



Internship Report



Submitted To:

Anayetur Rahman

Lecturer

Department of Journalism & Mass Communication
Daffodil International University

Submitted By:

Kazi Ahmed Newaj

Department of Journalism & Mass Communication
Daffodil International University

DIU-ID: 162-24-555

COURSE: INTERNSHIP | SPRING 2021



Internship Report On
My Experience of Working at the



As an Assistant Director

Prepared By

Kazi Ahmed Newaj

ID: 162-24-555

Department of Journalism & Mass Communication
Daffodil International University

Supervised By

Anayetur Rahman

Lecturer

Department of Journalism & Mass Communication
Daffodil International University

Date of Submission: 15 April 2021

Letter of Transmittal

15 April, 2021

Anayetur Rahman

Lecturer

Department of Journalism & Mass Communication

Daffodil International University, Dhaka

Subject: Submission of an Internship Report for the completing of BSS Program.

Dear Sir,

It is a great pleasure for me to present my Internship report paper for fulfillment of BSS (Hons.) in Journalism and Mass Communication. I am completing my internship at EDGE INC. as an Assistant Director. For completing my Bachelor of Social Science Degree, I got this as my assignment. In this report I Concentrate my best to present it.

I am glad to inform you that, I have completed my 10 weeks of Internship at EDGE INC. under the supervision of MD. Saif Hassan. I was a great experience for me to work at EDGE INC.

I am extremely grateful to you for your guidance on this report. I would be grateful if you kindly go through my report and evaluate my performance

Sincerely,

Kazi Ahmed Newaj

ID: 162-24-555

Department of Journalism & Mass Communication

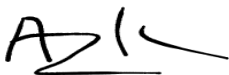
Daffodil International University, Dhaka.

Letter of Approval

This is to certify that Kazi Ahmed Newaj, ID: 162-24-555, has successfully completed internship during the semester Spring 2021 as assistant director at EDGE Inc. I have played the role of academic supervisor during his internship. He has submitted the “Internship Report on Working as Assistant Director at EDGE Inc”.

The internship has been undertaken in partial fulfillment of the requirements for the degree of Bachelor of Social Science (BSS) in Journalism and Mass Communication at Daffodil International University.

I wish him all the success!



.....
Anayetur Rahaman
Lecturer
Department of Journalism and Mass
Communication Daffodil International
University

Letter from Agency

Flat 406, 1-A/B, House 406, Road
6, Avenue 3, Mirpur DOHS
Dhaka.

29 March 2021

TO WHOM IT MAY CONCERN

This is to certify that Kazi Ahmed Newaj (Student ID: 162-24-555), Department of Journalism and Mass communication of Daffodil International University has completed his internship at EDGE Inc.

He worked here from 16th January 2021 to 29 March 2021. He was assigned in as an Assistant Art Director. Learn overall skill and gain knowledge. The feedback receive from his colleague and other staffs are very positive about his activities. He was on time and always shown keen interest to learn. During shoot time he plays a great role as an assistant art director. His attitude towards work was lauded by all in the office.



Handwritten signature and date: 29-03-21

Md Saif Hassan
Managing Director
EDGE Inc.
01714-233284



Acknowledgement

All glory is due to Allah, the most merciful and beneficent, who made and gave us the power to think.

I would like to thank Mr. Anayetur Rahman, a faculty member at Daffodil International University's Department of Journalism and Mass Communication, for directing me during the process.

The study contains pertinent material, explanations, statistical data, and recommendations related to the 10-week internship program that I completed. It would never be possible without a lot of hard work and a lot of knowledge from various sources. As a result, it is important to thank them all from the bottom of your heart. I'd like to express my gratitude to Md.Saif Hassan, the managing director.

I would not have been able to complete such an internship study without their kind assistance and advice. That is why I am extremely grateful to each and every one of them.



Kazi Ahmed Newaj

ID: 162-24-555

Batch: 28th

Department of Journalism & Mass Communication

Daffodil International University

Dedication

I would like to dedicate my family person and Teacher and my Office collogue, who have helps me to each and every situation. Without their support and help I would never capable to come this far.

Executive summary

This Industry which I selected for completing my internship is working on Photography advertising. Edge Inc. cover most of the time Clothing brand shoot, food photography for food app and restaurant and capturing architectural photography for resorts and hotel for their promotion. So, there are huge scope of learning and building my career in this industry and I decided to complete my internship form a reputed agency Edge Inc.

I have gotten the opportunity to work as an intern at the Edge Inc. This report is the result of the ten weeks working experience as an intern in Edge Inc. The report is segmented by five parts. Those are given bellow:

In the chapter one, I have discussed about the Introduction, the origin of the agency and the about of the agency where I'm completing my internship.

In the chapter two, I have discussed about my internship activities. What kind of work I have been completed during this period

In the chapter three, I have discussed about what I'm learning from my internship work place and what experience I have gain.

In the chapter four, I have discussed about the evaluation of learning about my practical work, skills development, experience and my future career.

In the chapter five, I have discussed about the SWOT analysis about the agency and I have discuss about some recommendation for them, Reference and Annex

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CHAPTER ONE

Introduction



EDGE INC.
COMMERCIAL & CORPORATE PHOTOGRAPHY

1.1 What is an internship?

An internship is a professional learning practice which is related with practical work to a student's career interest and field of the study. Students get opportunities for developing their career and gain new skills. If the student shares new ideas and shows energy in his work and workplace, he/she can get an opportunity as a permanent employee.

According to the National Society for Experiential Education (NSEE) an internship is as: "a carefully monitored work or volunteer experience in which an individual has intentional learning goals and reflects actively on what he or she is learning throughout the experience"

1.2 About My Internship

I'm completing my internship as an assistant art director at EDGE Inc. after completing my degree from the department of Journalism and mass communication. I got opportunity to done my internship here for 10 weeks. During this period I learnt many workflow many kind of technique and the work patterns. In this time I work hard and growing my skills.

My workplace Supervisor was MD. Saif Hassan. He is very professional and friendly person. During my internship period he teach me a lot of think and share about the many kind of information which will be very effective in my future. He helps me to understand about the direction and so many things.

1.3 About my Workplace Supervisor

The name of my Supervisor Was Md. Saif Hassan. He is the managing director of EDGE Inc. Basically He is a Professional Commercial Photographer and also a Art Director. He always supported me and helped me when I needed any kind of assist.



He is a very well-known commercial photographer in the industry .He got many prize from exhibition and workshop. He done many clotting brand, Restaurant and resorts for their promotional Ad. As well WARAH, COLOURROSE, PINON, PARKWAY and etc.

1.4 Duration of Internship

I completed my internship by 10 weeks. I was started my internship from 16 January 2021 to 29 March 2021.

1.5 About of EDGE INC.

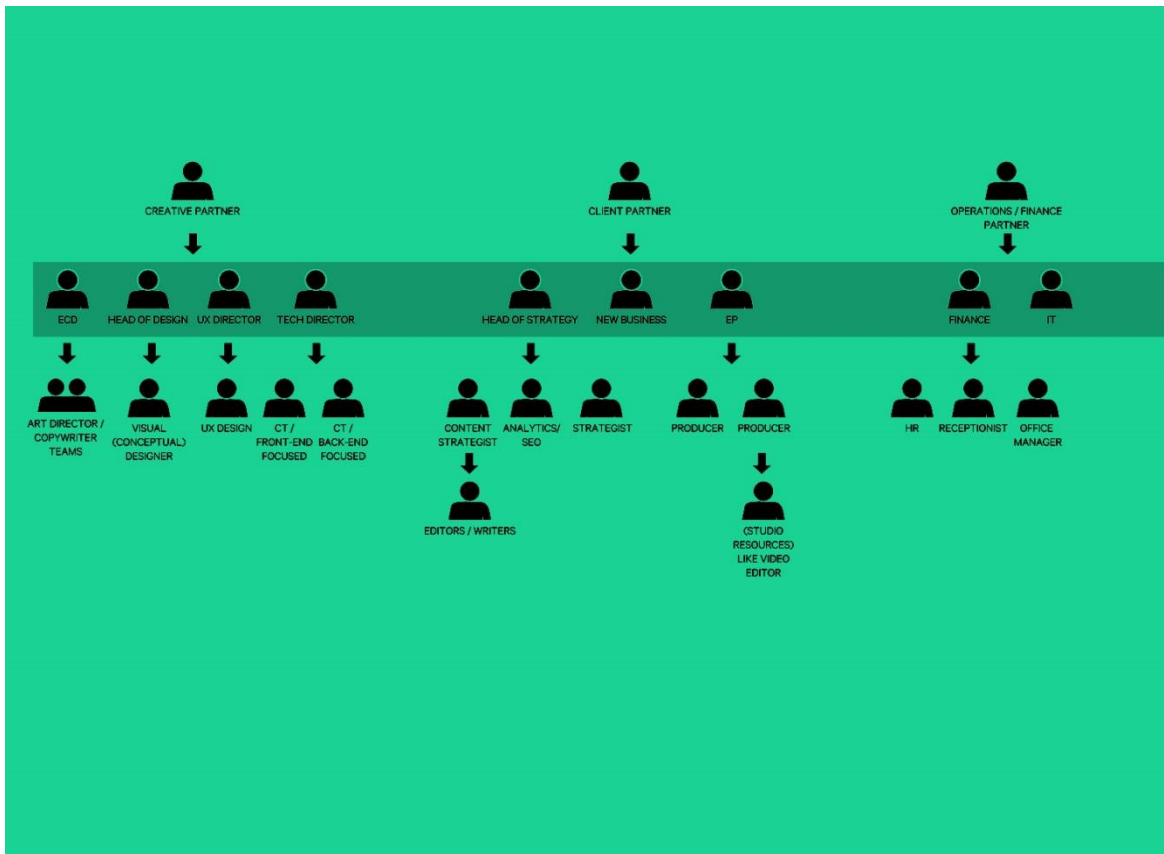
EDGE Inc. is a Photography based Advertising agency specialized in digital platform. They started their journey from 2017. In this period they did many commercial work. It located at Mirpur DOHS, House: 406, Road: 6, Avenue: 3. They have studio for commercial shoot with modern's camera devices and light setup and other instruments

1.6 Logo of EDGE INC.



EDGE INC.
COMMERCIAL & CORPORATE PHOTOGRAPHY

1.7 Organogram of Edge Inc.



CHAPTER TWO

Activities of internship



2.1 Work Log

Week	Date
1 st	16 – 22 January
2 nd	23 – 29 January
3 rd	30 January- 5 February
4 th	6 – 12 February
5 th	13 – 19 February
6 th	20 – 26 February
7 th	27 February – 5 March
8 th	6 – 12 March
9 th	13 – 19 March
10 th	20 – 26 March

2.2 List of weekly activities

First Week

- Talk with my Supervisor Md. Saif Hassan
- Communicate with others employee
- Introduce myself with others Staffs
- Getting instruction about work flow
- Getting knowledge about pre and post production.
- Learnt about Media house policy
- Instructed about the treasures or power financing

Second Week

- Meet with the Digital Equipment
- Learn how to deal with client.
- Getting knowledge about Submit Budget
- Learn about fix the budget and funding money
- Learn how to handle client
- How to operate camera
- Getting knowledge why trail shoot is needed

Third week

- Working on a Champaign
- Planning for a production
- Contract with Models
- Work with Shahnewaj Anik (Photographer) for Colourrose Valentine 21
- Understanding about Art Direction

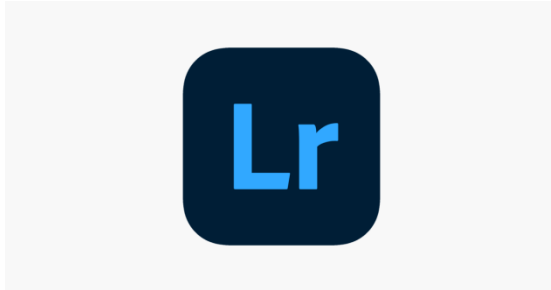
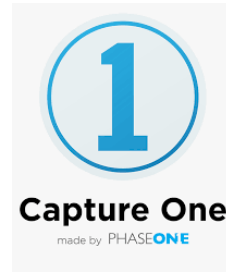


Forth Week

- Getting knowledge about types of different forming
- Visting Studio for next Campaign
- Set a planning and coordinating
- Set a design for Background
- Planning About props
- Contract with artist and Make-up man

Fifth Week

- Developing plan for next Champaign
- Meeting with client for promotional perception
- Visited Editing Panel
- Learn About Software and Plugins



Sixth Week

- Contract With Artist
- Planning and coordinate the Campaign
- Discuss with Client
- Arranging Props
- Select Artist for Shoot

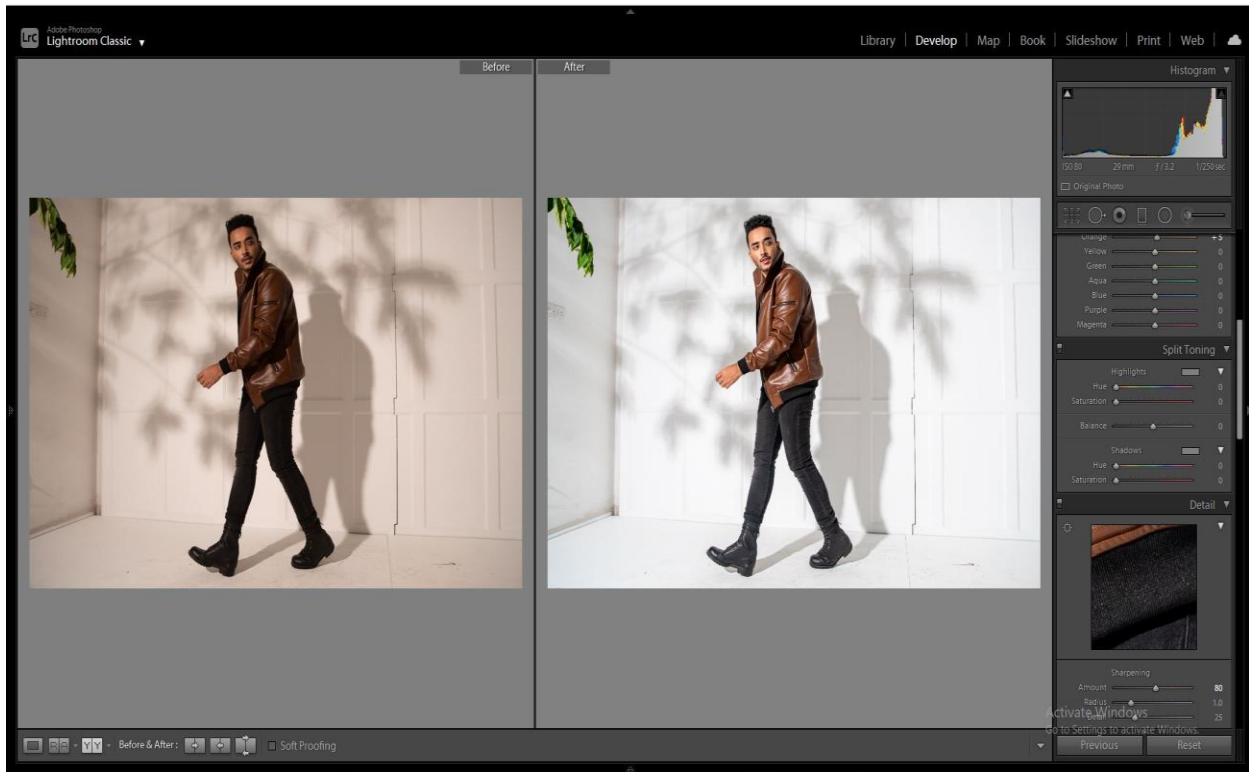
Seventh Week

- Going Shoot
- Work as a Art Direction
- Guide the pose
- Going Ranganmati For covering Resort (Architectural Photography)



Eighth Week

- Meet with Editing Panel
- Learn about Fashion Portrait Editing
- Learn about Color Grading
- Learn About Retouch a photo
- Do Editing on work Panel



Ninth Week

- Learning About video Editing
- Learning About Color Grading on video Editing
- Learning About how to use transition between changing the clip
- Practice on editing panel
- Trying to editing

Tenth Week

- Going CTG for Client : Bengal Shoe Industries Limited (BSIL)
- Covering their factory
- Product photography
- Post Processing the photo
- Doing Food Photography
- Set up the food for looks artistry

CHAPTER THREE

Learning and Experience



3.1 Gathering Knowledge

During this internship I have gathering to many knowledge about commercial photography. In this period I was working 3 fashion related photoshoot and others commercial work. From here I was getting lots of experience. It was become a great achievement to me at this time.

Through the internship period at EDGE Inc. I've gathering so many experience and knowledge. Which are

- Visiting different kind of places
- Meet up with different types of people
- Learnt about operating digital devices
- Getting information from supervisor which is very helpful for my future
- Learnt about pre and post production
- How to improve visualization sense
- Activities of managing
- Learnt about pose guideline
- Learnt about framing and Lighting technique
- Learnt about professional photo editing and video editing
- Learnt about fix budget
- The uses about the modern technologies

3.2 Tools, Equipment and Technologies We Used

During the shooting time I made up with so many equipment tools and technologies.

- Digital Camera (DSLR and Mirrorless Both)
- Many types of Lens
- Walkie talkie
- Reflector
- Tripod
- Gimbal
- Mount
- Softbox
- Strobe
- Flash
- Light Modifier
- Type C Stand
- Mac (For showing the live photo direct from camera)

3.3 Special Experience

During This internship I work as a main Art Director in a photo-shoot for Baishakh Campaign. Which is helps me a lot to improve my working style.



CHAPTER FOUR

Evaluation of learning



4.1 Academic Learning and Practical work

Part of the job is skill-based, and others are practice-based. Theoretical awareness and skill-based subjects need practice to be supported. Teaching and engineering, for example, are both skill-based professions. The importance of these subjects and practical knowledge outweighs theoretical knowledge. Experiments are included in this practical knowledge. There are study tours, projects, and assignments included.

- Academic research refers to theoretical experience.
- Academic learning is dependent on books, but practical practice is not.
- Self-learning is aided by practical work.
- Perfection is attained by practice.

4.2 Expectation

Expect better guidance which I didn't get. And I wanted to know many more different types of lighting and light setting and direction.

4.3 Skills Developed

During the internship period I have learn many technique and get some skills, they are shown the bellow

- Gathering knowledge about the production
- Getting many different types of convenient knowledge
- Developed my direction skills
- Getting knowledge about the pre and post production
- Getting knowledge about different type of digital equipment
- Getting knowledge about how to operate digital equipment
- Getting knowledge about the framing and work to improve them
- Getting knowledge about the client dealings and how to submit a budget
- Developed my communication skills
- Gathering knowledge about profession software and the proper uses

4.4 Experience and Future Career

After completing my internship I have archive many experience. And My Future plan I want to be a Fashion Art Director and also work with any renowned magazine.

- Improve the uses of modern technologies
- Visit many beautiful places
- Developed about artificial lighting
- Knowing about professional photo retouching
- Developed my confidence
- Managing outdoor places for commercial fashion photography
- Editing Photo and videos
- Deal and manage client
- Operating digital devices
- Measurement the budget and submit it to the client
- Direction at the shoot time

CHAPTER FIVE

Conclusion



EDGE INC.
COMMERCIAL & CORPORATE PHOTOGRAPHY

5.1 SWOT Analysis

Strength

- They have many kind of digital devices and equipment
- Their client always satisfied for their services
- Very professional team work
- They have a good name in the industry

Weakness

- Lack of transportation service
- Shortage of proper staff
- The studio is not wide

Opportunities

- In future there will be chance to get more work in the industry
- Chances to involve to video commercial

Threats

- Equipment price getting high day by day
- Increasing competitor day by day

5.2 Recommendation

I have some recommendation for the agency, where I'm completing my internship

- Need some more skilled employee to run the agency
- Need to but some equipment
- Improve their work panel
- Improve their transportation
- Need to open an Instagram profile
- Need to post regularly in social media

5.3 Conclusion

Finally, I would like to thank all of university teacher and other employee and my Supervisor and also my family members for their support and kindness. This is not easy for me without their support. The Educational Supervisor Anayatur Rahman sir gives me a lots of guidance, helps and supports to complete my internship.

I want to thank EDGE inc. for give me a chance to complete my internship in their agency. I also special thanks to my executive supervisor MD Saif Hassan

Reference

1. [Daffodil International University \(daffodilvarsity.edu.bd\)](http://daffodilvarsity.edu.bd)
2. <https://www.facebook.com/EdgeInc.BD>

ANNEX







































































