FINAL YEAR PROJECT

Internship on Digital Media and Marketing

BY

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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

February 13, 2022

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APPROVAL

This project titled “Digital Media and Marketing for Arun foundation”, submitted by Md. Golam Morshed (ID:181-40-475) 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 13 February 2022.

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DECLARATION

I hereby declare that this internship has been done by me under the supervision of **Mr. Md. Salah Uddin Lecturer Department of Multimedia and Creative Technology,** Daffodil International University. I also declare 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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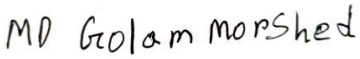

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ACKNOWLEDGEMENT

Internships are temporary jobs that focus on vocational training as well as paid or unpaid employment. If you want to start publishing, you may need to do an internship before you qualify for the actual position. An internship helps to learn professional meaningful and practical work.

My internship was a very positive and memorable experience. I gained a better understanding of the actual work experience in the Arun Foundation.

First of all, I want to thank all the people who guided and helped me during my internship period. I am obliged to my supervisor **Mr. Md. Salah Uddin** Lecturer of **Multimedia and Creative Technology (MCT), DIU** provided advice and also helped me prepare the internship report.

I would also like to thank the Arun Foundation, which gave me the opportunity to do an internship as a graphic designer for their company. I would also like to especially thank the Senior Graphic Designer of the Arun Foundation, Md. Tanvir Hasan, for his sincere support during my internship. I learned many things from fieldwork experience.

Finally, I would like to express my heartiest gratitude to **Dr. Shaikh Muhammad Allayear**, **Professor and Head,** Department of MCT, Md. Samaun Hasan, Assistant Professor of Department of MCT and Md. Salah Uddin, Lecturer of Department of MCT from Daffodil International University.

I am also obliged to the Department of Multimedia and Creative Technology, Daffodil International University

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ABSTRACT

An internship is an opportunity offered by an employee called "interns" to work at an office for a fixed limited period of time. interns are usually undergraduates or students and most internships last for any length of time between 3-6 months. Internships allow students to extend the knowledge and theoretical practices they have learned. Internships may be arranged for students by an educational advisor. This is a great opportunity to develop long-term skills and professionalism. In addition to acquiring specialist skills in a specific area, flexible skills such as the ability to work in a team, communication, and IT skills are also acquired during the internship.

During my internship, I have accumulated a lot of experience that helps me to fulfill my potential to be qualified in the world of work. I chose Digital Media and Marketing for the Arun foundation for my internship. During my internship, I had the opportunity to work with some of the top designers who are highly skilled in the field. I have learned a lot from them.

In my internship, I worked on some different projects such as a digital banner, Promotional video, Poster, Cover page, Invitation card, Business card. I've also done some other jobs that don’t project. All of these jobs gave me real work experience and made me competent in my job. I am a lot assured I will be able to utilize all of those skills in my future skilled life.

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CHAPTER-ONE

INTRODUCTION OF MY INTERNSHIP

1.1 What is an internship?

The internship is a practical professional process that offers study-related or job-related practical work. It also offers the student an opportunity to explore and develop a career. An internship offers experience in a professional field. that someone wants to follow.

Through the internship, you can acquire practical knowledge and relieve a great deal of work pressure during the internship and in your professional life. He is overseen by experts in this field. Internships also offer the opportunity to bring unique ideas and energy to the workplace. He can develop this ability. He learns about his current career situation, work patterns, and recognizes problems and solutions. [1]

1.2 Why is it important?

Internships are important because they can provide new skills and opportunities that you may not be able to obtain otherwise. Interns not only gain technical knowledge in their chosen industry, but also learn how to interact with professionals in the workplace and develop essential social skills such as time management, organization, adaptability, problem-solving, and teamwork. [1]

Gaining knowledge while studying is not the same thing as working as an expert. Without an internship, it is impossible to get an accurate idea of a particular field of activity. Every industry now needs a skilled workforce, and internships help students reach their potential. However, an internship gives you familiarity with the problems in your work environment and gives you experience in solving situations.

Therefore, as students, we should all use our internship time to develop ourselves and prepare for the future.

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1.3 Name of the organization:

“ARUN FOUNDATION.”

Figure 1.1: Company logo

Branch company of the Arun Foundation;

ARUN FILM SOCIETY

Figure 1.2: Company logo

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1.4 Introduction of the organization:

The Arun Foundation is registered in 2017 under the Society Registration Act XXI of 1860. It was founded in the memory of a courageous freedom fighter and social activist Gazi Lutfar Rahman Arun. After the name and in honor of that great hero, the lustrous witness of the history of Bangladesh, Arun, who was always averse to self-proclamation, the move of 'Arun Foundation' is going to be launched. To make his unfulfilled desire to do something beneficial for the people fulfilled and materialized is the key object and pivot of this organization. This Foundation is trying its best to contribute the most invisible advancement of Independent Golden Bangladesh. Another branch company of the Arun Foundation is the Arun Film Society. "Arun Film Society" believes cinema can influence positive changes for social transformation in the long run. Inspired from liberation war 1971, Arun Film Society creates the platform to think, practice, and act through cinema towards a more liberal Bangladesh.

1.5 Description of my internship:

Working on several projects during my internship term gave me valuable experience. At the beginning of the internship, I worked on a book promotional video and helped create a cover page. I additionally did a few designs that weren't associated with the project. Apart from these tasks, I had the opportunity to learn more about digital marketing and building relationships with colleagues. Initially, there were several issues, but things gradually improved. The most important lesson I took away from this experience was how to work as part of a team, follow rules, and maintain discipline. I would therefore like to add that my internship was great, that I enjoyed working in a professional environment, and that I would like to work with professionals again. Because of this, I have visited other departments in the organization to get more information.

1.6 Duration of my internship: 11th August-2021 to 25th December-2021.

CHAPTER –TWO:

EXPLANATION OF SOME WORKS IN RELATED AREA

2.1 Introduction of previous work in this field.

During my internship, I took part in various projects in which I mostly worked individually. I worked on different kinds of projects, each of which needed me to create something distinctive. Internships are a great way to build a foundation for your career. Not only does it provide the experience many, if not all, employers are looking for in potential candidates, it is also great for learning skills that the curriculum and homework cannot teach. Now I'll talk about some of the projects I worked on throughout my internships, such as the Invitation card, Book Cover page, Poster, Banner, Promotional video.

- **'Banner':** A banner is a rectangular or square ad that is placed on your website and contains images, text, or anything else of your company or organization to introduce it to the world of marketing. From time to time we see flags with discounts or sales offers for business. Social media banners, also known as banner ads, are a type of advertising on the World Wide Web that is served by ad servers. This type of online advertising is the placement of advertisements on web pages. Its purpose is to link to and drive traffic to the advertiser's website. Banners are often delivered from centralized ad servers. This take-back system is often a way for content providers to initially pay for the Internet access required to provide the content. [2]

- **'Invitation card':** An invitation card is a card that is addressed to visitors when you wish to invite them to a special event such as a birthday, a significant wedding anniversary, graduation, and so on. Although invitation cards may be purchased practically everywhere, we feel that invitation cards designed by you can best communicate your genuine desire to welcome your friends. Creating invitation cards can be a lot of fun. Designing your own invitation card is the ideal way to showcase your creativity and unique taste. It's never been simpler to create invitation cards. [3]

- **‘Promotional video’:** A promotional video, often known as a promo video, is a video that is used to promote a certain marketing activity, sale, or event. Promos are frequently comparable in style and tone to teaser videos in that they capture your audience's interest and entice them to learn more. A custom-made video can help you promote your book. This imaginative book teaser, similar to a movie trailer promoting a film, captures readers' interest and raises awareness of your work. A promotional video is a marketing film that is used to advertise your products, services, events, and sales to consumers. Because you're attempting to engage your target audience and persuade them to commit to you, most video material is promotional in nature. The finest promotional films aren’t hard sold you don't have to encourage your audience to "purchase, buy, buy" at every step. That fact might be a turn-off for them. It is more crucial to engage with your target audience on a deeper, more intimate level. This might include discussing key news, events, and milestones, as well as delivering uplifting tales of consumers your business has benefited.

- **‘Poster’:** Posters usually consist of a combination of text and graphic components. Although posters are commonly used today as a form of advertising, they are also used by protesters and propagandists to exchange certain messages. Posters are usually intended to convey a message but should be aesthetically pleasing to grab the attention of passersby. For this reason, posters have also become a popular way for artists and many posters printed only for commercial purposes have inspired works of art. Posters have also become useful tools for understanding important moments in history, as they are often about specific events and are more accessible than other materials that are more expensive to produce. Posters must also be posted in public places and must be intact. This makes them easier to preserve, more durable, and more valuable artifacts than delicate prints such as newspapers.

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3.1 Problem findings & solution:

Finding answers to challenges is central to the design industry. Graphic designers face problems on a daily basis, not just in their own projects and client interactions, but also in the industry and with their peers. I had other issues as well, which I'll talk about. While working at the Arun Foundation, I encountered a lot of serious problems that the company had to solve. Some of my foundation recommendations are based on my observations.

Designers are frequently having preferences for the types of projects we work on and a distinct sense of style. When working with a client, it's critical to strike a balance between our personal style and the needs of the customer. Always remember that a good designer is also a good collaborator. As a result, we must consider the client's preference. Graphic designers encounter a number of issues, one of which is an overabundance of designers in the profession. Because of the dynamic nature of graphic design and the creative flexibility that comes with it, more young people are choosing it as a career option. As a result, there are a lot of graphic designers on the market with few work possibilities. Because of the oversaturation, there is a lot of competition, which leads to a lot of undervaluation of services. This oversaturation has the greatest impact on graphic artists and graphic design firms. Designers are enthusiastic about developing creative and visually appealing ideas, but they also need to be able to make designs that are useful. Fonts, like colors, may evoke specific emotions and feelings, so choosing the right one is crucial.

When I first started working at the company, there was no official orientation. I even met my department's manager for the first time after three working days. A newcomer, such as an intern, who will be staying for a short period of time, should be given an appropriate induction or introduction session that will help them complete day-to-day work efficiently and quickly learn about the environment. The world of innovation is expanding at a breakneck pace. It's no longer merely a private mission to stay on top of design trends; it's also a communal mission to keep pushing your inventive talents to new heights. It's critical to stay on top of current trends, satiation schemes, novel technologies, and modern approaches, to name a few. In the inventive sector, being relevant is crucial for success. The company requires more workers to satisfy the expanding expectations of clients, notably in the areas of account management and the digital marketing department, where the present team is unable to provide effective and high-quality service. When starting a new endeavor, research and inspiration are essential components.

CHAPTER –THREE:

DETAILS OF USED SOFTWARE

3.1 Description of used software:

I used a variety of software for my job throughout my internship. I didn't utilize them all in the same project at the same time. As I have worked on individual projects. I had my own role. Graphic Designers' roles differ based on where they work. Designers may be assigned duties such as picking pictures and fonts, building layouts, and designing logos. Graphic designers may specialize in one field; such as motion graphics or print media. Visual ideas are created by graphic designers to convey information. From posters and billboards to packaging, logos, and marketing materials, they do it all. Shapes, colors, typography, pictures, and other design components are used by graphic designers to communicate ideas to an audience. During my internship, I used Adobe Photoshop, Adobe Illustrator, Adobe After Effects, and Adobe Premiere Pro too.

My office colleagues were helpful and they have provided me necessary stuff to add and assemble in the projects. The majority of the software I've used is detailed below.

3.2 Adobe Illustrator

Figure 3.1: Adobe Illustrator logo

Graphic designers use Adobe Illustrator to produce vector graphics. Illustrator was initially launched by Adobe in 1987, and it has since gone through several versions to become a standard in graphic design. It includes advanced digital drawing tools for producing vector-based graphics, icons, typography, logos, and other artwork. Adobe Illustrator is one of Adobe Creative Cloud's software programs. Personal art and enjoyment, as well as commercial branding and design, are all prominent uses for it. Banners, posters, invitation cards, logos, promotional or branded material, icons, website graphics, digital artwork, and more are all frequent uses for Adobe Illustrator. It's widely used in the corporate sector for graphic design tasks involving marketing, advertising, and branding, as well as by artists who make digital artwork for fun and profit. [4]

My client's initial preference was this software. I've used the software to make posters, banners, invitation cards, patterns, and book cover pages, among other things.

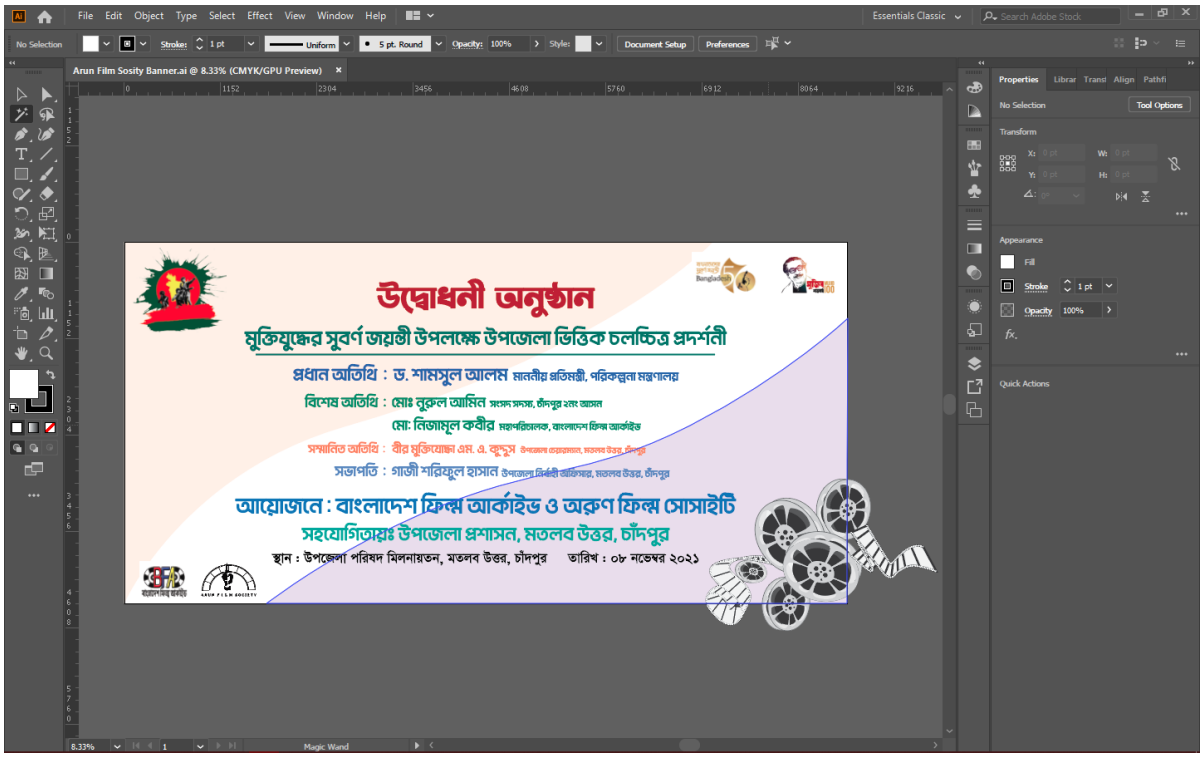

Figure 3.2: while making banner

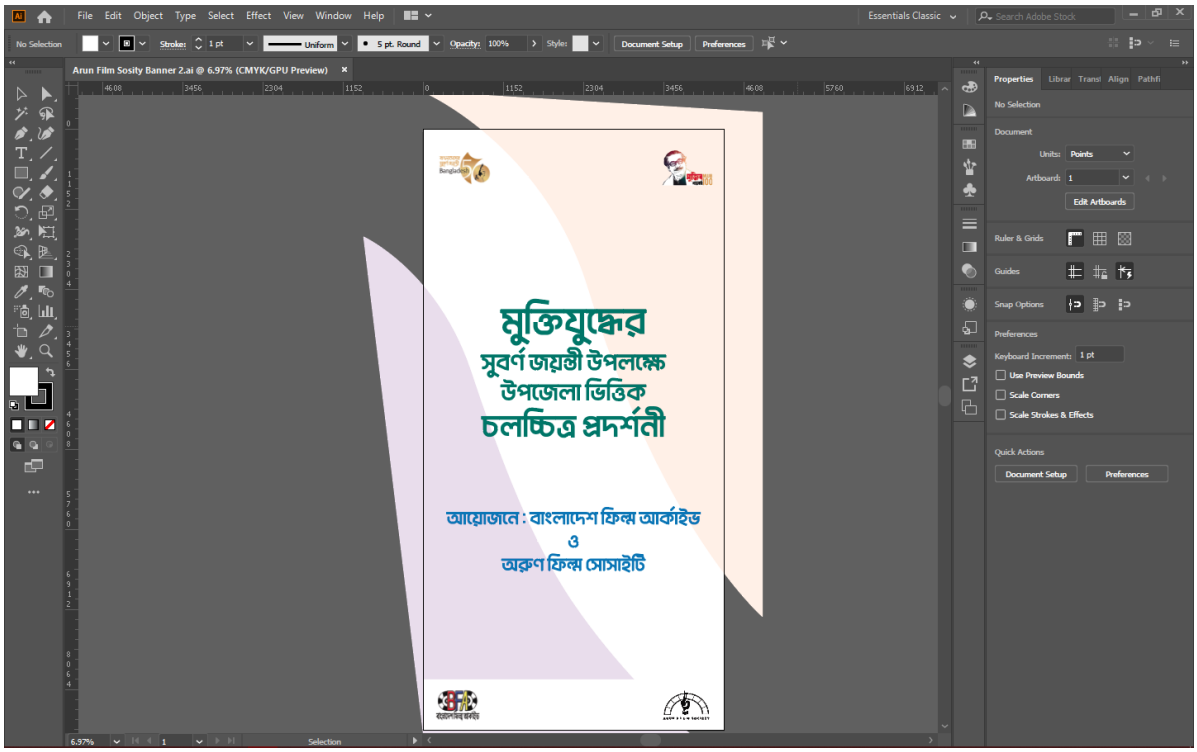

Figure 3.3: while making a poster

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3.3 Adobe Photoshop:

Figure 3.4: Adobe Photoshop logo

Adobe Photoshop is a picture editing and graphics creation program created by the firm Adobe. Photoshop has a plethora of picture-altering tools as well as the capacity to create sophisticated visuals. Photoshop has become the industry standard for many creatives since it is extremely flexible and is typically one of the first tools that many people learn to use. Adobe Photoshop is a picture editing, compositing, animation, and graphic design program. Adobe Photoshop has professional tools that help artists bring their visions to reality. Photoshop was originally created by two brothers, John Knoll and Thomas Knoll. In 1987. Today, Adobe Photoshop is utilized by a wide range of artists and creative professionals in the business. Photoshop is a piece of software that may be used for a variety of purposes including photography, graphic design, digital art, and more. I've included a few examples of how Photoshop can be utilized to generate wonderful work below.[5]

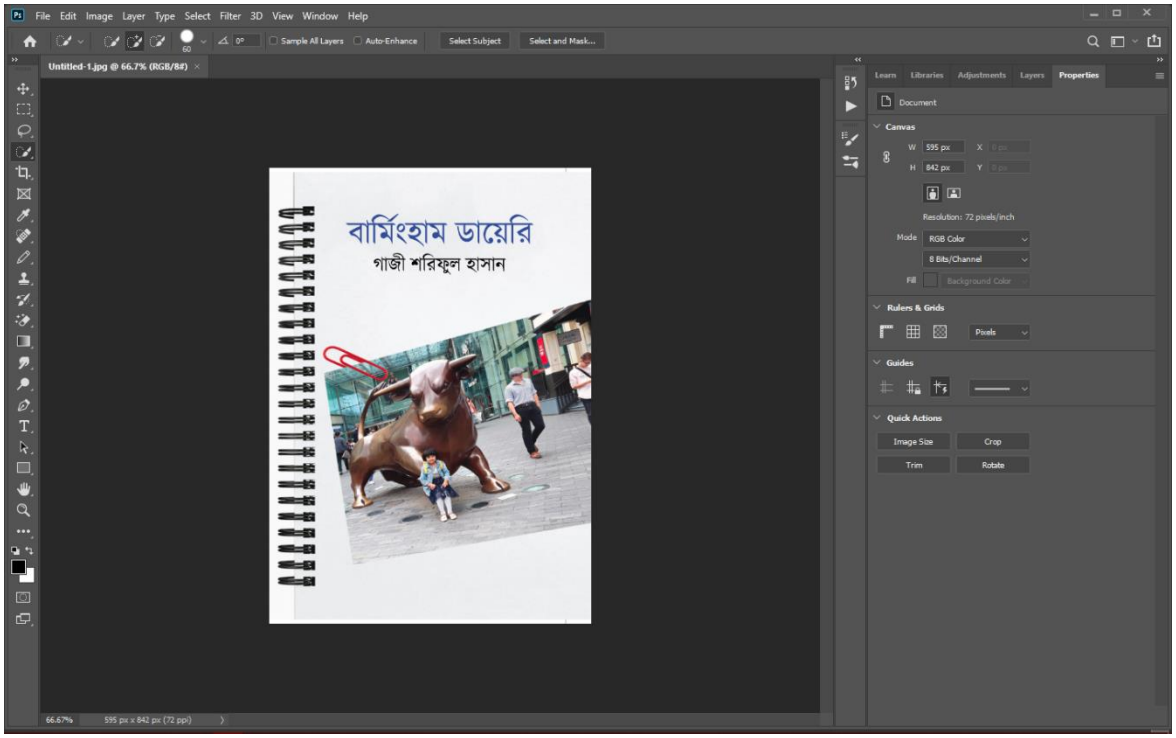

Figure 3.5: While editing cover page.

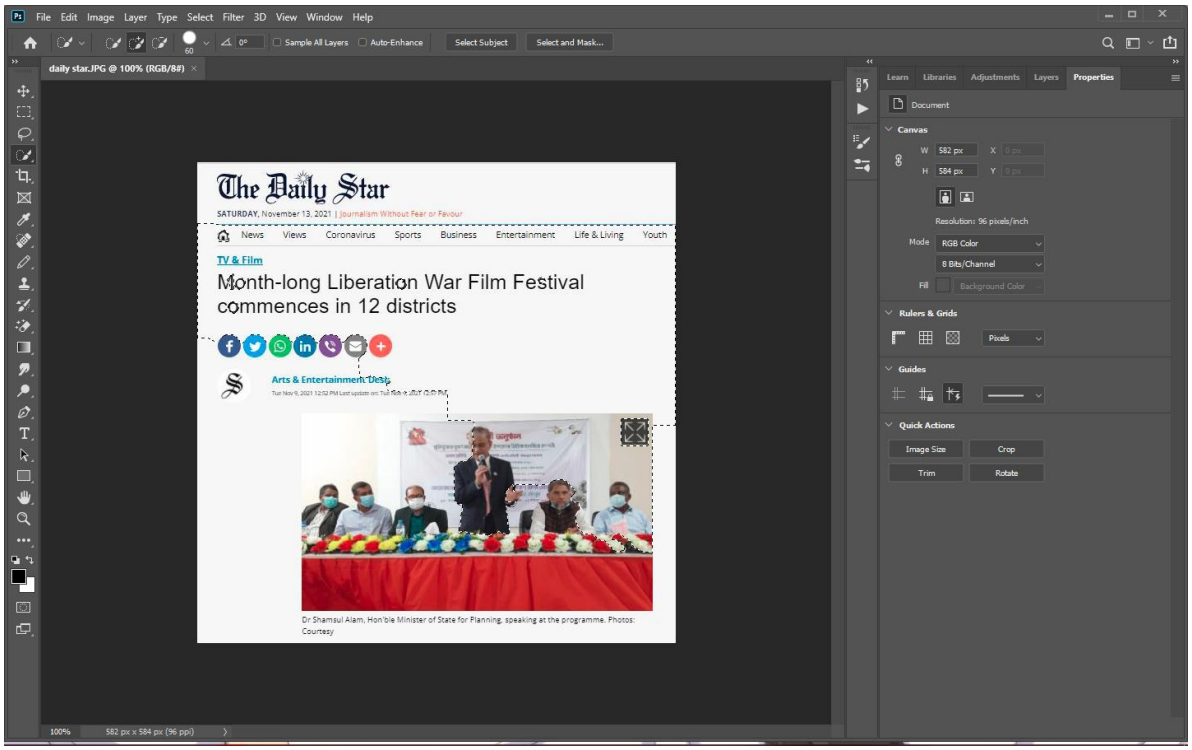

Figure 3.6: While editing picture.

3.4 Adobe Premiere Pro:

Adobe Premiere Pro is a video editing application. The goal of utilizing video editing software is to take several bits of material and arrange them in a way that provides them greater value than each individual component on its own. I basically utilized the program to assemble all of my films. I was able to add video clips in the sequence I desired in the program, and the location where we would do this is referred to as a timeline. The video clips may be moved and stacked in different vertical layers for an indefinite period of time. Premiere Pro is one of the greatest video editing programs available. If you wish to splice together film and audio pieces, Premiere Pro is your best choice. Multiple video clips can be placed on the same video track. Trimming and organizing clips is a breeze with this tool. Transitions between clips are simple to make. You can even make basic text layers. [6]

Figure 3.7: Adobe Premiere logo

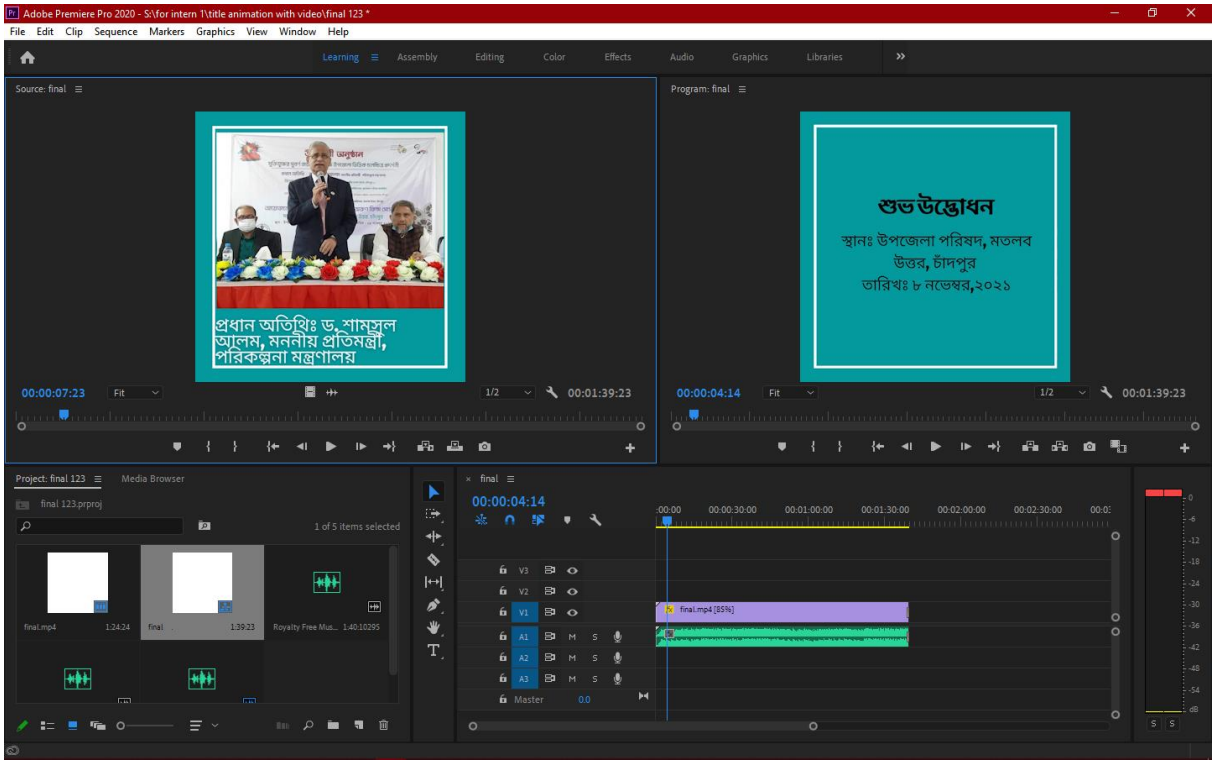

Figure 3.8: Project file.

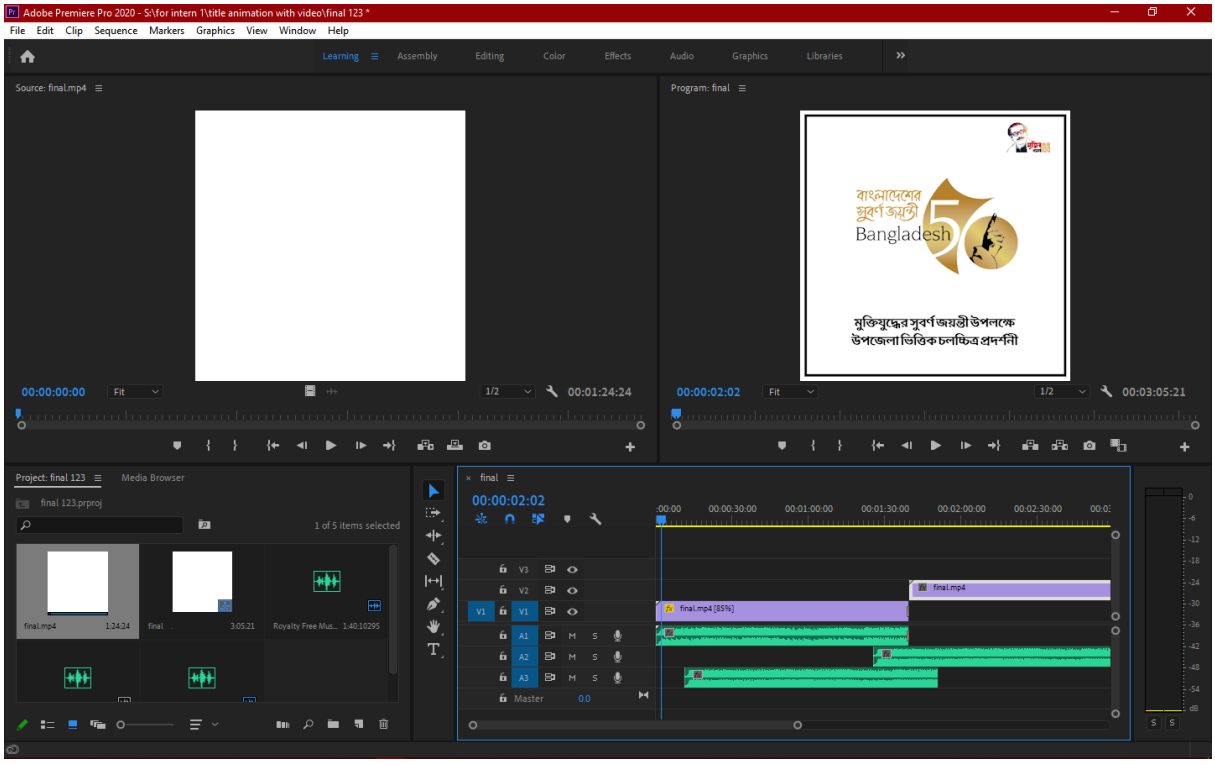

Figure 3.9: while editing video.

3.4 Adobe After Effect:

Figure 3.10: Adobe After Effect logo

Adobe After Effects is software used to create motion graphics and special effects for use in video, Internet content, and presentations. After Effects is compatible with Mac and Windows operating systems. After Effects may be used to create cartoon characters and titles, as well as to add animation. This is not the same as video editing software, although it can achieve all these things. This tool is best used after editing film to apply effects or to generate animation and motion graphics from otherwise static items. It is a storytelling tool that generates aesthetically appealing motion graphics that can be integrated into any media to improve a presentation, story, picture, or mood. Adobe After Effects has been available to apply visual effects to video, generate motion graphics, and animation sequences since its initial release in 1995.

Motion graphics, visual effects, and composition are all common uses for Adobe After Effects. After Effects is the more powerful of the two Adobe products. Multiple audio and video clips may be layered on top of one other, and the software's numerous capabilities can be used to mix them all together. The most effective way to enhance visual effects is 2D animations and titles are simple to create. [7]

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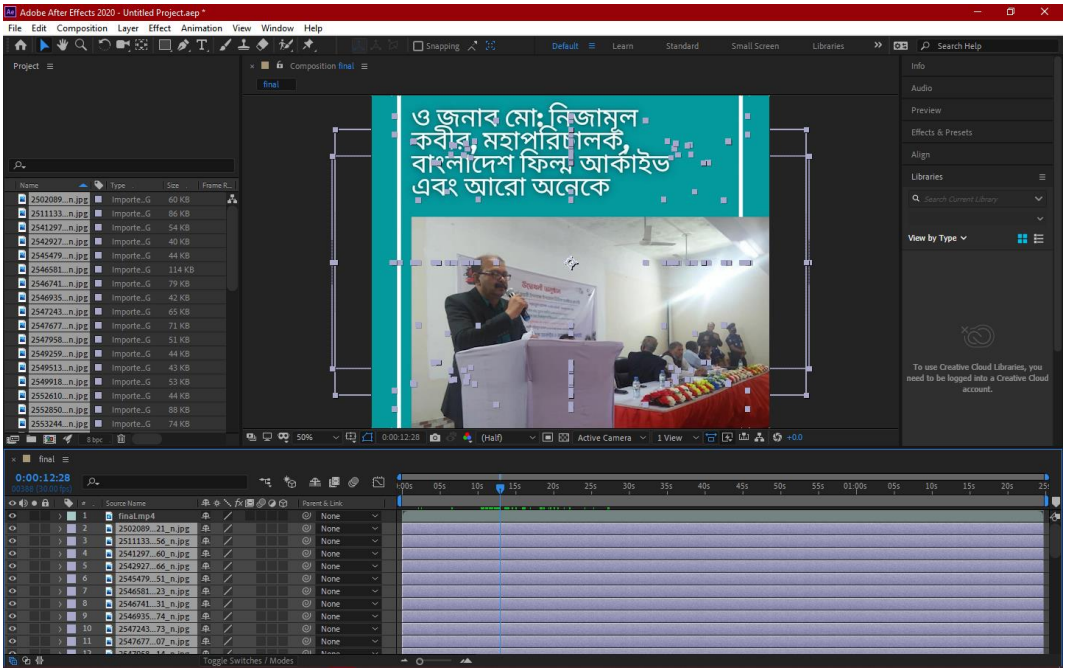

Figure 3.11: Video editing

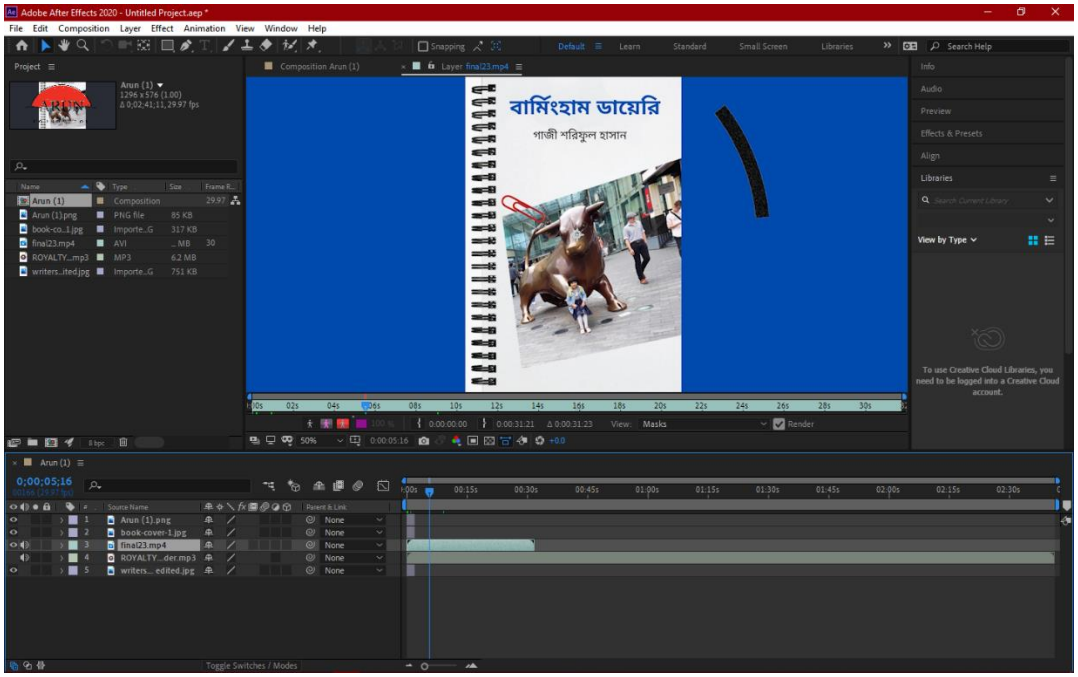

Figure 3.12: while making motion graphical video

CHAPTER –FOUR:

EXPLORATION OF MY INTERNSHIP

4.1 Work I've Done:

During my internship period, I have worked on various kinds of projects. I have made most of the projects unique. Most of the projects I have done individually. They give me certain images, logos, colors, and information to do the projects. Sometimes they would give me some promotional videos and some designs as a reference. The category of my work during the internship is described below.

- Banner
- Poster
- Invitation card
- Promotional video
- Cover page
- Business card

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4.1.2 Research:

Graphic design entails far more than simply making pleasing pictures. It's a type of visual communication that conveys information, discusses ideas, and encourages people to think about things differently. Graphic design influences how most people perceive and use information in today's society. Researchers are not exempt from this concept. User research, also known as design research, is conducted with the goal of assisting in the creation of goods, services, and systems that fulfill human needs. Design research's main purpose is to provide value to the end-user or to fulfill a specific demand.

The processes I followed to create the designs are listed below:

- **Brainstorming**
- **Client briefing**
- **Typography research**
- **competitor analysis**
- **Research on color**

4.2 'Banner':

A banner is a rectangular or square ad that is placed on your website and contains images, text, or anything else of your company or organization to introduce it to the world of marketing. From time to time we see flags with discounts or sales offers for business. Social media banners, also known as banner ads, are a type of advertising on the World Wide Web that is served by ad servers. Banner advertisements are pictures that are placed on web pages that link to the advertiser's website, showcasing a product or brand. Most businesses utilize them in some capacity since they're a cost-efficient, quantifiable, and successful way to boost brand awareness.

4.2.1 Work Process:

Use full-size banners for best results. The most popular standard banner sizes, according to Google AdSense, are:

728×90px — Leaderboard

300×600px — Half Page

300×250px — Medium Rectangle

336×280px — Large Rectangle

My banner advertising should be placed appropriately. Purchase a spot on a website where my design will be prominently displayed above the fold and next to the page's primary content. Maintain a clear hierarchy. The appropriate balance inside each ad is crucial in banner ad design, so keep an eye on your hierarchy. Banner advertisements that work are intended to raise brand recognition and attract visitors to your website. They consist of three essential elements: my company's logo must be included to increase brand awareness. Make sure it stands out aesthetically, but not to the exclusion of the value proposition or the call to action. The value proposition highlights the service/ product you offer and draws attention to it through appealing offers and prices. This should take up the most room in your announcement and be the first thing compendiums see. The phrase or button that invites people to click is called a call to action. This should be the main focus of the announcement. Keep a direct approach. Keep the textbook and aesthetics as minimum as possible. Observers will most probably simply give your online banner announcement in quick regard. Depending on the type of banner, might significantly enhance your ad's click-through rate. If you want to utilize them, put them after your copy on the lower right side in (stylish) contrasting colors. Always keep them the same throughout all of your adverts. Have a well-defined frame in mind. The focus of people's attention is naturally directed to a topic within a frame. Banner advertising with a well-defined frame and visuals that extend to the box's edges are more effective. If your ad is white, a 1-pixel gray border around it is standard procedure. Make your writing legible right away. Do Differentiate the sizes of your headline and body content. All clones should be no further than four lines long.

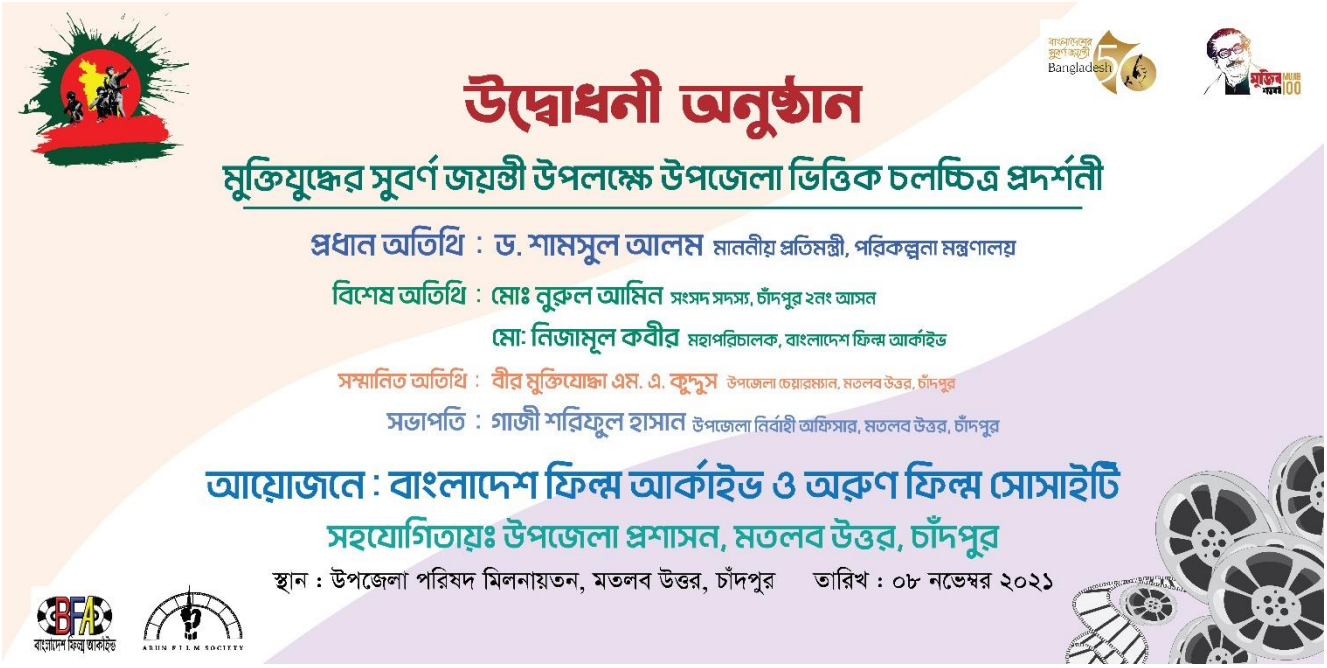

Figure 4.1: Program Banner

To do this design, the client provided me with all the pictures, logos, colors, and information. This banner is basically for an opening ceremony.

Figure 4.2: Social media banner

This design was created by I was provided one piece of material for each design, and I was designed depending on the content. This design was released on our company's Facebook page and another social media platform. The narrative of one of Bangladesh's darkest days began shortly after India gained independence from the United Kingdom in 1947. Both physically and metaphorically, the British left behind a shattered nation. As the subcontinent was divided into two countries, India and Pakistan, it was a moment of profound sadness. The division was caused solely by religious differences. Pakistan was established in all Muslim-majority areas. The 14th of December is Martyred Intellectuals Day in Bangladesh. During the Bangladesh Liberation War in 1971, Pakistani soldiers killed approximately 1,000 academics. Just when triumph seemed certain, Pakistan kidnapped and brutally murdered some of Bangladesh's brightest thinkers (formerly East Pakistan). The goal was to wipe out Bangladesh's whole intellectual class. Martyred Intellectuals Day assures that the world never forgets these extraordinary people's efforts and bravery.

©

Figure 4.3: Social media banner

On December 5, 1969, Mujib renamed East Pakistan as Bangladesh, and on June 7 of the subsequent 12 months, he introduced that the approaching widespread election can be visible as a referendum at the ancient Six Point call for. The Six Point call for introduction with the aid of using Mujib in 1966 might as soon as and for all positioned a cease to the exploitation of the provinces with the aid of using the valuable authorities sitting in Punjab. Mujib, who with the aid of using then have become called Bangabandhu, become strolling in advance of history. He was, after all, making history. “This could be my final transmission," Mujib said in a message delivered to the EPR issuer immediately after midnight on March 25, 1971, before being arrested. Bangladesh is self-governing as of now. I urge all Bangladeshis, wherever they are and with everything they have, to fight the occupation army until the end. Your resistance must continue until the Pakistani occupation army's last soldier has been ejected from Bangladeshi territory and the decisive triumph has been accomplished.

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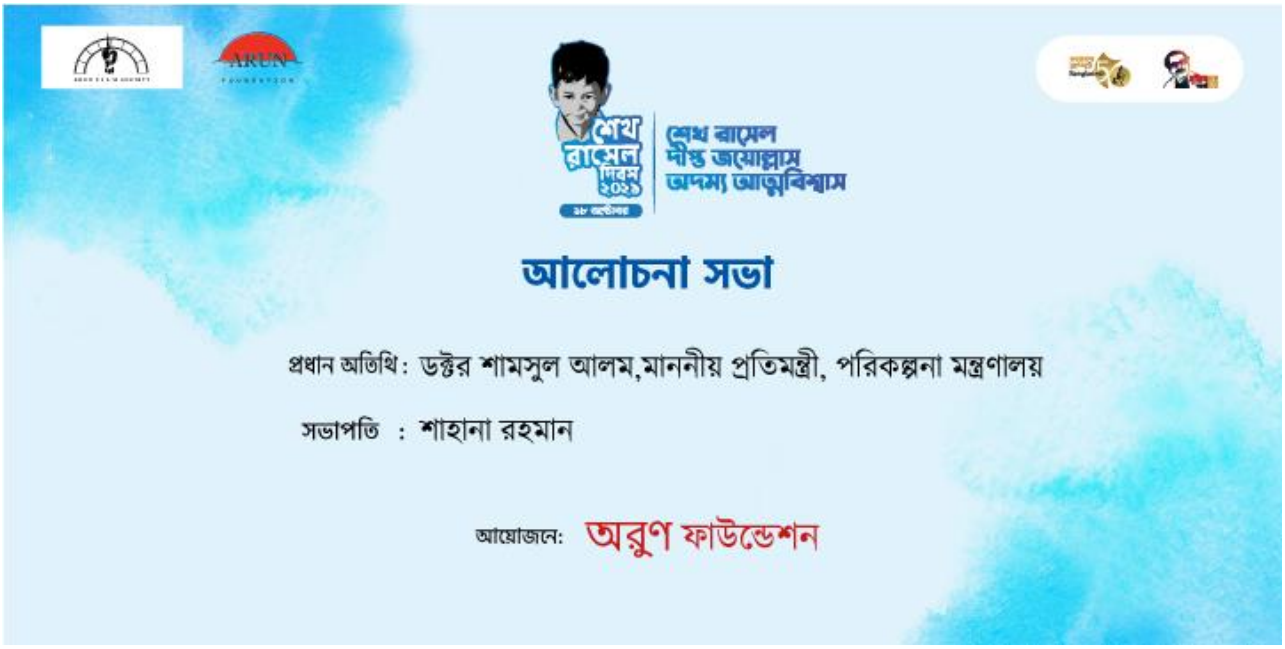

Figure 4.4: program banner

This banner was used in the discussion meeting of Sheikh Russell day on 18 October. They gave me the material before I produce this design, which I read first, then investigate a comparable project, then construct an artboard, develop a layout, then begin the final design. The first "Sheikh Russel Day" will take place in this country today, celebrating the 58th anniversary of Bangabandhu Sheikh Mujibur Rahman, the youngest son of the Father of the Nation, Sheikh Russel. Sheikh Russel, the younger brother of Prime Minister Sheikh Hasina, was born on October 18, 1964, in the historic Bangu Baban in Dhanmondi 32 in the city. However, he was brutally murdered on August 15, 1975, in his fourth year at University Institute, along with most of his family, including his father, Banga Bandhu Sheikh Mujibur Rahman. The Cabinet Office has declared October 18th.

©

Figure 4.5: social media banner

The National Day of Mourning is August 15. It is a day on which all Bengali creatures, including nature, shed tears. Because, back in 1975, this wet August and Bangabandhu's horrible murder seemed to reflect the sky itself weeping in agony. It was pouring while the killers were brushed shooting all of Bangabandhu's family members at the hour immediately before daybreak, as though nature was sobbing. Frightened Bangladesh against the increased weaponry was all confused in grief and the unexpected abrupt shock. This torch of mourning will burn for epochs to come. August 15 marks the 45th anniversary of the martyrdom of Bangabandhu Sheikh Mujibur Rahman, architect of freedom and father of the nation.

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4.3 Poster:

Posters are one of the most traditional, tried-and-true sorts of marketing material. Posters are an excellent method to bring attention to your sales, events, fundraisers, and other activities. While there is no one correct technique to create a poster, there are several best practices for a poster design that you should adhere to. So we decided to publish the greatest, most comprehensive poster design tutorial available. You've come to the perfect spot if you want to learn how to create a poster from scratch. These poster design ideas may be used in almost every poster you create. So let's get started!

4.3.1 Work Process:

- Determine the purpose of your poster.
- Consider your intended audience.
- Choose where you wish to distribute your poster.
- Choose a color scheme that is relevant or branded.
- Include a strong call to action.
- To establish a visual hierarchy, use a variety of typefaces.
- Make use of icons to enhance your poster design.
- Always utilize high-quality stock photographs and images
- Download and save in the appropriate format.

Do you wish to share information about a new product with someone? Tell them about a concert coming up in their neighborhood. Or just inform them that a bargain is coming up? All of these are objectives that a poster may assist you with. You may utilize your major goals to drive your design decisions if you think about them from the start. After that, think about who you're attempting to target with your poster. The answer to this question will most likely influence your design choices. The design, colors, and layout all appear to be highly professional. It's safe to assume they're attempting to appeal to an older, more professional clientele. So, before you start designing your poster, make sure you know exactly who you're trying to reach. The last thing you should consider before creating your poster is where it will be distributed. Before you begin the design process, you must first select where you want your poster to be shown. This is because, as you'll see below, correctly optimizing a poster for print differs from properly optimizing a poster for Twitter or Facebook. Unless you want to design a giant poster, you generally don't want to spend the money on getting it printed. You may make your own poster by simply designing it to suit standard ISO A1-A5 printer paper. For each of the major social media networks, these are the optimal dimensions:

1200 x 628 pixels for Facebook, or 1200 x 1200 pixels for square.

1024 x 512 pixels for Twitter

1080 x 1080 or 1080 x 1350 for portraits on Instagram

Pinterest: You have greater leeway with length here, but aim for a 2:3 to 1:3.5 ratio.

Below are the posters that I designed during the internship,

Figure 4.6: Social media poster

Bangladesh's Victory Day will be celebrated on December 16, 2021. The 16th of December is known as the Great Victory Day. After a 9-month bloodbath, we have earned our independence from Pakistan. As a result, this design was created for December 16th. Greetings on Bangladesh's bloody triumph day. In the nine months between March 26, 1971, and December 16, 1971, three million people gave their lives for Bangladesh's freedom. After a nine-month deadly conflict, Pakistani General Niazi and his 92,000-strong force surrendered on December 16, 1971. However, they carried out one of the world's greatest genocides in Bangladesh within this brief period.

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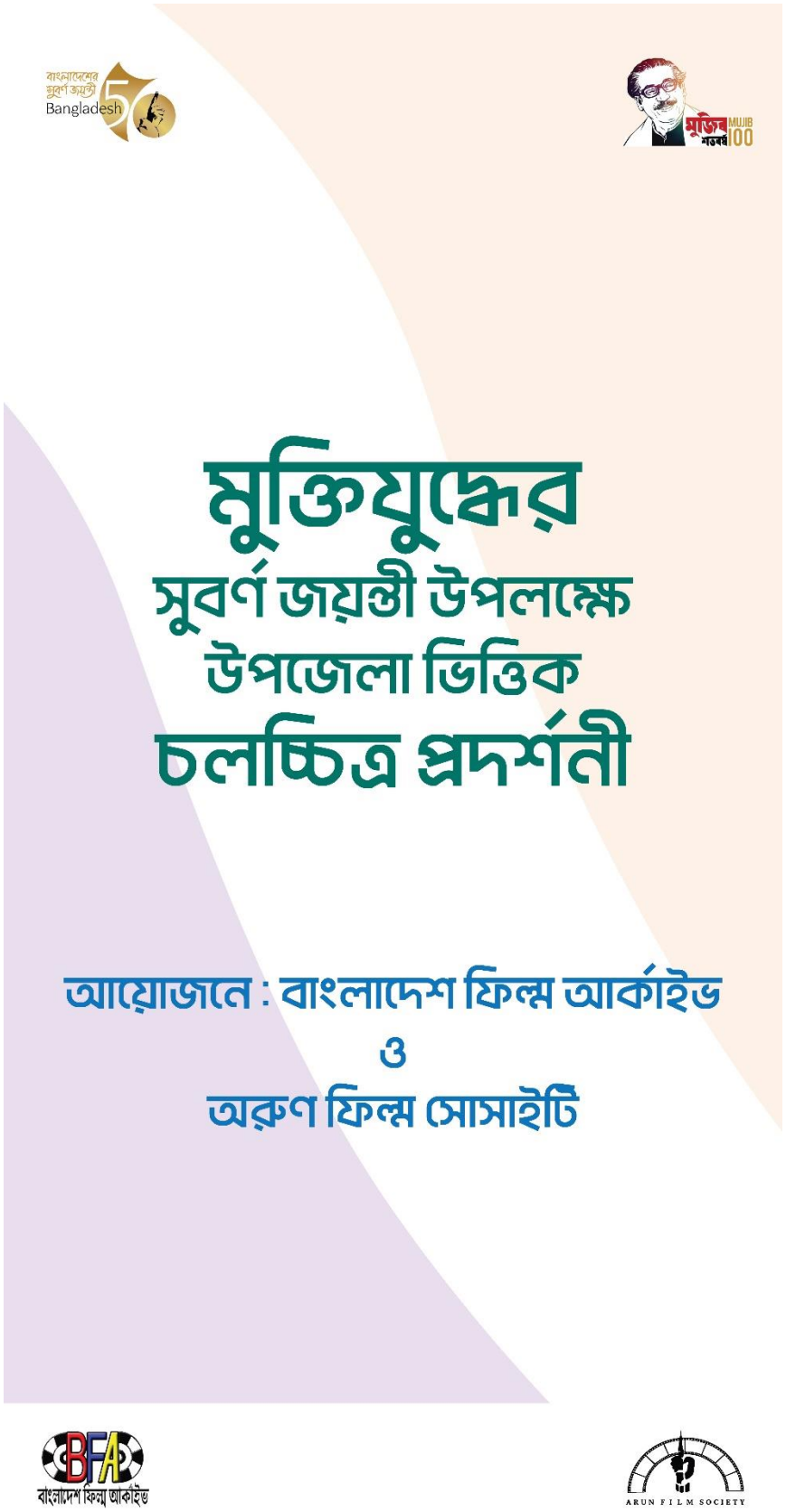

Figure 4.7: For program Poster.

On the occasion of the golden jubilee of the Liberation War, a month-long Liberation War-based film festival was jointly organized by the Bangladesh Film Archive and Arun Film Society in 16 Upazilas of 12 districts. The film festival was inaugurated on November 8 at Matlab Upazila Auditorium. Dr. was present as the chief guest. Shamsul Alam, Minister of State for Planning, was a special guest. Nurul Amin, Hon'ble Member of Parliament, Md. Nizamul Kabir, Director General, Bangladesh Film Archive, was the distinguished guest. The Liberation War Based Film Festival will feature 30 full-length films and 11 documentaries on Father of the Nation Bangabandhu Sheikh Mujibur Rahman and 6 documentaries on the Liberation War. Today, the opening ceremony of the festival featured songs of liberation directed by Tareq Masood, Stop Genocide directed by Zaheer Raihan, and Aguner Parashamani directed by Humayun Ahmed. The film festival was inaugurated on November 8 at Matlab Upazila Auditorium. Dr. Shamsul Alam was present as the chief guest, Minister of State for Planning, was the special guest. Nurul Amin, Hon'ble Member of Parliament, Md. Nizamul Kabir, Director General, Bangladesh Film Archive, Distinguished Guest was MA Muktijoddha MA Quddus, Chairman, Upazila Parishad, also Additional Deputy Commissioner, Gazi Shariful Hasan, Upazila Nirbahi Officer presided.

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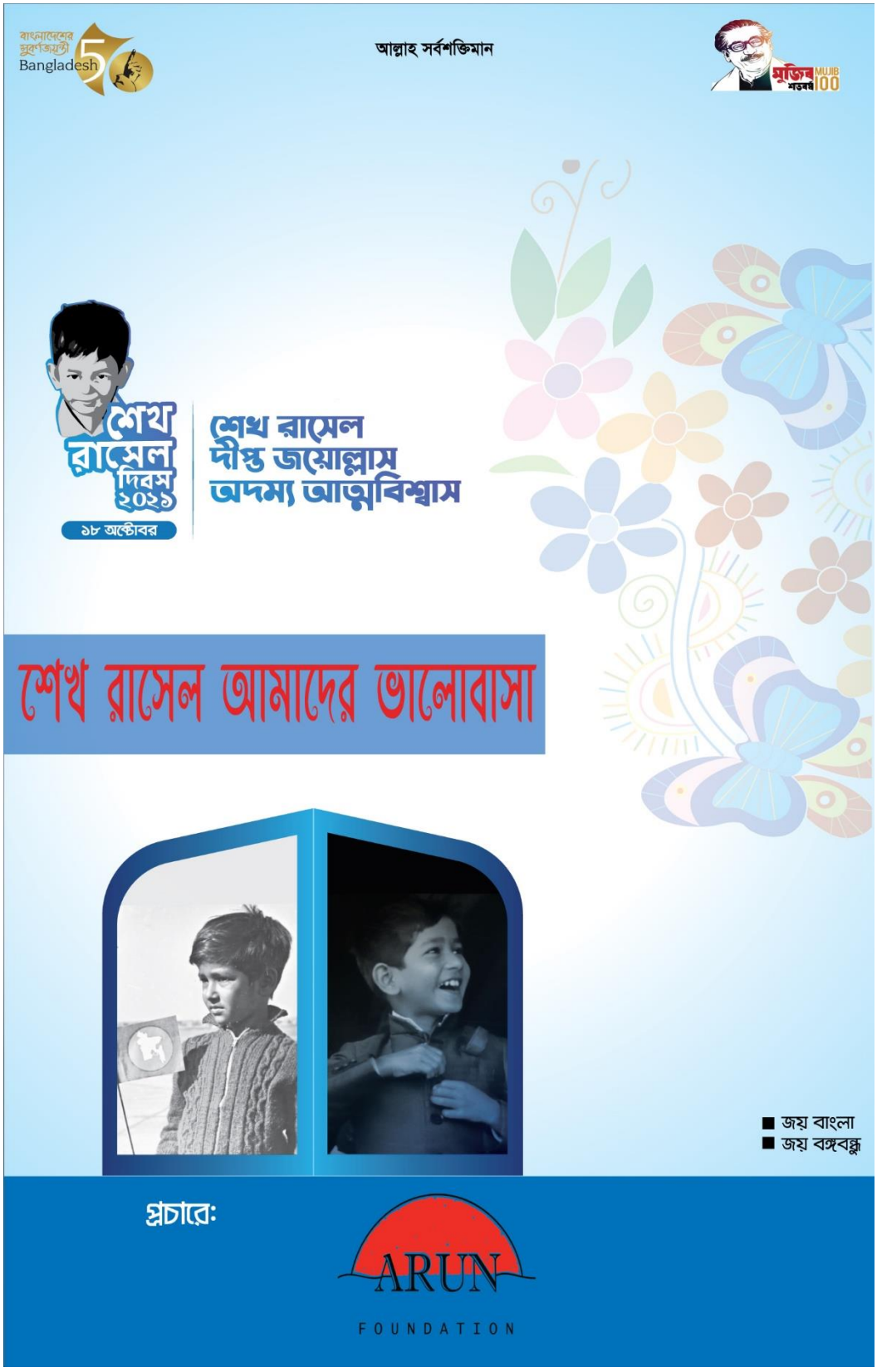

Figure 4.8: social media Poster.

This poster is for posting on social media sites on October 18, Sheikh Russel day. They gave me the material before I produce this design, which I read first, then investigate a comparable project, then construct an artboard, develop a layout, then begin the final design. The first "Sheikh Russel Day" will take place in this country today, celebrating the 58th anniversary of Bangabandhu Sheikh Mujibur Rahman, the youngest son of the Father of the Nation, Sheikh Russel. Sheikh Russel, the younger brother of Prime Minister Sheikh Hasina, was born on October 18, 1964, in the historic Bangu Baban in Dhanmondi 32 in the city. However, he was brutally murdered on August 15, 1975, in his fourth year at University Institute, along with most of his family, including his father, Banga Bandhu Sheikh Mujibur Rahman. The Cabinet Office has declared October 18th.

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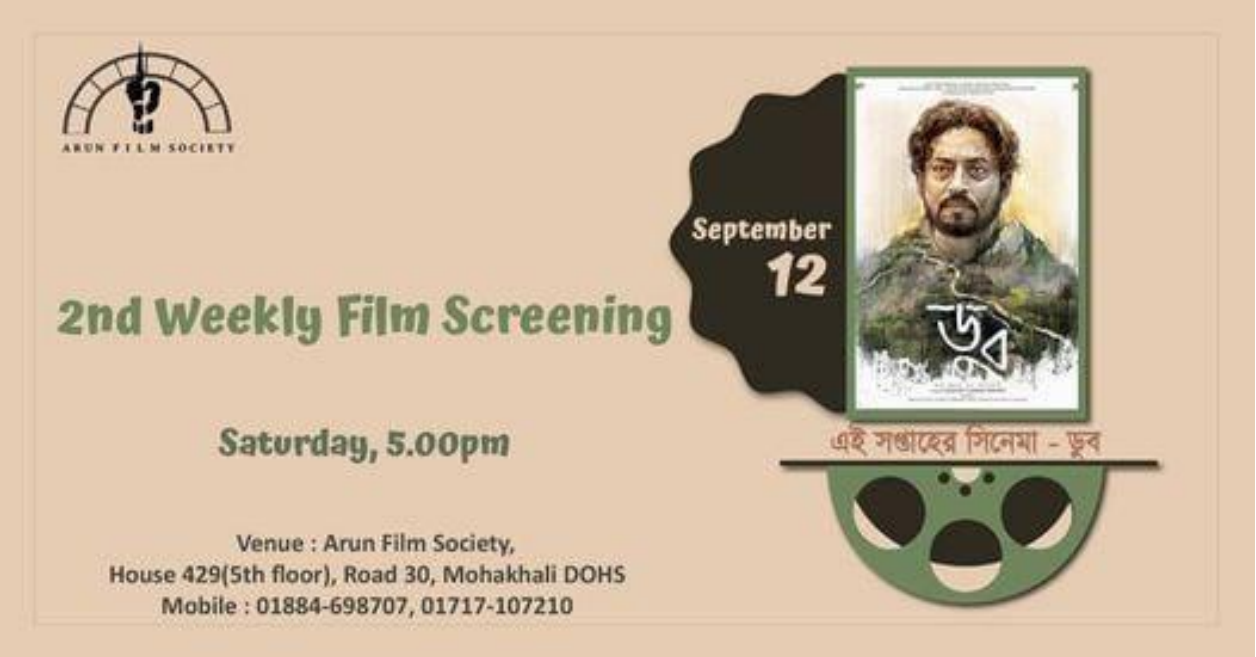

Figure 4.9: Social media poster

This poster is made to attract everyone's attention and it is posted on social media This post was originally intended to be a screening of this week's movie through the poster and to let everyone know. The movie Doob was screened on September 12 through Arun Film Society. Mostofa Sarwar Farooki wrote and directed No Bed of Roses (Doob in Bengali), a 2017 Bangladeshi drama. Under the banners of Jaaz Multimedia and Eskay Movies, as well as Irrfan Khan Films, Abdul Aziz, Himanshu Dhanuka, and Irrfan Khan produced the film. Irrfan Khan, Nusrat Imrose Tisha, Rokeya Prachy and Parno Mittra font part du casting. When the breadwinner dies, the plot revolves around the members of two families learning the thinnest thread of love. Death doesn't necessarily take things away; it might also give them back. It was chosen as the Bangladeshi nominee in the Best Foreign Language Film category at the 91st Academy Awards but did not earn a nomination.

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4.4 Invitation card:

Invitations are easy to create. Address the person who is inviting the card so that they can respond, including the name, date, time, location, and contact information of the event you are inviting. Make a note of when the guest will bring something other than himself. An invitation card needs to consist of textual content that describes the simple occasion details, an attention-grabbing color scheme and typography, photos or illustrations to make the cardboard stand out, and a white area to stability all of it out. If your occasion has a theme, select factors, and photographs that replicate it.

4.4.1 Work Process:

Invites for major events such as weddings and award ceremonies are typically 5 x 7 inches in size, whereas invitations for less formal occasions such as birthdays and graduation celebrations are 4 x 6 inches. For more recent designs, a smaller dimension of 5.25 × 5.25 is frequently employed**.** To begin, you'll need Adobe Illustrator. Choose a predefined size or input the dimensions of your file. In this situation, I designed my invitation 5″x7″ with a.125″ bleed. The bleed is used to ensure that nothing is cut off of your invites when they are sent to a professional printer. The normal bleed on all sides is 1/8 inch (.125). This is how your document will look once you've entered your options and clicked "CREATE."

The bleed is shown by the red border surrounding your paper. The trimming operation will remove everything between the red line and the white document. If you have a colorful backdrop or items that you wish to extend to the page's edge, make sure you extend them all the way to the bleed. Furthermore, all text should be on the white side of your paper to avoid being chopped off. To upload textual content to the invitation, click on the textual content device and kind out your textual content.

You can extrude the dimensions of the textual content with the aid of using clicking and dragging the blue corners across the textual content box. You can change the font, size, and color in the properties tab. Save it once you've gotten all of your text and components where you want them. I normally save my papers in three formats: An Illustrator file (ai) for editing, a JPEG file for internet viewing, and a PDF file for printing.

Figure 4.10: Invitation Card

The invitation card is basically to receive greetings on the centenary of Mujib and the 50th anniversary of the Liberation War. The three-day liberation war film exhibition was organized by the Arun Film Society. I was given color and typography from the office to make the invitation card. The invitation card has been made in that context.

4.5 Promotional video:

Promotional videos, often referred to as promotional videos, are videos used to promote a particular marketing activity, sale, or event. Promotions are often similar in style and tone to teaser videos. This is to attract viewers and invite them to learn more**.** An excellent promotional video attempts to personalize the dialogue while minimizing the sales component. Any video you make is an attempt to promote your brand to your target audience. However, this does not imply that it is an obvious sales ploy. You have a lot of alternatives when it comes to the kind of promotional films you may make.

- Product videos
- Intro videos
- Product launch videos
- Event videos
- Explainer videos
- Video ads
- Recruitment videos
- FAQ videos
- Testimonial videos

as well as other things When it comes to producing, there are a lot of options, so don't be scared to get creative and think outside of the box.

4.5.1 Work Process:

Planning is the first step in creating an effective video marketing strategy. To begin, consider the video's primary goal, message, and target audience.

- **Make a plan:** Spend time determining exactly what message you want to express if you're creating your own advertising film. If you're doing this film for a client, make sure you're communicating with them clearly and thoroughly. Some customers will have a clear idea of what they want, but the majority will not. "Switch back and forth with the customer, offering your ideas, to make sure you're on the correct track.

- **Look for the story:** Humans are always on the lookout for a good tale, and when we find one, we get even more engrossed.

- **Consider the target market:** It is critical to understand your audience in order to engage them. “Look for them and get to know them to understand how they see the world.

- **Other videos might serve as inspiration:** Take a look at the available video footage. Look at what other companies have done and make a note of what works and what doesn't. "Take inspiration from the videos that truly stand out," but then build on them to create art a dramatic, startling, authentic tale around the nucleus of the service or product."

- **Be aware of the location of this content:** Make certain you understand the client's format, video duration, and resolution requirements before you begin shooting. "Ask as soon as possible what platforms they'll be showing the movie on because this will inform you frame size, orientation, any requirements you'll need to satisfy, and any time constraints that may exist on social or online platforms." [14]

Figure 4.11.1: Book promotional video Screenshot.

Figure 4.11.2: Book promotional video Screenshot.

©

Figure 4.11.3: Book promotional video Screenshot

Book Promotional Video This is basically a graphic motions video. To make the video, my client provided me some pictures, some information about the book, logo, and color reference based on the book. This promotional video has been uploaded on some social media sites. This video has also been uploaded from the official site of the book.

I read the entire book twice, from the background to the last words of Gazi Shariful Hasan's published "Birmingham Diary". On their way to Britain, the rain and the deep cold gripped them, and they began their journey to an unknown new experience. After completing his schooling in the village, he joined Dhaka University as a government servant, after which he flew to the United Kingdom for higher studies. Gazi Saheb is cherishing the ideals of his father and heroic freedom fighter Gazi Lutfar Rahman (Arun) and is running for the service of the country. The late father Bir Arun jumped into the great liberation struggle of 1971, and Gazi Shariful Hasan was engaged in the battle of Garra. Surely Mr. Gazi's dream will come true one day.

During my internship at Arun foundation I was asked to make a motion graphics video project for the Upazila based film exhibition on the occasion of the golden jubilee of the war of liberation.

Figure 4.12.1: Program promotional video screenshot

Figure 4.12.2: Program promotional video screenshot

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Figure 4.12.3: Program promotional video screenshot

Figure 4.12.4: Program promotional video screenshot

Figure 4.12.5: Program promotional video screenshot

On the occasion of the golden jubilee of the Liberation War, a month-long Liberation War-based film festival has been jointly organized by the Bangladesh Film Archive and Arun Film Society in 17 Upazilas of 12 districts. The film festival was inaugurated at Matlab Upazila Auditorium yesterday. State Minister for Planning was present as the chief guest. Shamsul Alam. Member of Parliament was the special guest. Nurul Amin, Director General of Bangladesh Film Archive. Many include Nizamul Kalbi. The Liberation War Film Festival screened 30 full-length films and 11 documentaries on Father of the Nation Bangabandhu Sheikh Mujibur Rahman and 8 documentaries on the Liberation War.

This video captures the opening ceremony of the month-long Liberation War Film Festival on the occasion of the Golden Jubilee of the Liberation War.

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4.6 Cover Page:

Because I already discussed all design stages, this design has a comparable stage. I had to create a cover page for a design assignment. In our complete guide to book design, we'll cover how to tell a story on a book cover before readers even open the cover page.

4.6.1 Work Process:

- ❖ They give the material in a doc file
- ❖ Conduct similar project study
- ❖ Layout
- ❖ Design the final product

They supply me with the material before I produce this design, which I read first, then study a comparable project, then develop an 8.27*11.69 artboard, make a layout, then begin the final design.

I provide my finest work, which has been chosen, and clients accept it.

- **Recognize the components of a cover:** A book cover must have three parts: the front cover, the back cover, and the spine, which connects them.

- **Market Research:** Consider the following guidance: genre books sell well in paperback, but stories, mysteries, or autobiographies sell well in hardcover. It must be a hardcover if the consumer intends to take it on a flight or to the seaside.

- **Select a design direction:** Next, think about your design direction and how it will mesh with the author's concept for her book. There are many attractive books available, and not every design would work for each and every book. Consider the writer's or publication's suggestions.

- **Determine which aspects of the design should be highlighted:** Consider the dust jackets cover or front as an outgrowth of the book's marketing strategy. What is the most significant aspect of the story—what makes it stand out—that will assist a reader to decide whether or not to read it?

- **Select fonts and graphics:** One of the most appealing aspects of book covers is that nearly any visual style may be used. The designer's duty is to produce a cover that symbolizes all of the fantastic worlds that the author's pages generate.

The disadvantage is that it might be difficult to narrow down one's style. Photographs, illustrations, and abstract designs can all be used on book covers. From childish doodling to harsh, sophisticated font, they can be used. [15]

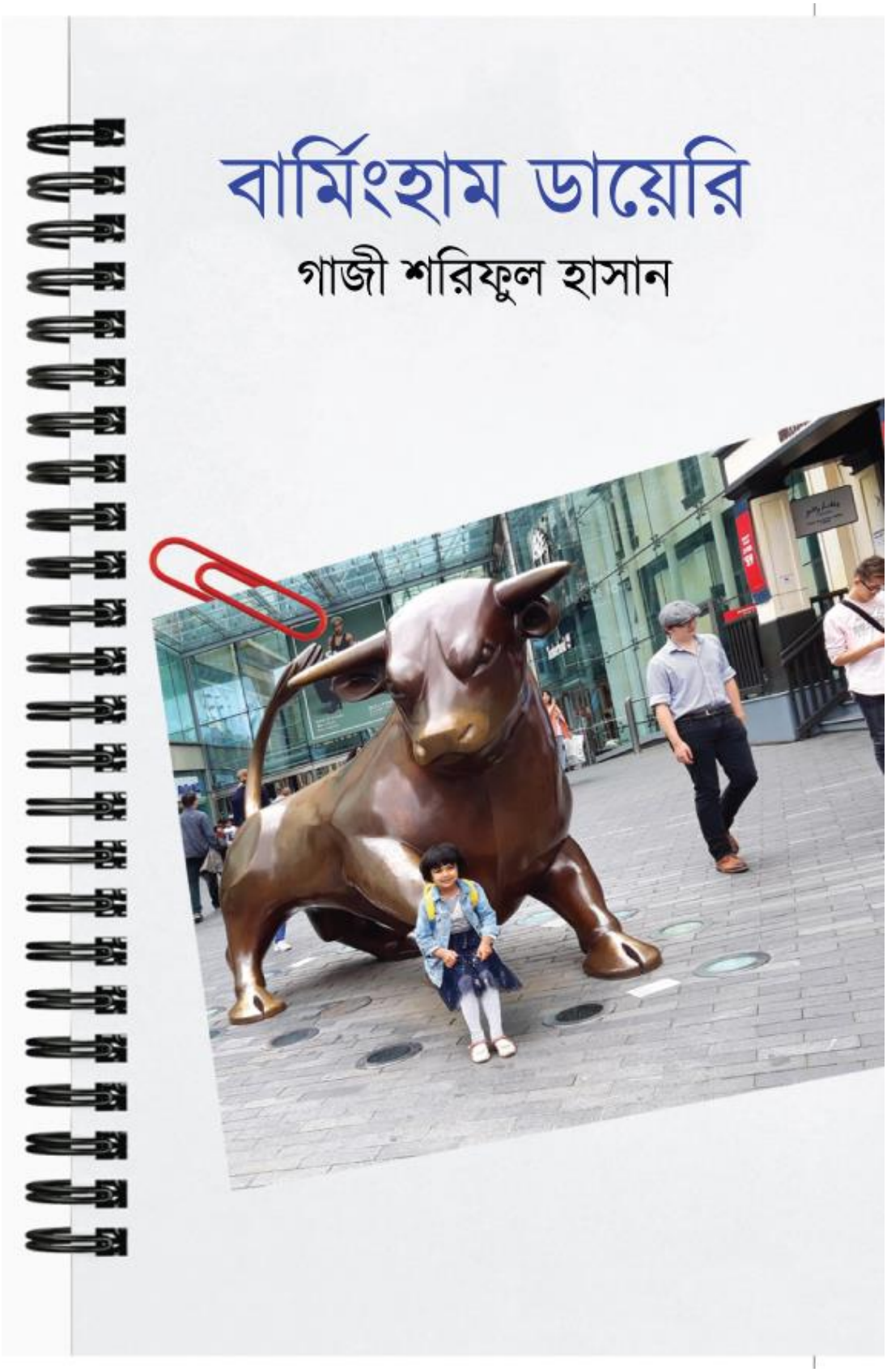

Figure 4.13: Book cover page

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This is the cover page of the Birmingham Diary book that I was given to the design. I was given all the information and pictures to make the cover page of the book with which I made the cover page and it was made as per the demand of the client. The language of his Birmingham diary on travel is very simple and straightforward. Each chapter of this book will move your inquisitive mind, one chapter will start and another new journey will start.

The author writes about the school of joy in the Birmingham Diary, during the daughter's school days. In the Birmingham Diary, the author talks about the struggle for life, education, nature, and archeological history. It is also home to the world-famous playwright William Shakespeare. Such a wonderful readable travel story can be read in one breath. I hope Gazi Shariful Hasan will write more unknown stories, novels, or stories with his magic pen.

4.7 Company Business Card:

A business card is a card that contains information about an organization or a person's profession. As a convenience and memory assistance, they are distributed at formal introductions. A business card often contains the donor's name, company, or business affiliation with logo, and contact details including street addresses, phone numbers, fax numbers, e-mail addresses, and website.

4.7.1 Work Process:

There are six steps I followed to design a business card,

- **Choose what information to use on the business card**

The following five components should be present on every business card:

Logo

Company name

Tagline

Website

Contact details

- **Select the size and dimensions of the business card**

  The typical size of a business card varies significantly by area; however, it may be calculated as follows:

  3.5 2 inches (88.9 50.8 mm) in North America

  3.346 x 2.165 inches (85 x 55 mm) in Europe

  3.54 x 2.165 inches (90 x 55 mm) Oceania

  There's also a legitimate rationale for the conventional size. Business cards are often the same size as a credit card or driver's license, allowing them to fit more easily into the card slots of a handbag or wallet.

- **Choose the kind of paper and stock for business cards**

  After I've figured out the size and form of your business cards, I'll need to figure out what kind of paper and material you'll need. There are many different types of paper and stock to choose from while creating your design.

- **Choose a font for the business card**

  As we continue to look at how to design a business card, you'll see that a great business card isn't only about the information you provide, it's about how you display it. I choose times new roman.

- **Consider how to make a business card stand out in a unique way**

With a one-of-a-kind, plastic business card, come up with new ideas to present the organization as cutting-edge and forward-thinking. Clear, frosted, and white plastic cards are offered. Let's take a look at each one, as well as why you would choose to use this style for your own business card. We've got you covered if you're seeking for even more unique methods to make your business card stand out from the crowd. The following entertaining ideas, which range from plastic and square-shaped cards to metal business cards, are definitely worth exploring.

- **Boosting success with a business card**

Business cards are useful in more ways than one. It also gives the organization a positive first impression, expands your reach, presents your contact information, and gives your company greater legitimacy all in one card. Creating a good business card is not really complicated, pricey, or time-consuming, as you've seen in the tutorial. With this new information and the assistance of a business card, designers can enjoy the numerous benefits any well business card gives.

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Figure 4.14: Company business card

Figure 4.14.1: Company business card

CHAPTER- FIVE

OVERALL CONTRIBUTION

5.1 Discussion of my role:

I do an internship as a graphic designer for the Arun Foundation. It was my responsibility to do the assignment on my own. I also had to manage and direct my seniors as well as the clients. I had to deal with my senior and my own troubles on occasion. My senior sends a new assignment to me every day. Every project I successfully submitted by the project deadline provides me with comments and corrections, which I examine and implement.

I needed to look through the daily job schedule. Every day from 10:00 a.m. until 6:00 p.m., I went to my workplace.

My daily routine began with morning reporting time when my senior assigned a new project, and every day they gave me an assignment such as social media design, banner design, poster design, invitation card design, cover page design, business card design, promotional video, and I also participated in non-project work. Aside from these projects, I got the opportunity to learn how to develop connections with coworkers. I visited other departments of the business to obtain further information for this reason.

During my internship, I gathered a lot of new skills. My contribution to the project was quite important.

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CHAPTER- SIX

DISCUSSION & CONCLUSION

6.1 Discussion:

As previously said, I've worked on a variety of projects, namely banners, posters, invitation cards, promotional films, and cover pages. I was a final-year university student. I am overjoyed that I was able to finish the final portion of my undergraduate career by working at a corporate office. Collaborating with creative brains and experts was indeed a terrific opportunity for young blood such as myself. The office and its employees made me feel at ease as if I would be at home. We've had a lot of fun, working lately with a lot of encouragement because we feel like we're working not only for the client but also for the country and the people. Having learned all these things, the relationships formed there is a lifelong asset that has always been with me, helping me to learn a lot. It has been an amazing journey to work on so many local and government projects, concluding it was a great learning opportunity for me. It was a great learning experience for my career. Digital l and conventional media marketing aevery important. Digital marketing communications are essential to ensure the success of today's brands and reach not only domestically but internationally. I had the opportunity to learn about the field of graphic design in a palm setting. I requested the opportunity to attend design team meetings, assist with design projects and social media, perform client research, and engage with seasoned designers. Despite the fact that interns were paid so little, the experience I receive in their industry can be extremely important. [16]

6.2 Conc1usion:

The internship can help in-depth practical information and develops skills, both of which are necessary for career success. It also broadens our intellectual horizons. I've gained a variety of experiences that have aided in the development of my potential as a competent worker. Arun Foundation intern working as a graphic designer. As a designer, I had just theoretical expertise when I started this job. I obtained professional experience as a designer after working on various professional projects for four months under the supervision of my senior. I've also worked on a variety of initiatives for the firm, both large and small. I've learned how to operate as part of a team and how to complete tasks on time. This internship, I believe, will be extremely beneficial in my future development as a professional designer. The Arun Foundation has provided me with an environment that has really aided my studies. And, if given the chance, I'd prefer to work for the company. Internships give hands-on experience and certifications that are critical for achievement. It also broadens our intellectual horizons.

During my internship, I got the opportunity to work with some of the best designers in the industry. They have taught me a great deal. All of those jobs offered me real-world experience and taught me how to do my job better. I am certain that I will be able to put all of these talents to good use in my future professional career.

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