Internship Report On

Motion Designer in creative department of Prochito IMC LTD.

By

M. Asif Rahman

(151-35-1020)

A Internship submitted in partial fulfillment of the requirement for the degree of

Bachelor of Science in Software Engineering

Department of Software Engineering
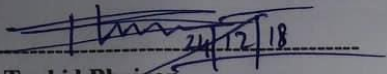**DAFFODIL INTERNATIONAL UNIVERSITY**

Fall – 2018

APPROVAL

APPROVAL

This **Internship** titled "**Motion Designer In creative department of Prochito IMC LTD.**", submitted by **M. Asif Rahman, ID: 151-35-1020** to the Department of Software Engineering, Daffodil International University has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc in Software Engineering and approved as to its style and contents.
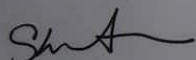
BOARD OF EXAMINERS

--   **Chairman**

Dr. Touhid Bhuiyan
Professor and Head
Department of Software Engineering
Faculty of Science and Information Technology
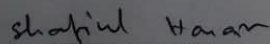Daffodil International University

--   **Internal Examiner 1**

Mohammad Khaled Sohel
Assistant Professor
Department of Software Engineering
Faculty of Science and Information Technology
Daffodil International University

--   **Internal Examiner 2**

Md. Shohel Arman
Lecturer
Department of Software Engineering
Faculty of Science and Information Technology
Daffodil International University

--   **External Examiner**

Mr. Shafiul Hasan
Managing Director
Vivacom Solution, Dhaka

DECLARATION

DECLARATION

We hereby declare that we have taken this thesis under the supervision of **Ms. Syeda Sumbul Hossain**, Lecturer, **Department of Software Engineering, Daffodil International University**. We also declare that neither this Internship nor any part of this has been submitted elsewhere for award of any degree.

M. Asif Rahman

Student Name: M. Asif Rahman
ID: 151-35-1020
Batch : 16th
Department of Software Engineering
Faculty of Science & Information Technology
Daffodil International University

Certified by:

24.12.2018

Syeda Sumbul Hossain

Lecturer

Department of Software Engineering

Faculty of Science & Information Technology

Daffodil International University

iii

LETTER OF TRANSMITTAL

Dec 02, 2018

To

Ms. SyedaSumbul Hossain

Lecturer

Department of Software Engineering

Daffodil International University

Subject: Submission of the Internship Report.

I am submitting my internship report on "Motion Designer In creative department of Prochito IMC" as it is a partial requirement of the internship course under SWE program.

I would like to thank you for assigning this report as it provided me the opportunity to venture into the real life scenario and broaden my understanding on the Administration system of a company. I hope that my work comes up to the level of your expectation.

It will be my pleasure to answer any queries you have.

Sincerely Yours,

M. Asif Rahman

ID: 151-35-1020

Department of Software Engineering

ACKNOWLEDGEMENT

The achievement of this Internship report is for the association of number of individuals without whom it would have been extreme enough for me to achieve. It is troublesome for me to thank every one of those individuals who have some commitment in this report. Be that as it may, there are some extraordinary individuals those are must to be referenced. As a matter of first importance, I might want to thank my fair Dr. TouhidBhuiyan, dept. head of Software Engineering, DIU. I am appreciative to him for his constant help, supervision and recommendation and giving me important data that was particularly required for me to finish this report. At that point, I offer my earnest thanks to Ms. SyedaSumbul Hossain, Senior Lecturer, dept. of SWE, DIU for her supervision and her earnest help. I was additionally always bolstered by a portion of my decent instructor of my workforce who showed me diverse parts of the division. I am exceptionally appreciative to every one of the general population who made this report conceivable. Finally, I might want to state that from this temporary position program I trust the experience that is accumulated will help me later on.

EXECUTIVE SUMMARY

As part satisfaction of my Internship I picked this stage since I figure this could satisfy my energy and it will give a constructive outcome on my future. I am exceptionally grateful to Prochito IMC on the grounds that they have allowed the chance to me.

Prochito IMC is a standout amongst other corporate office of Bangladesh. They have pretty much every stage of the cutting edge age. They collaborate with their customer compassionate. To carry out such responsibilities there are techniques and frameworks that should be pursued which brings about managing basic circumstances and to bring any progressions requires endorsement from the best administration. While doing entry level position in this association I have adapted such techniques and frameworks and discovered couple of basic issues.

Working in the imaginative division of an IMC extremely troublesome particularly which comprise of various individuals. Be that as it may, generally speaking it was a decent affair working with the stuff for such association which is continually attempting to give better administrations to their customers.

©Daffodil International University

Table of Contents

©Daffodil International University

LIST OF TABLE

LIST OF FIGURE

©Daffodil International University

CHAPTER 1: INTRODUCTION

1.1   Background

Presently a-days world is getting to be computerized step by step. This digitization is predominantly founded on some significant things like as IT, Digital checking, video or motion picture stamping. Everything is grow up dependent on online site like as web based preparing, internet advertising, online market and so on. For this, movement altering is currently turned into an incredible profession. That is the reason I am in motion designer now.

Figure 1: Prochito IMC Logo

1.2   Motivation

I like seeing movies. Form different kind of movies I like the animation movies most. When I admitted DIU, I was looking how animation movies made. Then I decided how can I make it. For this reason, mainly I come into this platform. Then, I contacted with my department head how I can do this. He advised me to contact with the head of MCT department. Then I contact with Dr. Shaikh Muhammad Allayear sir. Through his advice I started my journey.

1.3 Objectives

1.3.1 Broad Objective

To discover how Integrated Video Marketing Communication and advancement attempts to make mark mindfulness.

1.3.2 Specific Objectives

- To discover how IMC is related to brand correspondence and its viability.
- To discover how Prochito IMC satisfy the necessities of their customers.
- To figure out how an association keeps up its workplace.
- To know how an association offers help administrations to its representatives.
- To realize how to keep up Administrative archives.
- To increment my insight into the corporate culture

1.4 Scope

Based on my motion editing topic, I think that the practical works that I have done is good enough for the findings of my study. I have collected the requirement from the office. I have also recharge articles and some other way to know about the study of these area more.

CHAPTER 2: COMPANY OVERVIEW

2.1   About

Prochito IMC Communications are all about creating new ideas to deliver messages to the audiences in a clear, concise and intelligible way. The services that Prochito gives are IT solutions, Designing, Printing, TVC/RDC making, Outdoor advertising, Event Management, Market Survey, Media Buying, Press Release, Digital Marketing etc.

2.1 1   Mission & Vision

In this constantly changing business world, our mission is to create communication that stand out from the crowd, to create communications that work and to create brand images that help products or services to find the right positioning in the marketplace.Prochito IMC Limited is a fully integrated marketing communications agency which has a vision to bring new dimensions in contemporary style of communications.

2.1.2   History

Prochito IMC Limited is a 360' integrated marketing communications agency, which is thriving in Advertisement & Media sector of our country for last 17 years.

They started their journey to the world of advertising in 1998. Since then they geared there selves up for endurance in flying the way to success. Prochito is Bangla for gathered, collected or accumulated. Relating with this nature, they have taken honeybee as there corporate symbol, which happens to gather or accumulate the purest of food found in the nature, the honey.

2.1.3 Location

Tower Hamlet (8th Floor)

16, Kemal Ataturk Avenue,

Banani, Dhaka-1213, Bangladesh.

Phone: +02-9820011, +02-9820081-2

Email: info@prochito.com

Here I have added Google Map of my company on figure 02.

Figure 2: Prochito IMC location map

2.1.4 Management

Here I have added organogram of my company on figure 03.
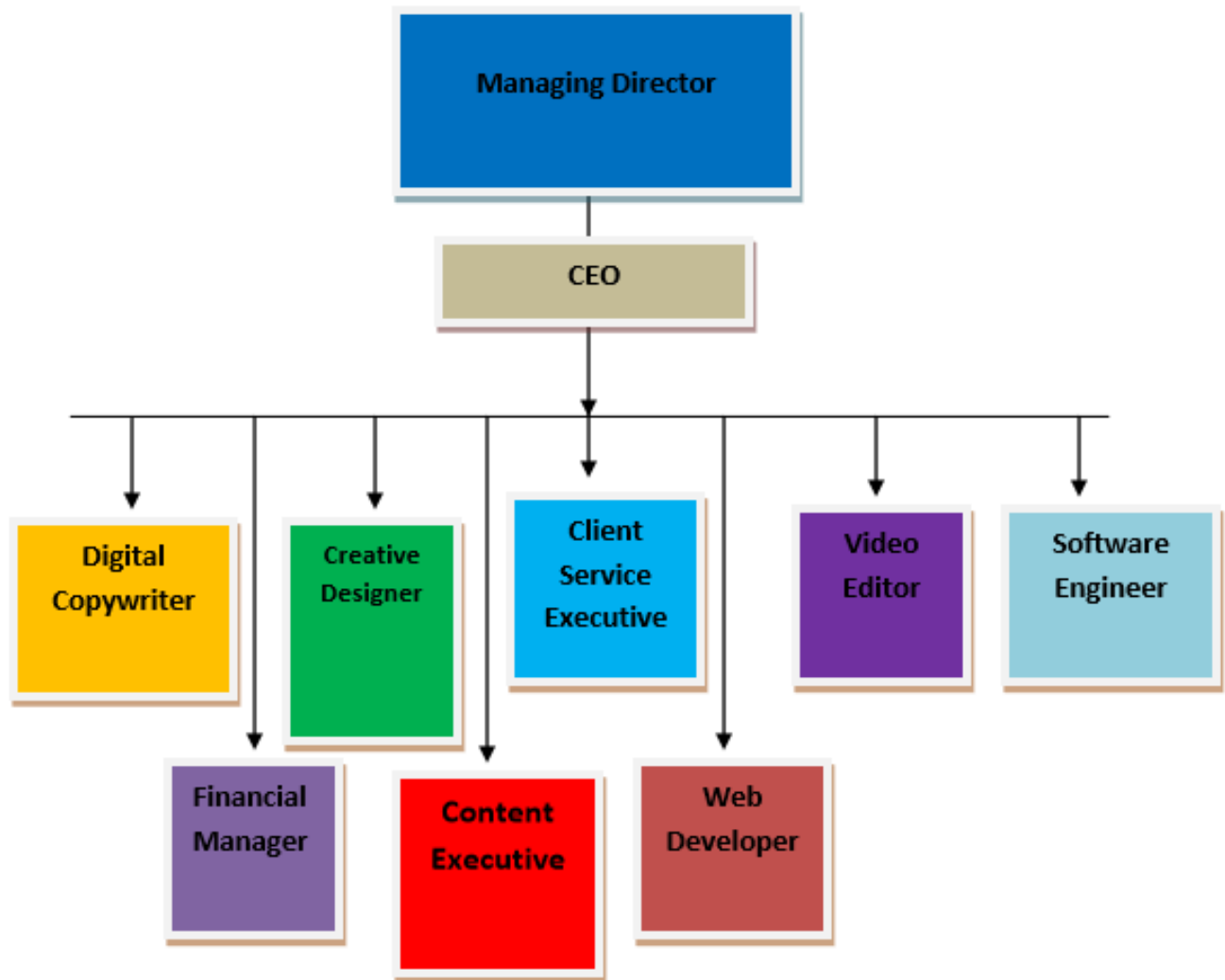
Figure 3: Prochito IMC management organogram

2.1.5 Group Office

Prochito IMC Ltd. Celebrated with other four company.

1. Reach Digital Communication
2. Prochito Holidays
3. RodosheeMagazine
4. Prochito ITS

Here I have added other company logo on figure 04.

Figure 4: Group Office logo

2.2   Products

Prochito integrated marketing communications ltd. Give this type of service:Designing, Printing, TC/RDC Making, Outdoor Advertising, Event Managerment, Market Survey, Media Buying, Digital Markting, Web Development. Here I have added my company product element on figure 05.
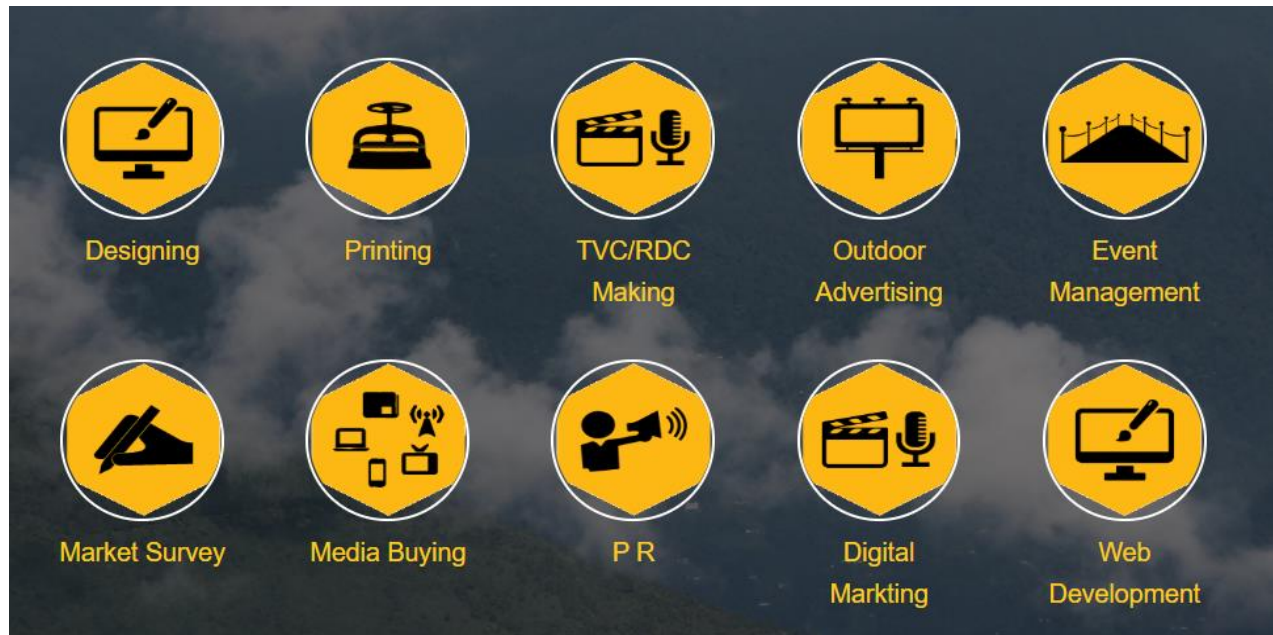
Figure 5: Product Element

2.3   Clients

The clients of Prochito IMC are AIUB, American Dairy ltd, GDS Chemical, Bank Asia, British Council, Dutch Bangla bank, FSIB, Asian Town, Meena Bazar, Popular life insurance company limited, Rich, Uttara motors, Edilson group, Shah cement, Holcim, Abulkhair group, Trust Bank, Midland bank, Raymond and Abdul Monem(Igloo), Akij Motors Ltd, Amin Mohammad Group, Asset Development Ltd, AtishDepankar University, Beacon Point, Chemlube Ltd, City Bank Ltd, Exim Bank Ltd, Laser Treat, Meena Sweets, Suzuki(Rangs), Tanveer Food Ltd, Midland Bank Ltd, Trust Bank, The jungle restaurant and café, Mutual Trust Bank Ltd, Independent University Bangladesh and so on.Here I have added my company'sClient brand logoon figure 06.

Figure 6: Client brand logo

2.4   Summary

Prochito has been involved in multifarious advertising and promotional works since 1998. They develop communication strategies both for ATL and BTL audiences. Over the period of time, they had worked with various leading companies of the country and our client roster is still growing.

CHAPTER 3: COMPANY CULTURE AND CARRYING OUT

3.1 Section Overview

Prochito work force is comprised by unique thinkers from creative department, effective communicators from client service, resourceful campaigners from Media department and all-time active fast movers from events and activation.

- Managing Director
- CEO
- Digital Copywriter
- Creative
    1. Director
    2. Graphics Art Designer
    3. Motion Graphics Designer
    4. Visualizer
- Software Engineer
    1. Project Manager
    2. Database Engineer
    3. Software Tester
    4. Python Developer
    5. PHP Developer
    6. .Net Developer
    7. UX/UI Designer
- Admin
    1. Account
    2. Client Service
    3. Event manager
- Financial Manager
- Content Executive
    1. Content Writer

©Daffodil International University

3.2 Working Team

I am currently in at Prochito IMC ltd. in the department of creative as an intern. There are 2 character artists, 1 magazine designer, 2 graphics designers and 1 motion designer in my department.

3.3 Working Environment

In every organization satisfaction of employees to their job is very important to maximize the productivity and that is maintained at Prochito IMC Limited. The environment here is very comfortable and friendly. The total work environment of Prochito IMC ltd is very good. Friendly communication and understanding between highly experienced and resourceful employees that help everybody to develop their skill and productivity.

3.3.1 Rules & Regulations

- Every member must have to give self-figure print when inter in the office.
- For requirement collection, need to fill up a form.
- At work in the office is not allowed to join any other workplace.
- Needs to apply at least two months prior to leaving the job.
- There is no rule to go outside during the office.
- If anyone want to go outside, must need admin approval.
- If without any reason if anyone remain absent, his/her salary will be narrowed.
- For adjournment need to get an approval from who is on duty.
- Every worker need to keep official confidentiality.

3.3.2 Handling Clients

Prochito integrated marketing communications limited flow this clients handling system. Here I have added other company's Clients handling flow chart on figure 07.

```
                    ┌─────────────────────┐
                    │    Client Brief     │
                    └─────────────────────┘
                              │
                              ▼
                    ┌─────────────────────┐
                    │ The brand positioning│
                    │Research, analysis, Findings│
                    └─────────────────────┘
                              │
                              ▼
                    ┌─────────────────────┐
                    │   Market research   │
                    └─────────────────────┘
                              │
                              ▼
                    ┌─────────────────────┐
                    │   Creative brief    │
                    └─────────────────────┘
                              │
                              ▼
                    ┌─────────────────────┐
                    │  Job plan and tactics │
                    └─────────────────────┘
                              │
                              ▼
                    ┌─────────────────────┐
                    │  Start-up meetings  │
                    └─────────────────────┘
                              │
                              ▼
                    ┌─────────────────────┐
                    │     Begin work      │
                    └─────────────────────┘
        ┌───────────────┬─────────┴─────────┬──────────────┐
        ▼               ▼                   ▼
┌──────────────┐ ┌──────────────┐  ┌──────────────┐
│Creative conception│ │Revised old project│ │ Plan the media │
└──────────────┘ └──────────────┘  └──────────────┘
        └───────────────┼───────────────────┘
                        ▼
              ┌─────────────────────┐
              │ Create the creative │
              └─────────────────────┘
                        │
                        ▼
              ┌─────────────────────┐
              │  Schedule the media │
              └─────────────────────┘
                        │
                        ▼
              ┌─────────────────────┐
              │      Produce        │
              └─────────────────────┘
                        │
                        ▼
              ┌─────────────────────┐
              │        Bill         │
              └─────────────────────┘
```
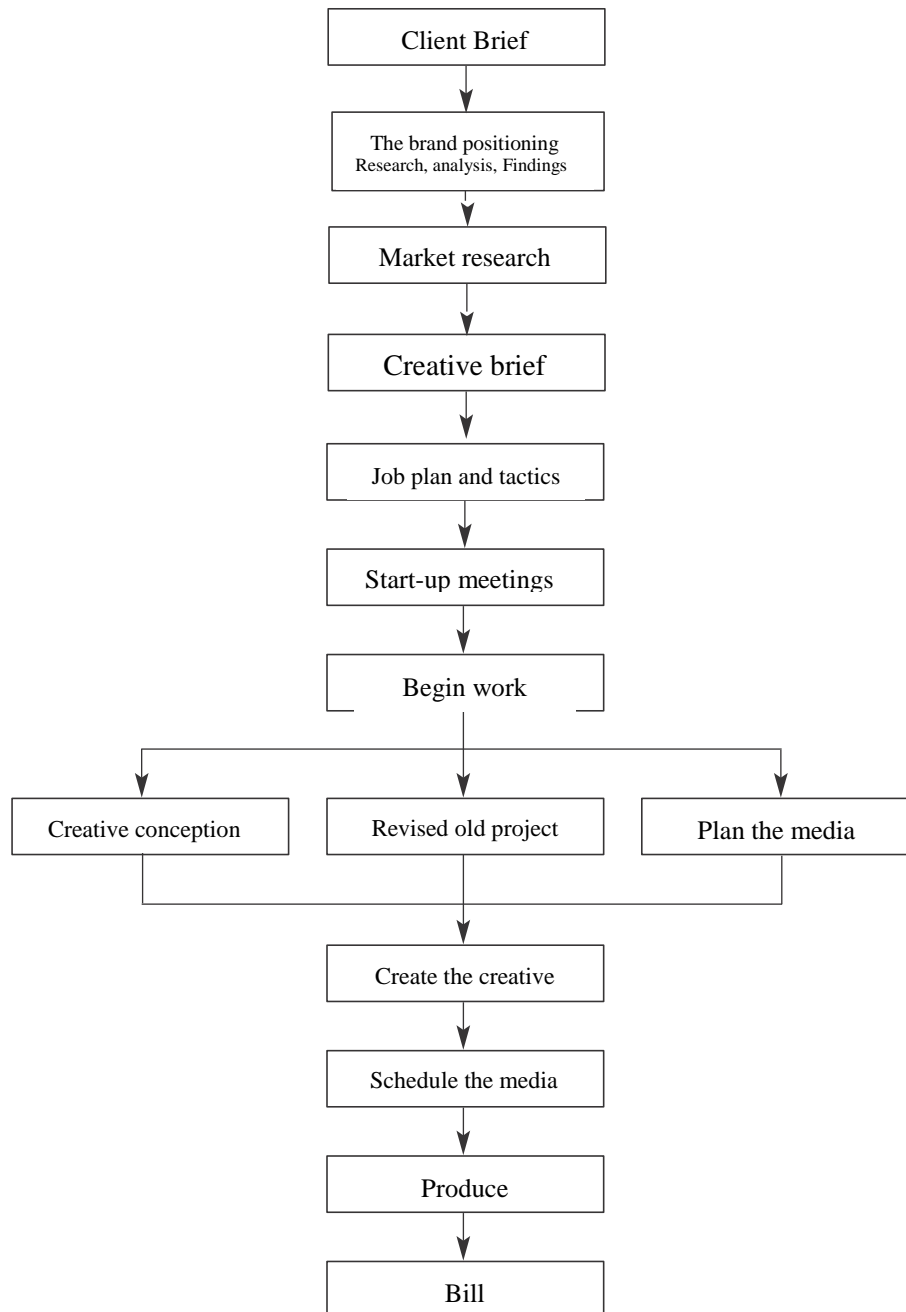
Figure 7: Client handling flowchart

3.3.3 Facilities

1. Comfort workplace.

2. Tea or coffee break after wares three hour for refreshment.

3. Salary increment after wares sis month.

3.4 Intern Life Cycle

For the new internee, the company first give the intern circular. By checking documents, giving them the opportunity to internship through an interview.The company will ensure the transport bill and lunch of interns. Ensure a well trainer for every intern.

3.4.1 Recruiting Policies

- By highly reference.
- By BD jobs platform.
- And their internal media.

3.4.2 Professional Environment

Though they are very friendly but the office environment is very much professional.

3.5 First Day at Office

I have been started my internship at 1st September, 2018. My IMC Admin addressing me to all employee's as a new intern. That time my creative head took me to their creative team as a junior motion editor. I was pleased that day to all of them. They were very helpful, caring and friendly.

CHAPTER 4: TECHNOLOGY EMPLOYING

4.1 Fundamental Technologies

- Windows platform
- Adobe Visualising
- Cloud Computing
- Data analysis

4.2 Technology in Use

Programming Languages: Java, C#, C++, C, and more

Server Side Scripting Language: Python, PHP, JSP, ASP

Front-end Technologies: HTML5, CSS3, Bootstrap, Javascript, JQuery, AngularJS, Karma, Jasmin, Protractor, Grunt, Glup, NPM, and more

Web Server: IIS, Apache, Tomcat, Jetty, Glassfish, and more

Other Servers: Mail Server: Postfix, Sendmail, Apache James

Frameworks: Spring-Core, Spring MVC, Spring-Security, Spring-Data, ORM, Entity Framework, SLF4J, Jackson, Apache Camel, ActiveMQ, Laravel, .Net, LINQ,

Testing Tools: Selenium, JUnit, JMeter

Software test Management Tools: Mantis

Project Management Framework and Tools: PMP, MS Project o Software Model Designing Tools: MS Visio, Visual Paradigm Reporting Frameworks and Tools: Jasper Reports, Crystal Reports, Apache POI

Scrum Software Development Methodology and Tool: Agile, iceScrum

Cloud Computing Platform: Amazon Web Services (AWS), Heroku, Azure

Database Engines & APIs: Oracle, MSSQL server, Postgresql, MySQL, ODBC, JDBC

Data Transportation Structure: XML, Json and more

Version Control System: Git, TFS

Creative Visualising: Photoshop, Illustrator, After Effect, Premier pro

CHAPTER 5: PROJECT EXERTION

5.1 Training Knowledge Sharing

The work of our Creative Department was going on test scoring for TV news broadcasting when I started my internship. My creative head gave me ideas about Tex Animation and Moving. I started taking the idea on it in the first week and then I did the text key frame of that running project.This was my first job with IMC. Later on, I did another two-project myself, a Thailand attraction motion video and travel America motion video for advisement.

5.2 Prochito ITS Motion Art

Text and shape animation video project for Amujamu tour booking website. It should show 2 demos. One is simple text animation and another about art animation. This work can be used by a company as a digitalized sign for their own identification. Here I added some project output on figure 08.

Figure 8: Project Output

5.2.1   Project Requirements

- Video duration 15 second.
- Kiosk format 1080*1920 size.
- Fixed contact number, web and mail address under the animation.
- Pop Up the Prochito ITS branding logo.
- Earth, laptop and Arrow Art.
- Earth rotation three second.
- Showing all Expertise sign.
- Showing Prochito ITS some excusive project.
- Use motion background.
- Last 3 second fixed for company information.
- Always move all attribute

5.2.2   Solution Providing

They were provided this project solution by maintaining some steps. These are given below:

- Project Planning
- Project Design
- Development
- Testing
- Launch

5.2.3   Challenges

- Short time key frame adding
- Making motion background
- All Expertise sign added only one page
- QuickTime rendering process

5.2.4   Technical Findings

Face a problem when I was try to my project play on kiosk. Kiosk maintain other video sharing apps, this type of apps can't handle high sizes video file.

16

5.2.5 Completion & Delivery

After three week, I completed this project though it was live with some modification, then continuously new modification has been released after completion. Finally, I released the full and final video in October, 2018.

5.3 DIU Software Department Motion Art

I made Motion Video template for Daffodil International University official website. It will present all the activities of our Software Department. Here I added some project output on figure 09.

©Daffodil International University

Figure 9: Project Output

5.3.1 Project Purpose

This is the After Effect template. We have to search our web site for all information related to the software department of Daffodil University, but we can't collect many updated news at the right time because we can't always check every news of the web. As a result, those who are going to be new students have a tendency to get many wrong ideas. This template was originally designed to be easily available for all types of activation updates via 2D visualization.

5.3.2 Background

In this visualization, I have tried to see how very easily all the activities of our department are presented to all web users in very short time. Which will make our software department very beautiful present among all.

5.3.3 Benefits & beneficiaries

- This is the best medium for digital marketing.
- In a short time all visitors will be able to know about our software department.
- Easily customize and update the future.
- Easy way to visualization all department photo gallery.

5.3.4 Stakeholders

In our system there are two types of stakeholders who directly or indirectly involve our system.

Internal stakeholders:Motion Editor

External stakeholders:Visitor

5.3.5 Project schedule

Full fill the required requirements and complete the project in time I maintain project schedule. I make a project schedule to complete the project properly in time.

©Daffodil International University

5.3.6 Gantt Chart

I start this project o5 September and it's finally finished 24th December. Here I have added my project Ganttchart on figure 10.

Figure 10: Gantt chart
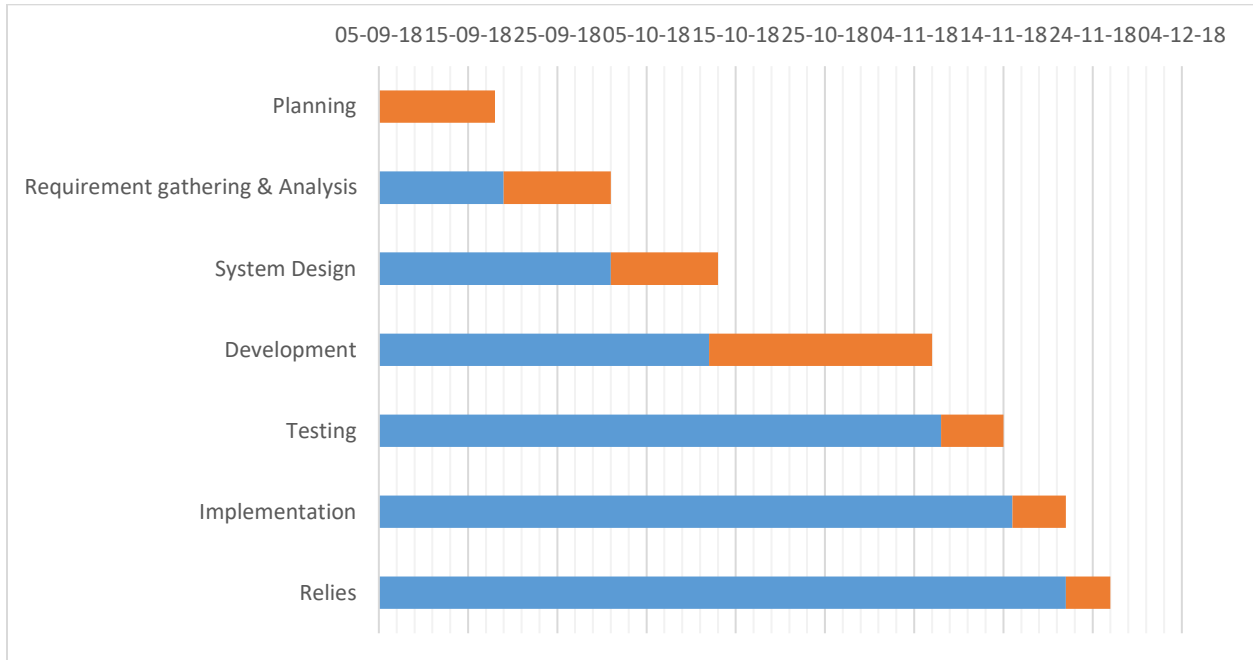
5.3.7 Project Requirement

Requisite analysis is the process of identifying the utilizer contentment in the most consequential part of project management.

When I cull this project, I contemplated some concrete software requisite like

- Who is the stakeholder of this project?
- Is this subsidiary for them or not?
- Functional or non-functional requisites.
- Maintenance of the system.

5.3.8 Functional Requirements

Table 1: Functional Requirements

Fr-01	Editor And Visitor
Description	There are two types of user, Editor and Visitor. Visitor only can see this motion interface. Editor add any type of video frottage, image and text.
Stakeholders	Visitor, Editor

5.3.9 Data Requirements

Table 2: Data Requirements

Fr-02	Editor
Description	Editor add specific some data formats (mp4, AVI, H261, PNG, JPG)
Stakeholders	Editor

5.3.10 Performance Requirements

It is very compulsory to maintain the project performance. In order to ensure better performance, this project must meet certain requirements that offer better performance.

5.3.10.1 Speed and Latency Requirements

Table 3: Speed and Latency Requirements

SLR-01	System speed will be faster
Description	When Editor change or add any type of frottage or image file this time must be need a high configuration operating system that's can be easily handle or run After Effect Application
Stakeholders	Editor

5.3.10.2 Precious or Accuracy Requirements

System have to confirm the Legibility and Accuracy of the data.

Table 4: Precious or Accuracy Requirements

AR-01	Data accuracy
Description	The input data should be correct and right pattern data, otherwise the input field show error message.
Stakeholders	Editor

5.3.10.3 Reliability Requirements

Table 5: Reliability Requirements

No	Description	Priority
RR01	All data should collect from University by permission and by accepting privacy policy	Low
RR02	No one can use Editing Frottage for any other purpose except system needs.	Low

5.3.10.4 Availability Requirements

Table 6: Availability Requirements

No	Description	Priority
AR01	The system should work all the time	Medium
AR02	The system should provide the all frottage place hold	Low

5.3.10.5 Maintenance Requirements

Table 7: Maintenance Requirements

No	Description	Priority

MR01	The system maintenance should be quick.	Low

5.3.10.6 Supportability Requirements

Table 8: Supportability Requirements

No	Description	Priority
SR01	The system should support latest windows 10, 8.1, 8, 7	Low

5.3.10.7 Adaptability Requirements

Table 9: Adaptability Requirements

No	Description	Priority
AR01	The system should adapt all upgrading version and time.	Low

5.3.10.8 Appearance Requirements

Table 10: Appearance Requirements

No	Description	Priority
AR01	The Motion interface must be attractive.	High
AR02	The Motion interface must be Visitor friendly.	Medium
AR03	The Motion interface must be Visitor interactive with Visitor experiences.	High

5.3.10.9 Style Requirements

Table 11: Style Requirements

©Daffodil International University

No	Description	Priority
SR01	The interface color should be material.	High

CHAPTER 6: EXPERIENCE AND ACHIEVEMENTS

6.1. Technological Enhancement

- After Effect CC 18
- Premiere Pro CC 17
- 3D Lut Creator
- Light Room
- Photoshop CC 2017
- Illustrator CC 2017

6.2 Non-Technical Growth (Soft Skills)

6.2.1 Communication:

Communication skill is an important aspect of leadership. I enrich my communication skill from my colleagues, I learned how to explain complex issues to colleagues and clients

6.2.2 Responsibility:

Punctuality was an important aspect of my entire internship phase. As most of my friends know me different in case of punctuality but at my Internship I was very much punctual.

6.2.3 Team Work:

Like a leadership, teamwork involves a combination of other soft skills. Working in a team with a common goal is the key to success which is understand when I worked in our team.

6.2.4 Self Confidence:

At the starting of my internship, I was less confident than as I am now. During Internship period, I was given some tasks. I completed all of them by my own. At the beginning of the beginning I made so many mistakes but from the mistakes I learned more and I can assure that same mistakes won't be repeated.

6.3 Achievements

What I have achieved from Prochito IMC ltd during my internship period can be summarized by following:

- I learned How was the real world task was actually executed in this sector and What actual professionalism means.
- I was learning how to work Real life project and Challenges and how to created Planning and facing Negotiations and Patience.
- My best achievement from this company to get an appointment letter to join this company as a Motion Designer. I really pleased with this company.

CHAPTER 7: CONCLUSIONS AND RECOMMENDATIONS

To conclude, I would like to say that, the experience and learning I have gathered from the whole internship program with Prochito IMC Ltd. was really important for me and I enjoyed the whole thing from the first day of my internship program. This internship program assisted me a lot to realize further for the coming future of mine. This study was utterly indicative for my future career. During the long three months program, I have observed the overall activity of an IMC company and I have acquired plenty of understanding about those. I had great scope to match my theoretical knowledge with practical motion editor.

REFERENCES

1. [Company Details Info] https://clutch.co/profile/prochito-imc
    [Access: Sep 18 2018]
2. [Company Details Info] http://www.prochitoimc.com
    [Access: Sep 18 2018]

3. [Group Company Details Info] http://its.prochito.com

    [Access: Sep 18 2018]

4. [About Soft Skill Knowledge]https://www.thebalancecareers.com/list-of-soft-skills-2063770

    [Access: Nov 22 2018]

1. [About Soft Skill Knowledge] https://www.wikijob.co.uk/content/interview-advice/competencies/soft-skills

    [Access: Nov 22 2018]

2. [About Internship Knowledge]
    https://www.wikijob.co.uk/content/internships/advice/what-internship

    [Access: Nov 22 2018]