



Daffodil
International
University

An Internship report on Media Lab, DIU as an Intern

Prepared by:

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ID:191-24-692

Semester: Fall-2022

Department of Journalism, Media and Communication
Daffodil International University

Under the Supervision of:

Mr. Aftab Hossain

Assistant professor & Head

Department of Journalism, Media & Communication

Faculty of Humanities and Social Science

Daffodil international university



Daffodil International University

Date of Submission: December 11, 2022

An internship report on the work experience at the Media Lab, DIU in accordance with the academic knowledge acquired thus far is submitted to the Faculty of Humanities and Social Science in Partial Fulfillment of the Requirements for the Degree of Bachelor of Social Science (BSS)

Preface

This report is about my internship period as a video editor at the media lab in Daffodil International University. It consists of my experience, observations and all the things I have learned a lot during twelve weeks of my internship period. It has information about the organization, its structure and the people behind it. It also has information about my industrial supervisor, weekly activities as a video editor, connection between practical work and academic learning, tools and technologies used and skills I have gathered in this time. The differences and similarities between academic and practical work are also stated here. Along with the other things I have also done a SWOT analysis of DIU Media lab describing the strengths and weaknesses with also the threats and opportunities it has.

Letter of Transmittal

8/12/2021

Mr. Aftab Hossain

Assistant Professor & Head

Department of Journalism, Media & Communication

Daffodil International University.

Subject: Submission of Internship Report.

Dear Sir,

I am pleased to submit the internship report as a partial fulfillment of BSS (Hon's.) in Journalism and

Media communication. I have concentrated my best to present this report on my internship form

Daffodil Media Lab. I had a fantastic opportunity to learn and explore new things in a cutting-edge media lab run by the department of Journalism, Media, and Communication.

I am confident that the knowledge I have gained from my internship will be extremely helpful to me in my professional life. I hope that my effort will accomplish the goals of the practical orientation because I have given it my all. I will, however, always be open to receiving any more clarification that you might need.

I would like to thank you for your kind help, extraordinary advice, direction and being the supervisor to complete my internship report successfully.

Sadia Islam

Sadia Islam

ID: 191-24-692

Department of Journalism and Media Communication

Faculty of Humanities and Social Science

Daffodil International University

Certificate of Approval

I am pleased to certify that the internship report on media lab Daffodil International University prepared by Sadia Islam bearing ID: 191-24-692 of the Department of Journalism and Media Communication has been approved for presentation and defense. Under my supervision Sadia Islam works with daffodils media lab as an intern. She has completed the work during the Fall-2022.

I am pleased to certify that the dates, the findings presented in the report are the automatic work of Sadia Islam.

Sadia Islam bears a good moral character and a very pleasing personality. It is indeed a great pleasure working with her and I wish her success in life.



Academic supervisor
Mr. Aftab Hossain
Assistant professor And Head
Department of Journalism and Media Communication
Daffodil International University

Acceptance of Internship Placement

TO WHOM IT MAY CONCERN

This to certify that Sadia Islam, Student ID No- 191-24-692 has completed her internship in the Media Lab successfully. She worked here from 3rd September 2022 and ended on 25th November 2022. She was assigned in the editing department to learn the overall news and programs editing process.

The feedback received from the editing department is very positive about her activities. She was on time and had shown keen interest to learn. Her attitude towards work was excellent.

I wish her all success in life.

..... 

Industrial Supervisor

Shaik Md. Abdur Razzaque

Senior Assistant Director

Media Lab, Department of Journalism and Media Communication

Acknowledgement

I would want to start by sincerely expressing my gratitude to all of my teachers, supervisors, and parents for their support in making this internship possible. It provided me with the chance to learn about the outside world and turned out to be a wonderful experience. I would like to thank my honorable academic supervisor sir for providing me with the necessary guidance so that I could prepare this report by fusing my theoretical and practical knowledge.

I want to express my gratitude to the Daffodil Media Lab leadership for giving me the chance to work as an intern there. Everything I did over the course of these twelve weeks enabled me to gain a wealth of experience and knowledge, which has enabled me to become adept at doing practical work.

Abstract

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Chapter - 1: Introduction

1.1 About Internship

A professional learning opportunity known as an internship provides students with relevant, hands-on work that is connected to their area of study or career interest. An internship is a brief period of job experience that is provided by an organization. It is designed to provide applicants real-world experience as they apply their classroom knowledge to authentic work settings. It teaches people how to comprehend and efficiently carry out the intended duties and obligations in a given position. A summer internship combines theory and practice. Students who work as interns get experience in the workplace. Additionally, internships have the advantage of developing professional references, real-world experience for resumes, and networking possibilities.

1.2 A Quality Internship

Consists of a part- or full-time work schedule with no more than 25% administrative or clerical tasks. Gives a detailed account of the work experience's task or project, Introduces the student to the company, its culture, and the suggested job (s), Assists students in setting and achieving learning objectives. Regularly provides the student intern with feedback.

1.3 Importance of Internship

An internship is significant because it can give us access to opportunities and new abilities that we might not otherwise have. Working closely with experts in their chosen business, interns acquire technical expertise about it. In addition to developing crucial soft skills like time management, organization, adaptability, problem-solving, and teamwork, this enables us to use any practical knowledge we may have learned in the classroom. For students, internships can provide a variety of advantages. Not only do we get to learn more about the professional path we are studying for, but it also enables us to fill in any skill gaps and put what we have learned in class to use. Our academic degree provides us with the theoretical side of that profession, but an internship improves our practical skills for functioning in an office environment. All academic levels—undergraduate, graduate, and occasionally postgraduate—are accepted by organizations. Depending on the policies of the businesses that we get to intern with, the practicum training may be compensated or unpaid.

1.4 Duration Of Internship:

I have worked as video editor at Media lab, Daffodil International University for 12 weeks. My internship period started from 3 September to 04 November 2022.

1.5 My Supervisor at media lab:



Mr. Shaik Md Abdur Razzaque served as my industrial supervisor during my internship at Media Lab. He serves as the Media Lab's deputy director. Throughout my internship, he helped me. He also gave me hands-on instruction in information gathering and video editing. He gave me a variety of tasks to complete, which, in my opinion, helped me become a skilled video editor.

Chapter-2: Profile of the Organization

2.1 Background of Media Lab

A Modern Media Lab has been launched by the Department of Journalism, Media, and Communication at Daffodil International University (JMC). This lab is intended to produce high-quality television programs and to be used in students' practical classes. Where there is a dearth of good studios, Media Lab will be able to meet the needs of producers.

For those who make TV shows, it has the following features:

The lab's height is ideal and completely soundproof, echoproof, air conditioned, and equipped with a light hanging system. Additionally, a double lift is available. It produces its own electricity. The skilled team makes it easier to produce high-quality television shows.

The following unique features are available in the video editing unit:

It has complete air conditioning. Along with the Media Lab's 24/7 video editing capabilities with Matrox Customized HP Workstation, it has an Ultra-Modern Matrox RT. X2 Real-time Multi-Format, Digital Editing Work Station. For video preview, there is also a SONYLMD 1420 Professional Video Monitor, which guarantees the caliber of the production or program.

2.2 Work Overview:

Work done specifically for Daffodil International University by the Media Lab. Additionally, it is Daffodil Group's job. The Media Lab Edit all of the program video after it has been captured. Additionally, every software on their web store is preserved.

Chapter-3: Learning and Experience

3.1 Responsibilities:

I had a job at Daffodil International University's media lab. I worked as an editor for videos. Typically, I received tasks from my boss and had to complete them. I edited the video that my seniors handed me. I occasionally offered assistance, such as simply cutting video or creating a lower third with accurate information. That is the extent of my duties at work.

3.2 Weekly Activities during Internship:

1st week (03 - 09 September 2022)

1. Instructions about my work and how to work on it.
2. After that they gave me ideas about the difference between news and program editing.
3. I saw a previous video program which are edited by Media Lab.
4. Got basic knowledge about some video editing by my supervisor and also knew about software such as Adobe Premier Pro, Filmora, Pro-Show, Adobe Photoshop etc.

2nd Week (10- 16 September 2022)

1. Before working in a media lab as a video editor I knew some basics on that. So, it was easy for my supervisor to make me learn about basic video editing, like cutting footage.
2. Learn about removing noise from footage.
3. Learn to use video transition.
4. Learn to use music.
5. Edited TV programs which are done by different Departments of DIU.
6. Edited some projects of the Daffodil Family.

3rd Week (17- 23 September 2022)

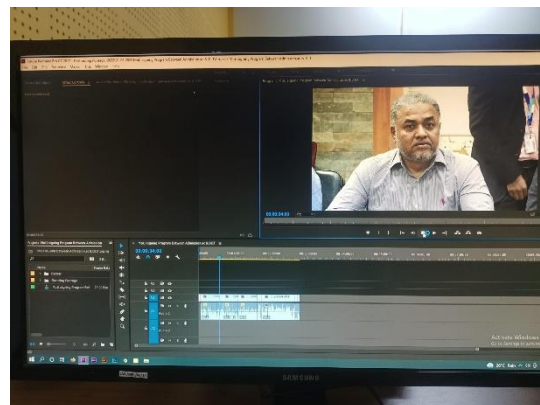
1. This week My Industrial Supervisor gave me tasks,then I edited Samiha Khan Go Edu course Student Interviewed.
2. Took instructions from my official senior when I had a problem while editing.



Edited Samiha Khan Go Edu Course Student Interview

4th Week (24- 30 September 2022)

1. Edited A project which is Mou Signing Program Between Admission.ac DIIT.
2. Took advice from my supervisor and other seniors.
3. Learn about the lower third.



Edited MoU Signing Program between Admission.ac DIIT

5th week (01-07 October 2022)

1. Edited HRDI Shooting with TAP Member.
2. Learn how to make inserts with stock footage.
3. Learn about Color Correction.



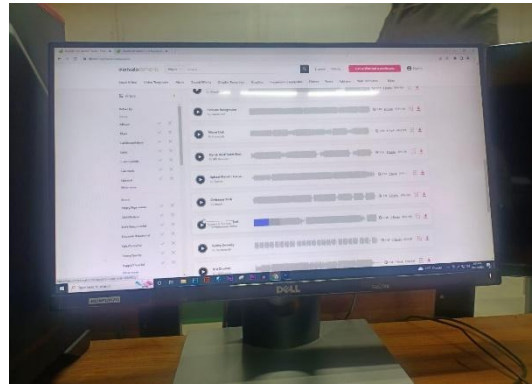
Edited HRDI Shooting with TAP Member

6th Week (08-14 October 2022)

1. My supervisor gave me some tasks that are to open Folders with names of places like AB 2, AB 4, Green Garden, Food court, and also drone footage and store the footage on related folders.
2. Used stock footage and made inserts.

7th Week (15-21 October 2022)

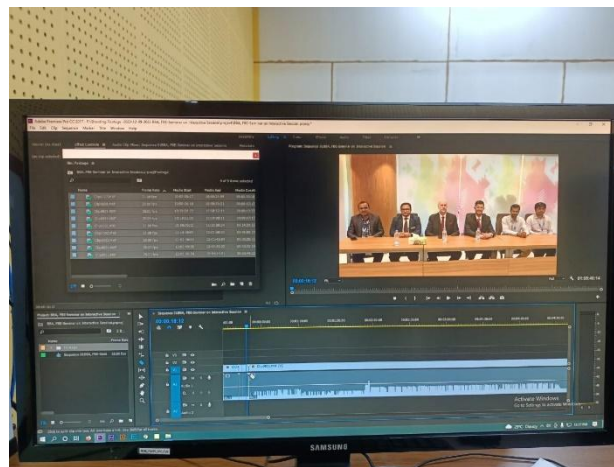
1. This week I learned about a software which is Envato. From this software I can take music and easily use it in my video.
2. Learned how to adjust music and set music in the appropriate place.



Learned about a software which is Envato

8th Week (22-28 October 2022)

1. This week I have edited the FBE Seminar on Interactive Session.
2. Discussed with a senior about my work.



9th Week (29 Oct-04 November 2022)

1. Learn video transactions, use color mate, ControlD.
2. Also learnt how to use audio gain to increase or decrease volume.

10th Week (05-11 November 2022)

1. This week I have edited some project which is organized by Daffodil Family.
2. Also worked with lower third.
3. Discussed my work with my supervisor.
4. Editor Daffodil International School graduate program Collect music from Envato and adjust the music.

11st Week (12-18 November 2022)

1. Edited "Daffodil International School graduate program", collected music from Envato and adjusted the music.
2. Also make the lower third.

12th Week (19-25 November 2022)

This week I completed my "Daffodil International School Graduate program ", after some corrections and my supervisor's approval, I exported it. This week I completed my internship.



Completed "Daffodil International School Graduate program"



Department of Journalism, Media & Communication
Place of Internship: Daffodil International University Media Lab
Intern Attendance Sheet

Name of the Intern: Sadia Islam

Name of the supervisor: Shaikh Md. Abdur Razzaque

Week	Date	Check in (Time)	Check out (Time)	Working Hours
1 st	03 - 09 Sept 2022	10 A.M.	04 P.M.	06
2 nd	10-16 Sept 2022	10 A.M.	04 P.M.	06
3 rd	17-23 Sept 2022	10 A.M.	04 P.M.	06
4 th	24-30 Sept 2022	10 A.M.	04 P.M.	06
5 th	01-07 Oct 2022	10 A.M.	04 P.M.	06
6 th	08-14 Oct 2022	10 A.M.	04 P.M.	06
7 th	15-21 Oct 2022	10 A.M.	04 P.M.	06
8 th	22-28 Oct 2022	10 A.M.	04 P.M.	06
9 th	29 Oct- 04 Nov 2022	10 A.M.	04 P.M.	06
10 th	05-11 Nov 2022	10 A.M.	04 P.M.	06
11 th	12-18 Nov 2022	10 A.M.	04 P.M.	06
12 th	19-25 Nov 2022	10 A.M.	04 P.M.	06

Signature of Supervisor: Mr. Shaikh Md. Abdur Razzaque

Senior Assistant Director, Media Lab, DIU

3.3 Work experience during internship:

Work Experience of my Internship says that video is one of the most influential mediums to connect people. Therefore, this group uses photos and videos to promote itself. These businesses and organizations thus require staff to produce video documentaries for their advertising. In order to better my chances of finding employment in various media and video production companies, I worked as a video editor in this DIU Media Lab. My internship taught me how to produce documentaries, edit seminars or cultural programs, and understand the distinctions between news and program editing. Since I've never worked as a video editor before, it's been a great experience for me and I've learned a lot. My CV might benefit from the knowledge I gained in the Media Lab.

3.4 Special Experiences:

I have edited "Daffodil International School Graduation program" and "FBE Seminar on Interactive Session." These two works gave me a great special experience.

3.5 Tools Used:

Tools and Technologies I worked in Media Lab as a video editor, I adopted a few tools and technologies for editing video. I used: Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator, Envato. I do proper computer use.

Chapter - 4: Evaluation Of Learning

4.1 Difference between practical and academic experience:

Academic and practical learning differ in certain ways. Academic learning is based on theory, but practical work is something that is done in practice. Many individuals would argue that academic learning is useless during an internship before it ever begins, but those who can apply their academic knowledge to real-world situations will excel in their future careers. Although academic learning is mostly focused on books, practical labor has no restrictions. Practical work experience is growing every day. My goals for the internship were learning about official protocol, gaining real-world experience, and being familiar with the video editing equipment. Throughout the internship, my skilled supervisor continually encouraged me to learn something new. The DIU Media Lab staff members were all very welcoming and accommodating. They share their experience with me and they help me a lot in those weeks for internship.

4.2 Outcome of my Internship

- I've developed my own networks and sources; generated for the future.
- I gain knowledge and expertise in video editing, which will be useful to me in the future.
- I have done my best to get to know myself.
- I gained knowledge about how Adobe Premiere Pro and Adobe Photoshop operate.
- I have built strong relationships with my seniors, and I have learned how to remain composed under pressure.

4.3 Expectations and Experiences:

My goals included learning about official protocol, gaining real-world experience, and becoming familiar with the video editing software. Throughout my internship, my professional mentor continually encouraged me to learn something new. The DIU Media Lab staff members were all very welcoming and accommodating. They impart their knowledge to me and are a great assistance to me throughout my internship weeks.

4.4 Skills Development:

Skills I gained while interning I combined some Media Lab skills during my internship. Maintaining office procedures, time management, improving Bijoy typing, learning how to transfer video, learning how to convert video, increasing typing speed, learning how to edit programs, creating documentaries, developing professionalism and confidence, and developing communication are a few examples. This ability will enable me to advance my profession more successfully.

4.5 Opportunity for Future Career:

Possibility for the future A career in video editing entails using both technical and artistic abilities to compile and edit recorded footage into an engaging and visually appealing style. The majority of video editing staff members frequently find top-notch photos, clips, and angles to explain and deliver a brand's message to its audience. Creating audio and visual pieces that instruct viewers on a range of topics, such as industry issues, product advertising, or news updates, can also be a part of these occupations. Some video editors also work as film editors, TV studio editors, event video editors, marketing video editors, colorists, web video editors, etc. in the entertainment sector.

Chapter - 5: Conclusion

5.1 SWOT Analysis

Strengths:

- Use modernized technologies.
- Can work with video and audio editing software.
- Can work with social media.
- Can make the lower third.
- Have modern computers and tools for advanced video editing.

Weaknesses:

- Sometimes poor Internet Connection.
- Electricity Ups and down.
- Not having a work-friendly place.

Opportunities:

- Can work as a content creator.
- Can work as video editor, produce in TV programs, in a media house.

Threats:

- Online Competition
- Identity theft and hacking.
- Government Regulation.

5.2 Recommendations:

In a city with a dearth of top-notch facilities, DIU Media Lab will be able to meet the needs of producers. I received the required oversight from my Industrial Supervisor and other officials right away when I began my internship. However, learning video editing and the other media lab tasks in this brief amount of time is challenging. Additionally, swap out lab classes in the media lab since they disrupt workers' concentration. After taking into account the issues, I would like to promote the following ideas. A longer internship term is necessary. Enhance the workplace, and make it a welcoming and healthy environment for employees. The administration department must take a more proactive approach to interns. Control must be exercised.

5.3 Conclusion:

I learned a lot about a media house during my internship at the DIU Media Lab, which included learning how to edit videos. I'll continue to pursue this experience in the future to advance my profession. The Media Lab's administrators and employees are incredibly cordial and competent. I am extremely grateful to have them as coworkers.

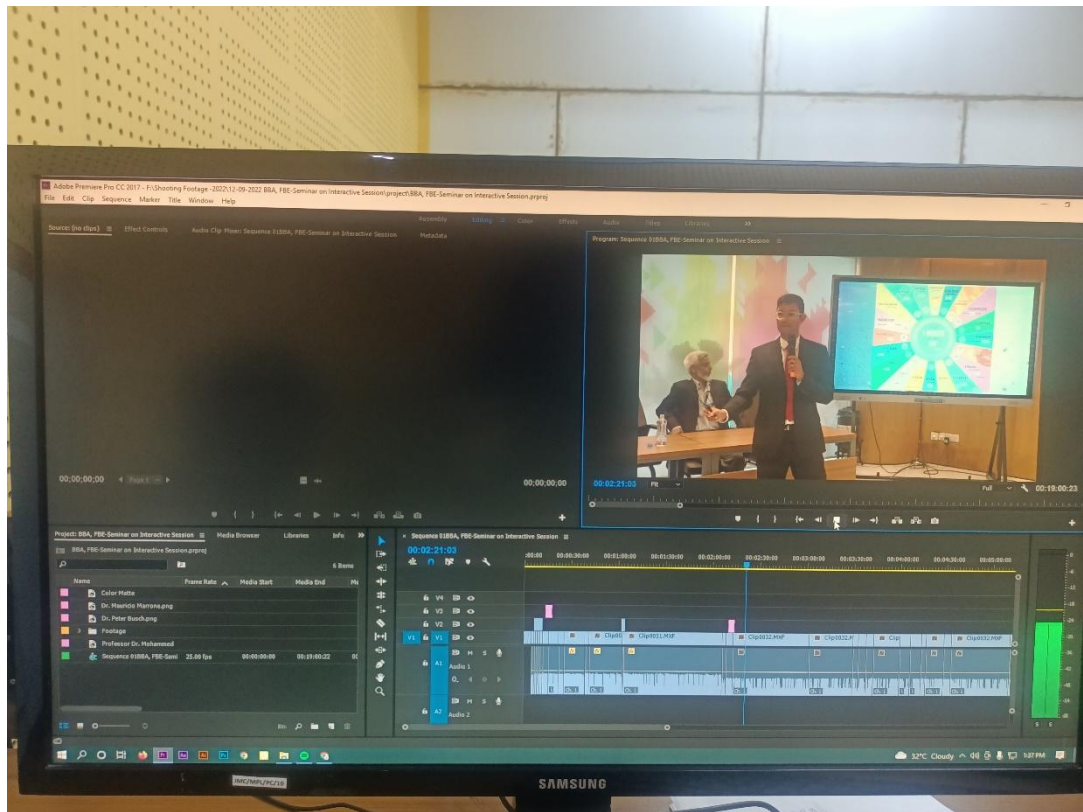
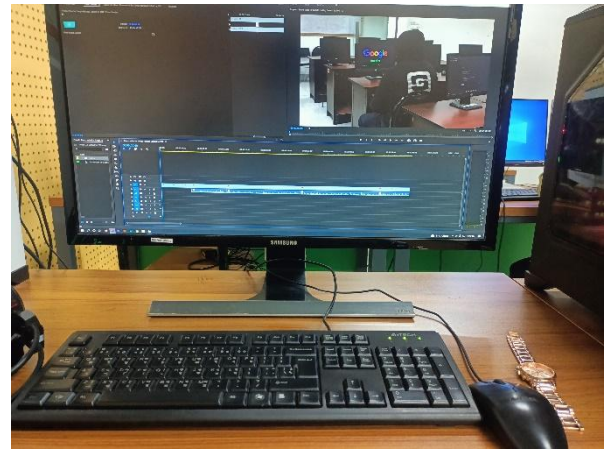
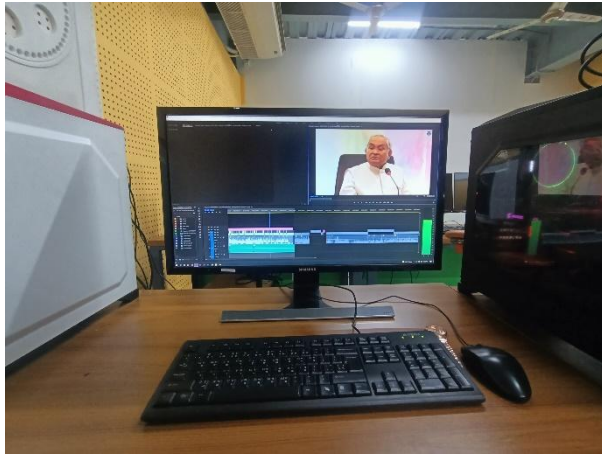
5.4 References

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- daffodil+international+university+logo
&oq=daffodil+international+university+logo &gs_l
- =img.12...0.0..25002...0.0..0.0.0.....
..1.....gws-wiz-img.pBmyLMXr3Dw
- <https://daffodilvarsity.edu.bd/article/media-lab>
- <https://careers.umbc.edu/employers/internships/what-is-an-internship/>
- www.wikipedia.org
- www.daffodilvarsity.edu.bd

5.5 Annex

1. Samiha Khan Madam Go Edu Course Student Interview
<https://drive.google.com/file/d/1Mwc8iDVf3FcPqCWoZ9-SEneAwY0jgzXp/view?usp=drivesdk>
2. MoU Signing Program Between Admission on ac & DIIT
https://drive.google.com/file/d/1mCQ_Z4BbitrsaGmK-nhDUWXGrajyYrYQ/view?usp=drivesdk
3. HRDI Shooting with TAP Member
https://drive.google.com/file/d/17OTZYc1Ml_vb2GfRUdMCvvf3eM9-U3YF/view?usp=drivesdk
4. FBE Seminar on Interactive Session
https://fb.watch/hdYi_VxoNz/
5. Daffodil International School Graduation and Prize giving ceremony

Appendix



practicing work at Media Lab, DIU

Turnitin Originality Report

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