

INTERNSHIP ON GRAPHICS DESIGN & 3D MODELING IN SPIRAL WORLD

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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APPROVAL

This Project titled “**Internship On Graphics Design & 3d Modelling In Spiral World**”, submitted by Mahothir Mohammad Shovon (ID: 172-40-429) 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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I hereby declare that, this project has been done by me under the supervision of **Md Salah Uddin, Lecturer and Research Coordinator, and 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.

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I would like to thank my entire course mate in Daffodil International University, who took part in this discuss while completing the course work.

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

ABSTRACT

I have interned in Spiral world which is a virtual 3d event platform. It's the first ever virtual 3d event platform in Bangladesh. I have been assigned here for design. Whereas it's a virtual 3d event platform so I have to do design and 3d projects with Spiral world. So, in my internship period there are lots of projects and events organised by Spiral world. In this period, I have been working as a graphic designer and 3d projects.

There are some events organised by Spiral world in my internship period. I have worked as a graphic designer in DDI Expo. I have designed its User interface (UI). There's another big event which is Bangladesh Trade Investment Summit 2021 jointly done by the Ministry Of Commerce, The government of Bangladesh and DCCI. I worked there as a designer and data entry clerk. After that They organised an event called Robot Nokshar Ashor. I have to design some posters and banners for this project. I have done a 3d project for a 2d platform. In this 3d project I have to design a low poly environment with modelling, texturing and lighting.

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CHAPTER-1

Introduction

The main reason of my internship here is to gather knowledge about both 2d platforms and 3d platforms. I was looking to gather experience in graphics design and 3d platforms. I have been working here since six months. I have learned a lot of things and adopted a lot of processes of creative design. Spiral world is the kind of platform where anyone can find both 2d and 3d platform projects. It will help anyone to boost confidence and experience in the creative sector. To get a good position in the creative sector it's much needed for anyone. I have worked on the Bangladesh Trade Investment Summit 2021 project. Where the H.E. Sheikh Hasina, Honourable Prime Minister, Government of the People's Republic of Bangladesh was the Chief Guest in the inaugural ceremony. I have worked as a creative designer in the Robot Nokshar Ashor event. Where the students of many universities showed their project and saw their project as an exhibition.

My intention of working with Spiral World was setting a goal for a creative platform with good knowledge. Without enough knowledge it's quite impossible to get a job in the creative sectors. I have tried every work done in an innovative way. For every creative design, Firstly I get the brief from the copywriter, then I have to think of the visual and then I have to draw a random sketch then apply it in the software. Idea and execution are the main thing of every creative design. For better ideas I have seen a huge number of popular designs, brand designs and brand guidelines. When anyone is going to design for a brand, first he has to know the brand guidelines, brand marketing strategy etc. so I have followed all of the guidelines for creative designs. My aim of doing an internship here is to know the working process in the creative sector, getting knowledge from working in events and getting ideas from clients. Before interning here, I did not have enough courage to do work in a pressure situation. Ultimately, I have learned a lot of things here.

Most of the students are struggling in the job sector to get a job because of a lack in the creative sector. Most of the agency and company were looking for experienced freshers or who have enough knowledge and creativity in this sector. I have chosen internship in phase one and phase two for this reason. Most of the work depended on events because all the creatives or designs are based on events.

CHAPTER-2

Background Study

Design concept is one of the essential things to start a static design. For getting a good concept in design you have to see reference or design. For a static design, you can have the brief from the client but can't get the visual. For getting a good visual you have to see a lot of other designs, brand designs. There's a lot of resources in google and some other sites like Pinterest and you can take some inspiration from others' work. Most of the time I have seen a lot of peoples work in social media, Pinterest, Behance etc like this. If you enter into Pinterest you will see thousands of creative works of people, where you can get the idea of creatives. So I do the same thing for getting ideas for static design. Sometimes I have faced problems for not getting ideas for some designs. Then I took the brief from the client and searched for similar types of work on websites. This helps me a lot for getting ideas and I can easily generate new ideas for my projects. Every colour has its own emotion. Colour combination was one of the hardest things for me. Main theme is represented by colour. I have to struggle more for this part. When a colour combination does not match with its emotion then it's nothing. So I have to search on google most of the time to get actual emotion. Most importantly I have to study the colour combination.

Placement is one of the important things in creative design. If the placement of an object isn't in the perfect place, it won't be a good design or it won't look so good. There is another thing, alignment which is very important for design. If you see good design deeply you will learn the alignment for a design. So I did the same thing to learn alignment. Font is the big factor for graphic design. Sometimes the font is the limited guideline for some particular brands, so you need to know the guideline of a brand. But when it comes to using a font which has no guidelines for font, you have to choose wisely. Because Font has emotion too. I have studied before for fonts. So ultimately when any designer sees a design and tries to get and observe the design he will be able to think of new things for a design. Sometimes Image size is the matter for design. There are different sizes for social media posts, banner and flyer design. So anyone must know the sizes of the artboard of design.

CHAPTER-3

Software is an essential thing to know for the creative sector. I have learned this software from my B.sc period. Most of my work is based on graphics design. In my internship time I have worked on 3d projects so I have to use 3d software. There are lots of 3d software to use. The list of software's I have used in my work is given below:

Graphic Design:

- (1) Adobe Photoshop
- (2) Adobe Illustrator

3d design:

- (1) 3ds Max
- (2) V-Ray Renderer

3.1 Adobe Photoshop



figure 3.1.1: Adobe Photoshop logo

Adobe Photoshop[2] is a raster graphics editor which is developed and published by Adobe. It was invented in 1988 by Thomas and John Knoll. After that Photoshop became famous for its Industrial quality in raster image editing. But anyone can create graphic art in photoshop. Photoshop is

supported in Windows platform, Mac Os platform and iPad Os. Photoshop can edit and compose raster images in multiple layers. It can be used as a masking layer, alpha compositing, using colour in multiple ways as a RGB, CMYK, spot colour and duotone. Photoshop has its own file format PSD and PSB. But it has features to export file format in JPG, JPEG, PNG, GIF, PDF, TARGA etc. It is available in 26 languages. It has a variety of tools with multiple image editing functions. These tools fall under the categories of drawing, painting, measuring and navigation, selection, typing and retouching. Tools are used for multiple purposes. It has lots of tools such as pen tool, clone stamp tool, shape tool, selection tool, cropping, slicing, moving, marquee, lasso, magic wand tool, eraser tool, 3d printing tools, colour replacement tool etc. It has a feature of plugins used for colour correction, 3d effect, special effects plugins.

3.2 Adobe Illustrator



figure 3.2 1: Adobe Illustrator logo

Adobe illustrator[3] is a vector graphics editor and design program developed by Adobe. It was initially invented in 1987 before that in 1985 it was used for Apple Macintosh. Illustrator is supported in Windows Os and Mac os. It is famous for vector graphic arts and illustrations. Illustrator became the best vector graphic art software in 2018. It is also used for vectorizing a photo, graphic art, poster, banner and also typing sectors. Illustrator has its own file format ai and

eps. But the file can be exported as a JPEG, PNG and PDF file. It has a lot of tools such as rectangle tools, selection tools, pen tools, brush tools, pencil tools. These tools can be selected as following tools: drawing, typing, reshaping, slicing and cutting, symbolism, moving and zooming, and graph. Illustrator is famous for its vector art and illustrations. Most of the artists used this software as a flat design. Ui designers also use this software.

3.3 3ds Max



figure 3.3. 1: 3ds Max Logo

3ds Max[4] is a professional 3d computer graphics program for making 3d animations, models, games and images. It was invented in 1996 and developed by Autodesk. Since then it has been called Autodesk 3ds max. It is used for making a 3d model, animations, video games, TV commercials, architectural visualisation and movie effects. It is supported only on the Windows platform. 3d is a big sector in the industries. It is used in various sectors in the industries. It has a lot of features such as: Max script, Character studio, Scene explorer, DWG import, Texture assignment or editing, General Keyframing, Constrained animation, Skinning, Integrated with Cloth solver etc. For rendering, its scene can be rendered in Scanline rendering, Art rendering, Redshift, Mental Ray, V-Ray, Arnold etc.

3.4 V-Ray Renderer



figure 3.4.1: V-Ray renderer logo

V-Ray[5] is a biased computer-generated imagery rendering software application developed by Bulgarian Chaos Group that was established in Sofia in 1997. V-Ray is a commercial plug-in for 3d computer graphics software. Its renderer system application. It is supported in Linux Os, Mac Os and Microsoft Windows.

CHAPTER-4

Project Work

4.1 Idea Generate

Idea is the main thing for a design concept. Ideas are the purpose of the development process. Without any need the development should not exist in the first place. For generating an idea I have to see other designs.

4.2 Concept create

A design concept is a mechanism through which an audience understands communication. Conceptual work depends on design briefs. Conceptual design always connects the audience.

4.3 Design

A design is a plan or specification for the construction of an object. A design is a plan to make something which is relatable for everyone. Before designing a content, I have always followed the previous structure. First I take the brief from the client then go to generate an idea then try to match the concept with my idea then I go for design. Design always connects their audience. A designer should always keep in mind that it should be connected with their audience.

4.3.1 Static content for Spiral World

In the Pandemic time Spiral world try to arrange virtual events for all platforms. This was the promotional post for spiral world. They tried to engage their client by saying that. The copy of the static shows what they want to do. I have done this promotional post for facebook and created it using photoshop and illustrator.

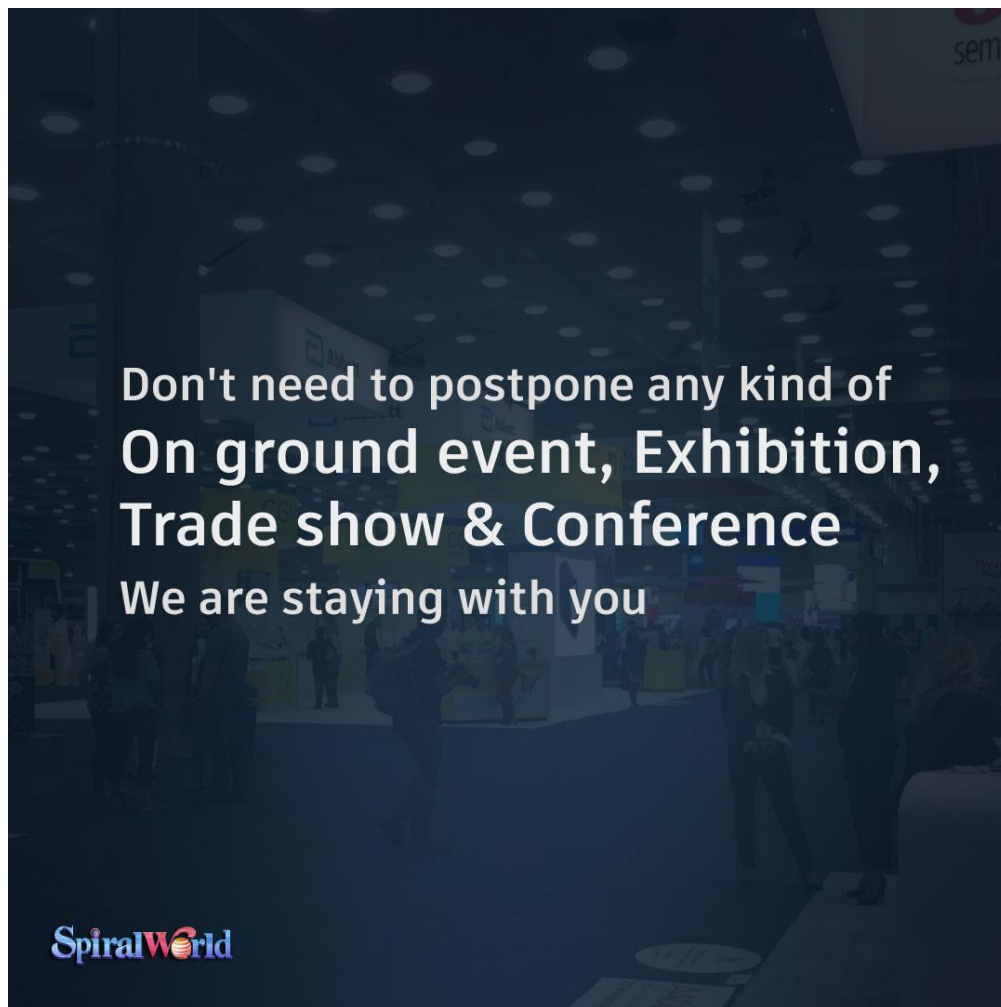


figure 4.3.1.1: Promotional post for spiral world

4.3.2 Customizable booth feature

Spiral world has a feature of customizable booths. They are trying to tell the audience that they give features of customizable booths in event platforms.

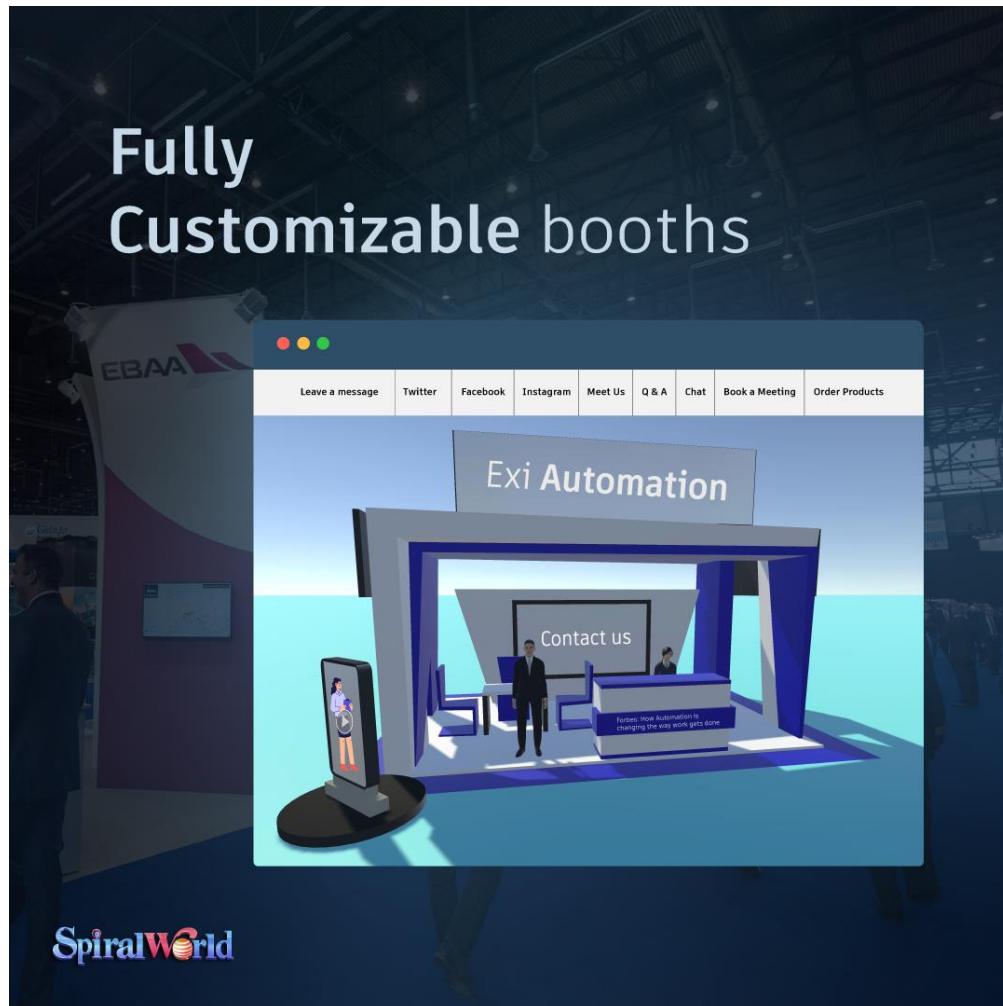


figure 4.3.2.1: Customizable booth design

4.3.3 Product & Event Videography feature

It covers the product videography and event promotional video. I have used illustrator for this design. I have done a clipping mask in the image and used some blur effect in the design. It was a promotional post for Spiral world.



figure 4.3.3.1: Product and event videography design

4.3.4 Smart discussion feature

Spiral World has a feature of giving smart discussion features in the event to the platforms. I have done the same process as before one. It was also a promotional post for spiral world.



figure 4.3.4.1: Smart discussion panel design

4.3.5 Some other promotional

Audio & video chatting feature in event platform is much needed in virtual event platform. The brief of design given by the copywriter. Logo and image given by the copywriter. For this design I have used a text tool, clipping mask tool and gradient tool of illustrator.

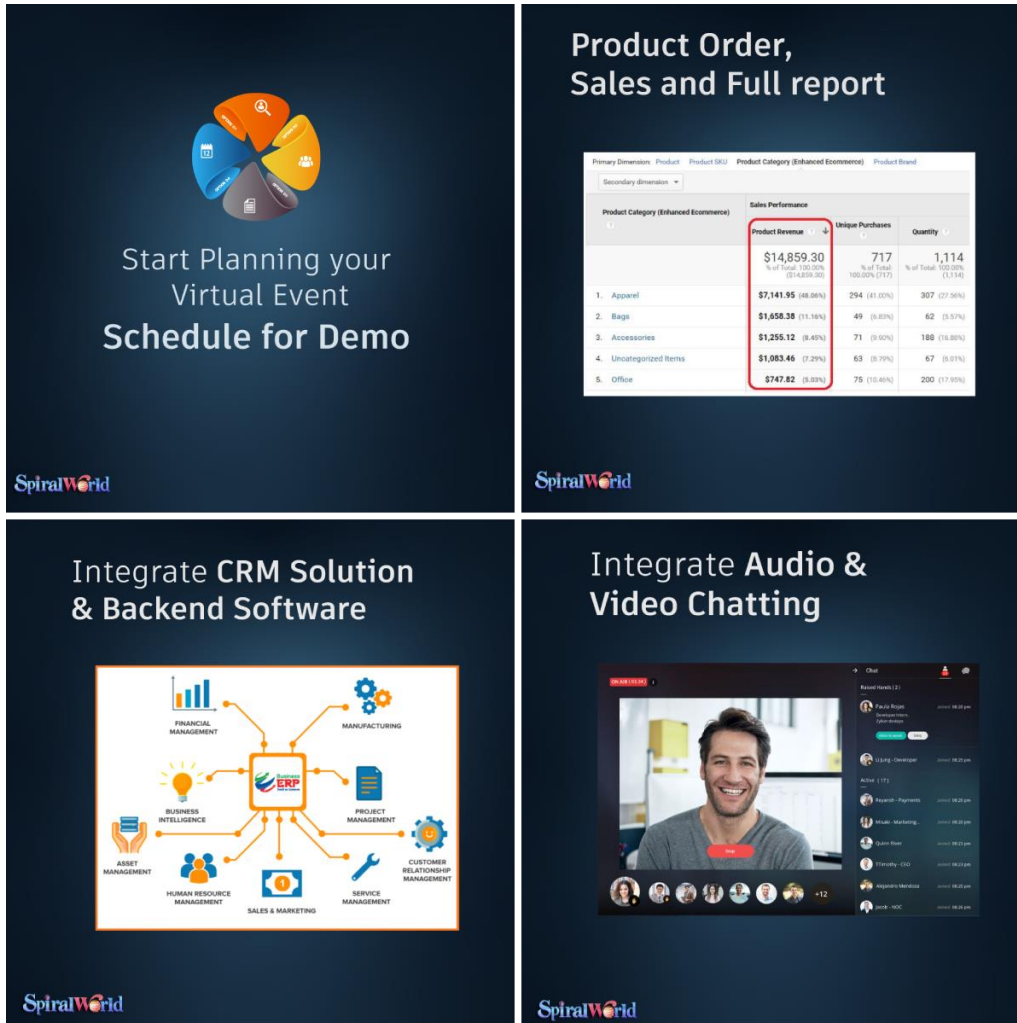


figure 4.3.5.1: Feature design of spiral world

4.3.6 Tech Features

Spiral World is giving all kinds of technical features to the event organiser. It is a kind of promotional post for Spiral world. I have used drop shadow and some manipulation work in this photo. Some pictures are arranged by masking layer. Use some icons into this image. All the images are related to the virtual gate platform.



figure 4.3.6.1: Tech feature from virtual gate platform design

4.3.7 Virtual gate fair platform features

The image of this design taken from google which is used as a background here. And the design is also based on the technical colour combination. All of the Icons are made in illustrator using pen tool, rectangle tool, line tool, some are text tool and also use decreasing transparency.



figure 4.3.7.1: Virtual gate fair platform features design

4.3.8 Virtual stall features

It was a post for the virtual event platform of spiral world. There's manipulation work in this post. So I have to use photoshop for manipulation. Using layer masking, creating the shape of the box I have to adjust the frame. The background is created in illustrator using low opacity. The text tool used in this design.



figure 4.3.8.1: Stall design

4.3.9 Virtual event

To grab a large audience, they always try to keep the audience in touch. The poster of the design is a manipulation work which is done in photoshop. The laptop in the image is also a cut from another image. First, I have to make a mock up for the laptop. Then I use an image as a background which is using gaussian blur and low opacity.

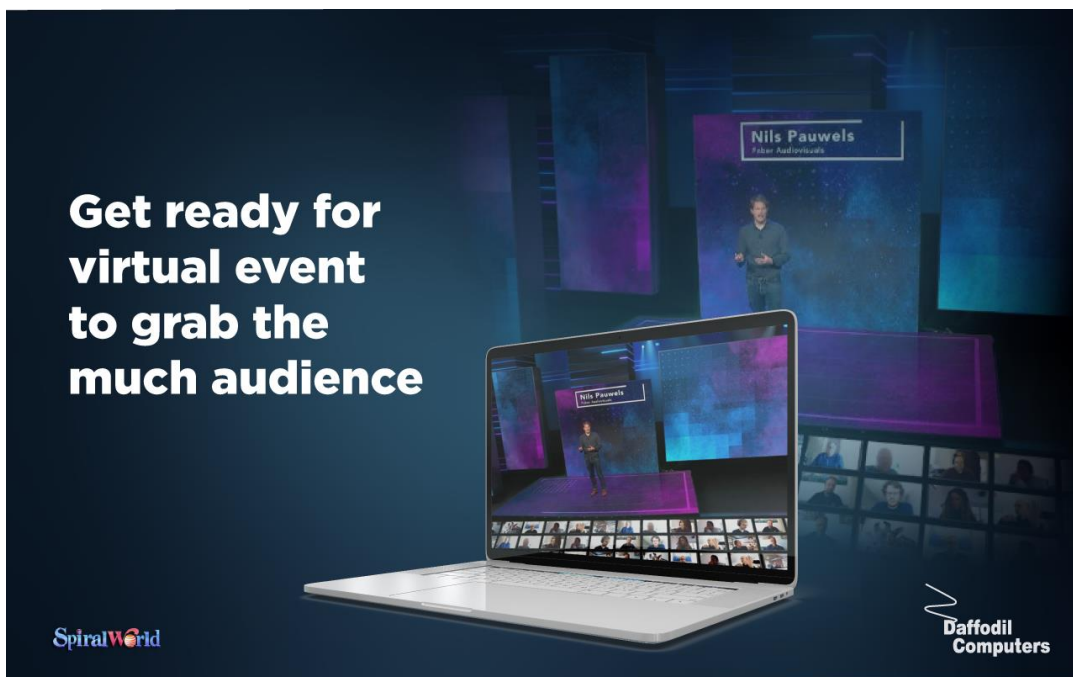


figure 4.3.9.1: Virtual event promotional design

4.3.10 Virtual convocation

In pandemic time Spiral World intends to give convocation to students. When students were afraid of taking convocation this virtual gate platform comes with the solution. I have used some manipulation, vector hands, some gaussian blur effect, masking the image and creating the shape, and also low opacity image. All the images were copyright free. This post is designed in photoshop and illustrator software.

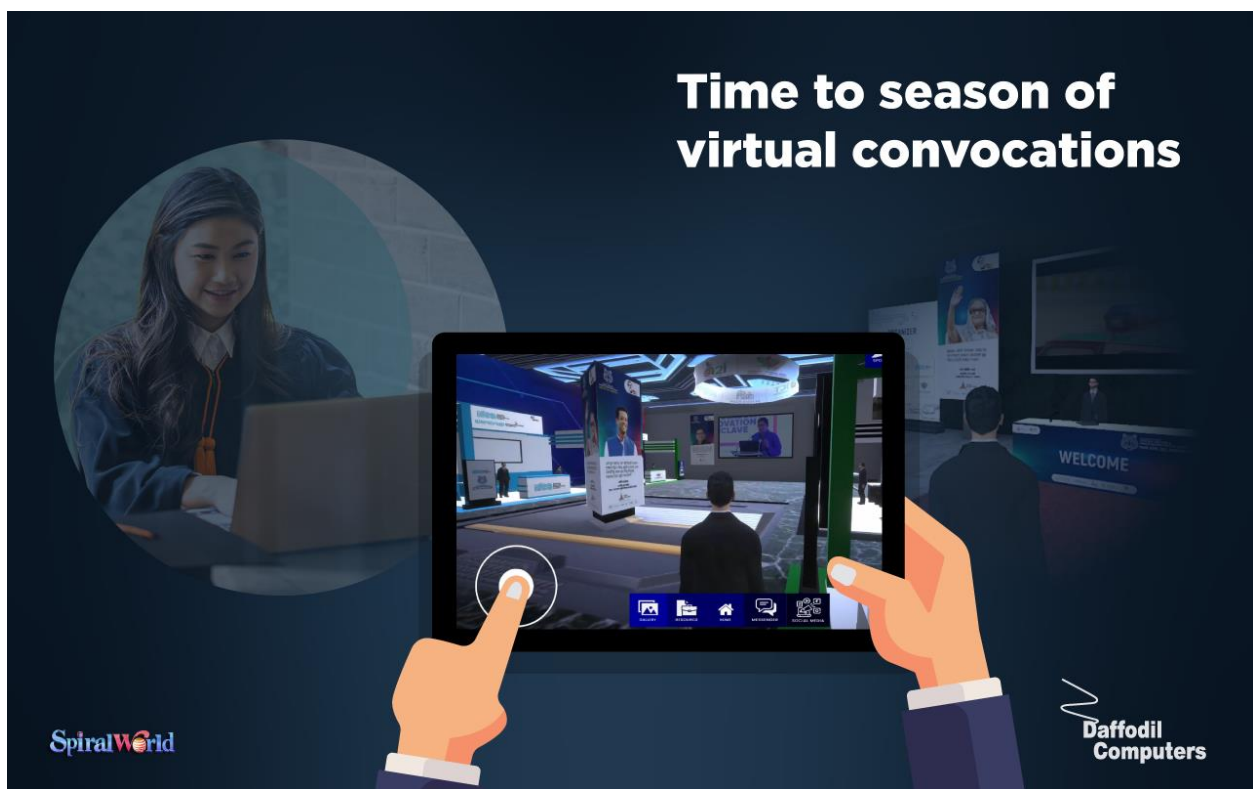


figure 4.3.10.1: Virtual convocation poster design

4.4 Eid AL Adha

It was a facebook post for Spiral world. Spiral world wished their audience in Eid Al Adha time. This post was created in illustrator software. Using a text tool, creating some vector arts in the image, use the bright gradient colour which makes it a good looking post.



figure 4.4.1: Eid Al Adha greeting design

4.5 Copa America Final

It was a social media engagement post for Spiral world. This post was created in photoshop using manipulation and all the text used in illustrator. To grab some attention, they used this post as a campaign.



figure 4.5.1: Social media engagement post design

4.6 UI design for DDI Expo

For a UI design colour combination is the main thing here. I have to follow technology colour for its UI design. DDI expo is the form of Digital Device and Innovation Expo. It is associated with the national ICT industry. The project was done before I had just changed its colour.

4.6.1 Login and Sign-up page

The whole design is created by Adobe illustrator. It was a sign up page for users. Technology shape is used as its background. From the very beginning I was troubled for its use of colour combination. Then I have seen a lot of references for its colour combination. From background to front end work I have used gaussian blur, rectangle shape, text tool, gradient tool and so many more.

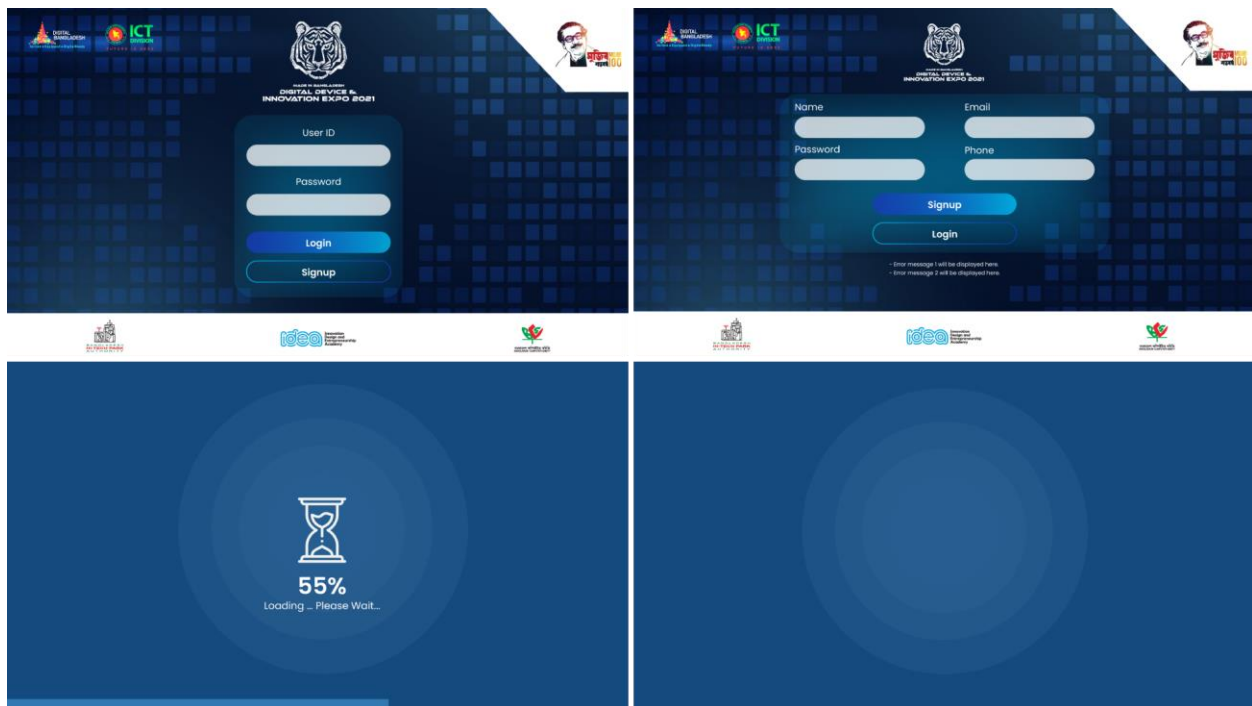


figure 4.6.1.1: Login and loading pages design

4.6.2 Icons and Bars

Icons were created before I had just developed its background colour. Side bars and up bars are also filled with icons. I just changed its background and replaced it with my background colour. The colour of this project is based on technology type colour which represents the technology by colour.

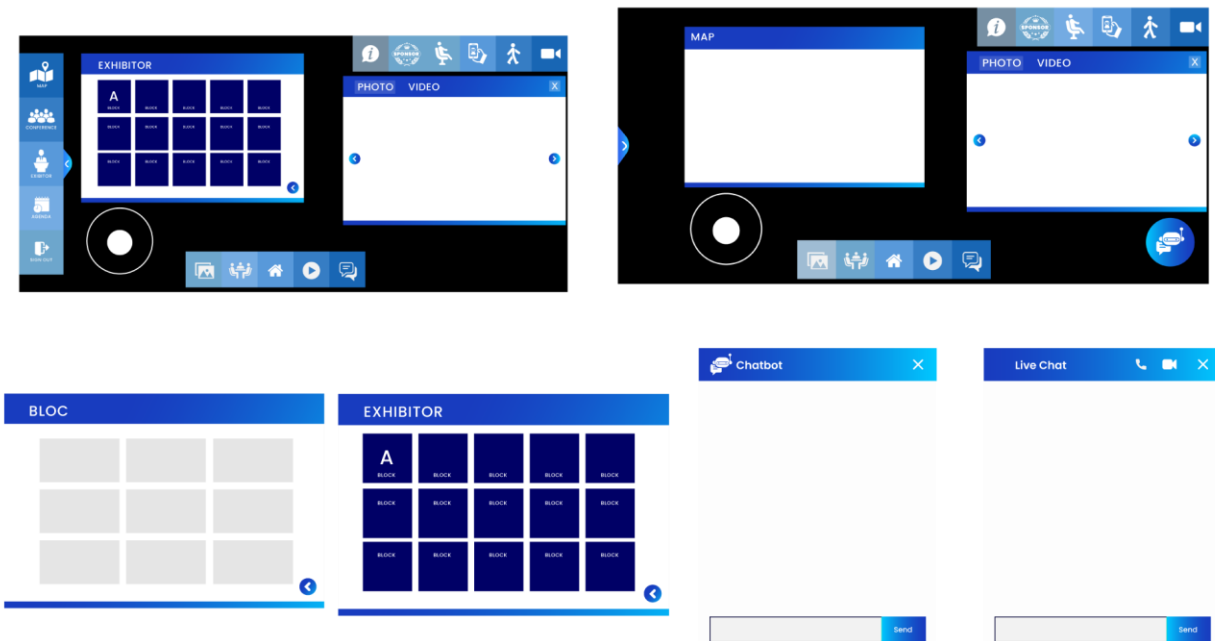


figure 4.6.2.1: Icons and other window design

4.7 DCCI project

Bangladesh Trade & Investment Summit 2021. This summit is going to be jointly organised by the Ministry of Commerce, the Government of Bangladesh, and DCCI. Total 450 B2Bs were expected to take place between the 500+ businesses of Bangladesh and other 5 regions. More than 500 stalls need to be designed with company names. Also, I have worked as a data entry clerk in this project. The stall design was created before I have just put the industries name into the right place and has to change the flag of the countries.



figure 4.7.1: Stall design of industries

4.8 Robot Nokshar Ashor project

Robot Nokshar Ashor was an online event where the students of school, college, universities and professionals participated and showcased their innovative ideas with their 3d design. In this event I have to design banners and posters.

4.8.1 Prize pool banner

It was designed for the prize pool banner. Design brief was given before. No colour was fixed before. All the sponsor's logos were taken from google.



figure 4.8.1.1: prize pool banner design

4.8.2 Welcome banner

The banner welcomes the participants of the event. I have designed this banner in photoshop and illustrator. Using a text tool and giving it a shadow, which feels like it's a 3d design.



figure 4.8.2.1: Welcome banner design

4.8.3 X banner

I have done a lot of x banner design in this project. Here are some samples of them. Photoshop and illustrator used in this design.



figure 4.8.3.1: X banner design

4.8.4 Organiser stall A2i

A2i[6] was the event organising partners in this event. I have to design the banner and posters for every organiser.



figure 4.8.4.1: A2i organising stall banner design

4.8.5 Organiser stall BRF

BRF[7] is a Bangladesh Robotics foundation which was the organising partner of this event . I have to design the banners, combined with its logo colours.



figure 4.8.5.1: BRF organising stall banner design

4.8.6 Organiser stall JCI

Junior Chamber International[8] was the organising partner of this event. I have to design the x banner and posters for this organiser.



figure 4.8.6.1: JCI organising stall banner design

4.8.7 Organiser stall DIU

Daffodil International University[9] was the organiser of this event. All the posters and banners are combined with its logo.



figure 4.8.7.1: DIU organising stall banner design

4.8.8 Organiser stall DRL

Daffodil Robotics Lab[10] was the organiser of this event. All the posters and banners are combined with its logo. It is done in Photoshop and illustrator.

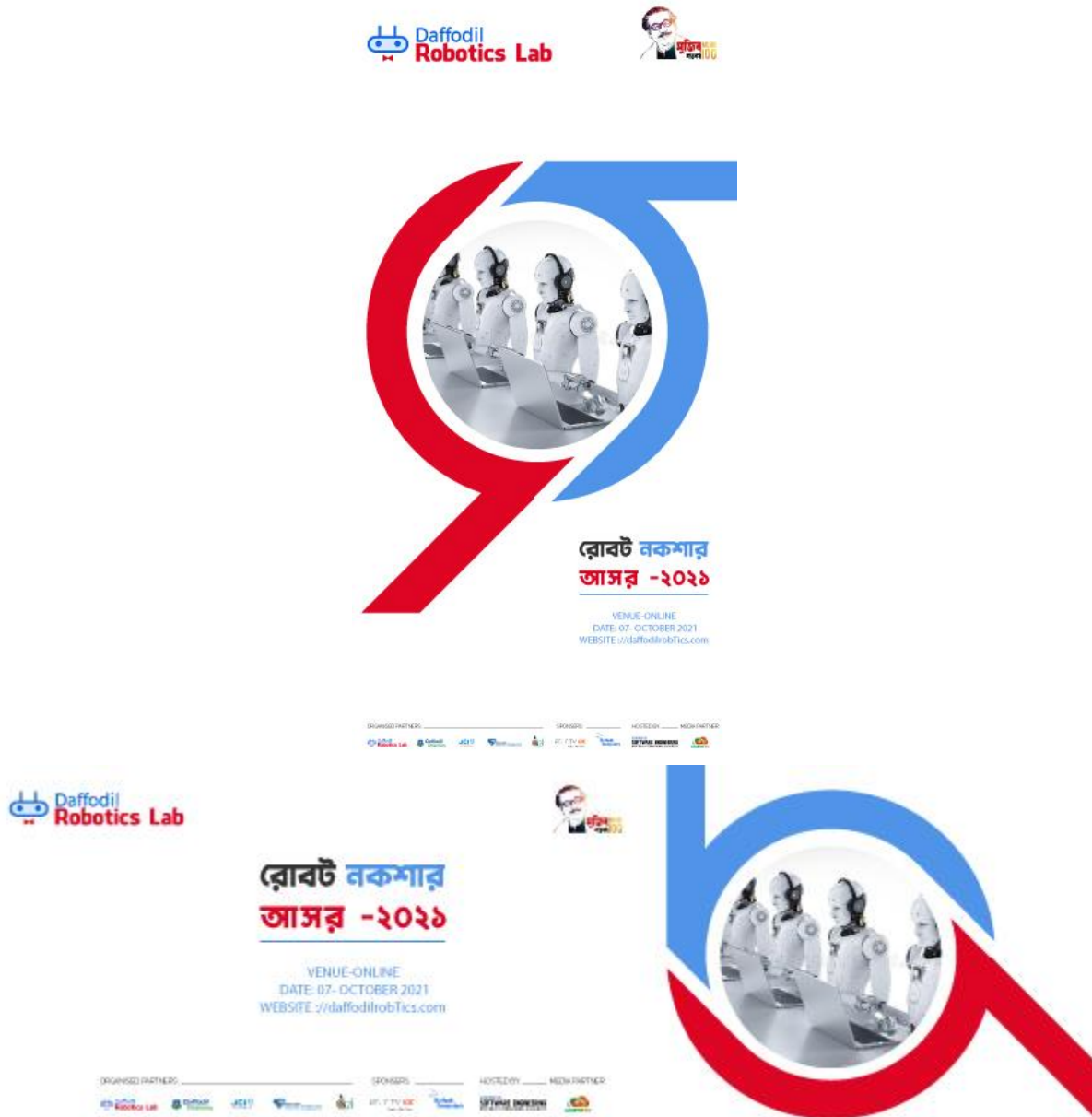


figure 4.8.8.1: DRL organising stall banner design

4.8.10 Media partners

Campus TV[12] was the media partner for the event. The full event was published by Campus TV online. For campus tv I have to design its poster and banner.



figure 4.8.10.1: Media partner banner design

4.8.11 Felicity IDC Sponsor

Felicity Internet Data Centre[13] was the sponsor of the event. I have designed its Banner and poster for this event. Poster and banner designed in photoshop and illustrator.



figure 4.8.11.1: Felicity IDC sponsor banner design

4.8.12 Daffodil Computers

Daffodil computers[14] was the sponsor of the event. I have designed its Banner and poster for this event. Poster and banner designed in photoshop and illustrator.



figure 4.8.12.1: Daffodil computers sponsor banner design

4.9 3d project

In 3D computer graphics, 3D modeling is the process of developing a mathematical coordinate-based representation of any surface of an object in three dimensions via specialised software by manipulating edges, vertices, and polygons in a simulated 3D space. I have to create 2 environments in a 3d project. So I have tried to do poly modeling, texturing and lighting in 3ds max.

4.9.1 Stall

From modeling to rendering I have worked in 4 parts of 3d. Which is modeling, texturing, lighting and rendering. It was modeled in a low poly model. For texturing I have used every material image which is taken from google. For lighting I have used the default light of 3ds max. For rendering I have used V-ray 2022 for 3ds max. So my process of work is given below:

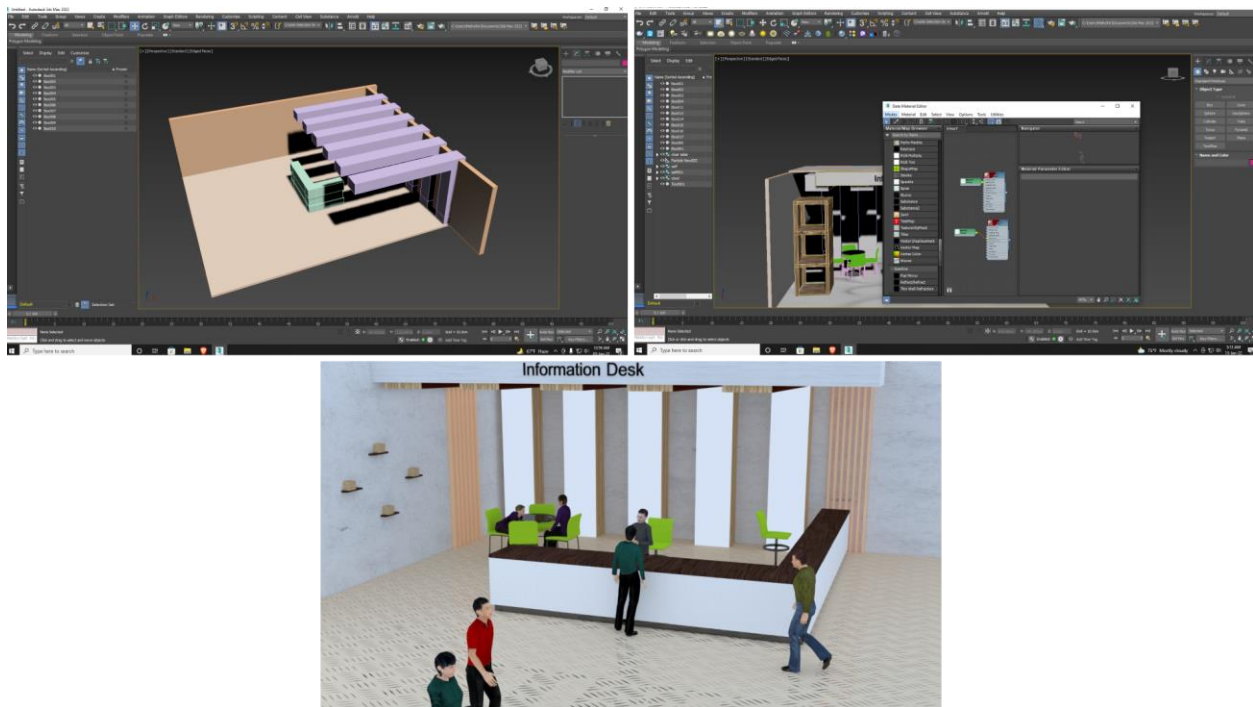


figure 4.9.1.1: 3d Stall design process

4.9.2 Exhibition Hall

Exhibition hall was created in a low poly environment which means low poly modeling. It was mainly created for a 2d platform where people can see virtual exhibitions. All the texture materials are taken from google. Lighting used in it for default 3ds max light. So, my process of work is given below:

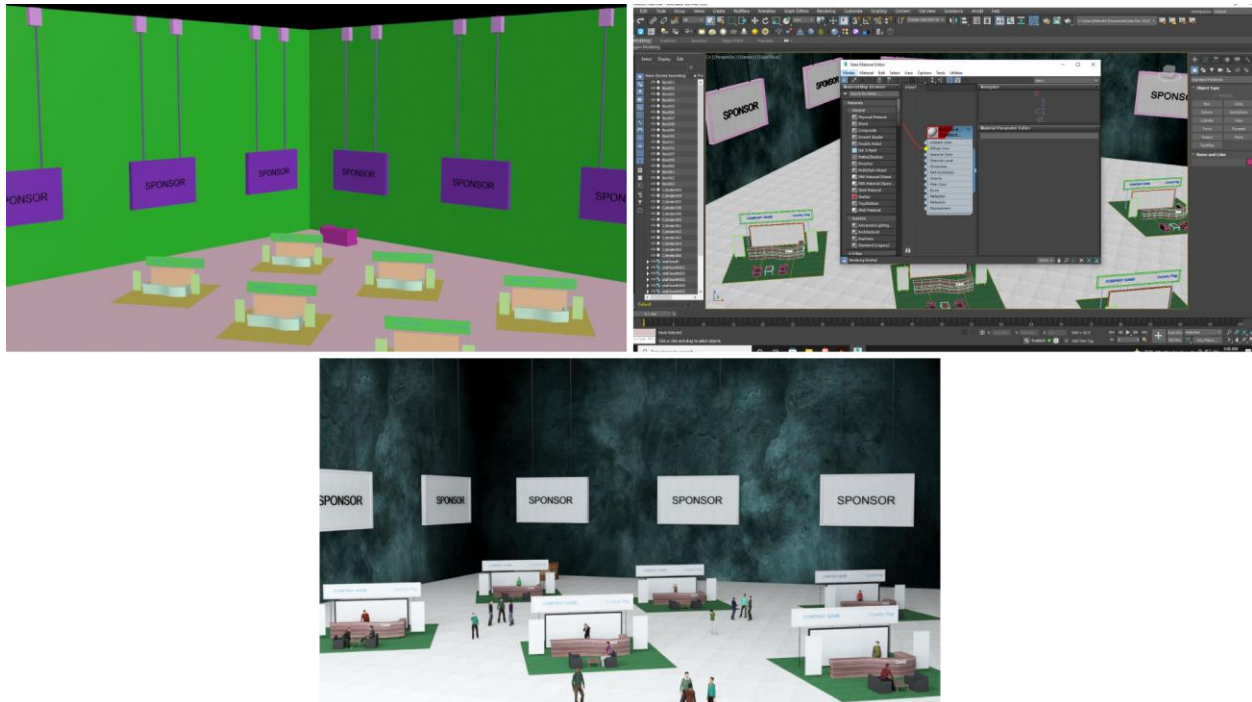


figure 4.9.2.1: 3d Exhibition Hall design process

CHAPTER-5

DISCUSSION

5.1 Internship

There are a lot of students who intern in the graphic design sector. First of all, design is the thing when anyone tries to do a new thing no other design will be the same. So, every design represents the unique and tells a story. Graphics design is the big sector in the creative sector. Design always connects people with good messages. There will be a lot of designers designing the posters, static contents, motion graphics and also trying to learn design in his internship period. The reason for my internship in Spiral World is to gather good knowledge about design, build a good design sense, work in pressure situations and get experience of commercial work in the sector.

5.2 Procedure

The process of working is not the same with every designer. The way everyone executes the design in a unique way. Every designer has his own uniqueness. My process of working is so simple. First of all, I have generated an idea, then I have created a concept from a client brief, then I put it into a notepad and try to sketch the layout, then I go for compositing it into a sketch, Lastly, I go for design in the software. It's quite an easy process of working in this area. Most of the designers are getting in tough situations in executing the idea, the only solution is to follow and see the good designs.

5.3 Quality of work

Quality of design is all about set conditions that the product or service must minimally have to satisfy the requirements of the customer. Thus, the product or service must be designed in such a way so as to meet at least minimally the needs of the consumer. Good design emphasizes the usefulness of a product whilst disregarding anything that could possibly detract from it. Good design is aesthetic. The aesthetic quality of a product is integral to its usefulness because products we use every day affect our person and our well-being. Quality of design is the main thing in

creative sectors. Without good quality of work designers aren't able to get a job in the creative sector. When the design is good, it will be good for many reasons. Sometimes we have to do design for client briefs. Sometimes we get feedback from clients for not appreciating them. There will be a lot of designs I got feedback from clients. I wasn't able to deliver the design according to their demand. Most of the time I got feedback on colour correction. Sometimes design quality depends on clients' demand. Most difficult part is client satisfaction. Clients always want their product according to their demand. Sometimes designers failed to do that. But designers can explain the whole thing to the clients and present the actual reasons for using elements. Quality of design always represents designers how good they are in design sectors.

CHAPTER-6

CONCLUSION

Through my analysis as a graphic designer in the Spiral world I have faced a lot of ups and downs. At the first time, I was thinking that I would intern here as a 3d designer. But when I saw that graphics design is also important in the creative sector, I changed my plan and worked on both graphics design and 3d design. At a first place, I had a lack of experience in design and a lack of work in event situations. I have managed myself to learn these things.

The internship has been an excellent and rewarding experience. I can conclude that there have been a lot I have learnt from my works. At first place, nobody comes with good experience. That's why I have chosen an internship to get some experience in the creative sector. Though it's an event platform, I have managed to learn a lot of things. Two main things I have learned from my internship are the importance of time management skills and self-motivation. These two things are very important in the creative sector. Time management skill is important for delivering the product in time. Self-motivation is important for pressure moments. Now I'm in the creative sector as a designer. This is one kind of milestone for me. The internship helps me to get my milestone.

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