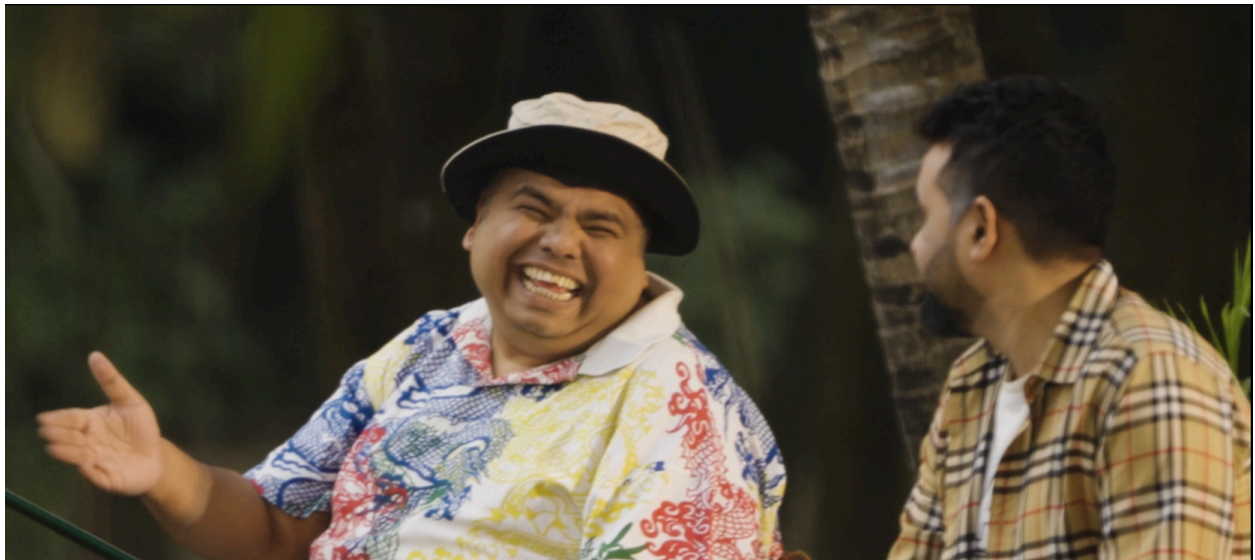


Figure 5.3.2:close-up



Figure 5.3.3:close-up



Figure 5.3.4: Mnemonic

5.4 ACI Shinex Shera Hamagurian Season 2

I played a key role in the ACI Shinex 'Shera Hamagurian Season 2' campaign by managing over 1,000 participant submissions, shortlisting 150 initial candidates, and ensuring seamless community engagement. My responsibilities included scheduling posts, addressing participant queries, and maintaining effective communication throughout. I concluded the campaign with a detailed report highlighting its success, which was further validated when the campaign won this year's prestigious Commward.



Figure 5.4.1: Social Media Poster

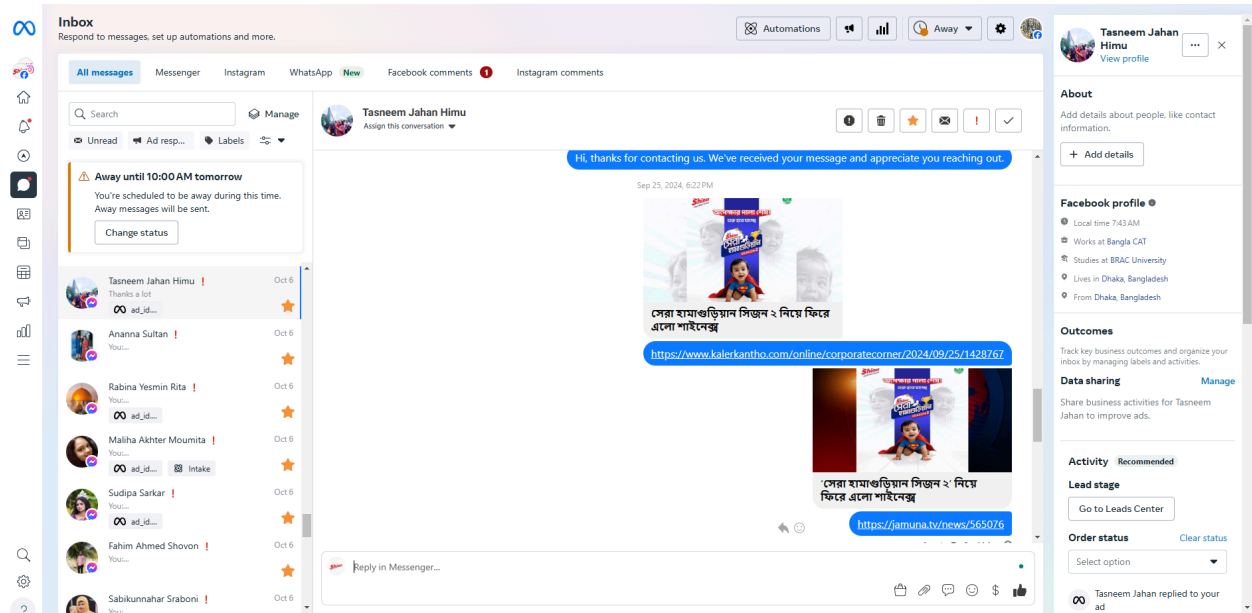


Figure 5.4.2:Shinex Ads Manager



Figure 5.4.3:Event Day

CHAPTER 6

SKILLS ACQUIRED

My internship at Notionhive provided a great opportunity for me to develop and improve a wide range of skills necessary for success in the production and digital marketing industries. Throughout my internship, I gained hands-on experience, cooperated with industry professionals, and faced real-world obstacles, all of which helped me grow and develop as a video editor and professional. Here, I expound on the numerous talents I acquired during my internship.

6. Software Proficiency

One of the most valuable skills I gained during my internship was software knowledge, particularly with industry-standard editing tools and programs. I learnt how to utilize Adobe Photoshop, After Effects, and Premiere Pro through extensive hands-on experience and supervised learning. These tools served as the cornerstone of my design workflow, allowing me to create high-quality design assets and motion graphics quickly. From video editing and layout design in Photoshop to animation and video editing in After Effects and Premiere Pro, I used all of these tools to bring my creative ideas to life. The skills I learned from these programs not only increased my technical abilities, but also simplified my design process, allowing me to produce professional-grade work with ease and precision.

6.1 Project Management

During my internship, I also developed a critical skill: project management. Working on a number of design projects and assignments taught me how to effectively prioritize tasks, organize activities, and adhere to deadlines. I ensured that the project was completed on time while maintaining the highest levels of quality and innovation through careful planning and organization. As I balanced a lot of obligations, setting priorities for my tasks became second nature to me. Working with team members, clients, and stakeholders to guarantee smooth project execution and alignment with project objectives also helped me to improve my communication and teamwork abilities.

6.2 Team Work

My internship at Notionhive was built on collaboration, as I worked closely with a broad mix of designers, marketers, and project managers. Through collaborative projects and team-based work, I discovered the importance of clear communication, cooperation, and harmony in achieving shared goals and objectives. Working with people from different backgrounds and skill sets enhanced my perspective and expanded my creative horizons, fostering a collaborative environment in which ideas were freely exchanged and collective problem-solving was encouraged. We collaborated to produce work that outperformed individual contributions, resulting in increased influence and success in our endeavors.

6.3 Problem-Solving

One of the most important skills I gained and honed during my internship was problem-solving. I approached the many problems and difficulties I encountered during the design process in a creative and problem-solving manner. I approached every work with curiosity and creativity, whether I was dealing with software technical issues, settling design disputes, or meeting unforeseen client demands. Using critical thinking and innovative problem-solving techniques, I was able to successfully navigate challenges, identifying the root causes and coming up with original solutions to achieve the intended outcomes. In order to ensure project success and deliver value to clients, it was essential to have the ability to think practically, adjust to changing circumstances, and turn challenges into opportunities.

6.4 Industry Insight

My internship with Notionhive provided me with a wonderful opportunity to broaden my understanding of the digital marketing field and learn about emerging trends, best practices, and industry standards. Through real-world efforts and collaboration with experienced specialists, I gained personal knowledge of the factors that shape the digital landscape. To stay ahead of the curve, I followed industry developments, attended professional conferences and workshops, and pursued continuous learning. This industrial experience not only informed my creative approach

and decision-making processes, but it also helped me develop a strategic attitude and market awareness, both of which are critical in today's competitive economy.

6.5 Portfolio Development

My internship resulted in a significant enhancement and depth to my editing portfolio. With each project I finished throughout my internship, I added new items to my portfolio, displaying my originality, talents, and abilities to Notionhive and clients. As I grow my portfolio beyond my internship, I am confident that the many projects I worked on at Notionhive will demonstrate my skills and potential as a motion graphic artist.

6.6 Feedback Reception

Understanding and using feedback gracefully was a skill I actively practiced throughout my internship. As I presented my design ideas and deliverables to clients, I approached their feedback with an open mind, eager to learn and progress. Constructive criticism provided a motivator for me to continue developing and refining my designs, resulting in solutions that exceeded expectations. I learnt how to efficiently navigate feedback loops, request clarification if needed, and assess input in terms of project objectives and client preferences. By incorporating comments during the design process, I fostered a culture of continual development and excellence.

6.7 Time Management

During my internship at Notionhive, I improved my time management skills significantly. Managing several projects and deadlines required efficient activity planning, resource allocation, and time management to meet milestones and deliverables. I optimized my workflow by planning, organizing, identifying restrictions, and eliminating activities to boost efficiency and minimize downtime.

I learnt to effectively manage my time, blending creativity with practicality and completing deadlines without losing quality. My internship honed my time management skills, enabling me to complete complex assignments with accuracy and efficiency.

CHAPTER 7

CHALLENGES AND SOLUTIONS

My internship with Notionhive was not without its obstacles, but each one provided a chance for growth and learning. From managing many projects at once to interpreting client feedback and maintaining tight deadlines, I faced a variety of challenges that tested my talents and resourcefulness. Here, I discuss the obstacles I faced and the tactics I used to overcome them.

7. Managing Multiple Projects Simultaneously

One of the hardest things I had to do during my internship was manage multiple projects at once. Making sure that every project got the attention it needed and met quality standards was a big problem because there were so many projects in various stages of completion. I struggled with setting priorities and attempting to be creative and productive while allocating time and resources effectively across multiple jobs. Using a prioritization technique, I evaluated the importance and urgency of each project and allotted time and resources accordingly. I was able to prioritize high-priority projects while meeting deadlines and upholding quality standards by grouping jobs according to their impact and criticality. I also prioritized tasks, set deadlines, and tracked project progress using project management tools, which provided me with a visual roadmap to handle various projects effortlessly.

7.1 Meeting Tight Deadlines

Another important challenge I had throughout my internship was meeting tight deadlines and creating high-quality work in the allowed period. With high customer expectations and often tight project deadlines, I found myself under great pressure to provide results swiftly while maintaining quality. The constant struggle with the clock allowed little opportunity for error or delay, so I developed excellent time management approaches and methods to keep on schedule.

To address this issue, I employed a number of time management techniques and strategies to boost productivity and focus during work sessions. To retain attention and avoid fatigue, I implemented the Pomodoro Technique, which divides work time into little chunks punctuated by brief breaks. In addition, I implemented task batching, which combines related actions together and addresses them sequentially in order to avoid context switching and increase workflow efficiency. By applying these time management techniques, I was able to work more effectively under tight deadlines, remaining organized and productive while delivering high-quality work within the time limitations.

7.2 Navigating Client Feedback

Another important challenge I had throughout my internship was meeting tight deadlines and creating high-quality work in the allowed period. With high customer expectations and often tight project deadlines, I found myself under great pressure to provide results swiftly while maintaining quality. The constant struggle with the clock allowed little opportunity for error or delay, so I developed excellent time management approaches and methods to keep on schedule. Rather than viewing customer criticism as a barrier, I saw it as a chance for collaboration and refinement, soliciting input quickly and incorporating improvements repeatedly throughout the design process. In addition, I maintained open and honest communication with clients and other interested parties, setting clear expectations and responding quickly to any complaints or concerns that arose. By establishing a collaborative and communicative relationship with customers, I was able to effectively navigate feedback loops, ensuring that modifications were incorporated in a way that improved the design's efficacy while keeping consistent with project objectives.

CHAPTER 8

CONCLUSION

Reflecting on my internship at Notionhive, I am grateful for the excellent experience. The chance to immerse myself in the dynamic field of graphic design and digital marketing has been transformational, providing me with vital skills, insights, and experiences that will greatly affect my future activities.

Throughout my internship, I've worked on various projects, collaborated with brilliant experts, and faced real-world difficulties that have pushed me outside of my comfort zone and boosted my progress. From developing motion advertising and logos to creating digital posters and banners, each project has its problems and chances for creative expression.

I am grateful for the Notionhive team's guidance, mentorship, and support. They not only shared their knowledge and talents with me, but also fostered an environment of collaboration, creativity, and invention. Their unwavering support and encouragement have been important in my development as a designer and professional, instilling in me the confidence and resilience needed to tackle challenges head-on and strive for greatness in all endeavors.

As I enter the next stage of my journey, I carry with me a wealth of experiences and insights gained throughout my internship. I am thrilled about the prospects that await me, and I am eager to use the information and abilities I obtained at Notionhive to make substantial contributions to the fields of visualization and digital marketing.

I am looking forward to the changes that await me. I'm interested in exploring new possibilities for creative expression, increasing my skill set, and staying up to date on emerging trends and technologies in the ever-changing field of advertising and digital marketing.

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