

**FINAL YEAR PROJECT REPORT**

**Intern at Rectangle Communications Ltd:  
Creative Visualization for Brands**

**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**

## **APPROVAL**

This Project titled “**Intern in Rectangle Communications ltd: Creative Visualization for Brands**”, submitted by **Mazumder Rahul Kamal**, ID: 181-40-479 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<sup>th</sup> January, 2022.

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## DECLARATION

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

**Supervised by:**



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## ACKNOWLEDGEMENT

An internship is an expert opportunity for growth which offers a significant, reasonable work to a student as per the field of his study or profession interest.

First, I express my heartiest thanks and gratefulness to almighty God for His divine blessing makes us possible to complete the final year internship successfully.

I am really grateful and wish our profound our indebtedness to **Arif Ahmed, Associate Professor**, Department of MCT Daffodil International University, Dhaka. Deep Knowledge & keen interest of our supervisor in the field of *“Intern in Rectangle Communications ltd: Creative Visualization for Brands”* to carry out this internship. His endless patience, scholarly guidance, continual encouragement, constant and energetic supervision, constructive criticism, valuable advice, reading many inferior draft and correcting them at all stage have made it possible to complete this internship.

I would like to express my heartiest appreciation to seniors, teachers, and Head, Department of MCT, for their benevolent assistance to complete this internship and also to other faculty member and the staff of MCT department of Daffodil International University.

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

## **ABSTRACT**

An internship permits Students to upgrade the information and hypothetical practice they have learned. The internship is an authority program presented by an association to possible representatives. Sometimes, Internships get arranged by an educational counselor for his students. It is an incredible breadth to foster abilities and impressive skill for the since quite a while ago spat future. As well as social event specific abilities of a specific field, adaptable abilities like cooperation, correspondence, and PC capability are additionally accomplished in an internship.

I have chosen ‘Creative Visualization for brands of Rectangle communication ltd.’ for my internship. It helped me to gather a lot of experience on this field. I always wanted to work with advertising and media agencies. This intern gave me chance to develop my skills and professionalism. I have learned several things throughout out internship. Such as, digital designs, client management, project management.

Throughout this internship I had chance to work for some big organizations such as GMS Textile, GMS Trims, J’adoubé Collection, SeeTune Entertainment, UNDP. Which will help me in my future jobs and works.

## TABLE OF CONTENTS

<b>CONTENTS</b>	<b>PAGE</b>
Board of examiners	i
Declaration	ii
Acknowledgements	iii
Abstract	iv
 <b>CHAPTER 1: INRRDUCTION</b>	 <b>1-2</b>
1.1 What is internship	1
1.2 Importance of internship	1
1.3 Organization	1
1.4 Description of my internship	2
 <b>CHAPTER 2: DETAILS OF USED SOFTWARE</b>	 <b>3-6</b>
2.1 Adobe Illustrator	3
2.2 Adobe Photoshop	4
2.3 Adobe Premiere pro	5
2.4 Adobe After Effects	6
 <b>CHAPTER 3: EXPLORATION OF MY INTERNSHIP</b>	 <b>7-21</b>
3.1 Work for GMS Textiles	7-9
3.2 Work for GMS Trims	10-11
3.3 Work for J'adoubé Collection	12-14
3.4 Work for Inspira (UN)	15-18

3.5 Work for SeeTune LLC	19-21
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## **CHAPTER 4: OVERALL CONTRIBUTION** **22**

4.1 My role and responsibilities	22
----------------------------------	----

## **CHAPTER 5: DISCUSSION AND CONCLUSION** **23**

5.1 Discussion	23
----------------	----

5.2 Conclusion	23
----------------	----

## **LIST OF FIGURES**

<b>FIGURES</b>	<b>PAGE NO</b>
Figure 1.1: Intern Organization Logo	2
Figure 2.1: Adobe Illustrator Logo	3
Figure 2.2: Adobe Photoshop Logo	4
Figure 2.3: Adobe Premiere Pro Logo	5
Figure 2.4: Adobe After Effects Logo	6
Figure 3.1: GMS Textiles poster on process	7
Figure 3.2: GMS Textiles final poster	8
Figure 3.3: Video editing on process	9
Figure 3.4: Final video	9
Figure 3.5: GMS Trims Eid card on process	10
Figure 3.6: GMS Trims Eid card	11
Figure 3.7: J'adoubé Photoshoot	12
Figure 3.7: J'adoubé Photo editing process	13
Figure 3.8: J'adoubé edited photo	13
Figure 3.9: J'adoubé digital poster design	14
Figure 3.10: Inspira achievement poster	15
Figure 3.11: Inspira career portal icon	16

Figure 3.12: Human Rights Day poster	16
Figure 3.13: World Aids Day poster design process	17
Figure 3.14: Human Rights Day GIF	17
Figure 3.15: GIF animation process (after effects)	18
Figure 3.16: GIF animation process (photoshop)	18
Figure 3.17: SeeTune design working process	19
Figure 3.18: SeeTune final design	20
Figure 3.19: SeeTune action plan draft design	21

## **REFERENCE** **24**



# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 What is an internship?**

An Internship is a momentary work experience presented by organizations and associations for individuals, typically students, yet not dependably to get some section level openness to a specific industry or field. It is a very remarkable opportunity for growth as it is work. Preferably, assistants invest their energy in dealing with significant undertakings, finding out about the field, making industry associations, and creating intricate and delicate abilities. Internships now and again even lead to regular bids for employment. <sup>[1]</sup>

### **1.2 Importance of internship**

As an intern, we get an opportunity to work next to each other with achieved industry professionals and find out about what a section-level job may involve. We will acquire genuine work insight and meet and gain from the experts. And we will start to build our network, from our fellow interns to seasoned leaders. <sup>[2]</sup>

### **1.3 Organization**

I have completed my internship from “Rectangle communications ltd.” Rectangle is specialized for Brand Building, Maintenance, Development & Communication. Rectangle Communications is a one stop solution for Corporate Brand Management & Consultancy, Creative Communication & Planning, Media Planning & Ad Placement, Event Management & Activation, Social Marketing & Communication, Advertising, PR Services, Digital Marketing, Audio & Visual production and Research & Development. <sup>[3]</sup>



Figure 1.1: Intern Organization Logo

## **1.4 Description of my internship**

As a visualizer intern, I had to go through various types of work experiences. I used to do graphic designs for several clients. I have attended all the meetings during my internship period. Also, I had to interact with clients. There were some on-field works like a photo shoot and video shoot.

Throughout my internship, I have worked for these organizations,

GMS Textile

GMS Trims

J'adoubé Collections

SeeTune Entertainment LLC

Inspira (UNDP)

## **1.5 Internship period**

Started from July 01, 2021 and ended at October 31, 2021

## **CHAPTER 2**

### **DETAILS OF USED SOFTWARE**

#### **2.1 Description of used software**

During my internship, I have used four types of software. They are adobe photoshop, adobe illustrator, adobe premiere pro, adobe after effects. I had to do graphic design, photo editing, video editing, and motion graphics. That is why I had to go through with different types of software experience.

#### **2.2 Adobe Illustrator**

Adobe Illustrator is an industry-standard software for the likes of artists, illustrators, designers, and more. It lets you create all manner of artwork, graphics, and illustrations on your Mac, PC, iPad, and now even on the web.<sup>[4]</sup>

I have used this software to create digital posters for clients and other graphics related designs.



Figure 2.1: Adobe Illustraror Logo

## 2.3 Adobe Photoshop

Adobe Photoshop is software that is extensively used for raster image editing, graphic design and digital art. <sup>[5]</sup>

I have used this software to edit raw photos to look like design ready. Sometimes to create a digital poster design we need some photos that must be edited, photoshop helped to do this.



Figure 2.2: Adobe Photoshop Logo

## 2.3 Adobe Premiere Pro

Adobe Premiere Pro is a widely used software applications for video editing on mac OS or Windows computers. Premiere Pro is used for editing videos, commercials and other film, television, and online video. <sup>[6]</sup>

I have used this software for editing raw footages to make a complete promotional video.



Figure 2.3: Adobe Premiere Pro Logo

## 2.3 Adobe After Effects

With Adobe After Effects, the industry-standard motion graphics and visual effects software. I used this software for motion graphics. In videos sometimes there need to add text animations so to give it a better look I have used after effects. Also, used this software to create GIF animations.



Figure 2.4: Adobe After Effects Logo

## EXPLORATION OF MY INTERNSHIP



## GREEN FEATURES

Water Savings Of More  
Than 72% Of The Usage

Rainwater Management

Water Efficient Landscaping

Water Efficient Fixtures And  
Treated Water

Figure 3.2: GMS Textiles final poster

### 3.1.2 The work process for Promotional Video:

After getting raw footage from the cinematographer and audio from the voice artist, I started editing the video. After finishing my first draft, I showed it to my director. Then as per his feedback, I have corrected all the problems and submitted the final video.



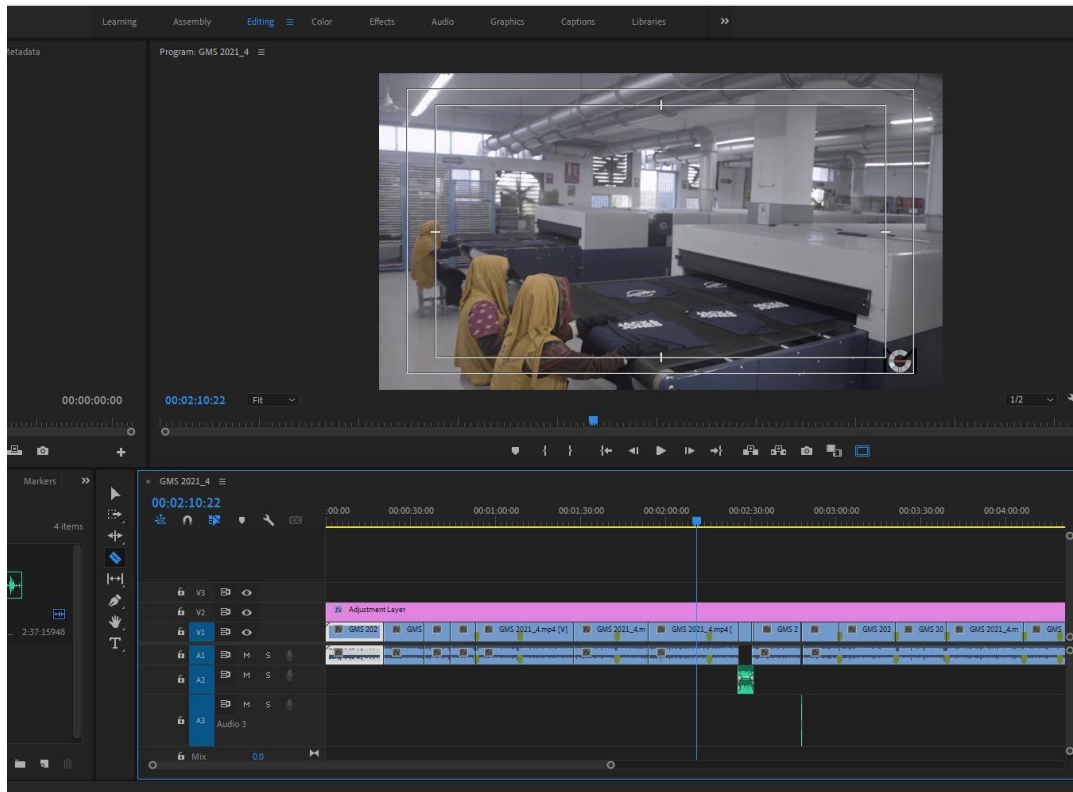


Figure 3.3: Video editing on process



Figure 3.4: Final video

## 3.2 Work for GMS Trims

GMS Trims is a famous company from Bangladesh in garments sector. I used to create social media post designs for GMS Trims under the direct supervision of the creative head. He used to give me all the task from our client.

### 3.2.1 The work process for designs:

After understanding the theme of particular designs, I have discussed it with my creative head and started working on the design. After finishing all designs, I sent them to the director for review and waited for his feedback. I fixed them and sent them again for final approval if there were any corrections.

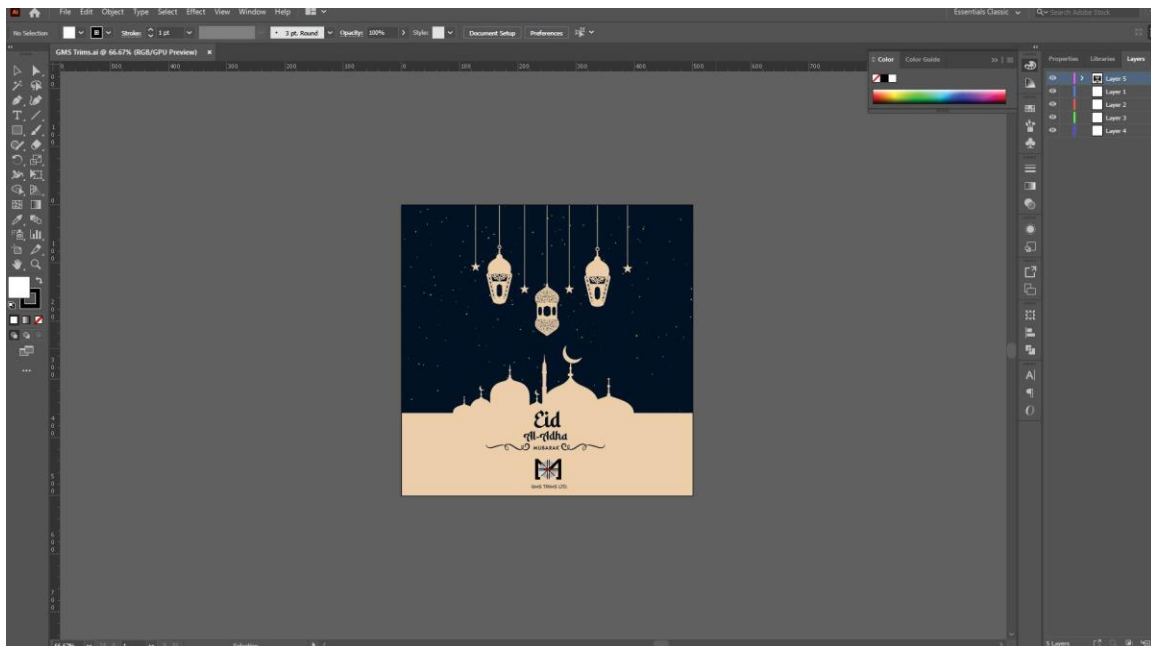


Figure 3.5: GMS Trims Eid card on process



Figure 3.6: GMS Trims Eid card

### 3.3 Work for J'adoube Collection

J'adoube Collection is a fashion house. I had a chance to design their social media posters. Also, I participated in a photoshoot project of theirs. I was an asst. project manager for that project. I also had to refurnish those raw photos.

#### 3.3.1 The work process for Photoshoot:

The C.E.O of our company assigned me to this project as my learning process to on-field work. My duty was giving ideas to photographers and helping the project manager to complete the project successfully. It was two-day long work, and we had to go to their factory at Gazipur.



Figure 3.7: J'adoube Photoshoot

### 3.3.2 The work process for Photoshoot:

After the photoshoot, we delivered an edited version of all photos to the client. My duty was to edit those photos and some of them we used for social media design.

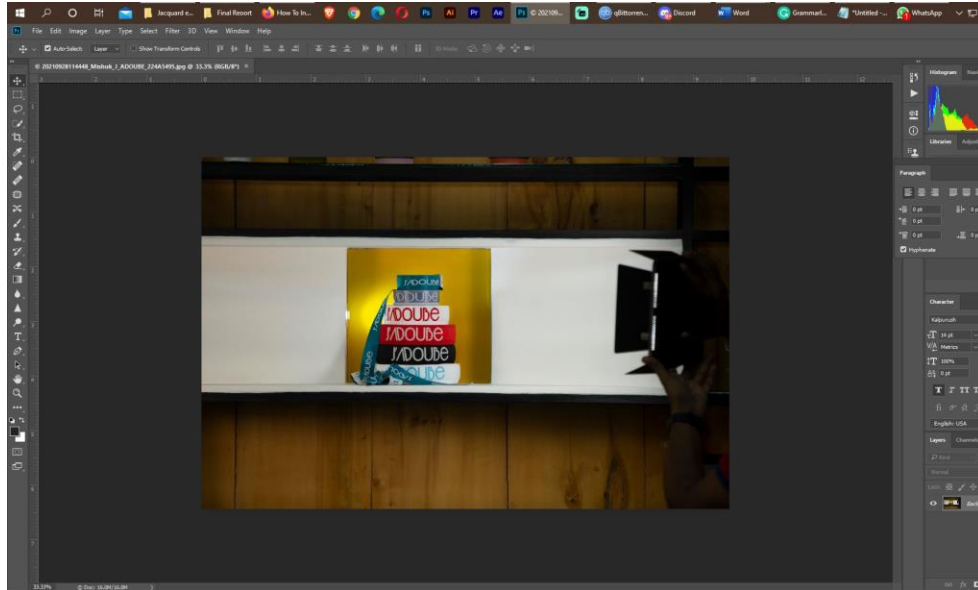


Figure 3.7: J'adoubé Photo editing process



Figure 3.8: J'adoubé edited photo



### 3.3.3 The work process for digital poster design:

After editing photos, we used some of them for digital poster design. I was assigned to this job by my creative director. This time I directly had a meeting with our client, and from there, I got brief on their required designs. Then I started working on designs. After finishing all designs, I sent them to the director for review and waited for his feedback. If there was any correction, I fixed them. After that, I sent these designs again for final approval.



Figure 3.9: J'adoubé digital poster design

### 3.4 Work for Inspira (UN)

Inspira, the Secretariat's platform for talent management, is being upgraded as part of the roadmap to modernize technology in the UN. Advanced technology provides critical support to meeting the strategic objectives of the Organization. I have designed some of their social media posters, icons, and GIF.

#### 3.4.1 The work process for social media designs:

As per the given topic, theme, and content for the poster, I designed some posters for their social media. I maintained their color palette and selected fonts from them for every design. Sometimes it was tough to work in these limitations.



Figure 3.10: Inspira achievement poster



Figure 3.11: Inspira career portal icon



Figure 3.12: Human Rights Day poster





Figure 3.13: World Aids Day poster design process

### 3.4.1 The work process for GIF creation:

After completing poster designs, I created GIFs on the same topic. At first, I used to make all the animations in after effects, then export the video and import it to photoshop to create web legacy. So that the animation looks like a GIF, it was part of motion graphics.

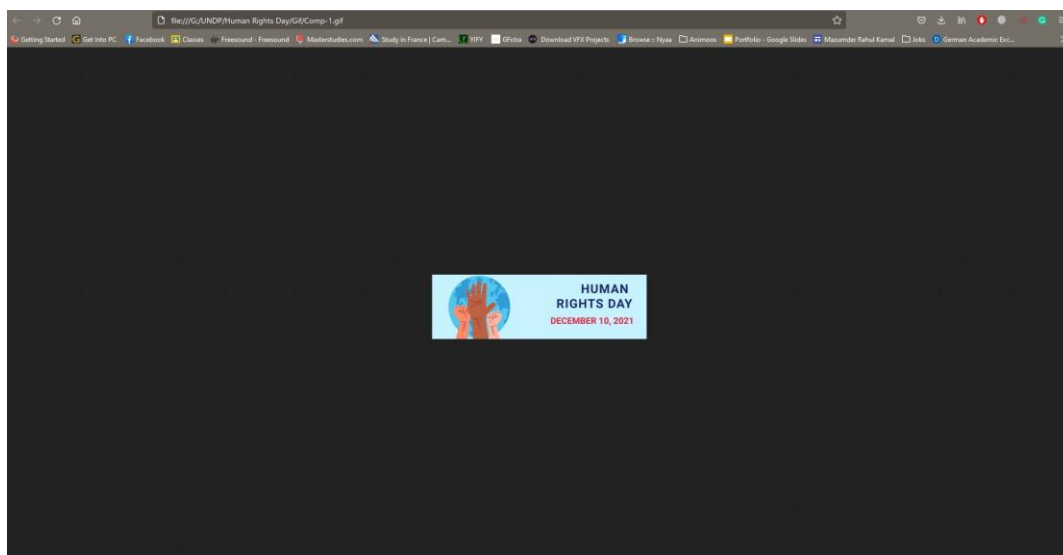


Figure 3.14: Human Rights Day GIF

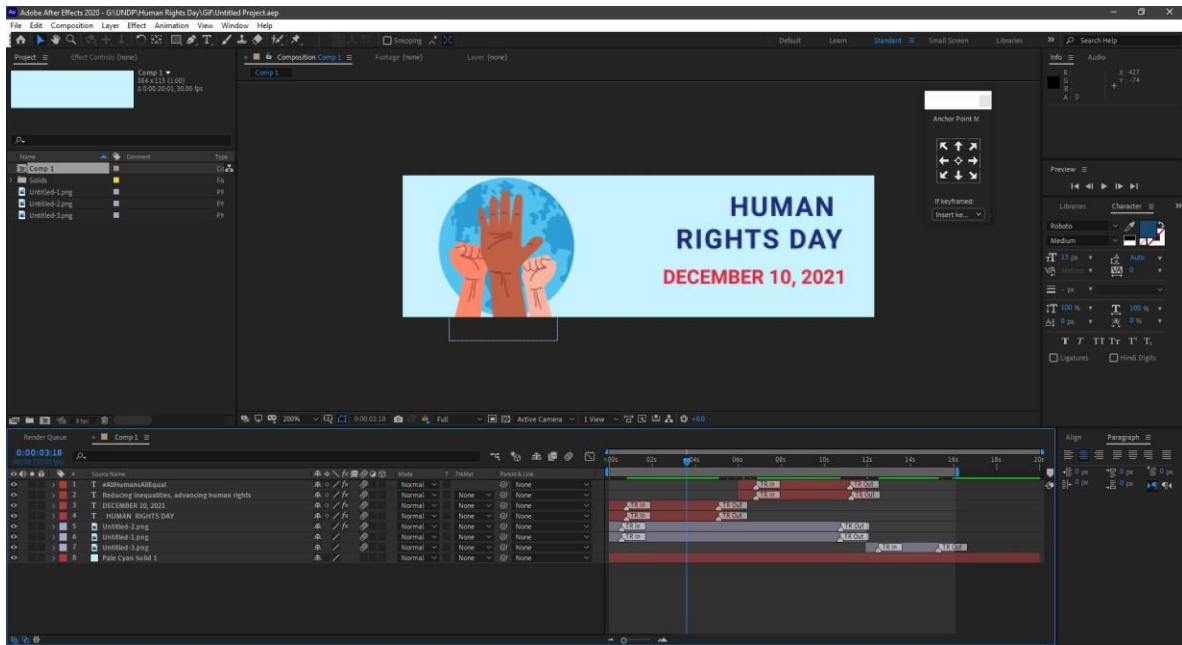


Figure 3.15: GIF animation process (after effects)

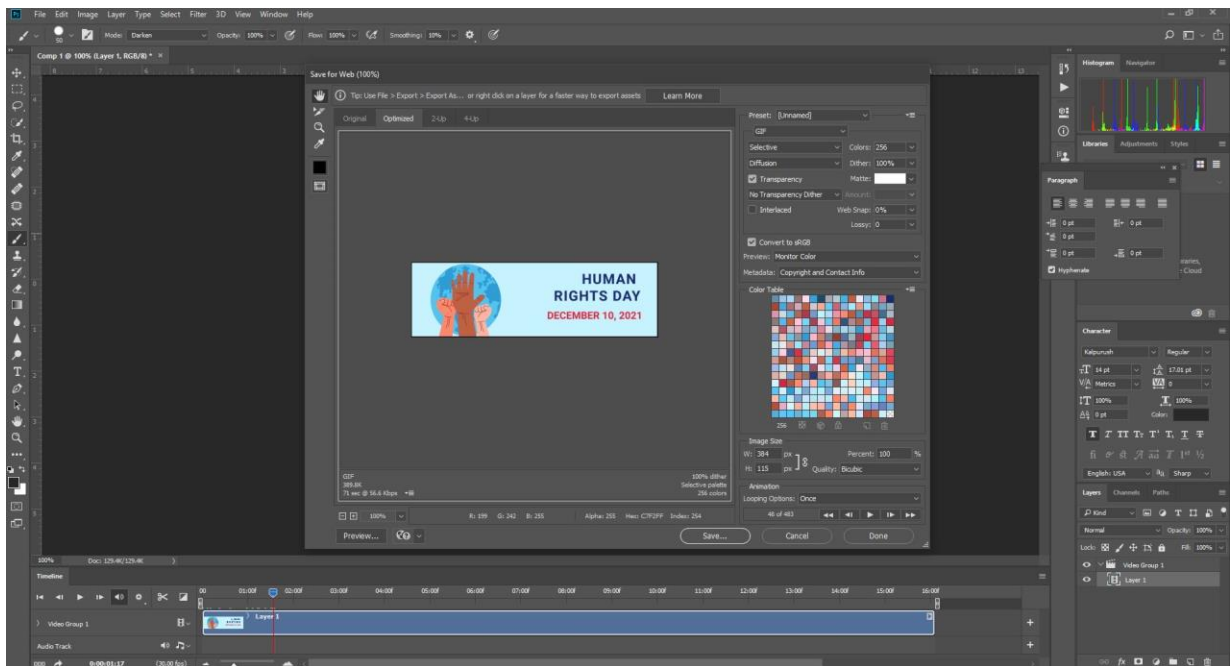


Figure 3.16: GIF animation process (photoshop)

### 3.5 Work for SeeTune LLC

SeeTune Entertainment LLC is a California Based social media and Content Generation Agency. I used to create social media post designs for SeeTune under the direct supervision of the creative head. He used to give me all the tasks from our client. I also took part in the creation of their action plan daft.

#### 3.5.1 The work process for social media designs:

Working for an organization based in Hollywood is always fun. I had to be more creative before designing their social media content. After getting the brief about the client's requirements, I had to study these designs to give my designs the best look. I used adobe illustrator software to create these contents. After finishing my first draft, I sent them to my director. Then getting his feedback, I corrected them and re-submitted them to him.

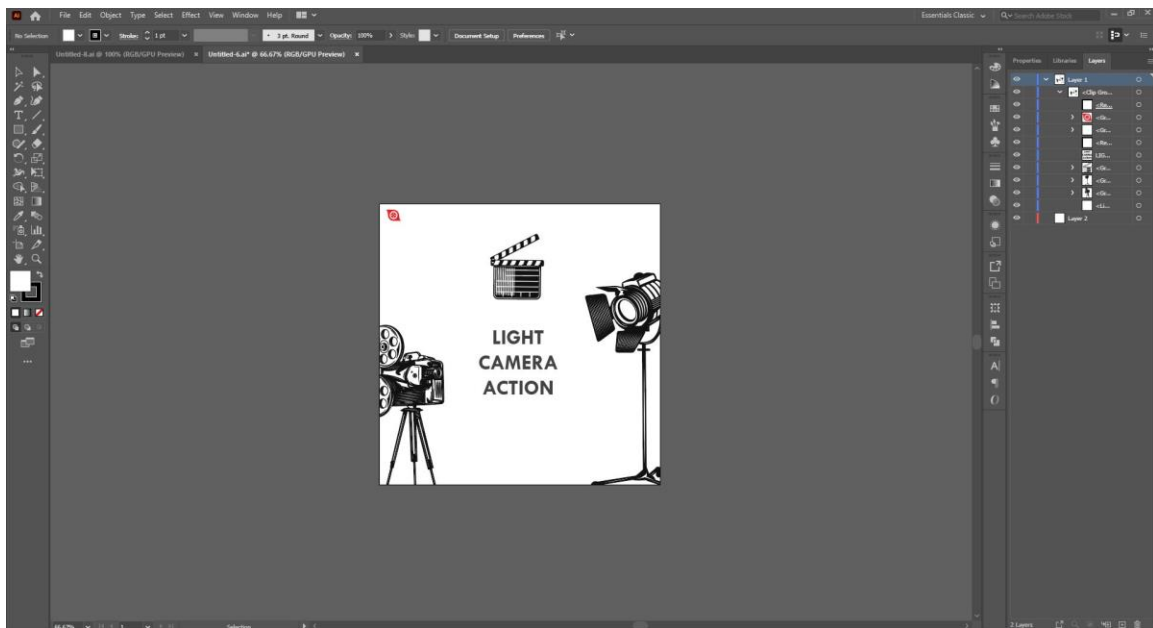


Figure 3.17: SeeTune design working process



Figure 3.18: SeeTune final design

### 3.5.1 The work process for action plan draft:

The SeeTune is going to make a new documentary film named Next Life. For this, they needed an action plan draft for their production. So, we had to create a proper presentation for them. Also, the template design of their presentation slides. My duty was to think about template design and creating this.



Figure 3.19: SeeTune action plan draft design

### 3.5 Challenges and overcoming

There was so much challenge waiting for me at the beginning. We cannot use the same font in every design. So, I had to improve my use of different fonts for different scenarios. Choosing a good color combination for a design is very important. I needed improvement in this sector also. Learning design aesthetics was so much essential for me too. Communications with clients and other colleagues were tricky because I was an introverted person. So, I learned communication skills day by day. Editing professional videos in the first place was not so smooth for me. In every challenging situation, I tried my best to overcome it. Sometimes there was a tight deadline, so I had to deal with it by increasing my working speed. In every design, I had to bring unique visuals. For that, I had studied designs more and more every time.

## **CHAPTER 4**

### **OVERALL CONTRIBUTION**

#### **4.1 My role and responsibilities**

As a visualizer intern, I had been multitaskable and had to show my potentials. I have a great passion for this field, so I wanted my works to reflect that.

I had some key responsibilities such as,

- Study design briefs attentively
- Making concepts for visuals based on requirements
- Rough drafts creation and presenting ideas
- Develop designs and other graphics with software
- Attending regular meetings
- Meeting with clients

The internship is also a full-time job; I worked as a full-time employee. I faced every situation as a permanent employee faces. My responsibilities were the same as theirs. I had been working on some big project of the company. My role was crucial for them in that situation, and I tried to give my best in every possible condition.

## **CHAPTER 5**

### **DISCUSSION AND CONCLUSION**

#### **5.1 Discussion**

Through this internship, I have worked for some renowned brands, companies. It was a significant learning period for me. During the internship, I have gathered knowledge of the current marketplace and situation. I got some clear ideas about the corporate world. The creative sector is something where we cannot stop or end our learnings. We have to continue this process until we stop working in this field. The world is very fast-moving, and if we want to catch up with it, we have to improve ourselves day by day. If we need to step into this process, an internship is the first door. My internship gave me some crucial experiences that I will need in my first job. Understanding design aesthetics along with market strategies is so essential for me. Working experience for those big companies will make my profile stronger.

#### **5.2 Conclusion**

During this internship, I have upgraded my skills in various sectors. Nowadays, multitasking is essential for every employee. Internships provide exposure to the real world and give us the platform to establish critical networking connections. The internship is an excellent field for preparing ourselves for the following challenges. As a multimedia student, I already knew about related software's and how these works. But this internship helped me to learn professional-level skill on these software's. I have upgraded my design sense throughout this training period. I have learned to multitask. It was a mix of an experience after exploring designing, video editing, project management at the same time. I am delighted that I have chosen the internship. Now I can apply all my experiences to my professional life.



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