

FINAL YEAR PROJECT REPORT

GRAPHIC DESIGN INTERNSHIP AT ROYALER CHHOBI COMMUNICATION

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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.

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DAFFODIL INTERNATIONAL UNIVERSITY
DHAKA, BANGLADESH
11th JANUARY, 2025

APPROVAL

This This Project titled “Graphic Design Internship at Royaler Chhobi Communication”, submitted by **Md. Iftekhar Alam , ID: 193-40-628**, 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 11th January, 2025.

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DECLARATION

I hereby declare that, this internship has been done by me under the supervision of Kazi Jahid Hasan, Assistant Professor, Department of Multimedia & Creative Technology, Daffodil International University. I also declared that neither this project nor any part of this project has been submitted elsewhere for the award of any degree or diploma.

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ACKNOWLEDGEMENT

I would like to express my sincere gratitude to everyone who has contributed to making my graphics design internship a valuable and enriching experience.

First and foremost, I'd like to thank my supervisor, **Kazi Jahid Hasan, Assistant Professor in Multimedia and Creative Technology at Daffodil International University**. Thank you for giving me the opportunity to Intern at **Royaler Chhobi Communication**. Your guidance, mentorship, and constructive feedback have been instrumental in helping me grow both professionally and personally.

I extend my thanks to the entire graphics design team at **Royaler Chhobi Communication** for welcoming me and allowing me to collaborate on various projects. Special thanks to **A F Rabbi (Visualizer)** and **A B M Ehesanul Haque (Brand, Executive)** for their support and willingness to share their knowledge and expertise with me. I am truly grateful for the experiences and lessons learned during this internship, which will undoubtedly shape my future career in graphics design.

I am thankful to **Daffodil International University**, particularly the **Department of Multimedia and Creative Technology**, for their support and for facilitating this internship opportunity as part of my academic curriculum.

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

ABSTRACT

Internships are essential for professional development, providing an advantage to apply skills and knowledge in real life. My internship at Royaler Chhobi Communication, an advertising agency, provided invaluable hands-on experience in graphic design.

During this time, I got to explore graphic design. I had the chance to dive deep into the world of graphic design, working on a variety of projects like creating social media posts, designing eye-catching posters, and even experimenting with social media covers, banner and motion-graphics. I learned a lot about best practices in the industry and gained important skills such as creativity, problem solving and sharing my ideas creatively. This internship was really helpful, it gave me a solid foundation in graphic design and made me more confident for a successful career in this industry. I worked with professional designers, who helped me develop my creativity and problem-solving skills to Adobe Photoshop, Adobe Illustrator, and Adobe After Effects.

This internship was really important in the formation of my view on the graphic design field. The practical knowledge and abilities I have acquired have equipped me to pursue my professional goals and Demonstrate creative effort.

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CHAPTER - ONE

INTRODUCTION

1.1 What is an internship?

An internship is a temporary job where a student or a beginner works to gain practical experience and learn about a specific field or career. Interns often work for a company or organization to develop skills, build a network, and understand how things work in the real world. It can develop talent and potentially build a pipeline for future full-time employees. It can be paid or unpaid and usually lasts for a few months.

1.2 Why is it important?

An internship is vital role because it allows one to obtain real-world experience and learn how things are done professionally. It enables one to gain new skills and improve what one already has, giving the confidence to face tasks and problems on the job. Internships also allow to meet and network with professionals in the field, which can be beneficial for future careers. They allow us to try out several forms of jobs to determine. Additionally, internship experience strengthens to resume and demonstrates to businesses that one is ready to work. This boosts to chances of landing a solid job once finish your studies.

1.3 Joining Letter:



+880 1712 040 759, +880 1954 468 837
royalerchhobicommunications@gmail.com
House 27, Road 2, Block B, Niketan, Gulshan, Dhaka

Date: February 28th, 2024
To,
Md. Iftekhar Alam
13/7 Babor Road, Mohammadpur
Dhaka

Sub: Regarding your internship in our Company's as a Graphic Designer.

Dear Iftekhar,

We would like to confirm that your application for internship for the position of Graphic Designer in Creative Department has been accepted. Here are the terms of internship while working with the Company:

1. Duration of internship will be from February 28th, 2024 to May 31st, 2024.
2. You will be designated as "Graphic Design" and will be entitled for a stipend of Tk 3,000 as per Company's Policy.
3. You will not be entitled or any other benefits from the company during this tenure.
4. From time to time, your performance will be evaluated and based on this, your incentives will be decided.
5. During Internship, you are expected to abide Code of Conduct prescribed by the Company for all the employees.

You are requested to submit your acceptance to the terms mentioned above as confirmation of your internship. After receiving your acceptance, we shall send your appointment letter for the same.

Please feel free to contact us in case of further details. Wishing you good luck for your future endeavors.

Royalerchhobi Communications


Md Mominur Rahman
Founder
Royalerchhobi Communications
www.royalerchhobi.com
royalerchhobicommunications@gmail.com



Figure 1.1: Joining Letter

1.4 Name of the Agency Royaler Chhobi Communication



Figure 1.2: Company logo



Figure 1.3: Company title

1.5 Introduction of the Company

Royaler Chhobi Communication has garnered a reputable status as a leading Advertising agency. 'Royalerchhobi' in Bangla Can be loosely translated in English as 'Royal's Atelier'. We are a creative shop in the business of Advertising & Communication. Brand Campaign, Visual Storytelling, TV Commercial, Digital Content, Public Interest. It is an independent running organization providing specialized services in the field of advertising and marketing. It is also referred to as ad agency and is a major component of advertisement industry. Advertisement agency provides a wide range service. These agencies have a team of experts of relevant fields who create plans and monitor all marketing activities of their clients. Their services cater to a national audience, aiming to transform the way people engage with creativity. Since their establishment in 2021, Royaler Chhobi Communication has remained an active and influential presence in the industry. Royaler Chhobi Communication has enabled individuals and businesses to navigate the digital landscape in unique ways. With a foundation in Creative agency and a continuous quest for growth, the agency contributes to shaping the digital landscape of today and tomorrow.

1.6 Description of my internship

During my internship, I worked on many tasks that helped me learn and grow as a designer. I started by helping with cover page designs and creating social media content. I also worked on changing static designs into dynamic visuals, including cover photos. This internship gave me hands-on experience in a real design environment, where I could use my creativity and skills on real projects. I also got the chance to work with experienced designers and learn how a design studio or agency works every day. This experience helped me improve my design skills and gain more confidence.

CHAPTER – TWO

EXPLANATION OF SOME WORKS IN A RELATED AREA

2.1 Background study:

A design concept is the foundation of any static design. Graphic designers create visual content for various purposes, such as branding, advertising, and marketing. This includes designing logos, posters, websites, and promotional materials. To create effective designs, graphic designers work closely with clients to understand their vision and goals for the project. They use their creativity and technical skills to bring these ideas to life. To be successful, designers need to be skilled in areas like typography, layout, and design principles. Research plays a key role in this process. Many designers gather inspiration and reference materials from websites like Google, Pinterest, Dribbble, and Behance to help guide their work and stay updated on current trends.

2.2 Introduction Of my work:

Throughout my internship, I worked on various projects that helped me develop my skills. Each project required a different approach, which allowed me to grow as a designer. Internships provide valuable experience, giving me practical skills that go beyond what I learn in the classroom. During my time, I worked on creating social media content, designing Facebook cover photos, and making promotional videos. These tasks gave me a chance to apply my creativity and learn how to meet the needs of real-world projects.

Social Media Content: Social media content consists of posts created by individuals or businesses to share on platforms such as Facebook, Instagram, and Twitter. Effective social media content combines visually appealing graphics, engaging captions, and a clear call to action that motivates users to interact. Well-crafted content can capture attention, increase brand visibility, and encourage audience participation. By designing thoughtful and relevant posts, businesses can connect with their audience, promote their products or services, and

strengthen their online presence in a way that resonates with followers. We can create engaging and effective social media content to promote a Company.

Poster Design: A poster is a visual design that combines images, text, and other elements to deliver a message, promote a product or service, or capture the audience's attention. The goal is to make the poster visually engaging, often designed to fit well within social media feeds to grab viewers' attention quickly. Effective poster design balances aesthetics and information, creating a clear and memorable impact on the audience.

Facebook Cover Photo: A Facebook cover photo is a large banner image displayed at the top of your Facebook profile or business page. This image offers a chance to visually represent your personality, brand, or key information. Since it's one of the first things people see when they visit facebook page, the cover photo is an essential element for creating a strong first impression and conveying the essence of the brand.

Dynamic Video: A dynamic video is a type of content that goes beyond traditional video by incorporating personalization, interactivity, or real-time data to enhance viewer engagement. These videos change and adapt based on user input or preferences, offering a more tailored and relevant experience. Dynamic videos are designed to capture the audience's attention by making the content feel more interactive and engaging.

2.3 Problem Finding & solution During Work

During my internship, I encountered several challenges that helped me grow and improve my skills. One of the main problems I faced was creating designs that matched the client's vision while also standing out in a crowded social media space. Sometimes, understanding exactly what the client wanted was difficult, leading to revisions and back-and-forth communication. To solve this, I improved my communication skills, asking more specific questions and requesting feedback throughout the design process to ensure I was on the right track.

Another challenge was managing time effectively between different projects, especially when there were tight deadlines. To handle this, I organized my tasks using time management tools and prioritized the most urgent assignments. I also learned to break down large tasks into smaller, manageable steps, which made the workload feel more achievable.

Finally, working with various software tools presented a few technical challenges, such as learning new features or troubleshooting issues. I overcame this by taking the time to explore tutorials and asking for help from more experienced colleagues. This allowed me to become more proficient and efficient with the tools I was using. Through these challenges, I gained valuable problem-solving experience and became more confident in my design skills.

Here are some common problems facing during internship:

Inadequate Design Briefs: I receive incomplete design briefs from clients or team members, making it challenging to understand project requirements and expectations.

Time Management Issues: Balancing multiple design projects with tight deadlines becomes overwhelming, leading to stress and potential delays in project delivery.

Lack of Creative Inspiration: Creative block or difficulty generating fresh ideas for design concepts, impacting the quality and originality of my work.

Feedback Miscommunication: Misunderstandings or unclear feedback from supervisors or clients, resulting in revisions that don't align with expectations.

Software Challenges: Technical difficulties or limited proficiency with design software, hindering my efficiency and ability to execute design tasks effectively.

CHAPTER – THREE

MY CONTRIBUTION & RESPONSIBILITY

3.1 Discussion of my role:

Throughout my internship at Royaler Chhobi Communication, I focused on delivering high-quality work and adding value to the team's efforts. My contributions included creating innovative graphic designs for diverse projects, collaborating effectively with team members, and ensuring all tasks were completed to a professional standard. These efforts reflected my commitment to excellence and my ability to meet the expectations of both the organization and its clients.

During my internship at Royaler Chhobi Communication, I got involved in a variety of tasks that allowed me to contribute to the team and projects significantly. My key responsibility was to create stunning and effective designs for social media campaigns, promotional materials, and other creative deliverables. I handled these tasks independently, with collaboration with senior designers to meet company standards and client expectations. I worked through my projects to meet deadlines while focusing strongly on quality. It meant organizing tasks, getting in touch with and incorporating feedback within the design cycle—making sure final outputs would represent a win for the brand. I attended brainstorming sessions to come up with ideas for projects, where I gave my point of view and learned from more experienced team members. I did research on current design trends and incorporated them into my work to keep the designs fresh and relevant.

In other words, my contributions throughout this internship were not just about creating designs. I learned so much more: the depth of the design process, how to work with a team, and most importantly, how to respond to real-world challenges. This internship has not only enhanced my technical and creative skills but has prepared me for greater responsibilities in my future career.

CHAPTER – FOUR

WORKFLOW

4.1 Work I've Done:

During my internship, I had the opportunity to work on various projects, including:

- **Social Media Content:** I created engaging and visually appealing content for platforms like Facebook and Instagram.
- **Facebook Cover Photo:** I designed cover photos that showcased the brand and made a strong first impression on visitors.
- **Static to Dynamic Posts:** I worked on transforming static designs into dynamic and interactive content to capture more attention.

4.2 Research:

Graphic design is not just about making images look good; it is a powerful form of visual communication that conveys ideas, information, and messages. It encourages people to see things from new perspectives. In today's world, graphic design plays a key role in shaping how we understand and interact with information. This is especially important in fields like user research or design research, where the goal is to create products, services, and systems that meet human needs. The main aim of design research is to provide value to the end user or solve a specific problem.

The processes I followed to create the designs during my internship include:

- **Brainstorming:** Generating ideas and discussing potential design concepts.
- **Client Briefings:** Understanding the client's needs and goals for the project.
- **Typography Research:** Exploring fonts and text styles that match the project's tone.
- **Competitor Analysis:** Studying competitors to see what works in the market.
- **Research on Color:** Choosing colors that evoke the right emotions and suit the brand's identity.

4.3 Social Media Content:

Initial idea: To do all these social media content, the agency provided me logo, color direction, and information. These all are for a Facebook and Instagram post.

Research: Social media content is content designed by individuals or companies for social networks such as Facebook, Instagram, or Twitter. These companies are food manufacturing company they allow for more direct user interaction than traditional marketing methods. However, to be fully effective, all content initiatives used must also be carefully targeted to the target group, not merely becoming another promotional measure.

4.4 Work process:

Frist, I created square size canvas for the best results. The size of my artboard was 1080*1080 pixels. I had to do first Brainstorming, Research, Context, and Focus on the content theme. I looked relevant contents in the internet (Behance, Pinterest, Ads of the World). I use the brand color which is provided by each brand. All the social media poster is created in adobe photoshop and adobe Illustrator.

4.5 Buniyadi Social Media Content:

Work Process: To start, I created a square canvas with a size of 1080x1080 pixels, which is ideal for social media posts on platforms like Instagram and Facebook. My process began with brainstorming ideas, conducting research, understanding the context, and focusing on the content theme. I explored relevant content online through platforms like Behance, Pinterest, and Ads of the World for inspiration. I also made sure to use the brand colors provided by the client to keep the design consistent with their identity. All the social media posts were created using Adobe Photoshop and Adobe Illustrator, enabling me to design high-quality visuals that aligned with the brand's goals.

Setting Up the Canvas:

Start by opening Adobe Photoshop or Adobe Illustrator. Create a new square document with a size of 1080x1080 pixels, which is the optimal size for social media platforms like Instagram and Facebook.

Brainstorming and Ideation:

First, define the purpose of the poster, such as promoting a product or engaging customers. Research the audience's needs and preferences, and then decide on a theme and style that will appeal to the target group.

Research and Inspiration:

To gather ideas, search for design inspiration on platforms like Behance, Pinterest, and Ads of the World. Study similar ads to understand how they use colors, typography, and composition. This will help you identify visual elements, like layouts, colors, and textures, that align with the brand's style.

Brand Color and Font Selection:

Use the brand's specific color palette to ensure consistency across the design. Choose fonts that reflect the brand's identity, which are often provided in a brand style guide. In Photoshop or Illustrator, create a color scheme that allows easy application of the brand colors throughout the design.

Designing the Poster:

- **Import Product Images:** If the poster is promoting a product, add high-quality images and arrange them in an appealing layout.
- **Text:** Use bold, eye-catching fonts for the main heading, and maintain a clear text hierarchy for subheadings and additional information.
- **Arrangement:** Position design elements in a balanced way, ensuring alignment and proper spacing for a clean, readable layout.

-

Adding Visual Elements and Effects:

- **Enhance with Decorations:** Add relevant visuals like spices, food, or icons to complement the theme.
- **Background:** Choose a background that enhances the product and text without overpowering them. Gradients, blurred images, or solid colors can work well.
- **Arrangement:** Ensure a balanced layout by aligning and spacing elements properly. Use shadows and highlights to add depth and make key elements stand out.

Final Adjustments:

- Adjust the color balance, brightness, and contrast to ensure the design is cohesive.
- Check alignment and spacing one last time for a professional look.
- Refine small details, like shadows and fine text, to make sure everything is clear and sharp.

Exporting the Design:

- Save the file as a PSD (Photoshop) or AI (Illustrator) for easy future edits.
- Export the final design as a high-quality JPEG or PNG, optimized for social media sharing.

4.5.1 Project Title: Buniyadi Mustard Oil Promotional Poster:

Objective:

To promote Buniyadi Mustard Oil as a premium cooking oil option, emphasizing its purity, health benefits, and suitability for traditional cooking.

Key Message:

বুনিয়াদী সরিষার তেল বাঁবেই বিশুদ্ধতার পরিচয় (Buniyadi Mustard Oil, the authentic choice for premium quality).

Target Audience:

Health-conscious consumers, families, and individuals looking for high-quality cooking oil for traditional and everyday recipes.

Overall Tone: Traditional, authentic, and premium.



Figure 4.1: Buniyadi social media content Mustard-Oil

4.5.2 Project Title: Buniyadi Mustard Oil Promotional Poster:

Objective:

To promote Buniyadi Mustard Oil as a premium cooking oil option, emphasizing its purity, health benefits, and suitability for traditional cooking.

Key Message:

বুনিয়াদী সরিষার তেল ঝাঁঝেই বিশুদ্ধতার পরিচয় (Buniyadi Mustard Oil, the authentic choice for premium quality).

Target Audience:

Health-conscious consumers, families, and individuals looking for high-quality cooking oil for traditional and everyday recipes.

Overall Tone: Traditional, authentic, and premium.



Figure 4.2: Buniyadi social media content Mustard-Oil

4.5.3 Project Title: Buniyadi Brown Rice Promotional Poster

Objective:

To promote Buniyadi Brown Rice as a nutritious and authentic choice for health-conscious consumers, emphasizing its traditional processing method and purity.

Key Message:

পুষ্টিকর খাদ্যের নিশ্চয়তায় বুনিয়াদী টেঁকিছাঁটা চাল (Nutritious and authentic, Buniyadi Brown Rice).

Target Audience:

Health-conscious families and individuals seeking high-quality, traditional rice options.

Typography:

Bengali script for the headline and subheading to connect with the regional audience. Clear, minimal font styles for additional text to ensure readability.

Overall Tone:

Natural, authentic, and health-focused



Figure 4.3: Buniyadi social media content Brown Rice

4.5.4 Project Title: 17th March Birthday Tribute Poster:

Objective:

To honor and celebrate the birthday of Sheikh Mujibur Rahman, the founding father of Bangladesh, and emphasize his role in the country's independence, while reinforcing the brand's connection to national pride.

Key Message:

স্বাধীন বাংলার বুনয়াদ কারী বঙ্গবন্ধু শেখ মুজিবুর রহমান-এর জন্মদিনে বিনয় শ্রদ্ধা

Target Audience:

All Bangladeshi citizens, particularly those who value national history, independence, and cultural identity.

Overall Tone: Respectful, patriotic, and inspiring.

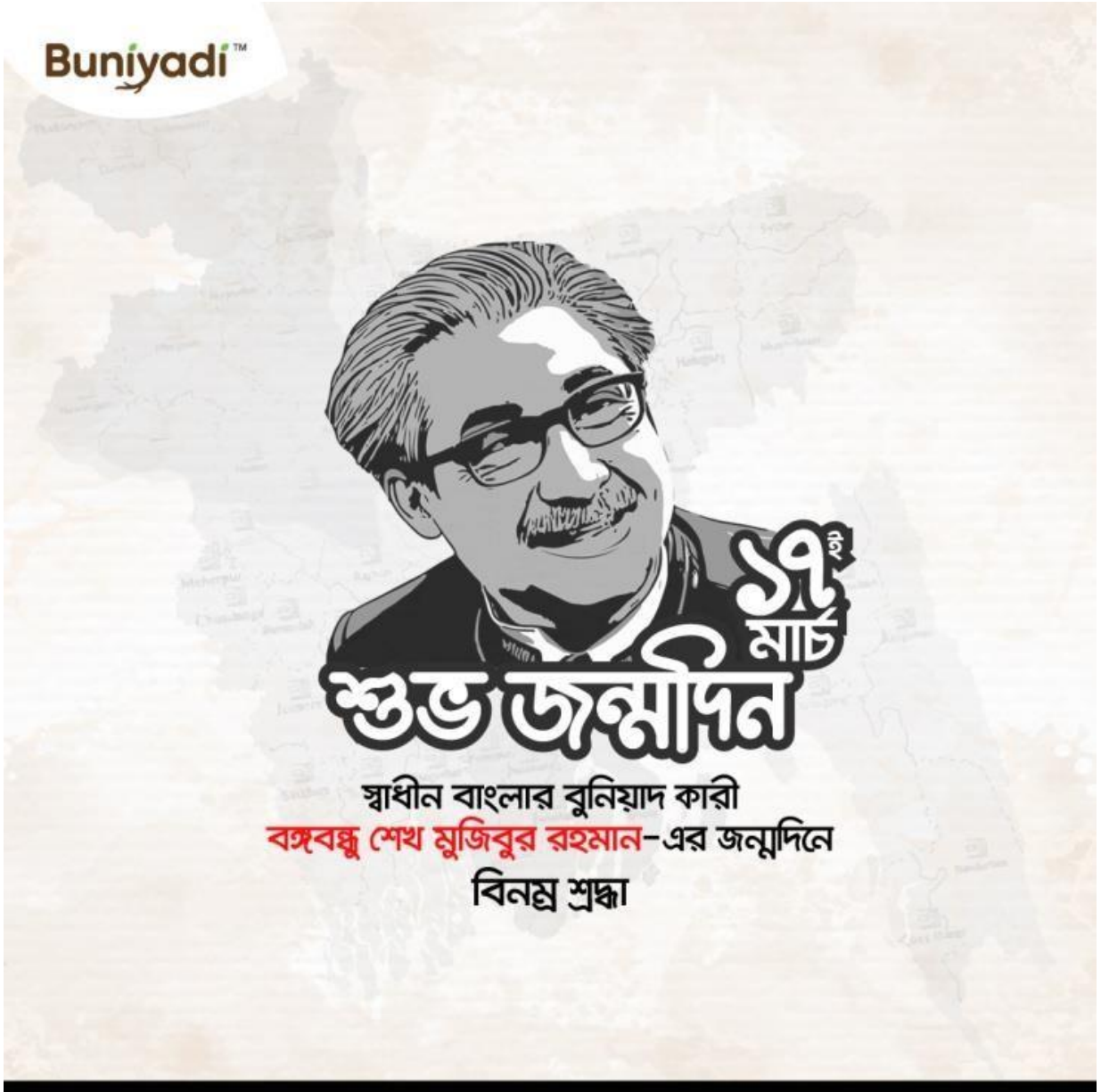


Figure 4.4: Buniyadi social media content 17th March

4.5.5 Project Title: 25th March Genocide Day Promotional Poster:

Objective:

To honor the memory of the victims of the brutal genocide carried out on the night of 25th March 1971 and to raise awareness about the significance of this dark day in Bangladesh's history.

Key Message:

২৫শে মার্চ কালোরাতে সকল শহীদদের প্রতি বিনম্র শ্রদ্ধা (In memory of all martyrs of the dark night of 25th March—Our deepest respect.)

Target Audience:

Citizens of Bangladesh, including younger generations, who may not be fully aware of the atrocities of that night, as well as those who wish to pay their respects to the martyrs.

Overall Tone: Creative, respectful, and reflective.

Buniyadi™

২৫শে
মার্চ
গণহত্যা দিবস



২৫শে মার্চ কালোরাতে সকল শহীদদের প্রতি
বিনম্র শ্রদ্ধা

Figure 4.5: Buniyadi social media content 25th March

4.5.6 Project Title: Buniyadi Independence Day Poster (26th March)

Objective:

Independence Day of Bangladesh by honoring the bravery and sacrifice of freedom fighters and martyrs. The poster aims to evoke patriotism and pride among the audience.

Key Message:

মহান স্বাধীনতা দিবস সকল মুক্তিযোদ্ধা ও বীর শহীদদের প্রতি বিনম্র শ্রদ্ধা (Great Independence Day: Respect to all freedom fighters and martyrs).

Target Audience:

Bengali-speaking individuals of all ages who resonate with the historical and emotional significance of Independence Day.

Typography: Bold and decorative Bengali fonts for the headline to enhance cultural relevance.

Overall Tone: Patriotic, solemn, and inspiring.



Figure 4.6: Buniyadi social media content Independence Day

4.5.7 Project Title: Eid Mubarak Festive Post for Buniyadi Lachcha Semai :

Objective:

To celebrate the spirit of Eid while promoting Buniyadi Lachcha Semai as the perfect ingredient for traditional and delicious desserts during the festive season.

Key Message:

Eid celebrations are incomplete without the rich taste of Buniyadi Lachcha Semai, the go-to choose for creating memorable sweet dishes.

Target Audience:

Muslim families and individuals who celebrate Eid and love preparing traditional sweet dishes as part of the festivities.

Overall Tone: Festive, warm, and inviting with a strong emphasis on tradition and celebration.



Figure 4.7: Buniyadi social media content Eid Mubarak

4.5.8 Project Title: Buniyadi Pohela Boishakh Greetings Poster

Objective:

To celebrate Pohela Boishakh (Bengali New Year) and convey warm greetings from the Buniyadi brand, while reinforcing cultural relevance and brand identity.

Key Message:

বুনিয়াদীর পক্ষ থেকে পহেলা বৈশাখের শুভেচ্ছা (Buniyadi's warm wishes for Pohela Boishakh).

Target Audience:

The Bengali-speaking community celebrating the Bengali New Year, including families, individuals, and cultural enthusiasts.

Cultural Theme: A traditional mask, emphasizing Bengali art and culture.

Typography:

Bright, bold Bengali fonts for the headline to resonate with the cultural theme.

Clean, legible text for additional messaging to maintain clarity.

Overall Tone: Festive, cultural, and celebratory.

বুনিয়াদী



বুনিয়াদীর পক্ষ থেকে

পহেলা

বৈশাখ

এর
শুভেচ্ছা



www.buniyadi.com



4.8: Buniyadi social media content 1st Boishakh

4.5.9 Project Title: Buniyadi Necessity Food Products – Promoting Quality and Flavor

Objective:

To showcase Buniyadi's range of food products as essential staples for everyday cooking, emphasizing their premium quality, natural flavor, and reliability for the perfect meal.

Key Message:

এই গরমে বিশুদ্ধ খাবার খান আর বুনীয়াদী হচ্ছে স্বাদে ঘ্রাণে বিশুদ্ধতায় আদি

(From taste to home – Buniyadi ensures quality in every bite with its essential food products.)

Target Audience:

Homemakers and cooking enthusiasts.

Health-conscious consumers looking for premium food staples.

Families who value natural, authentic, and trustworthy brands.

Tone: Authentic, wholesome, and family-oriented, creating a sense of trust and dependability in the brand.



Figure 4.9: Buniyadi social media content

4.6.1 Project Title: Heat-Wave Awareness

Objective:

Promote health and wellness tips in a visually appealing way to create awareness about staying fit, hydrated, and prepared during daily activities. Align the campaign with the Buniyadi brand's mission of ensuring a better lifestyle.

Post Concepts:

1. **Hydration Reminder:** Emphasize the importance of drinking purified water.
2. **Light Exercise:** Encourage light physical activities like walking or stretching.
3. **Weather Preparedness:** Staying protected during extreme weather conditions.
4. **Health Checkups:** Importance of regular medical consultations.

Target Audience:

- Urban and suburban individuals seeking health tips.
- Families looking for accessible and actionable wellness advice.
- Busy professionals balancing health and a fast-paced lifestyle.

Tone: Encouraging, friendly, and informative.

Buniyadi™

হিট ওয়েভে
করণীয়



প্রচুর পানি পান করুন

www.buniyadi.com

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GET IT ON Google Play

Buniyadi™

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করণীয়



বাহিরে বের হলে, হালকা রঙের
চিলোটোলা পোশাক পরিধান করুন

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প্রয়োজনে সানগ্লাস, ছাতা ব্যবহার করুন

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4.10: Buniyadi social media content Heat Wave

4.6.2 Project Title: Ovijat Nababi Laccha Semai Promotional Poster

Objective:

- Increase brand awareness for Ovijat Nababi Lachha Semai
- Made with the finest ingredients, Ovijat Nababi Lachha Semai is the perfect dessert for any occasion."
- Generate leads for potential distributors

Caption:

সম্পর্ক গুলো আরো মধুর করতে অভিজাত নবাবী লাচ্ছা সেমাই (Make relationships sweeter with Ovijat Nababi Lachha Semai.)

Target Audience:

- Individuals aged 18-45
- People who enjoy sweets and desserts
- Residents of Bangladesh

Tone of Voice: Friendly, Engaging, Informative

সম্পর্ক গুলো
আরো মধুর করতে
অভিজাত
নবাবী লাচ্ছা সেমাই

অভিজাত

অভিজাত

নবাবী
লাচ্ছা সেমাই
Pheni

যাবন: কিসমিস
ও সেমি মি-সমুহ

f /ovijatfood
www.ovijatfood.com

Figure 4.11: Ovijat social media content Laccha Semai

4.6.3 Project Title: Ovijat Fried Peas Promotional Poster

Target Audience:

- Individuals aged 18-45
- People who enjoy snacks and street food
- Residents of Bangladesh

Objective:

- Increase brand awareness for Ovijat Fried Peas
- Made with the finest quality peas, Ovijat Fried Peas are the perfect snack for any occasion.
- Generate leads for potential distributors

Caption: কুড়মুড়ে স্বাদের টাইম পাসের রাজা, অভিজাত মটর ভাজা। (The king of crunchy snacks, Ovijat Fried Peas.)

Tone of Voice: Friendly, Engaging, Informative



4.12: Ovijat social media content Fried Peas

4.6.4 Project Title: Ovijat Turmeric Powder Promotional Poster

Objective:

- Increase brand awareness for Ovijat Paharir Halud Gurda
- Add a touch of tradition and health to your meals with Ovijat Pahari Halud Gura.
- Generate leads for potential distributors

Caption: অভিজাত পাহাড়ি হলুদ গুঁড়া যেন মায়ের হাতের রান্নার স্বাদ (Ovijat Paharir Halud Gurda, like the taste of mother's cooking.)

Target Audience:

- Individuals aged 18-45
- People who enjoy cooking and preparing meals
- Residents of Bangladesh

Tone of Voice: Friendly, Engaging, Informative



Figure 4.13: Ovijat social media content Turmeric Powder

4.6.5 Project Title: Ovijat Mother's Day Promotional Poster

Objective:

- Increase brand awareness for Ovijat products
- Promote the quality and variety of Ovijat products
- Create a sense of nostalgia and family connection
- From rice to spices, Ovijat has everything you need to create delicious meals for your family.

Caption: মায়ের মমতায় মেশানো সেই স্বাদ, সেরা মানের পণ্য মানে অভিজাত (The taste of mother's love, the best quality products mean Ovijat.)

Target Audience:

- Individuals aged 18-45
- Families
- Residents of Bangladesh

Tone of Voice:

- Warm
- Nostalgic
- Family-oriented

4.6.6 Project Title: Colbd Same Rate Internet Speed Promotional Poster

Objective:

To promote COLBD reliable and high-speed internet services available at the same rate in two major locations Chattogram and Cox's Bazar emphasizing affordability and excellent connectivity.

Key Message:

Enjoy seamless internet speed at the same affordable rate, whether in Chattogram or the serene beaches of Cox's Bazar.

Target Audience:

Residents and visitors of Chattogram and Cox's Bazar, including:

- Urban professionals
- Young tech-savvy individuals
- Tourists in Cox's Bazar who rely on fast internet for sharing experiences and streaming

Product Details:

- Speed and price plans in clear, vibrant callouts (10 Mbps at 499 BDT, 20 Mbps at 899 BDT,).
- Highlight "300 Mbps Fastest Internet" in the top-left corner for emphasis.

Tone: Upbeat, youthful, and customer-centric, with a focus on modern lifestyles and convenience.

300 Mbps FASTEST INTERNET

COL

একই রেটে অধিক গতি

চট্টগ্রাম ও কক্সবাজারে উপভোগ করুন
সেরা ইন্টারনেটের সেরা অফার

১০ এমবিপিএস	৫২৫ট ৪৩৮ট*	১৫ এমবিপিএস	৬৩০ট ৫২৫ট*
২০ এমবিপিএস	৭৩৫ট ৬১৩ট*		

চট্টগ্রাম

কক্সবাজার

*শর্ত প্রযোজ্য

Figure 4.15: Colbd social media content Same Rate

4.6.7 Project Title: Colbd Location Based Promotion in Chattogram

Objective:

To highlight COL's high-speed internet services being available in Chattogram, emphasizing its reliability, speed, and connectivity for local users.

Key Message:

Smart and advanced internet now in Chattogram with COLBD – experience the fastest 300 Mbps connectivity for your home and business needs.

Target Audience:

- Residents and businesses in Chattogram.
- Young professionals, families, and students seeking high-speed, reliable internet.
- Tech enthusiasts who value fast and uninterrupted internet services.

Highlight Speed & Brand:

- Clear placement of “300 Mbps Fastest Internet” in the bottom-left corner.
- Large and bold yellow typography for " Chattogram " to grab attention, along with the COL logo in the top-right.

Tone: Smart, innovative, and community-focused, creating trust and excitement about improved local internet services.



Figure 4.16: Colbd social media content Location Based Lalkhan Bazar



Figure 4.17: Colbd social media content Location Based Paichlaish



Figure 4.18: Colbd social media content Location Based Chand Gao



Figure 4.19: Colbd social media content Location Based Chok Bazar



Figure 4.20: Colbd social media content Location Based Lalkhan Bazar

4.6.8 Project Title: Colbd Bufferless Internet Promotion Poster

Target Audience:

- Individuals aged 18-45
- People who enjoy streaming movies and TV shows
- Residents of Dhaka, Bangladesh

Objective:

- Increase brand awareness for COL Internet Service
- Drive traffic to the COL website
- Generate leads for potential customers

Caption:

- "Enjoy your holiday with COL Internet Service. 300 Mbps fastest internet for uninterrupted streaming."
- মুভি দেখায় Suffering? COL-এ চলবে Without Buffering. (Suffering from movie buffering? Enjoy uninterrupted streaming with COL.)

Target Audience:

- Residents and businesses in Chattogram.
- Young professionals, families, and students seeking high-speed, reliable internet.
- Tech enthusiasts who value fast and uninterrupted internet services.

Highlight Speed & Brand: Clear placement of “300 Mbps Fastest Internet” in the bottom-left corner.

Tone: Smart, innovative, and community-focused, creating trust and excitement about improved local internet services.

Enjoy
Your Holiday
With **COL** Internet Service

300 Mbps
FASTEST INTERNET

মুভি দেখায় **Suffering?**
COL-এ চলবে **Wihout Buffering**

COL

Figure 4.21: Colbd social media content Bufferless Internet

4.6.9 Project Title: Eid Mubarak Festive Post for Colbd

Objective:

To wish everyone a joyful Eid while subtly promoting COL's product/service (Wi-Fi router) as an integral part of staying connected during celebrations.

Key Message:

Eid is a time for connection and togetherness. With COL, stay connected to your loved ones and celebrate a seamless Eid.

Target Audience:

Tech-savvy individuals, families, and professionals who value connectivity during festive times, especially those celebrating Eid.

Overall Tone: Modern, festive, and elegant with a focus on connectivity and togetherness.

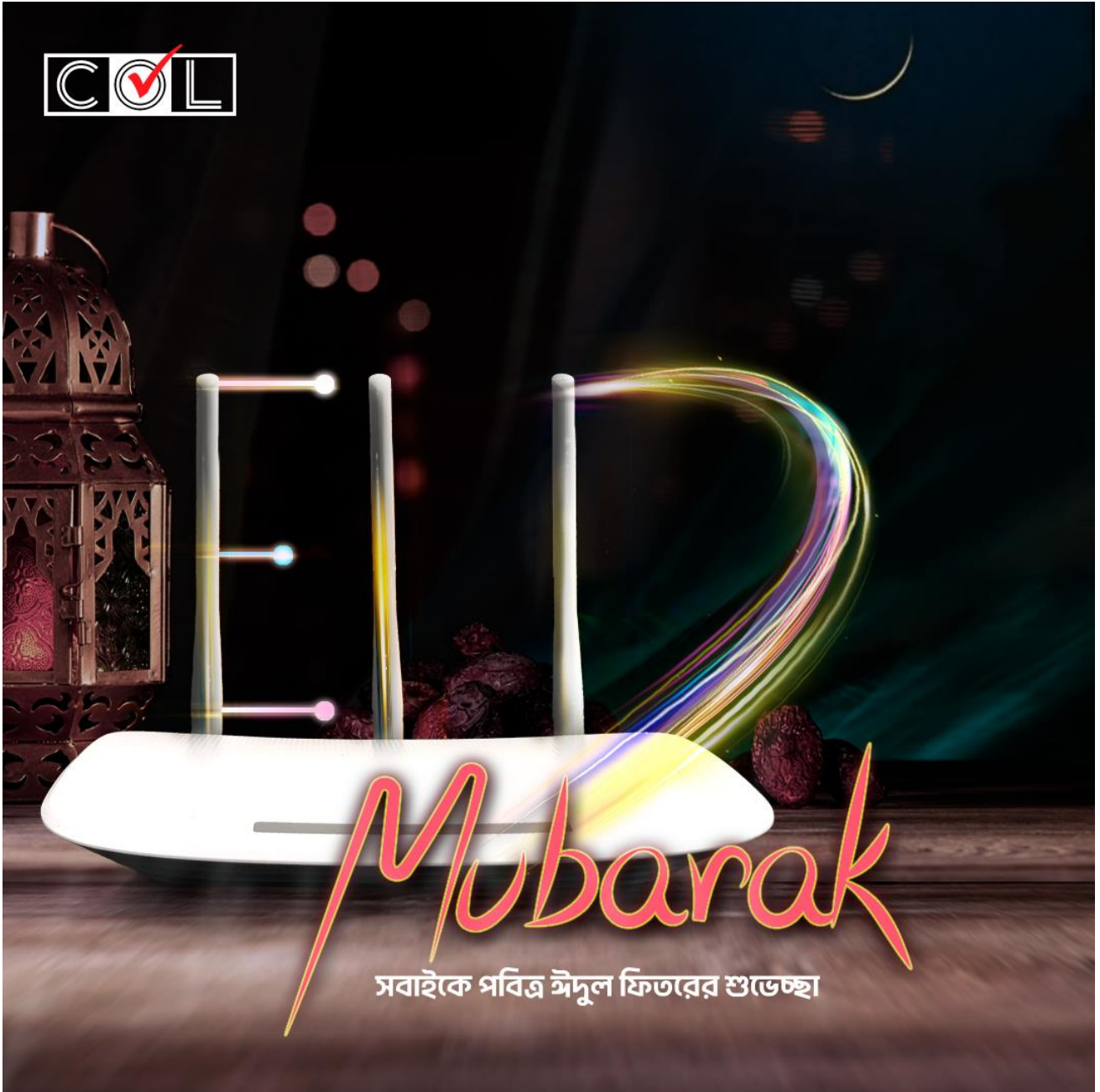


Figure 4.22: Colbd social media content Eid Mubarak

4.7.1 Project Title: Karmo Group Promotional Poster

Target Audience:

- Individuals aged 18-45
- People looking for a good night's sleep
- Residents of Bangladesh

Goals:

- Increase brand awareness for KARMO GROUP and their foam mattresses
- Drive traffic to their website or physical stores
- Generate leads for potential customers

Caption: শান্তির ঘুম আনুক কারমো ফোম (Let KARMO Foam bring you peaceful sleep.)

Tone of Voice:

- Friendly and approachable
- Focus on comfort and relaxation
- Emphasize quality and value

শান্তির ঘুম

আনুক

কারমো ফোম



হটলাইন
০১৭১৩৪৮৩২৮৪

ফ্রি
ডেলিভারি

Figure 4.23: Karmo Group social media content

4.7.2 Project Title: Zity International Promotional Poster

Objective:

- Increase brand awareness for Zity Official Store
- Drive traffic to their website or physical store
- Generate sales for the new Classic Printed Bucket Bag

Caption:

- Classic Printed Bucket Bag - New Collection, Super Sale! Shop now and get a special discount.
- Elevate your style with our new Classic Printed Bucket Bag. Available now at a special price during our Super Sale.

Target Audience:

- Women aged 18-35
- Fashion-conscious individuals
- People interested in stylish handbags

Platform:

- Facebook
- Instagram

Tone of Voice:

- Energetic
- Exciting
- Promotional



Figure 4.24: Zity social media content Bucket Bag



Figure 4.25: Zity social media content Bucket Bag



Figure 4.26: Zity social media content Bucket Bag



Figure 4.27: Zity social media content Bucket Bag



Figure 4.28: Zity social media content Bucket Bag



Figure 4.29: Zity social media content Bucket Bag



Figure 4.30: Zity social media content Polo T-Shirt

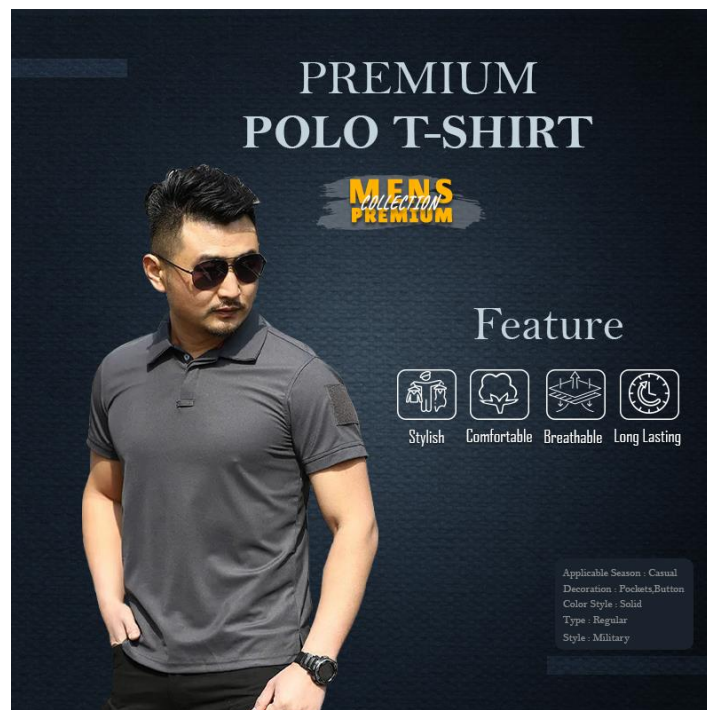


Figure 4.31: Zity social media content Polo T-Shirt

4.7.3 Project Title: Zity International Promotional Banner

Goals:

- Increase brand awareness for the Tactical Cargo Pants
- Drive traffic to the product page or store
- Generate sales

Caption:

- New Arrival! Tactical Cargo Pants: Perfect blend of style and comfort. Breathable, waterproof, and built to last. Shop now!
- Elevate your style with our new Tactical Cargo Pants. Ideal for outdoor adventures and everyday wear.
- Don't miss out on our latest arrival! Get your hands on the Tactical Cargo Pants today.

Target Audience:

- Men aged 18-45
- Active individuals interested in outdoor activities
- Fashion-conscious men looking for versatile clothing

Tone of Voice:

- Active and energetic
- Focus on functionality and style
- Highlight the benefits and features of the pants

MEN'S POLO T-SHIRT

Perfect Blend Of Style & Comfort

Stylish Comfortable Breathable Long Lasting

WE'RE COMMITTED TO SUSTAINABILITY

MENS COLLECTION PREMIUM

exclusive

BLACK FRIDAY

SALE | OFFER | DISCOUNT

upto 35% OFF

BUY 2 GET 15% OFFCODE: BLACK FRIDAY15
BUY 3 GET 25% OFFCODE: BLACK FRIDAY25
BUY 5 GET 35% OFFCODE: BLACK FRIDAY35

ORDER NOW

<https://geeklighting.net>

TACTICAL CARGO PANTS

MUST HAVE STYLE EVERY OCCASION

Perfect Blend Of Style & Comfort

Breathable Waterproof Comfortable Stylish Long Lasting

NEW ARRIVAL

Figure 4.32: Zity social media content Cover Photo

4.8 Project Management

Task Allocation: Using project management tools to allocate tasks, track progress, and manage deadlines. This helped in maintaining a structured work-flow and ensuring timely project completion.

Feedback Loops: Regularly receiving and implementing feedback from supervisors and team members to improve design drafts and final outputs.

4.8.1 Administrative Duties

Documentation: Maintaining detailed records of design drafts, revisions, and final versions for each project. This included organizing files systematically on both local drives and cloud storage for easy access and reference.

Client Correspondence: Assisting in drafting emails and preparing presentations for client meetings. This involved understanding client requirements and translating them into actionable design briefs.

4.8.2 Creative Sessions

Brainstorming Sessions: Participating in brainstorming sessions to generate innovative ideas for upcoming projects. These sessions were crucial for fostering a creative and open-minded approach to design challenges.

Workshops and Training: Attending in-house workshops and training sessions on the latest design trends and software updates. This continuous learning environment helped in keeping skills up-to-date.

4.8.3 Technical Skills Application

Software Proficiency: Daily use of graphic design software such as Adobe Photoshop, Illustrator, and In-design. This hands-on experience was essential for developing technical skills and proficiency in these tools.

Design Execution: Executing design projects from concept to completion, including initial sketches, digital illustrations, and final touches. This end-to-end involvement provided a comprehensive understanding of the design process.

4.8.4 Quality Control

Proofreading and Editing: Ensuring all design materials were error-free and met the company's quality standards. This involved meticulous proofreading and making necessary adjustments to align with brand guidelines.

Mock-ups and Prototypes: Creating mock-ups and prototypes for client presentations and internal reviews. This step was vital for visualizing the final product and making any necessary improvements before final delivery.

CHAPTER - FIVE

SKILLS AND KNOWLEDGE GAINED

5.1 Morning Briefings

5.1.1 Daily Stand-ups: Participate in concise morning meetings where team members quickly update each other on their current projects, discuss any obstacles they're facing, and outline their tasks for the day. This routine ensures everyone is synchronized and aware of team priorities.

5.1.2 Task Assignment: Receive and review your specific tasks for the day, typically assigned by your supervisor or project manager. These tasks can range from creating new design elements to refining existing ones based on feedback.

5.2 Project Work

5.2.1 Design Creation: Dive into design projects which could involve developing visuals for social media campaigns, designing promotional materials like brochures and posters, or working on brand identity elements such as logos and color schemes. Start with brainstorming ideas and sketching concepts before moving on to digital execution using tools like Adobe Photoshop, Illustrator, or InDesign.

5.2.2 Feedback Integration: Apply feedback from supervisors, peers, or clients to your designs. This iterative process is crucial for refining and perfecting your work to meet project goals and client expectations.

5.3 Collaboration and Communication

5.3.1 Team Interaction: Engage with fellow designers and team members to exchange ideas, provide and receive feedback, and support collaborative projects. This could involve peer reviews, joint brainstorming sessions, or working together on larger design initiatives.

5.3.2 Client Interaction: Assist in client communications by drafting emails, scheduling meetings, and sometimes participating in discussions to gather requirements or present design proposals. Understanding client needs and preferences is key to delivering successful projects.

5.4 Administrative Tasks

5.4.1 File Organization: Keep digital files and assets well-organized, properly named, and stored systematically to ensure easy retrieval. Regularly back up important files to prevent data loss.

5.4.2 Project Documentation: Maintain comprehensive records of your work, including initial briefs, design drafts, feedback iterations, and final deliverables. This documentation helps track project progress and serves as a valuable reference.

5.5 Creative Sessions

5.5.1 Idea Generation: Participate in brainstorming sessions aimed at generating innovative ideas for new projects. These sessions encourage creative thinking and help develop unique design concepts.

5.5.2 Research and Mood Boards: Conduct research to stay updated on the latest design trends and create mood boards to gather inspiration. This practice helps ensure your designs are fresh, relevant, and aligned with contemporary aesthetics.

5.6 Technical Skill Development

5.6.1 Software Proficiency: Spend time honing your skills with essential graphic design software. Regular practice with tools like Adobe Creative Suite helps you work more efficiently and produce higher-quality designs.

5.6.2 Learning New Techniques: Continuously seek out new design techniques and tools through tutorials, workshops, or online courses. Keeping up with the latest developments in graphic design is vital for staying competitive.

5.7 End-of-Day Wrap-up

5.7.1 Progress Reporting: Update your supervisor or project manager on your day's accomplishments and any remaining tasks. This helps in tracking progress and planning subsequent activities.

5.7.2 Planning Ahead: Organize and prioritize tasks for the following day, ensuring a clear and productive workflow. Setting daily goals helps maintain focus and efficiency.

CHAPTER - SIX

CHALLENGES AND SOLUTIONS

6.1 Technical Challenges

6.1.1 Software Limitations: Encountering limitations or unexpected behaviors while using graphic design software (e.g., Adobe Creative Suite). Solutions involve researching workarounds, seeking guidance from experienced colleagues, or exploring alternative software solutions that better suit project requirements.

6.1.2 File Compatibility: Dealing with issues related to file compatibility between different software versions or platforms. Solutions include standardizing file formats, using file conversion tools, or collaborating closely with IT support to resolve compatibility issues.

6.2 Creative Challenges

6.2.1 Design Innovation: Striving to maintain creativity and originality while adhering to client briefs or project constraints. Solutions involve conducting thorough research, brainstorming diverse ideas, and experimenting with unconventional design approaches to achieve unique solutions.

6.2.2 Client Feedback: Addressing conflicting or unclear client feedback that may impact design direction. Solutions include scheduling clarification meetings, providing visual mock-ups or prototypes to illustrate proposed changes, and actively listening to client concerns to ensure alignment with project goals.

6.3 Time Management

6.3.1 Deadline Pressures: Managing multiple project deadlines simultaneously, often with overlapping timelines. Solutions involve prioritizing tasks based on urgency and importance, establishing realistic timelines, and communicating proactively with supervisors or clients to manage expectations.

6.3.2 Workflow Optimization: Balancing efficiency with quality in design production processes. Solutions include adopting project management tools, optimizing workflows through automation or standardization, and delegating tasks effectively within the design team.

CHAPTER - SEVEN

REFLECTION AND PERSONAL GROWTH

7.1 Self-Assessment

- Reflecting on the overall internship experience to assess personal growth in graphic design skills, technical proficiency with design software (such as Adobe Creative Suite), and understanding of design principles.
- Evaluating strengths and weaknesses encountered during the internship, identifying areas for improvement, and setting goals for continued professional development in graphic design.

7.2 Creative Development

- Analyzing creative growth through the exploration of different design styles, techniques, and approaches employed during various projects.
- Reflecting on challenges faced in maintaining creativity while adhering to client briefs and exploring strategies to enhance creative problem-solving skills.

7.3 Collaboration and Communication

- Assessing growth in interpersonal skills through collaboration with team members, participation in brainstorming sessions, and effective communication with supervisors, clients, and other departments.
- Reflecting on experiences in client interactions, including presenting design concepts, receiving
- feedback, and adapting designs based on client preferences and project requirements.

7.4 Time Management and Organization

- Reflecting on time management strategies employed to prioritize tasks, meet project deadlines, and balance multiple responsibilities effectively.

- Evaluating organizational skills in maintaining project documentation, file management, and version control to ensure efficient workflow and project accountability.

7.5 Professional Development

- Reflecting on the internship's impact on career aspirations, including insights gained into the graphic design industry, future career goals, and areas of specialization.
- Identifying key lessons learned, growth opportunities seized, and the value of hands-on experience in a professional design environment.

7.6 Personal Insights and Lessons Learned

- Sharing personal insights gained from challenges overcome, successes achieved, and lessons learned throughout the internship journey.
- Reflecting on the internship's contribution to personal growth, confidence building, and readiness to transition from academic studies to a professional career in graphic design.

CHAPTER - EIGHT

CONCLUSION

8.1.1 Summary of Experience:

During my internship at Royaler Chhobi Communication, I had the opportunity to work on a variety of exciting projects. I was involved in creating designs for multiple client campaigns, ranging from logo designs to marketing materials. One of the key projects I worked on was [specific project name or description], where I collaborated with the team to deliver creative solutions that met the client's objectives.

8.1.2 Skills Developed:

Throughout the internship, I significantly enhanced my skills in graphic design software such as Adobe Photoshop, Illustrator, and InDesign. I also improved my ability to conceptualize ideas and translate them into visually appealing designs. Moreover, I gained valuable experience in client communication and understanding their design needs, which sharpened my ability to deliver effective design solutions.

8.1.3 Achievements:

One of my notable achievements during the internship was [describe specific achievement], which (impact or recognition received). This project not only challenged me creatively but also taught me the importance of attention to detail and meeting deadlines in a professional setting. Additionally, receiving positive feedback from clients and colleagues on my designs was a rewarding experience.

8.1.4 Personal Growth:

This internship has been instrumental in my personal and professional growth. I've learned how to manage multiple projects simultaneously, prioritize tasks effectively, and adapt to feedback to improve my designs. I've also gained insights into the graphic design industry, understanding current trends and best practices, which has broadened my perspective on what it takes to succeed in this field.

8.1.5 Future Goals:

Looking ahead, this internship has reinforced my passion for graphic design and solidified my career aspirations in this field. I plan to continue honing my skills, potentially pursuing further education or certifications to expand my knowledge base. Ultimately, I aspire to work in a creative agency or design studio where I can continue to contribute creatively and grow professionally. In conclusion, my internship at Royaler Chhobi Communication has been a transformative experience, equipping me with the skills, knowledge, and confidence to pursue a successful career in graphic design. I am excited about applying what I've learned here in future endeavors and am grateful for the growth and opportunities this internship has provided.

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