FINAL YEAR PROJECT

Internship on Graphic Design

BY

Nasib Mohammad Arif

ID: 181-40-480

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

Supervised By

Dr. Md. Samaun Hasan

Assistant Professor

Department of Multimedia and Creative Technology

Daffodil International University

DAFFODIL INTERNATIONAL UNIVERSITY

DHAKA, BANGLADESH

May 28, 2022

APPROVAL

This project titled "Internship on Graphic Design", submitted by Nasib Mohammad Arif 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 28 May 2022.

BOARD OF EXAMINERS

Dr. Shaikh Muhammad Allayear   **Chairman**
Professor & Head
Department of Multimedia and Creative Technology
Faculty of Science & Information Technology
Daffodil International University

Arif Ahmed   **Internal Examiner**
Associate Professor
Department of Multimedia and Creative Technology
Faculty of Science & Information Technology
Daffodil International University

Dr. Md. Samaun Hasan   **Internal Examiner**
Assistant Professor
Department of Multimedia and Creative Technology
Faculty of Science & Information Technology
Daffodil International University

Dr. Mohammad Zahidur Rahman   **External Examiner**
Professor
Department of Computer Science and Engineering
Jahangirnagar University

DECLARATION

I hereby declare that this internship has been done by me under the supervision of **Dr. Md. Samaun Hasan, Assistant Professor 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.

Supervised by:

Dr. Md. Samaun Hasan
Assistant Professor
Department of Multimedia and Creative Technology
Daffodil International University

Submitted by:

Nasib Mohammad Arif
ID: 181-40-480
Department of Multimedia and Creative Technology
Daffodil International University

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 **Binary Elites**.

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 **Dr. Md. Samaun Hasan** Assistant Professor of **Multimedia and Creative Technology (MCT), DIU** provided advice and also helped me prepare the internship report.

I would also like to thank the Binary Elites, which gave me the opportunity to do an internship as a graphic designer in their company. I would also like to especially thank the Senior Creative Visualizer of the Binary Elites, Mr. Saber, 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, Dr. 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

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 Graphic Design in Binary Elites 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 Brand kits, Flyer, brochure, social media content, web banner, web promo video. 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.

TABLE OF CONTENTS

CONTENTS	PAGE-NO

LIST OF FIGURES

CHAPTER-ONE

INTRODUCTION

1.1 What is an internship?

Internships are a type of professional experience that provides study or job-related practical work. It also allows the student to explore and build a career path. An internship provides professional experience in a field that someone wishes to pursue.

During the internship and in your professional life, you can get practical knowledge and relieve a lot of job pressure through the internship. Experts in this sector supervise him. Internships can allow you to bring fresh perspectives and energy to the workplace. This is something he can work on. He gains knowledge of his existing job position, work habits, and challenges and solutions. [1]

1.2 Why is it important?

Internships are important because they can offer new skills and opportunities that may not be available otherwise. Intern not only gains technical knowledge in the industry of choice, but also learns how to interact with workplace professionals and develops key social skills such as time management, organization, adaptability, problem solving and teamwork. I will wear it. [1]

Acquiring knowledge while studying is not the same as working as an expert. Without an internship, it is impossible to get an accurate image of a particular area of activity. Every industry today requires a skilled workforce, and internships help students realize their potential. However, internships provide the experience of becoming familiar with and solving problems in the work environment. Therefore, as students, we all need to spend our internship time to develop and prepare for the future.

1.3 Name of the Agency:

"BINARY ELITES."

Figure 1.1: Agency logo

Figure 1.2: Agency logo (black version)

1.4 Introduction of the Agency:

Binary Elites is a renowned software agency in Bangladesh who builds digital products like software, apps & website that let people do things differently. They provide those services both national & internationally. Basically, this agency based on software development but day by day they are expanding their services & started developing websites & apps. They are active on their field since 2014.

1.5 Description of my internship:

During my internship, I gained great experience by working on a variety of tasks. I began the internship by assisting with the creation of a cover page and working on a book promotional film. I also created a couple drawings that were unrelated to the topic. Aside from these responsibilities, I was able to learn more about digital marketing and develop relationships with coworkers. There were a few snags at first, but things eventually improved. Working as part of a team, following rules, and maintaining discipline were the most essential lessons I learned from this experience. As a result, I'd want to mention that my internship was fantastic, that I enjoyed working in a professional setting, and that I'd like to collaborate with professionals again. Because of this, I have visited other departments in the organization to get more information.

1.6 Duration of my internship: 1st November-2021 to 28th February-2022

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 internship period, such as Social Media Content, Web Banner, Flyer & Brochure, Brand Kits, Backdrop, Zoom Background & Web Promo Video.

- **'Social Media Content':** Social media content is content designed by individuals or companies for social networks such as Facebook, Instagram, or Twitter. These platforms are of particular interest to companies because they allow for more direct user interaction than traditional marketing methods. However, to be fully effective, all content initiatives used must also be carefully targeted to the target group, not merely becoming another promotional measure.

- **'Web Banner':** A Web banner is a rectangular static or dynamic content that is placed on website which contains images, text, or other information about the company or organization in order to introduce it to the world of marketing. Web banners, also known as banner ads or display ads, are digital advertisements displayed in the header, footer, or sidebars of websites, such as blogs and news publications. We occasionally see flags with business discounts or sales offers.[2]

- **'Flyer & Brochure':** Flyers are typically used for large volumes of handouts. And Brochures are intended to help people read and absorb important information. Companies want to distribute them to potential customers who are already interested in what they offer. Brochures are different from flyers because they tend to be folded. [3]

- **'Brand kits':** A brand identity kit is set of goods that represent or promote your brand. It

could be diary, pen, mask, cap, bag, pen drive, keyring, watch anything. Any good with your brand logo & information can be a brand kit. But its preferable to make the good related your brand identity.

- **'Web promo video':** A web promotional video is a short video that is used to promote a certain marketing activity such as sale, or event. Promos are frequently comparable in style and tone to teaser videos in that they capture companies' audience's interest and entice them to learn more. A custom-made video can help a company to promote their goods. [11]

- **'Zoom Background':** Zoom is one of the leading video conferencing software apps. Even when face-to-face meetings aren't possible, you can virtually interact with your colleagues and have been a huge success at social events. No doubt: Zoom is a must-have tool for small and medium-sized and large teams who want to stay connected, minimize disruptions, and continue their daily workflow. There should be background on any zoom meeting. So people need a background design for their selves. [10]

2.1 Problem findings & solution:

Finding answers to these challenges is at the heart of the design industry. Graphic designers face daily challenges, not only in their own projects and interactions with clients, but also in the industry and with their colleagues. I also have other problems, which I will talk about. While working at the Binary elites, I encountered many serious problems that the company had to deal with. Some of my background recommendations are based on my observations. Designers often have preferences for the types of projects we work on and a distinct sense of style. When working with clients, it's essential to find a balance between our personal style and the client's needs. Always remember that a good designer is also a good collaborator. So we have to consider customer preferences. Graphic designers face a number of problems, one of which is the overabundance of designers in the profession. Due to the dynamic nature of graphic design and the creative flexibility that comes with it, more and more young people are choosing it as a career option. Hence, there are many graphic designers in the market with few job openings. Due to oversaturation, there is a lot of competition, leading to underpricing of services. This saturation has the greatest influence on graphic designers and graphic design companies. Designers are passionate about developing creative and visually appealing ideas, but they must also be able to create useful designs. Fonts, like colors, can evoke specific emotions and feelings, so choosing the right one is important. When I started working at the company, there was no formal orientation. I even met my department head for the first time in three days. A newcomer, such as an intern, who will be staying for a short time, will benefit from a tailored tutorial or introductory session that will help him carry out his day job. Effectively and quickly acclimatized to the environment. The world of innovation is evolving at breakneck speed. It is no longer just a private mission to stay on top of design trends; it is also a shared mission to continue pushing your creative talents to the next level. It is essential to stay up to date with current trends, wellness programs, new technologies and modern approaches, to name a few. In the field of patents, being relevant is the key to success. The company needs more staff to meet the growing expectations of its customers, especially in the area of account management and digital marketing, where the current team cannot provide effective services. Fruit and quality. When starting a new business, research and inspiration are key.

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]

I have used this software to create some of my designs & got much appreciation from my clients.
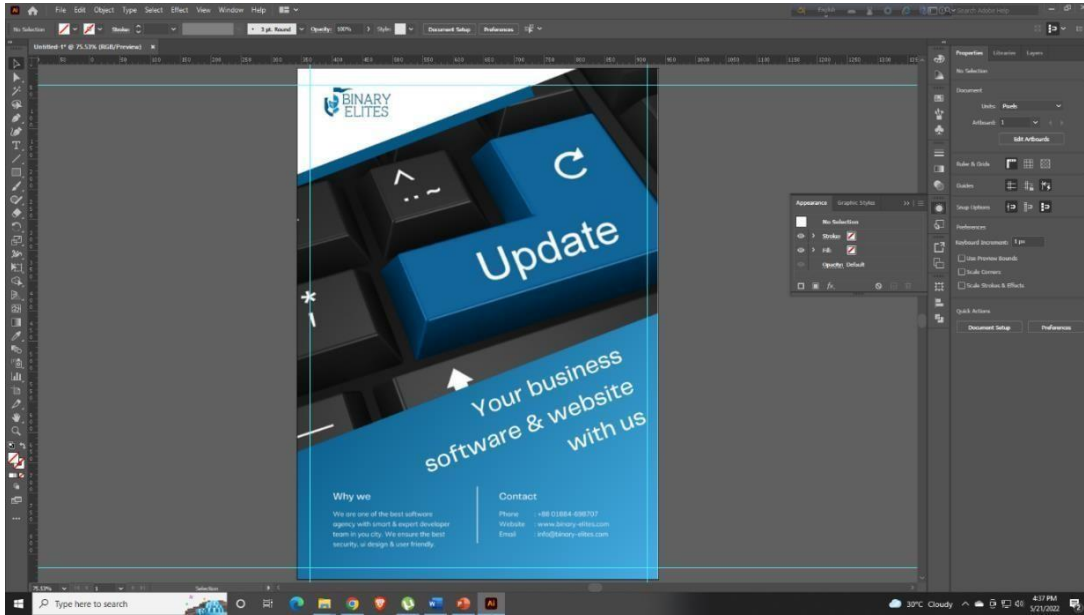
Figure 3.2: Designing flyer

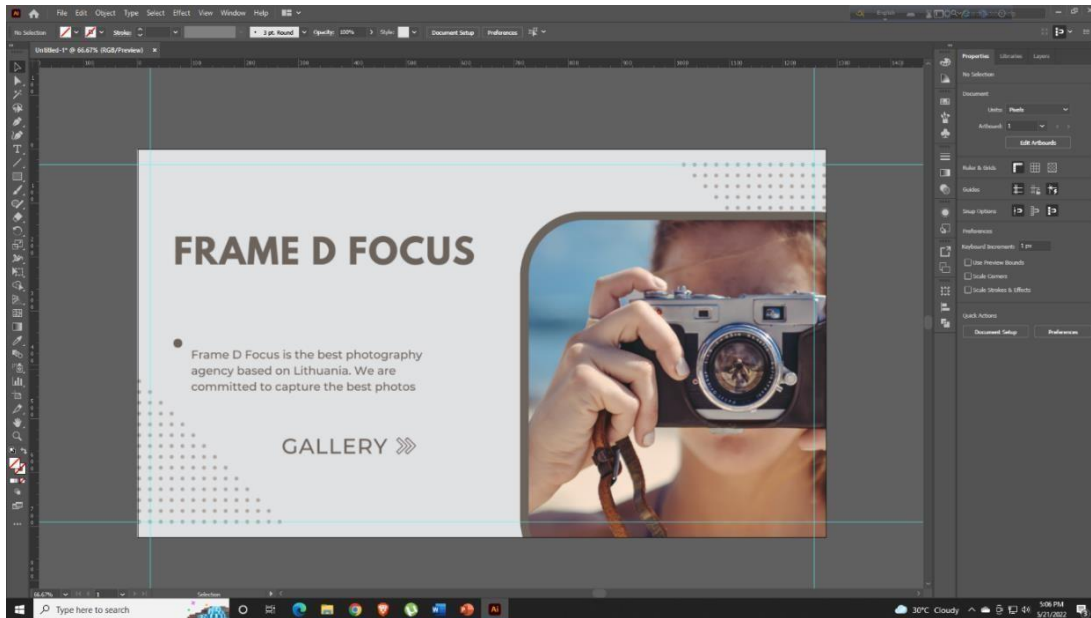This was the screenshot which I have taken while designing flyer in illustrator.

Figure 3.3: Designing web banner

This was another screenshot which I have taken while designing web banner in illustrator.

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]
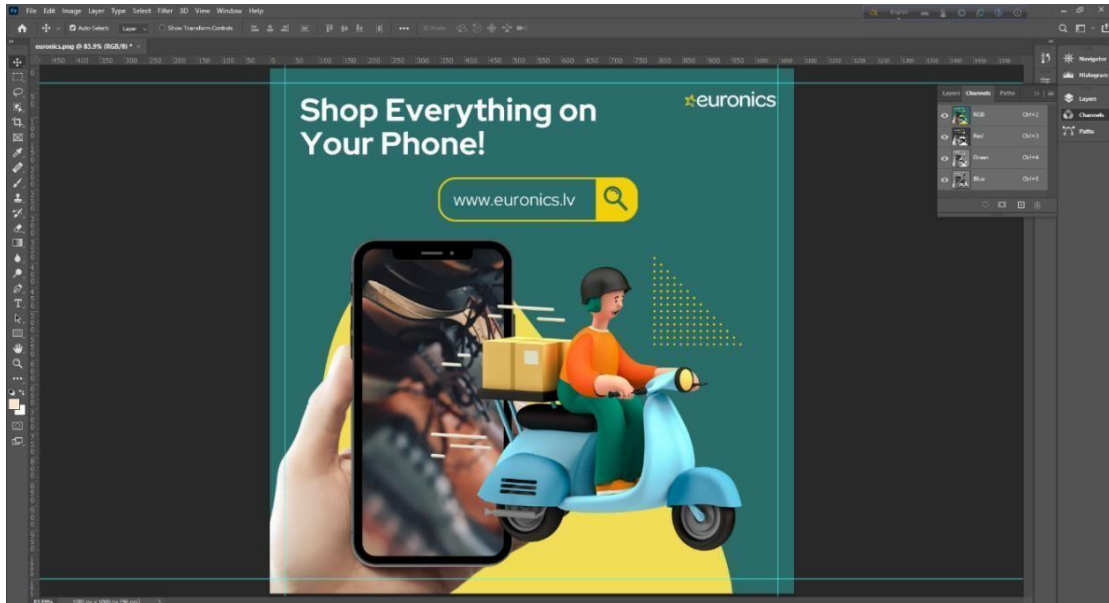
Figure 3.5: Making Social media content

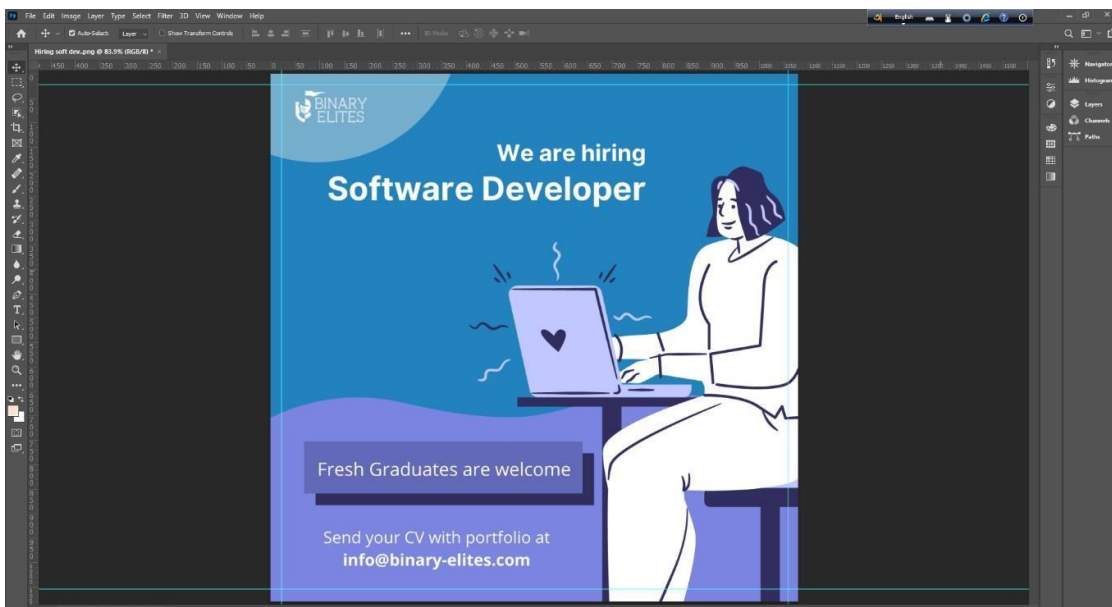This was the screenshot which I have taken while designing a social media post in photoshop.

Figure 3.6: Making Social media content

This was the screenshot which I have taken while designing another social media post in

photoshop.

3.4 Adobe Premiere Pro:

Figure 3.7: Adobe Premiere logo

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]
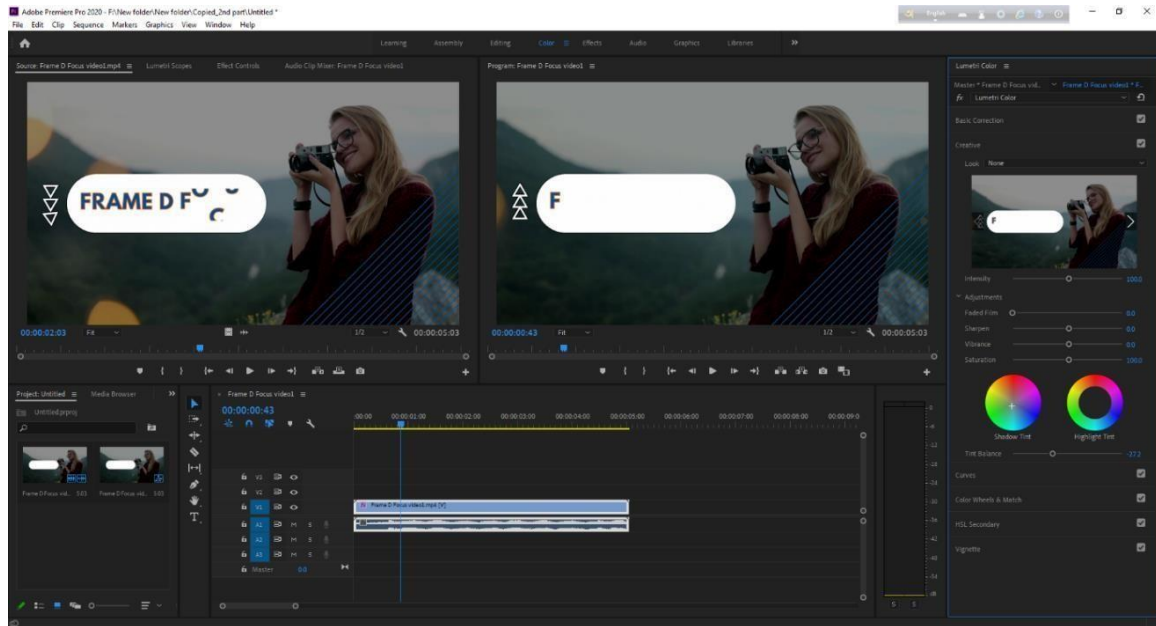
Figure 3.8: Editing the web promo video

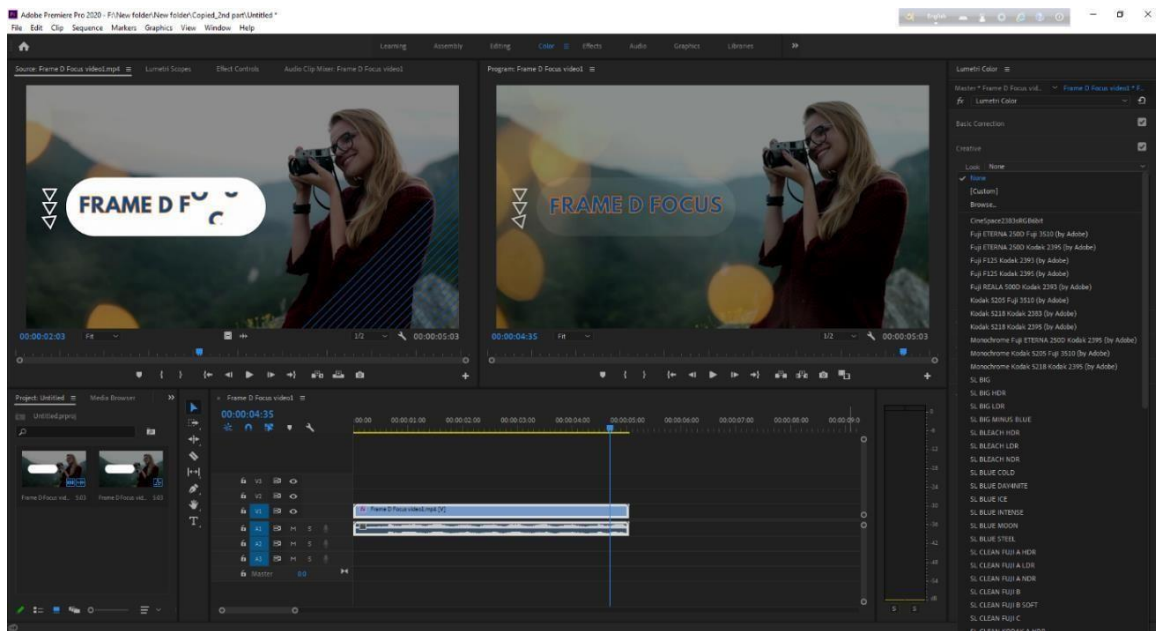This was a scenery of my work while editing the web promo video.

Figure 3.9: Editing the web promo video

This was a another scenery of editing the web promo video.

3.5 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]
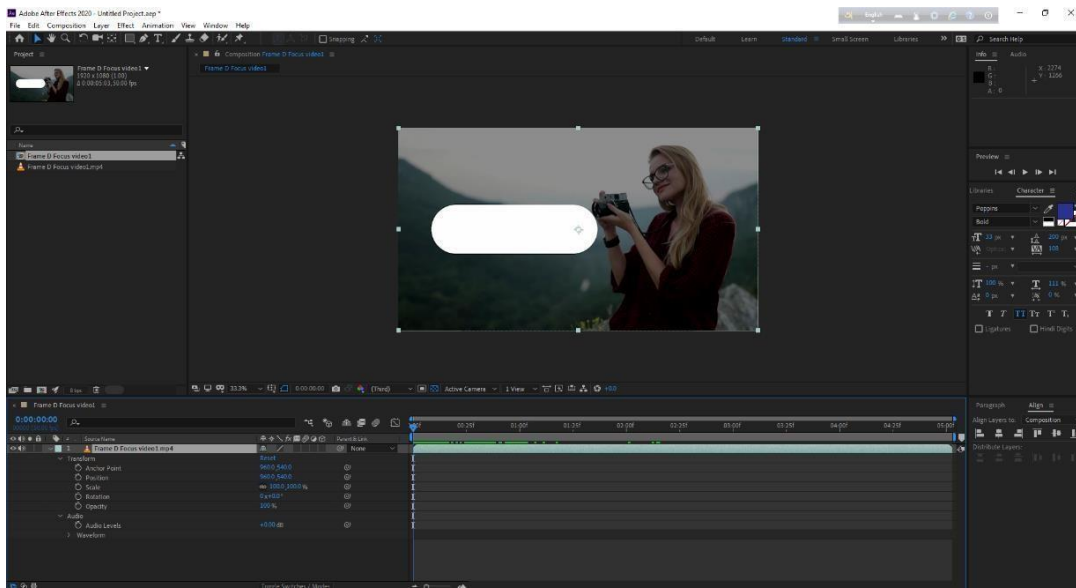
Figure 3.11: Making the web promo video
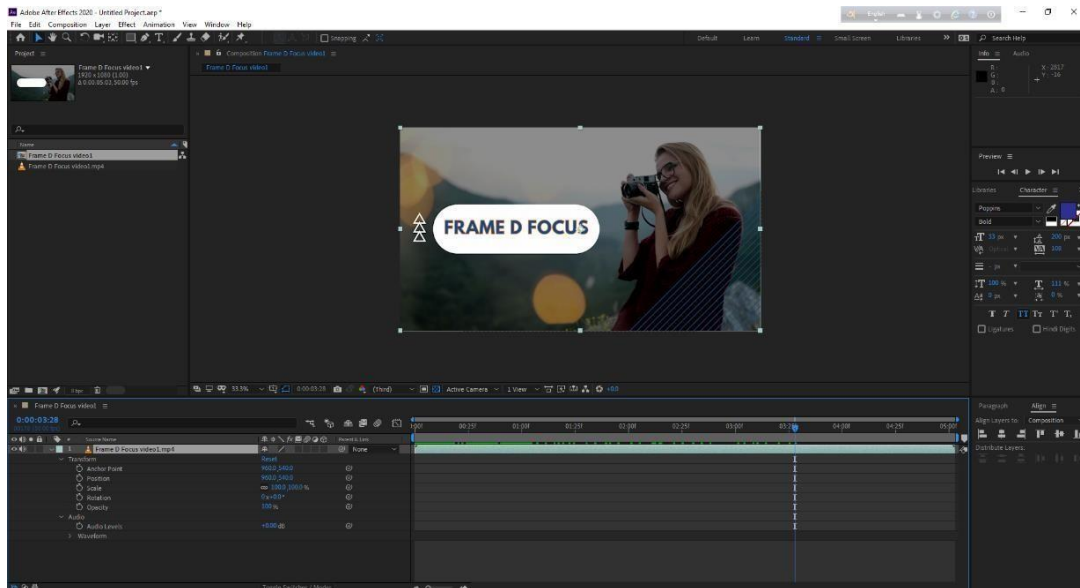
While making the web promo video I took the screenshot.

Figure 3.12: Making the web promo video

While making the web promo video I took this screenshot as well.

CHAPTER –FOUR:

EXPLORATION OF MY INTERNSHIP

4.1 Work I've Done:

I was involved with many projects during my internship. I have done with a great success most of the project. Clients gave me required images, logos & information to make the creative design for them. Sometimes I had to do that from my own with the help of my senior colleagues. The category which I have worked during my internship is mentioned below-

- ✓ Social Media Content
- ✓ Web Banner
- ✓ Flyer & Brochure
- ✓ Brand Kits
- ✓ Backdrop
- ✓ Zoom Background
- ✓ Web Promo Video

4.1.2 Research:

Graphic design involves more than just creating beautiful images. It's a type of visual communication that communicates information, discusses ideas, and encourages people to think differently. Graphic design influences the way 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 done with the aim of assisting in the creation of goods, services, and systems that meet human needs. The primary purpose of design research is to provide value to the end user or to fulfill a specific requirement. The processes I followed to create the designs are listed below:

- ✓ Brainstorming

- ✓ Client briefing

- ✓ Typography research

- ✓ competitor analysis

- ✓ Research on color

4.2 'Social Media Content':

'Social Media Content': Social media content is content designed by individuals or companies for social networks such as Facebook, Instagram, or Twitter. These platforms are of particular interest to companies because they allow for more direct user interaction than traditional marketing methods. However, to be fully effective, all content initiatives used must also be carefully targeted to the target group, not merely becoming another promotional measure.

4.2.1 Work Process:

I made square size content for the best results. The size of my content was 1200*1200 pixels.

- ✓ Brainstorming
- ✓ Research
- ✓ Context
- ✓ Focus on the theme
- ✓ Use the brand color scheme
- ✓ Use relevant contents

There are some works I have done during my internship-

Figure 4.1: Social Media Content

To do this design, the agency provided me logo, color direction, and information. This banner is basically for a Facebook post regarding Hiring a software developer.

Figure 4.2: Social Media Content

This design was done by me. Basically it's a social media post about Tech Era of 2022. Before starting this design, I had a brain storming session. I saw so many contents then I generate an idea of this design. I made a layout first. Then I started software. I used the agency color code.

Figure 4.3: Social Media Content

This is a social media content on Merry Christmas. I made it with adobe illustrator. Basically this was a wishing post. And christmas color is Red & White which I got from my research. That's why I used red & white color combination in this design.

Figure 4.4: Social Media Content

This is a social media content on Victory day of Bangladesh. I made it with adobe illustrator as well. Basically this was a celebrating post. I tried to make the design using the flag color of Bangladesh. And I tried to make the feel that, after seeing this design anyone can get an idea of Bangladeshi flag. It's a prestigius day for Bangladesh so I made it with loads of emotions & dedication.
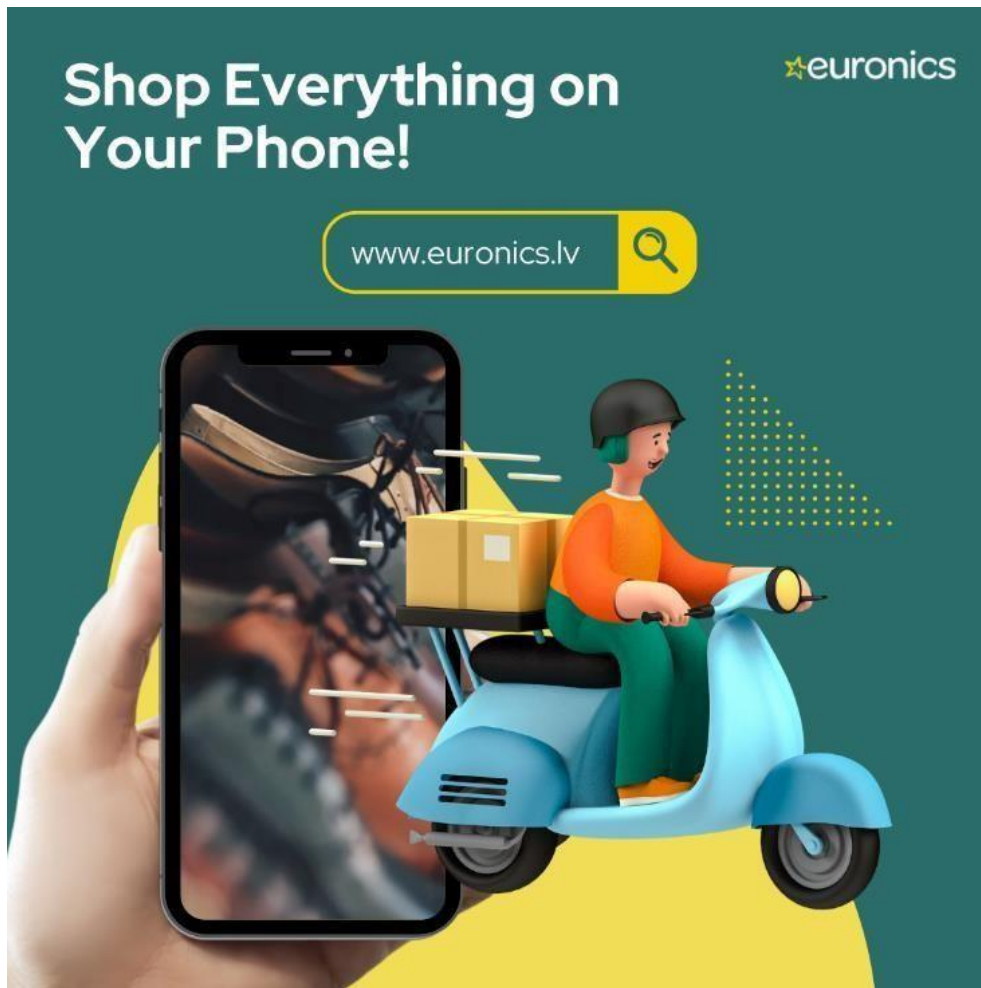
Figure 4.5: Social Media Content

This is a social media content for a global company named euronics. I did a research on the company before starting the design. Then I got the idea & came up with this creative design. The client want me to make a social media content about their online shop. So I made this design & they appreciate it.

Figure 4.6: Social Media Content

This a social media content on International Mother language day which is on 21ˢᵗ February. Basically this is social media post for my agency. So I tried to make a design with Shahid Minar. Because it's the symbol of respect to our martyrs.

4.3 Web Banner:

A Web banner is a rectangular static or dynamic content that is placed on website which contains images, text, or other information about the company or organization in order to introduce it to the world of marketing. Web banners, also known as banner ads or display ads, are digital advertisements displayed in the header, footer, or sidebars of websites, such as blogs and news publications. We occasionally see flags with business discounts or sales offers. [8]

4.3.1 Work Process:

- ✓ Determine the purpose of your banner.
- ✓ Consider your intended audience.
- ✓ 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 banner design.
- ✓ Always utilize high-quality stock photographs and images

Below are the content that I designed during the internship,

Figure 4.7: Web banner

This is a web banner for a clothing website. I made it according to their preference. They wanted a discount coupon button at the downside. So I designed a button their. And as their website is about clothing, so I used the picture which client provided me.
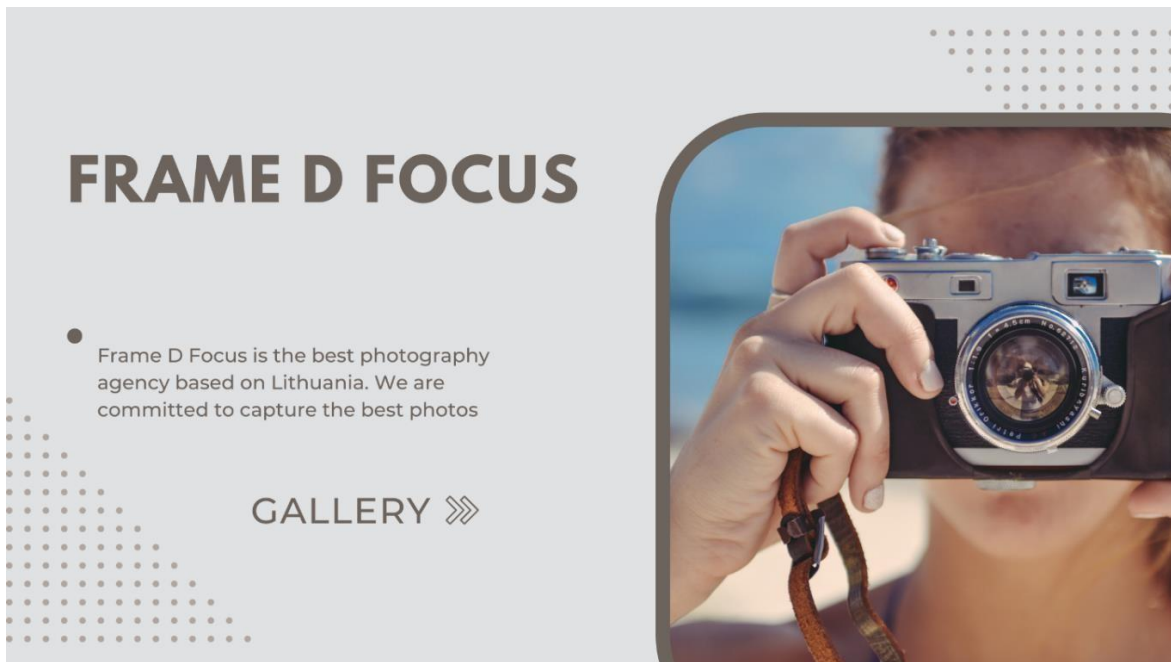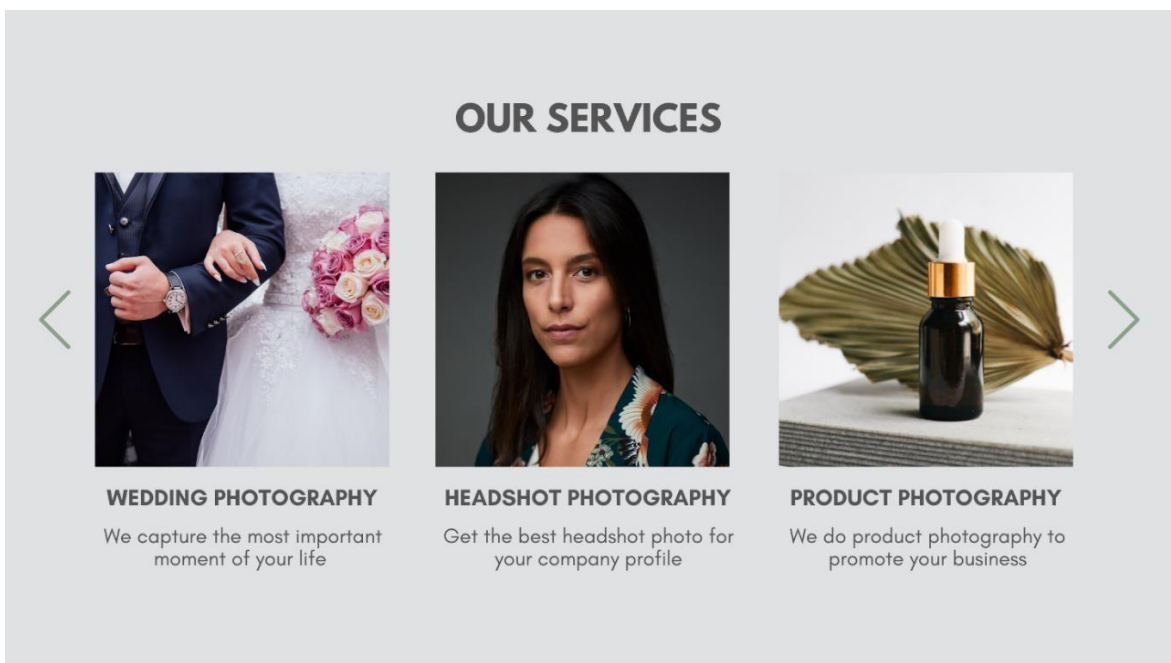
Figure 4.8.1: Web banner landing page

Figure 4.8.2: Web banner 2nd page

This is a photography service-based website. I had to make first 2 page of the website. They provided me the contents like photo, texts & title of sections. I used a minimal calm color so that visitors eye can feel relax & they will visit the website.

Figure 4.9: Web banner

It's a fashion website banner which I designed for our client. They were launching a sale event. That's why they wanted to change the banner. The client provided me the contents & then I came up with this design. They appreciate this design.
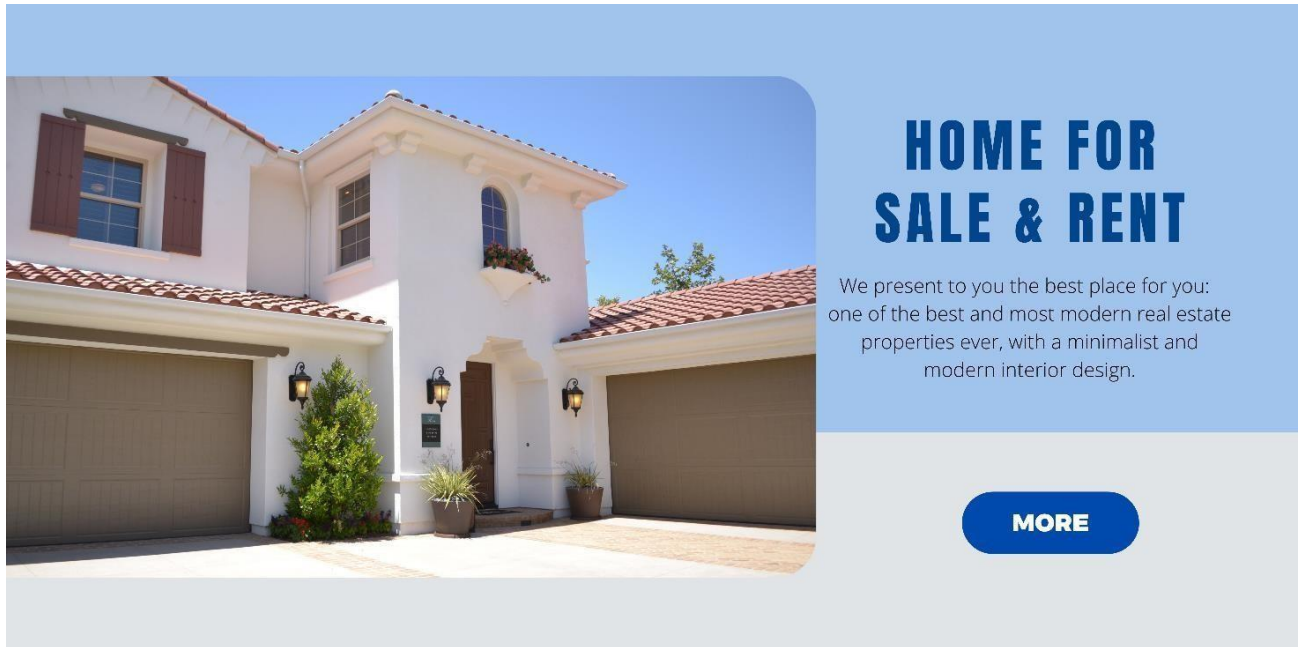
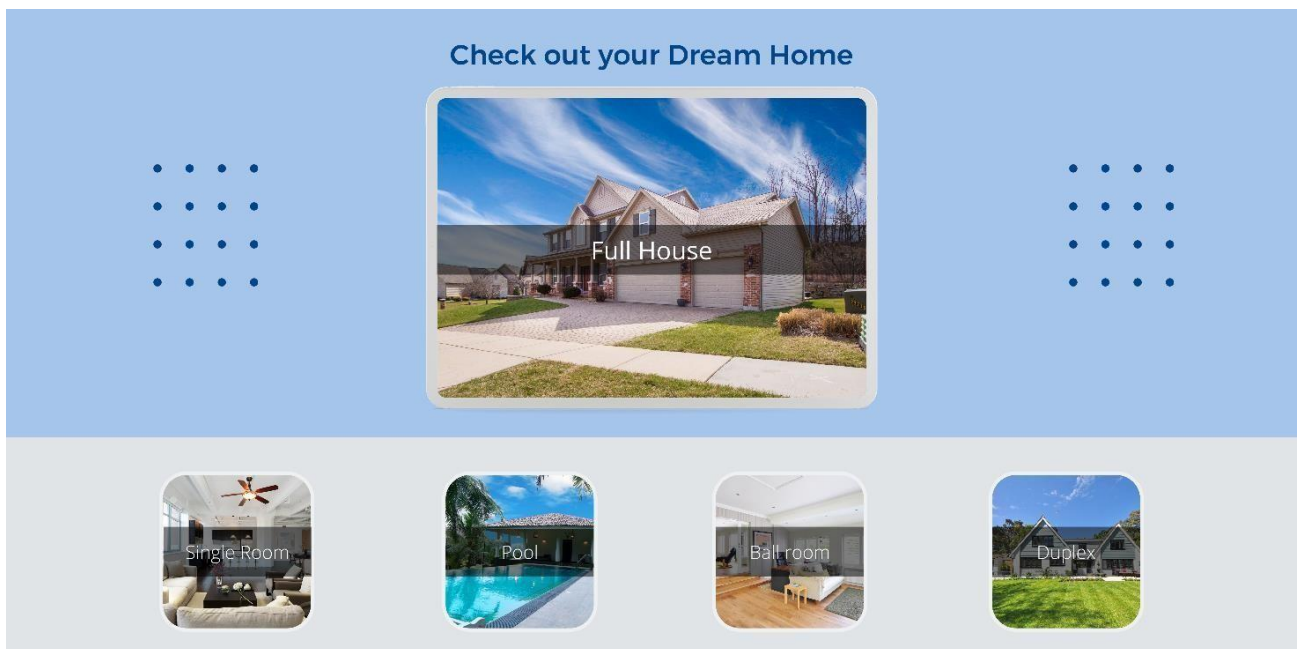Figure 4.10.1: Web banner landing page

Figure 4.10.2: Web banner 2nd page

This is a home rental website. I had to make first 2 page of the website. The client provided me the contents like photo, texts & title of sections. I designed these banners which is minimalistic & user friendly. The client love this design.
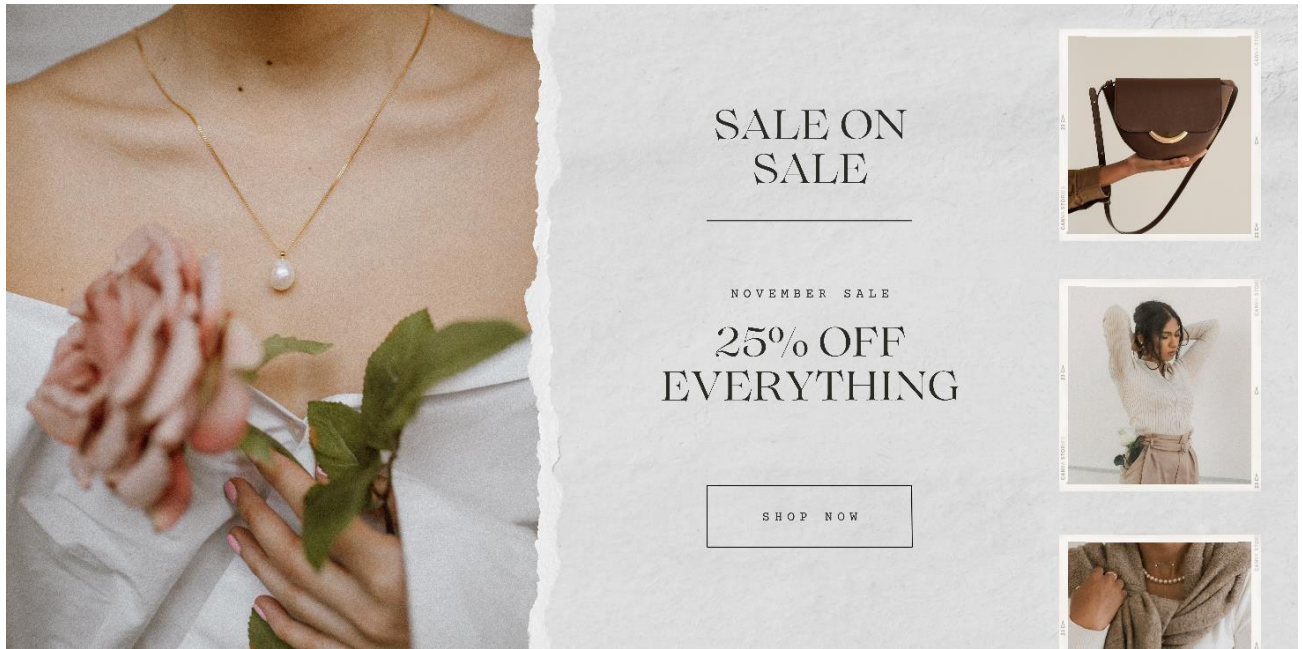
Figure 4.11: Web banner

It's another fashion website banner which I designed for our client. They were launching a sale event as well. That's why they wanted to change the banner. The client provided me the contents & then I came up with this design. They appreciate this design.

Figure 4.12: Web banner

This is a web banner for a travel blog website. Mack Jesson is a traveler so he was making a blog website where he is gonna publish his thoughts & experience. So I got the project to make a landing page design for him. & I designed this & the client appreciate it.

Figure 4.13: Web banner

This is a website banner for a Tea company. The client gave me the text & told me to use a random picture from internet . So make this minimal design according to their preference.
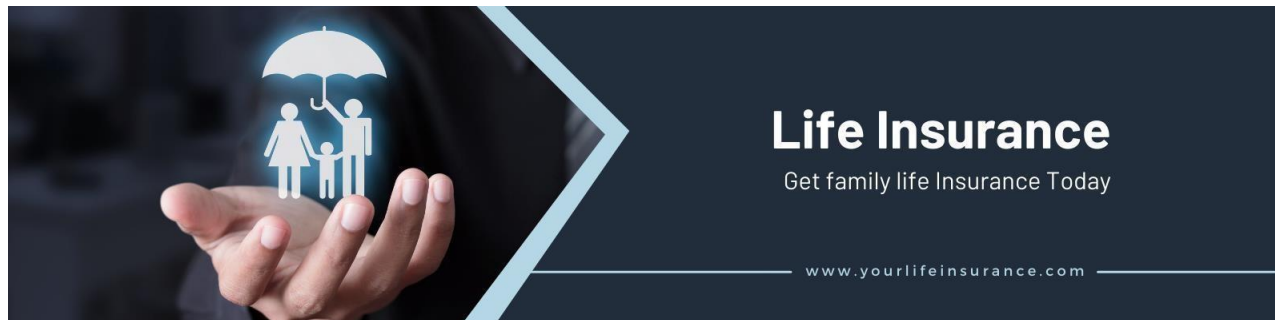

Figure 4.14: Web banner

This is a footer design for an insurance company website. They gave me the texts & website link & I did research on this topic. Then I came up with this design. The client appreciates my work.

4.4 Brand kits:

'Brand kits': A brand identity kit is set of goods that represent or promote your brand. It could be diary, pen, mask, cap, bag, pen drive, keyring, watch anything. Any good with your brand logo & information can be a brand kit. But its preferable to make the good related your brand identity.

4.4.1 Work Process:

- ✓ Brainstorming
- ✓ Focus on brand or company theme
- ✓ Use the brand color scheme
- ✓ Use relevant contents
- ✓ Use minimal design on kits
- ✓ Make appropriate kit which has a connection with the brand identity

Some brand kits I have designed for my agency. Which helps us to reach clients. Brand kits are basically made for promotional purpose. It's kind of a marketing strategy.
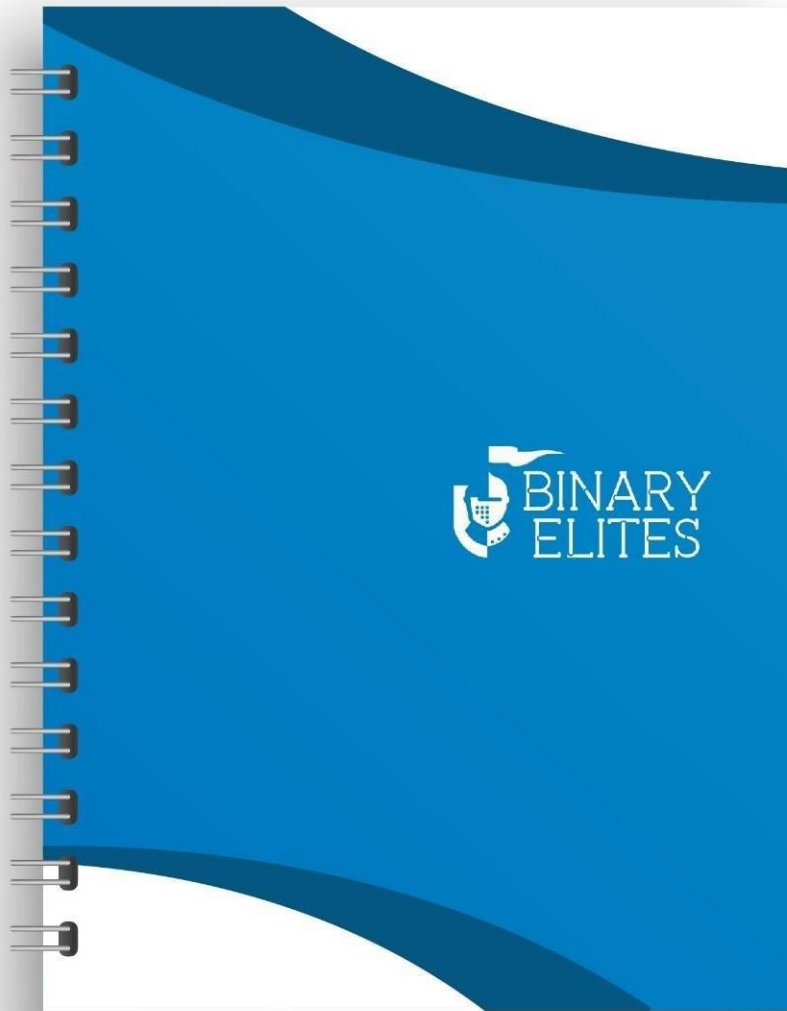
Figure 4.15: Diary

Diary is a essential kit for every company or brand. Every employee has to maintain a diary. & it's a good gift item for clients. So I designed this attractive.

Figure 4.16: Mask

Now a days covid 19 is a major issue for every sector. Everyone should wear mask to be safe. So this a mask which I designed for our agency. & it's a smart way to promote our brand name.

Figure 4.17: Mug

Everyone loves tea or coffee. So, they need a mug. & This is our brand mug which I designed.

Figure 4.18: Pen drive

As our agency is a software agency so it's related to IT world. & Pen drives an important thing to use in every IT sector. So, it's another good way to promote our brand name.

Figure 4.19: Watch

Every room in every office has a watch. So I designed this watch to promote our brand name.

4.5 Web Promo video:

Web Promo videos, also known as promotional videos, are videos that are used to advertise a specific marketing activity, sale, or event. Teaser videos and promotions are frequently similar in style and tone. A good promotional video tries to personalize the conversation while limiting the sales pitch. Any video you create is an attempt to bring your brand in front of your target audience. This does not, however, imply that it is a transparent sales tactic. When it comes to the types of promotional videos you can make, you have a lot of options.

- ➢ Video ads
- ➢ Product videos
- ➢ Intro videos
- ➢ Event videos
- ➢ Explainer videos
- ➢ 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.

- **Make 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 audience:** 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]
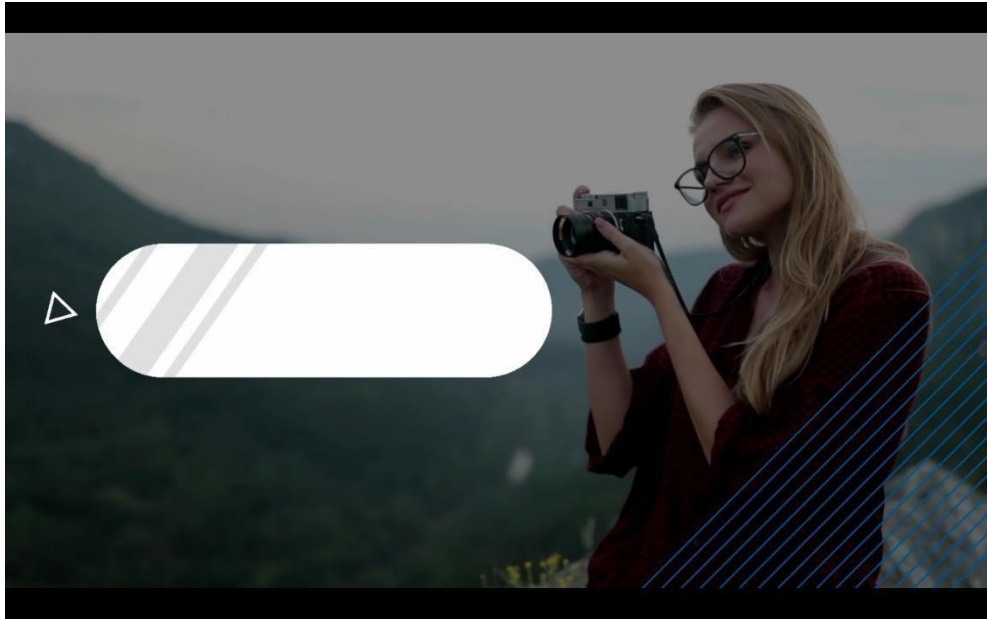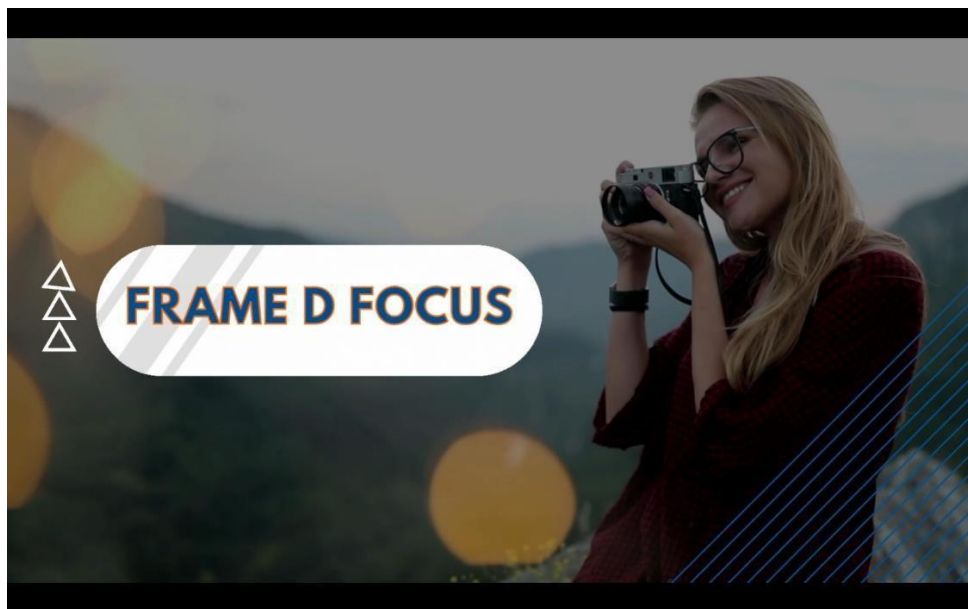
Figure 4.20.1: Web promo video screenshot.

Figure 4.20.2: Web promo video Screenshot.

This web promo video basically made for a website. It would be visible at the landing page of a website. So, I had to make the video considering this matter. The website was about photography that's why I made the promo video with a photographic theme. & I mentioned the company name in the video so that audience can catch it easily. I did the color correction considering the website color theme. That's why it looks beautiful on the website & the client was very much satisfied after getting this video.

4.6 Flyer and Brochure:

Flyers are typically used for large volumes of handouts. And Brochures are intended to help people read and absorb important information. Companies want to distribute them to potential customers who are already interested in what they offer. Brochures are different from flyers because they tend to be folded. [9]

4.6.1 Work Process:

- ➢ Brainstorming
- ➢ Market research
- ➢ Proper brief
- ➢ Design Layout
- ➢ Get the color scheme
- ➢ Company elements

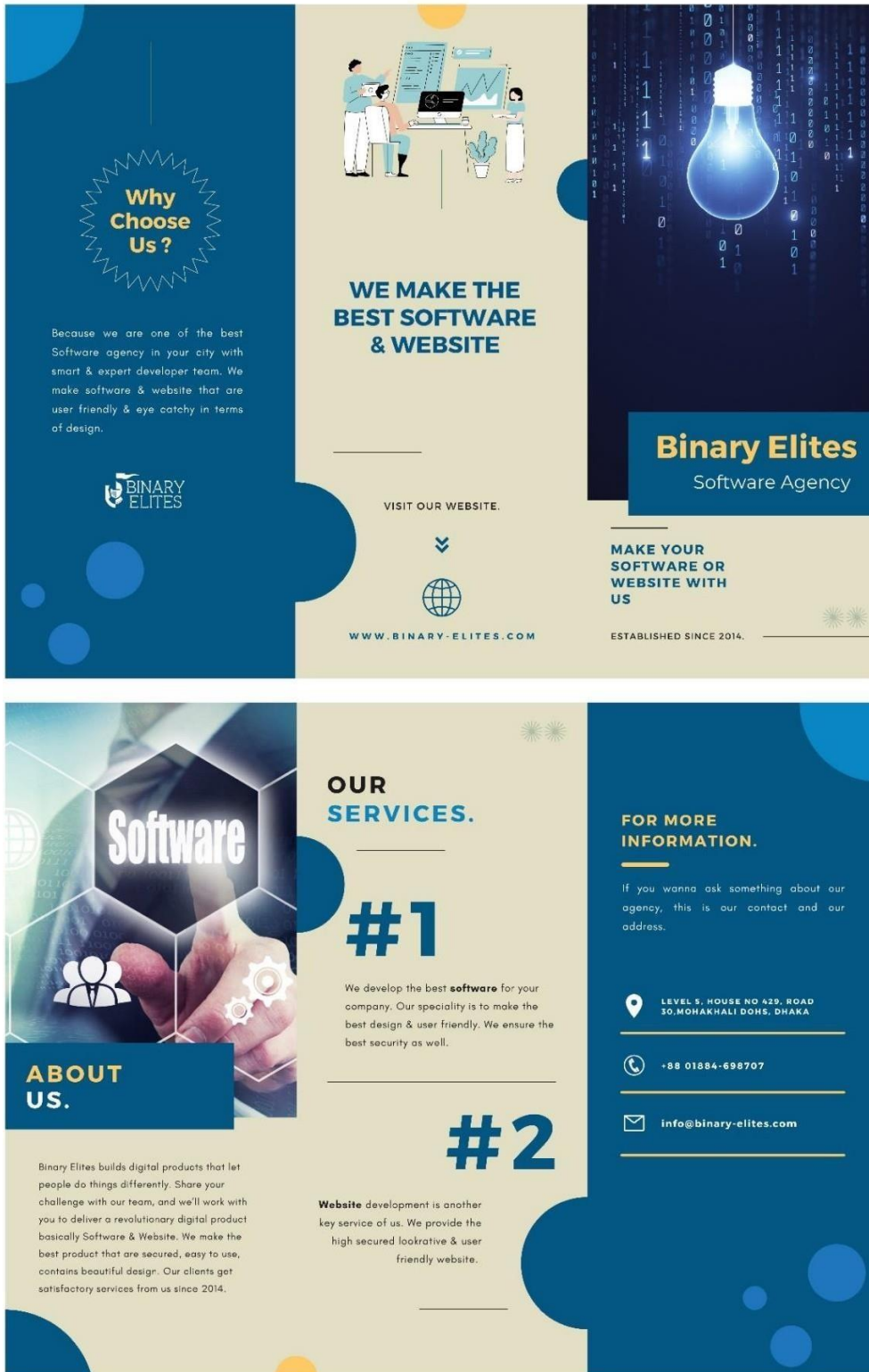Here I showed my work which I have made during my internship.

Figure 4.21: Tri fold Brochure

Brochure is one of the best thing to do company promotion. There are many benefits of doing using tri fold brochure as a marketing tool. They are

- Low cost.
- Not hard to hand out.
- Pocket friendly.
- Easy to show to clients.
- Customer engaging
- Quick promotion

I made this tri fold brochure for my own agency. I had my agency logo & other texts. & I know the company color scheme. So I made with considering all of these. Anyone can be able to know about the agency if he/she get this brochure. Because its filled with so much effective information. Which helps agency to grow more & get more potential customer.
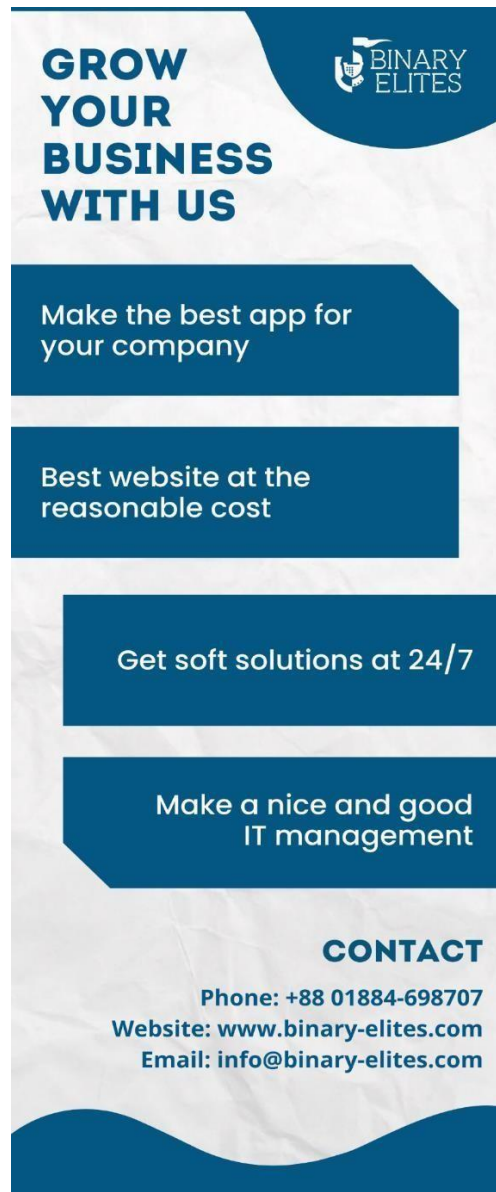
Figure 4.22: Flyer 1

Figure 4.23: Flyer 2

Flyer is another alternative way of marketing. Which is kind of similar to brochure but not same. Flyer is not foldable. Its one page or one-sided advertising tool. Any company can reach out vast customer using flyer. I made those flyers for my agency. My agency provided my all texts & contents & I know the company color scheme. Anyone can be able to know about the agency if he/she get these Flyers. Because it's filled with so much effective information.

4.7 Company Zoom Background:

Zoom is one of the leading video conferencing software apps. Even when face-to-face meetings aren't possible, you can virtually interact with your colleagues and have been a huge success at social events. No doubt: Zoom is a must-have tool for small and medium-sized and large teams who want to stay connected, minimize disruptions, and continue their daily workflow. There should be background on any zoom meeting. So, people need a background design for their selves. Though there are some default backgrounds but still if you have to show your uniqueness, you need a custom designed background. [14]

4.7.1 Work Process:

To design a zoom background, you have to know about the size of the background. & it is 1920*1080 PX. Most important thing to remember while designing is company type & company color scheme. So that the background can be relatable. There should be a space in the middle where the user's head will be shown.
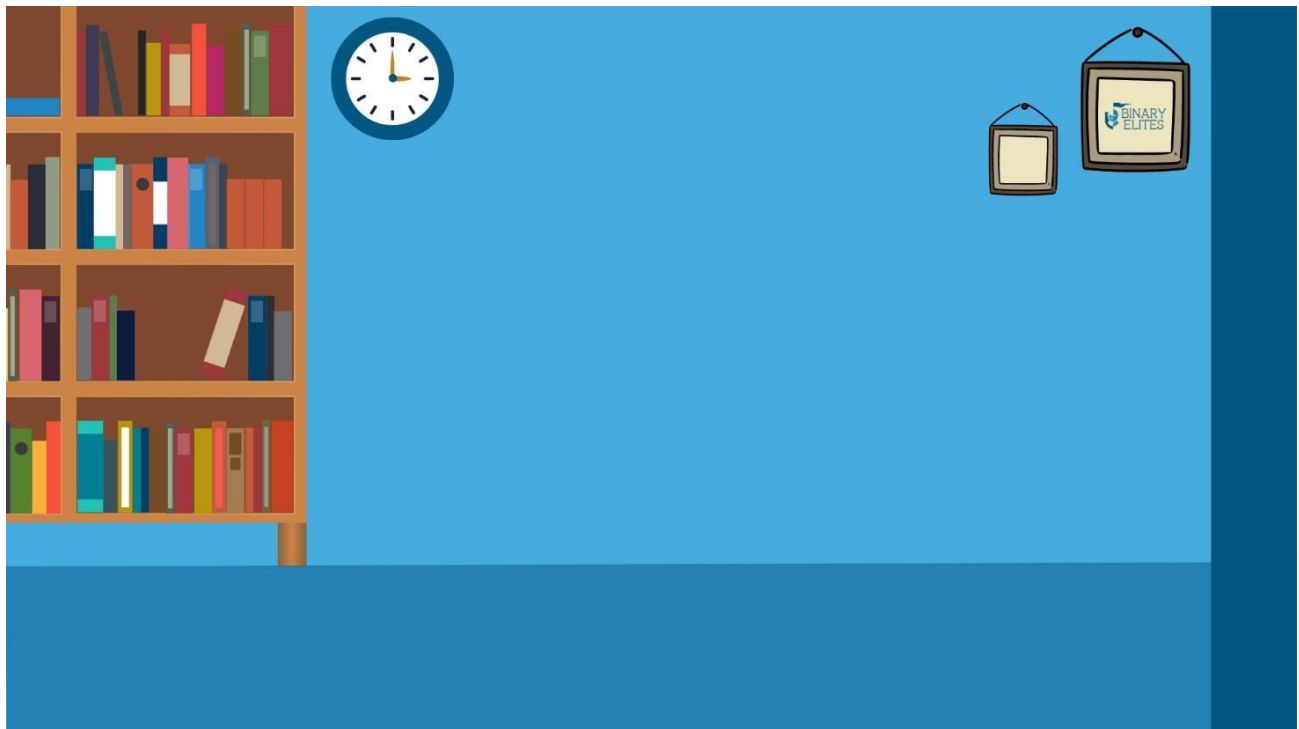

Figure 4.24: Company zoom meeting background

I designed this zoom meeting background for my agency. I used the company color scheme & make the design lucrative . There is a blank space in the middle & that space is for the user's profile.

CHAPTER- FIVE

OVERALL CONTRIBUTION

5.1 Discussion of my role:

I do an internship as a graphic designer in the Binary Elites. It was my responsibility to do the assignment on my own. I had to deal with my senior and my own troubles on occasion. My senior gave a new assignment to me every day. Every project I successfully submitted by the project deadline provides me with comments and corrections, which I examined and implemented.

I needed to look over the daily job schedule. Every day from 10:00 a.m. until 06:00 p.m., I went to my workplace. My day started with morning reporting time, when my senior assigned a new project to me, and they provided me an assignment every day, such as social media content, web banner, flyer & brochure, web promo video and non-project work. Aside from these initiatives, I was able to learn how to build relationships with co-workers. For this reason, I went to other departments of the company to get more information. I learned a lot of new skills during my internship. I made a significant contribution to the project.

CHAPTER- SIX

DISCUSSION & CONCLUSION

6.1 Discussion:

As previously stated, I have worked on a wide range of projects, including social media contents, web banner, flyer & brochure, zoom background, web promo video. I was in my final year of my university. I am overjoyed that I was able to complete my undergraduate degree by working in a corporate office. Collaborating with creative minds and experts was a fantastic opportunity for someone my age. The office and its staff made me feel at ease, as if I were at home. We've been having a lot of fun working 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. After learning all of this, the relationships formed there are a lifelong asset that has always been with me and has helped me learn a lot. Working on so many local and government projects has been an incredible journey, culminating in a great learning opportunity for me. It was a fantastic learning opportunity for my career. Both digital and traditional media marketing are crucial. Digital marketing communications are critical to ensuring the success of today's brands and their international reach. I had the opportunity to learn about graphic design in a tropical setting. I requested the opportunity to attend design team meetings, help with design projects and social media, conduct client research, and interact with experienced designers. Despite the fact that interns were paid so little, the experience I receive in their industry can be extremely important. [16]

6.2 Conclusion:

Internships helps to develop the practical knowledge and skills I need for professional success. It also broadens my intellectual horizons. I have a lot of experience and have helped me develop my potential as a competent worker. As a designer, I had only theoretical knowledge when I started this job. Under the supervision of my seniors, after working on various professional projects for 4 months, I gained practical experience as a designer. I have also worked on various initiatives for the company. I worked as a member of a team and learned to complete tasks on time. I believe this internship will bring great benefits to my future development as a professional designer. The Binary Elites has provided me with an environment that really supports my research. And if I have the opportunity, I would rather work for a company. Internships provide hands-on experience and certification that are essential to success. It also broadens our intellectual horizons. I am confident that all these talents I gather from this internship period can be put to good use in my further professional career.

Reference:

1. why you should get internship in design? [May 17-2022]

   [8 Ways That a Graphic Design Internship Can Help Your Career (hirescholars.com)](#)

2. What is Web Banner? [May 17-2022]

   https://fitsmallbusiness.com/what-is-a-web-banner/

3. Flyer & Brochure [May 17-2022]

   https://www.printingcenterusa.com/blog/whats-the-difference-between-flyers-leaflets-brochures-and-booklets/

4. What is Adobe Illustrator? [May 17-2022]

   https://blog.udemy.com/what-is-adobe-illustrator-used-for/

5. What Is Adobe Photoshop? [May 17-2022]

   [What Is Adobe Photoshop and What Can It Do? Quickstart for Beginners (wellfedpodcast.com)](#)

6. After Effects vs. Premiere Pro – Storyblocks [May 17-2022]

   https://blog.storyblocks.com/video-tutorials/after-effects-vs-premiere-pro/

7. What is After Effects? [May 17-2022]

   https://www.agitraining.com/design-news/after-effects-training-news/what-after-effects

8. About Web Banner? [May 18-2022]

   https://fitsmallbusiness.com/what-is-a-web-banner/

9. What is Brochure [May 18-2022]

   https://www.printingcenterusa.com/blog/whats-the-difference-between-flyers-leaflets-brochures-and-booklets/

10. What is zoom meeting? [May 18-2022]

    https://www.pocket-lint.com/apps/news/151426-what-is-zoom-and-how-does-it-work-plus-tips-and-tricks

11. What is web promo video? [May 18-2022]

    [What is a Promotional Video & How to Create One (+ Templates & Examples) (visme.co)](#)

12. Understanding the meaning of Web promo video [May 18-2022]

    [Understanding The Meaning of A Promo Video | Promo.com](#)

13. Discription about zoom meeting background

    https://www.pocket-lint.com/apps/news/151426-what-is-zoom-and-how-does-it-work-plus-tips-and-tricks