

**FINAL YEAR PROJECT**

**“GLIMPSE OF MCT”**

**BY**

**MAHAMUDUZZAMAN REFAT**

**Id: 143-40-182**

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

**Supervised By**

**Md.SamaunHasan**

Lecturer

Department of MCT

Daffodil international university



**DAFFODIL INTERNATIONAL UNIVERSITY**

**DHAKA, BANGLADESH**

**November 2018**



## APPROVAL

This project titled “GLIMPSE OF MCT”, submitted by “Mahamuduzzaman Refat” 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 4-11-2018

### BOARD OF EXAMINERS

**Dr. Shaikh Muhammad allayear**

Associate professor and Head  
Department of MCT  
Daffodil international university

**Chairman**

**Arif ahmed**

Associate professor  
Department of MCT  
Daffodil international university

**Internal Examiner**

**Md Samaun hasan**

Lecturer ,Department of MCT  
Daffodil international university

**Internal Examiner**

**Professor Dr. Mohammad Zahidur Rahman**

Department of CSE  
Jahangir nagar university, Dhaka

**External Examiner**



## DECLARATION

I hereby declare that, this project has been done by me under the supervision of **Md. Samaun Hasan, Lecturer, Department of MCT** Daffodil International University. I also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

**Supervised by:**

A handwritten signature in black ink, appearing to read 'Samaun', is written over a horizontal line.

**Md.Samaun Hasan**

Lecturer

Department of MCT

Daffodil international university

**Submitted by:**

A handwritten signature in black ink, appearing to read 'Refat', is written over a horizontal line.

**Mahamuduzzaman Refat**

ID: 143-40-182

Department of MCT

Daffodil international university



## ACKNOWLEDGEMENT

First I express our heartiest thanks and gratefulness to almighty God for His divine blessing makes me possible to complete the final year project successfully.

I really grateful and wish my profound my indebtedness to **Md. Samaun Hasan**, Lecturer, Department of MCT Daffodil International University, Dhaka. Deep Knowledge and keen interest of my supervisor in the field of “*Branding*” to carry out this project. His endless patience ,scholarly guidance ,continual encouragement , constant and energetic supervision, constructive criticism , valuable advice ,reading many inferior draft and correcting them at all stage have made it possible to complete this project.

I would like to express my heartiest gratitude to **Md. Samaun Hasan**, Lecturer, Department of MCT and **Dr. Shaikh Muhammad Allayear** Head, Department of MCT, for their kind help to finish my project and also to other faculty member and the staff of MCT department of Daffodil International University.

I would like to thank our entire course mate in Daffodil International University, who took part in this discuss while completing the course work.

Finally, I must acknowledge with due respect the constant support and patients of my parents.



## **ABSTRACT**

“**GLIMPSE OF MCT**” is a Branding project .I want to develop this section .daffodil multimedia is becoming popular very fast .every semester lot of student take admission in this department.

Basically in this branding project I want to focus MCT all element all subject, software that we learn from here and what kind of output come every year all of those highlight in this branding project.

What is daffodil multimedia, where from come this multimedia, who many student graduate from this department .everything include in this **BRANDING** project.



## TABLE OF CONTENTS

Approval.....	ii
Declaration.....	iii
Acknowledgement.....	iv
Abstract.....	v
<hr/>	
<b>Chapter1</b>	
Introduction.....	1
<hr/>	
<b>Chapter2</b>	
LiteratureReview.....	2
2.1Branding.....	2
2.2Branding element.....	2
2.3Concept.....	3
2.4design.....	4
2.5 market demand.....	4
<hr/>	
<b>Chapter3</b>	
workflow.....	6
3.1ideagenerating.....	6
3.2 Branding design document .....	6
3.3 Theme.....	6
3.4camera work.....	6
3.5 creating hologram.....	7
3.6 photo slideshow .....	8
3.7software use.....	9
<hr/>	
<b>Chapter</b>	
Presentation of the project .....	10
Conclusion.....	14
Reference.....	15



## TABLE OF FIGURES

Figure 1.....	3
Figure 2.....	3
Figure 3.....	4
Figure 4.....	4
Figure 5.....	5
Figure 6.....	5
Figure 7.....	6
Figure 8.....	7
Figure 9.....	7
Figure 10.....	8
Figure 11.....	8
Figure 12.....	9
Figure 13.....	11
Figure 14.....	11
Figure 15.....	12
Figure 16.....	12
Figure 17.....	13

# Chapter 1

## Introduction

Branding means marketing .one product we highlight to its user or customer .branding is develop product value product quality .its focus brand quality its element .why people take those product? Give them proper reason for consume that product.

That's way **GLIMPSE OF MCT** is a brand it's a new department for this country that's why if we want to develop this department we need to focus its element or subject and make clear to them why they take admission .what's would be their future .

That's why I add all subjects that would be provide or teach us .That kind of software we learn here all off them shown in my project.

In my four years in MCT department, I learnt how to draw, design, animate composite make visual and sound effect, code and so many creative skills .in my project, and my satisfaction is I have applied all the creative skill here.

So I have found Branding as a perfect area for apply multi Medias. In our country branding have huge industry .no doubt there's a huge scope for new comes, so I hope I will contribute to this emerging dynasty of media. [1]





# Chapter 2

## Literature Review

### 2.1 Branding:

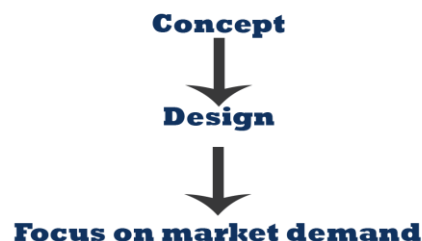
Branding has become one of the most important aspects of business strategy. Yet it is also one of the most misunderstood. Branding is sometimes considered to be merely an advertising function. And many managers and business writers hold the view that branding is about the management of product image, a supplementary task that can be isolated from the main business of product management. This note provides an alternative perspective, arguing that:

- Branding is a strategic point of view, not a select set of activities.
- Branding is central to creating customer value, not just images.
- Branding is a key tool for creating and maintaining competitive advantage.
- Brands are cultures that circulate in society as conventional stories.
- Effective brand strategies must address the four distinct components of brand value.
- Brand strategies must be “engineered” into the marketing mix.

This note develops a set of concepts and frameworks to guide the design of brand strategies.

[4]

### 2.2 Branding Focus On





Concept is the main element attracts people, after your presentation sense and design attract people. Market demand is very important for branding what kind of product subject people want and product value depend on branding.

**2.3. Concept:**In branding section concept is the main element. If concept of your presentation is acceptable then your branding item will accept in market. Why people take your product make them clear with your concept .my branding topics is daffodil multimedia so select this type of concept.



Figure 1

Output is very important for branding or marketing people want to see what is outcome from this department. My concept is show history, course, which software teaches us from here. Recently I make some creative work about MCT.



Figure 2

**2.4 Design:** Design sense is very important for branding of marketing .design say lot of thing .brand logo represent of that brand .so loge design is very important part.



*Figure 3*

Design say your brand quality .Design attract people so design must to be make easy understanding .branding is fully depend on our presentation skill. How much we can present it attractive and creative.



*Figure 4*

## **2.5 Market demand**

This time 3D animation ,graphic design ,Vfx, game development is very demandable subject .in our country every year growing up this industry .3D,graphic,vfx,game development worldwide popular subject for its bright future. We realize the demand of MCT and hopefully we want its increasing day by day.



*Figure 5*



*Figure 6*



## Chapter 3

### Project workflow

#### 3.1 idea generating:

Idea is the purpose of development process .it is like “why it matters?”. It is also known as need finding .without any need the development should not exist in the place. Because doing so well mean nothing in the end.

#### 3.2 Branding Design Document:

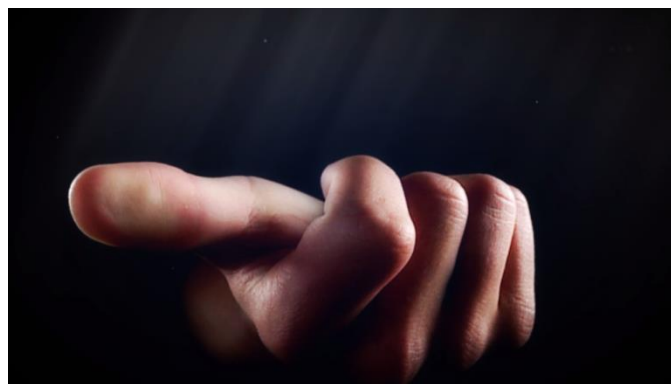
BDD is a highly descriptive living design document which exists throughout the timeline of brand development .it is always evolving with the development runtime. Brand design document enlists all the requirements, planning, procedures in a well documentation which is very essential in the collaboration between new comer students.

#### 3.3 Theme:

Theme is very important for branding .without theme there would not be any consistency .it sets the definition and structure of any production whether it’s a branding or not. Theme defines the mood and aesthetic of a branding. it can be 2D and 3D motion or non-motion. My theme type is motion and 2D and hologram base.

#### 3.4 Camera work:

In this project I create a hand hologram feature. For this I need to shoot first hand process .i capture it in my DSLR camera and after that I make its hologram.



*Figure 7*



### 3.5 Creating Hologram

in after effect i make hand hologram with this hologram I want to focus our department Crouse .and try to make id extraordinary .

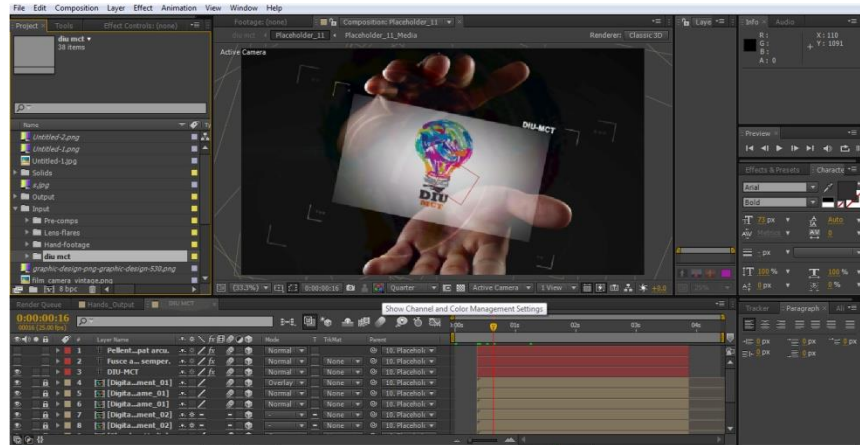


Figure 8



Figure 9



### 3.6 Photo slide show design:

Photo slideshow made for show our work output. In after effect has lot of camera and 3d use for this slideshow.

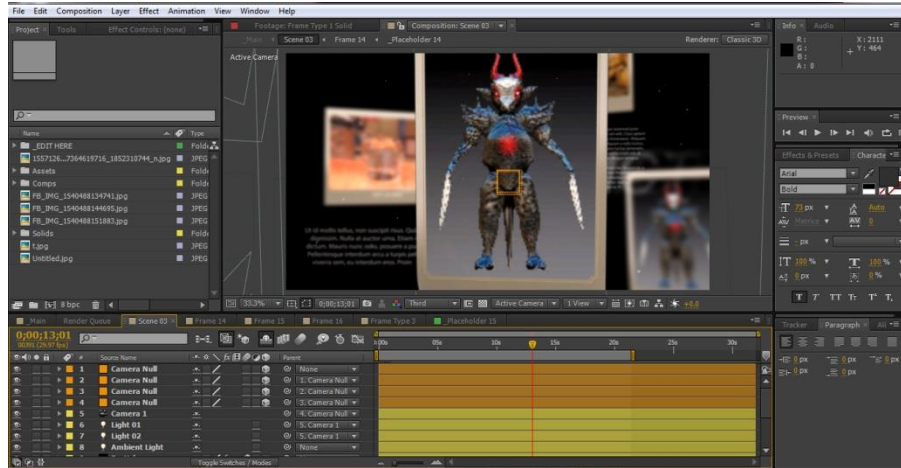


Figure 10



Figure 11

### 3.7 Software use:

1. Photoshop
2. Illustrator
3. Premier pro
4. Aftereffect [2]



*Figure 12*





## Chapter 4

### Presentation of the project

#### Topics

Why new students take admission in Daffodil multimedia and creative technology

What is the future of MCT?

#### Why new students take admission in MCT?

Daffodil multimedia is a new developing department .for this challenging century MCT is the best choice of new student. It's a developing sector .in this time without multimedia life is impossible .every ware is multimedia. [3]

##### 1. Challenging

It's a very challenging profession

##### 2. Outsourcing

You can earn money easily

##### 3.Lot of job source

Developing sector so in this time not enough qualified person so if graduate can take a job easily

##### 4. Smart profession

It's a smart a profession

##### 5, Creative sector

MCT is a home of creativity

## What is the future of MCT?

MCT have a bright future .multimedia means all kind of media include here such as..

### 1. Film making



*Figure 13*

### 2.3D animation



*Figure 14*

### 3. Graphic design



*Figure 15*

### 4. Game development



*Figure 16*

## 5.VFX



*Figure 17*

Bangladesh very fast growing up .and very fast develops this industry .after complete graduation there have lot of job sector. Our department have already lot o student who doing part time job and outsourcing.

So Daffodil multimedia have bright future.[3]



## Conclusion

The final project was the final outcome that we have learned in 4 years of our Bachelor course. There is different section that someone can master in this department. I took this project is the result of my final output.

I used Adobe Illustrator for the design and Adobe After Effect for compositing and rendering a documentary.

During development of our project, I faced the lake with different problems in making design, editing and technical problem. I try to have enough to make more beautiful design. The main challenge o this project works I try to more standard by every design.

There will be a lot of impact in the educational sector of this project. For example, the students of any background can create or develop a brand.

Lastly I want to say that branding is an art. It has to be good experienced.



## Reference

- (16 OCT 2018) Retrieved NOVEMBER 17, 2018, from <http://mct.daffodilvarsity.edu.bd/>[1]
- (16 OCT 2018) Retrieved NOVEMBER 18, 2018, <http://mct.daffodilvarsity.edu.bd/about/message-from-head.html>[2]
- (18 OCT 2018) Retrieved NOVEMBER 19, 2018, <http://mct.daffodilvarsity.edu.bd/about/program-goal.html>[3]
- (19 OCT 2018) Retrieved NOVEMBER 20, 2018, <http://www.businessdictionary.com/definition/branding.html>[4]
- (20 OCT 2018) Retrieved NOVEMBER 21, 2018, <https://www.targetprocess.com/guide/entity-types/projects-and-teams/project-team-workflow-overview/>[5]