

Internship on Graphic Design at ACI Ltd

SUBMITTED BY

SADIA HASAN SHOMPA

ID: 201-15-13582

Department of computer science and engineering

This Report Presented in Partial Fulfillment of the Requirements for the Degree of
Bachelor of Science in Computer Science and Engineering

Supervised By

Dewan Mamun Raza

Lecturer (Senior Scale)

Department of CSE

Daffodil International University



DAFFODIL INTERNATIONAL UNIVERSITY

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APPROVAL

This Internship titled “**Graphic designer at ACI Company**”, submitted by *Sadiah Hasan Shompa* to the Department of Computer Science and Engineering, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Computer Science and Engineering and approved as to its style and contents. The presentation has been held on *19.01.2023*

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Professor and Head

Department of Computer Science and Engineering
Faculty of Science & Information Technology
Daffodil International University

Chairman

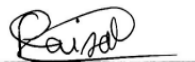


Md. Sadekur Rahman

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Department of Computer Science and Engineering
Faculty of Science & Information Technology
Daffodil International University

Internal Examiner

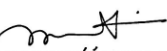


Fahad Faisal

Assistant Professor

Department of Computer Science and Engineering
Faculty of Science & Information Technology
Daffodil International University

Internal Examiner



Dr. Mohammad Shorif Uddin

Professor

Department of Computer Science and Engineering
Jahangirnagar University

External Examiner

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DECLARATION

We hereby declare that, this project has been done by us under the supervision of **Dewan Mamun Raza, Lecturer (Senior Scale), Department of CSE** Daffodil International University. We also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

Supervised by:



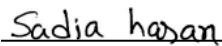
Dewan Mamun Raza
Lecturer (Senior Scale)
Department of CSE
Daffodil International University

Co-Supervised by:



Md. Ferdouse Ahmed Foysal
Lecturer
Department of CSE
Daffodil International University

Submitted by:



Sadia Hasan Shompa
ID: 201-15-13582
Department of CSE
Daffodil International University

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Finally, we must acknowledge with due respect the constant support and patients of our parents.

ABSTRACT

The primary goal of this internship in graphic design was to get knowledge about how to implement graphics design in businesses or other organization. Here is the important object in graphics design, like: Working with Images, Logos, Clipping path, Poster, Banner, Image masking, Brochures, Drop Shadow, etc. Using different tools and different situations there are lots of works in graphics design. Or as per client requirements. Now a day, there are lots of graphics designer in our society. In this time we need graphic design in our daily life. Graphic design is very important for company and organization. That is why I prefer this subject of my report is "Graphics Design". Working in ACI Company added large and important experiences in my life and upcoming careers. When I am working with real life problems and requirements of client, it was add another level of key point to gain experiences. In This report I share all the details of Graphics Design experience and knowledge gathered during this internship 4 months period. During my internship, I gain many experiences that helped me develop in the workplace.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Internships are individualized and tailored to the needs and interests of each student in the program. The internship program is designed to provide students engaged in a field experience with an opportunity to share their insights, to explore the links between students' academic preparation and their field work, and to assist participants in developing and carrying out the major research project which will serve to culminate their internship experience.

Major company using design as a tool for attract customers. A design is the key assets for major successful businesses. So, now this day's design demand is increasing in every sectors. Major company using design as a tool for attract customers. No company able to grow without effective products design for customers. In beginning, design are created only using pen with papers.

Now this day's design creation is different from the old times. In internship period I worked with major design tools, like: Photoshop CC, Illustrator CC, Adobe Light room CC etc. My main focus is on working on raster. Raster is basically for web des

1.2 Internship Motivation

Internship is the best way to gain experience. The best experience comes from internship because you get to do a bit of everything. This way you would have already had a go at things and understand how to multitask. To have better understanding internship plays important role. An internship allows you to take time to understand your role. Take this opportunity to understand each task you are given and new tool you used. Internship went to leave knowing more than you come with. In internship we get the opportunity learn and watch. Gain ability to build confidence and communication.

1.3 Internship Objective

1. Self-motivated and quick learner
2. Multitasker and diligent professional
3. Strong oral and written communication skills
4. A committed and talented individual
5. Active listening skills to follow the instructions accordingly
6. Passionate about technologies
7. Highly developed data skills
8. Excellent time management capabilities and always punctual
9. Honest and hardworking with quick deliverables

1.4 Report Layout

In my report I write everything what I learn from 4 month period. In 'chapter1' mention 'introduction of internship'. And 'chapter 2' I discuss about 'overview of company'. 'Chapter 3' I discuss about 'Details of used software' and 'chapter 4' I discuss about 'Internship explanation'. Every works that I have done during my internship period I write on it.

1.5 Description of my internship

In the period of my internship I worked on different type of project. I have worked some of project include different type of logo design, brochures, image editing, create digital icon, note pad design, color correction, flyer, banner, etc. I had learn how to build connection with client.

Duration of my internship: 10th May 2022 to 10 August 2022.

CHAPTER 2

SUMMERY OF THE COMPANY

2.1 Description of the Company

(ACI) Advance Chemical Limited [1]. One of the largest conglomerates in Bangladesh with a multinational heritage operates across the country through its four diversified strategic business units. I completed my internship in MIS department .MIS department of ACI ensures the overall IT related supports for the company. This department manages a smooth operation of software's, hardware trouble shooting and business databases related to sales and inventory. MIS department consists of knowledgeable and skilled and also software developers.

2.2 logo of the company



Fig2.2: Logo of the company

2.3 Products and Market condition

ACI Limited (DSE: ACI, CSE: ACI) is one of the largest diversified conglomerates in Bangladesh. ACI sells a total of 39 categories of products in the four sectors of Healthcare, Consumer Goods and Electronics, Agriculture, and Retail.

From its inception, ACI Ltd [1]. has constantly introduced new products and diversified its portfolio. The company launched new products almost every year and entered a new market after the divestment in 1992. Currently, ACI Ltd. is running its business in four strategic business units (SBUs). The SBUs are described below: ACI Pharmaceuticals, ACI Consumer Brands, ACI Agribusinesses, and ACI Retail Chain.

And also work many products, they are: Formulations, Salt, Foods Limited, Pure Flour Limited, Agro link Limited, Motors, Plastics, Logistics, Edible Oils, HealthCare, Chemicals, Biotech, Marine and Riverine Technologies.

2.4 Goal or Objective

ACI Ltd. has a mission of enriching the quality of the life of people through responsible Application of knowledge, technology, and skills. The company is determined to achieve this mission through providing products and services of high and consistent quality, Attaining position of leadership among employees, attaining a high level of productivity in all its operations, and ensuring superior return on investment through utilizing its core Competencies. Currently, 8,364 employees are working at ACI Ltd [1].

The company has achieved the first Position in 21st ICAB National Award 2020 for Best Presented Annual Reports under the Category- Diversified Holdings. In 2021, ACI consumer brands has received 3 awards in Digital Marketing Award 2021 organized by Bangladesh Brand Forum for designing innovative and creative campaigns.

CHAPTER 3

INFORMATION OF USED SOFTWARE

3.1 Adobe Photoshop CC 2021

A raster graphics editor is Adobe Photoshop. Thomas and John Knoll conceptualized it in 1988. Since then, the program has become the industry standard for raster graphics editing and digital art in general. The name of the software has therefore become a generic trademark, leading to its use as a verb (for example, "to Photoshop an image, "and "Photoshop contest"), despite Adobe's disapproval.

Photoshop supports masks, alpha compositing, and a variety of color models such as RGB, CMYK, CIELAB, spot color, and duotone, and can edit and composite raster pictures 8 on several layers. Aside from raster images, Photoshop offers limited capabilities for editing and rendering text, vector graphics (particularly through clipping paths for the latter), 3D graphics, and video. They are developed and published separately from Photoshop.

Initially, Photoshop's naming method was based on version numbers. Each subsequent version of Photoshop was labeled with "CS" plus a number beginning in October 2002 (after the introduction of Creative Suite branding); for example, the eighth major version of Photoshop was Photoshop CS, and the ninth was Photoshop CS2. Standard and Extended versions were available for Photoshop CS3 to CS6.

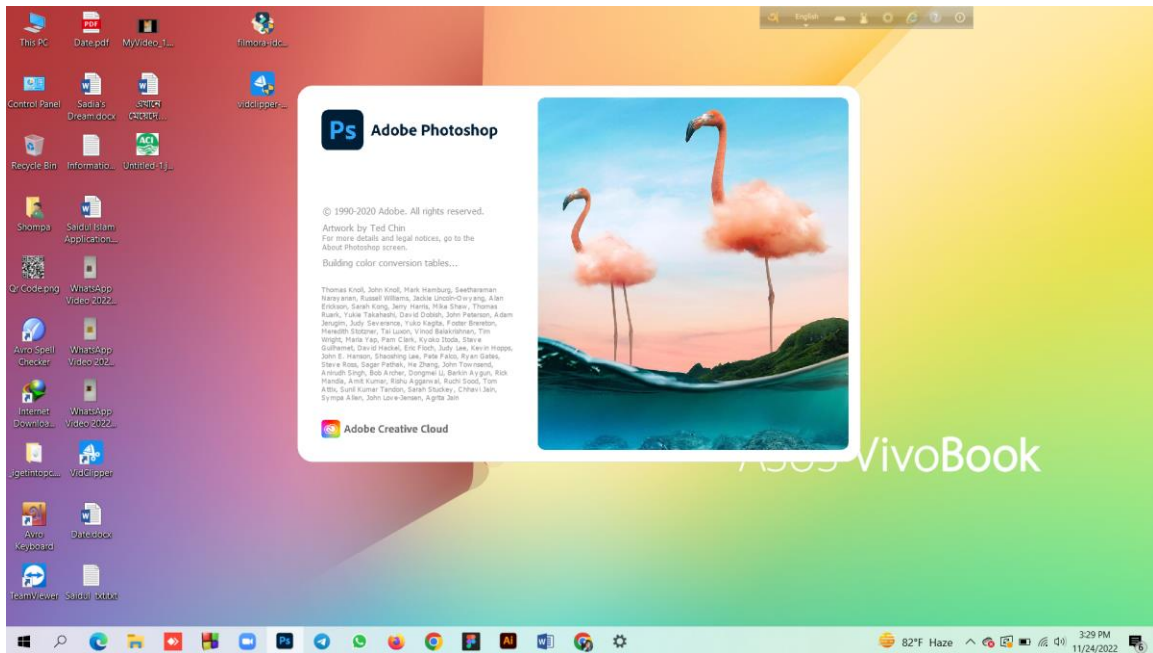


Fig 3.1.1: Adobe Photoshop 2021 Outlook

The significant advancements made by adversaries like a for the first time, Photoshop will enable you to make a one-click modification to an image of a person that will make them appear happier, sadder, shocked, furious, or older, depending on the slider you choose. The 'Be Happy!' filter is perhaps the worst; if you move the slider far enough, it will open your subject's mouth and add teeth.

Terrifying isn't even close to describing its Affinity Photo and Laminar, as well as Photoshop's stablemate, Light room, aren't helping matters. Is Adobe Photoshop CC 2021 up to the challenge, with the industry's standard program upgraded in October 2020 and then again in February 2021? The latest edition offers a few show-stopping features that are deserving of headlines.

The software's 'neural filters,' Adobe's term for 'machine learning,' are at the top of the list this time. These make use of the company's Sensei technology to automate some modifications in the cloud

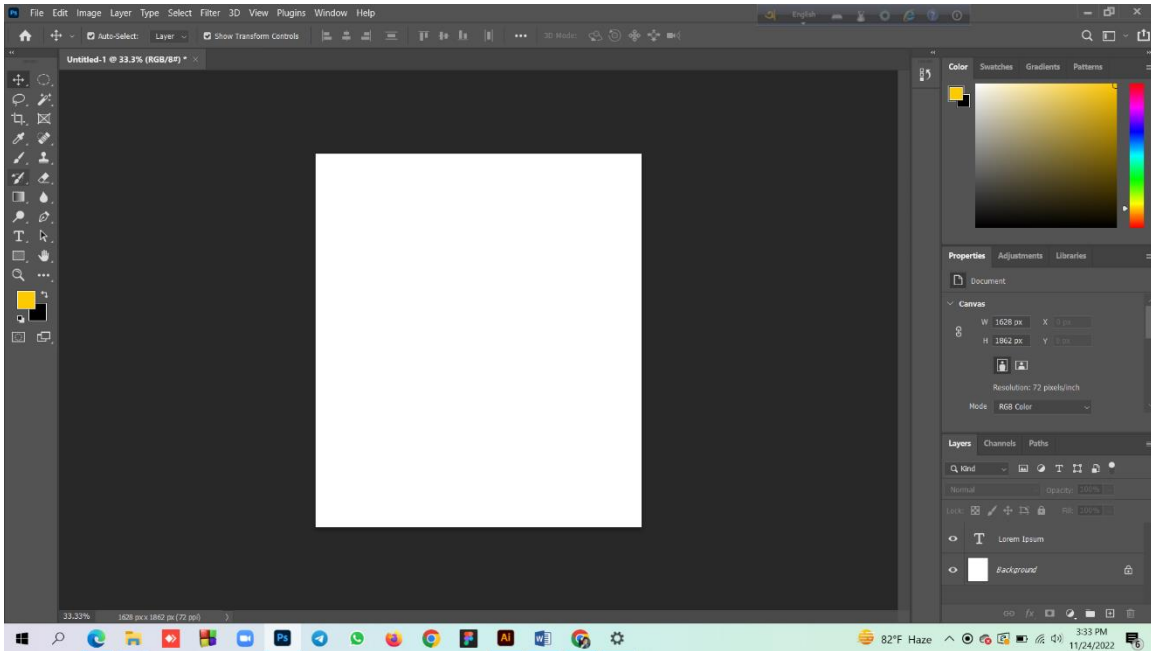


Fig 3.1.2.: The Interface for Adobe Photoshop 2021

For the first time, Photoshop will enable you to make a one-click modification to an image of a person that will make them appear happier, sadder, shocked, furious, or older, depending on the slider you choose.

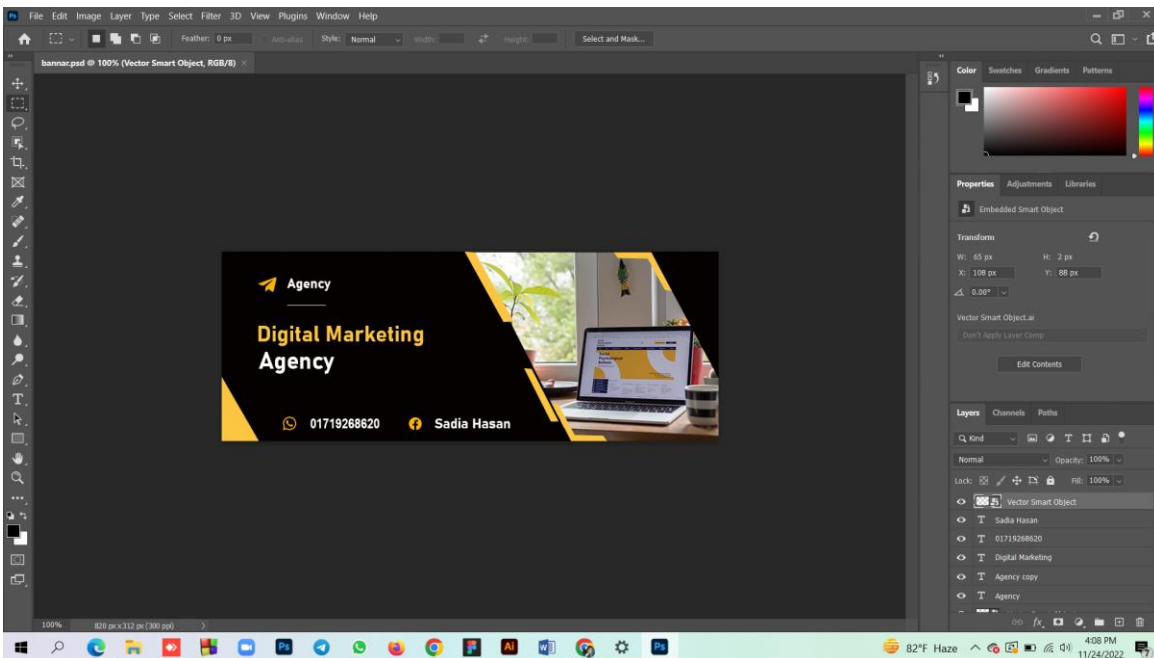


Fig 3.1.3: A Project Using Adobe Photoshop 2021

3.2 Adobe Illustrator CC 2021

Adobe Illustrator is an Adobe Inc [6]. vector graphics designer and design tool distributed worldwide. Adobe Illustrator was first developed in 1985 on the Apple Macintosh computer. Illustrator CC was introduced alongside Creative Cloud (Adobe's transition to a monthly or annual subscription service supplied via the Internet). Illustrator 2022, the most recent version, was launched on October 26, 2021, and is the product's 25th iteration.

A sidebar that appears at the left of the screen with a variety of tools to select, create, and Manipulate objects or artworks in Illustrator. These tools can be selected as following: Drawing, typing, painting, reshaping, slicing and cutting, symbolism, moving and Zooming, and graph. Some tools have a small triangle at the bottom right of the toolbox Icon. A small triangle has the option to view or expand some hidden tools by holding down the mouse button on the triangle.

Some examples of basic tools in Illustrator are selection tools, paintbrush tools, pen tools, Pencil tools e.g.

- **Selection tools** are used to the layout, adjust, and organize the artwork by selecting, positioning, and stacking objects accurately. Moreover, selection tools can Group, lock or hide, and measure objects.
- **Paintbrush tools** can be used to modify the appearance of the artwork. There are different types of brushes: calligraphic, scatter, art, Pattern, and bristle.
- **Pen tools** create straight and curved lines for the artwork and they can add anchor points to paths and delete from paths.
- **Pencil tools** allow the user to draw and edit freehand lines.

Example

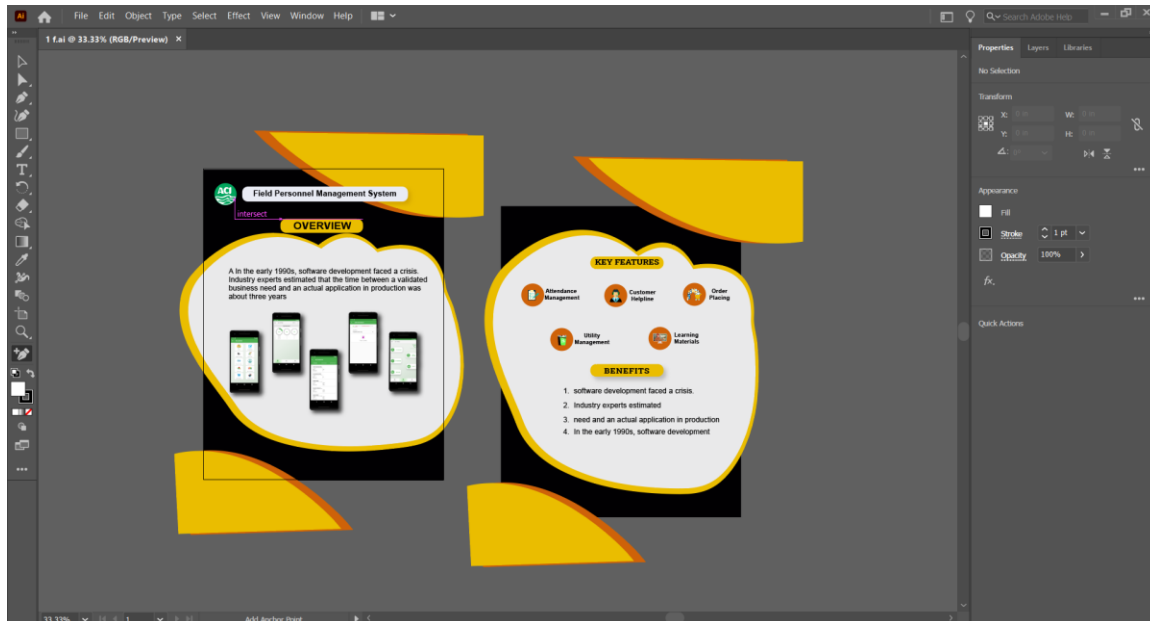


Fig 3.2.2: Project Example 1 Adobe Illustrator 2021

Following are some wonderful features that you may get after installing Adobe Illustrator CC 2021 Free Download. Please keep in mind that features may vary and are completely dependent on your system. Iconic work at any size

1. Gorgeous typography that says it all
2. Draw attention everywhere
3. Pro power comes standard
4. Freeform Gradients
5. Global Editing
6. Customizable toolbar
7. Presentation and Trim Preview
18. Visual font browsing
9. More accessible Adobe Fonts
10. Scaling to fit your monitor

11. Actual size preview
12. Puppet Warp enhancement

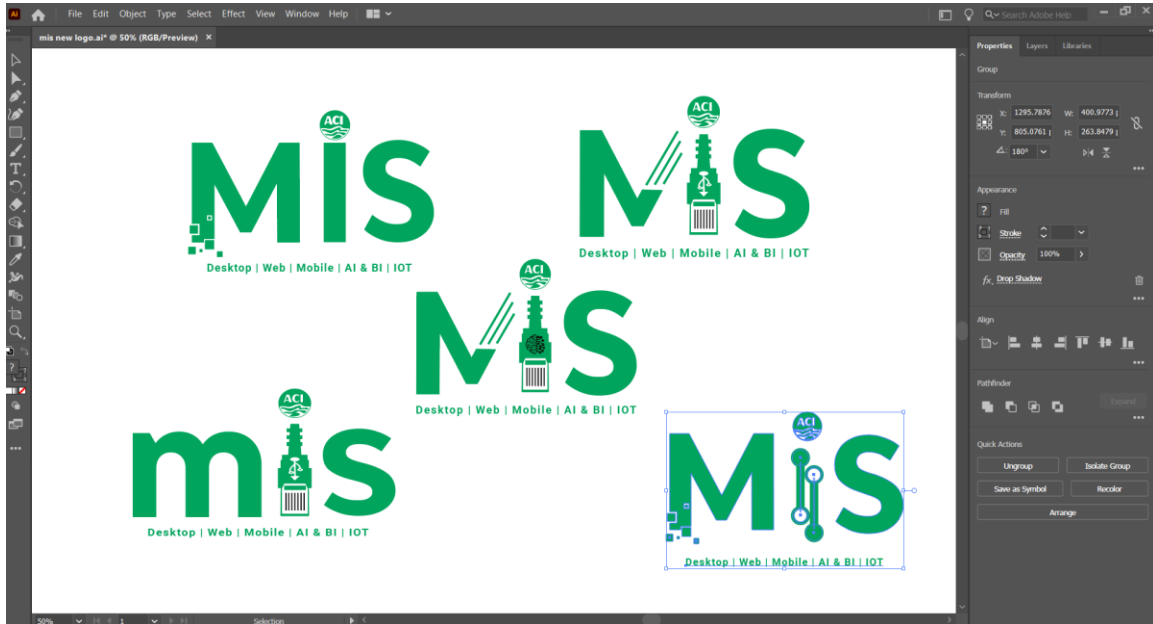


Fig 3.2.3: Project Example 2 Adobe Illustrator 2021

CHAPTER 4

INTERNSHIP EXPLANATION

4.1 Flyer Design

A flyer is a form of paper advertisement intended for wide distribution and typically posted or distributed in a public place, handed out to individuals or sent through the mail. A professionally designed and printed flyer will make a much better first impression than a handwritten one, and first impressions really do matter.

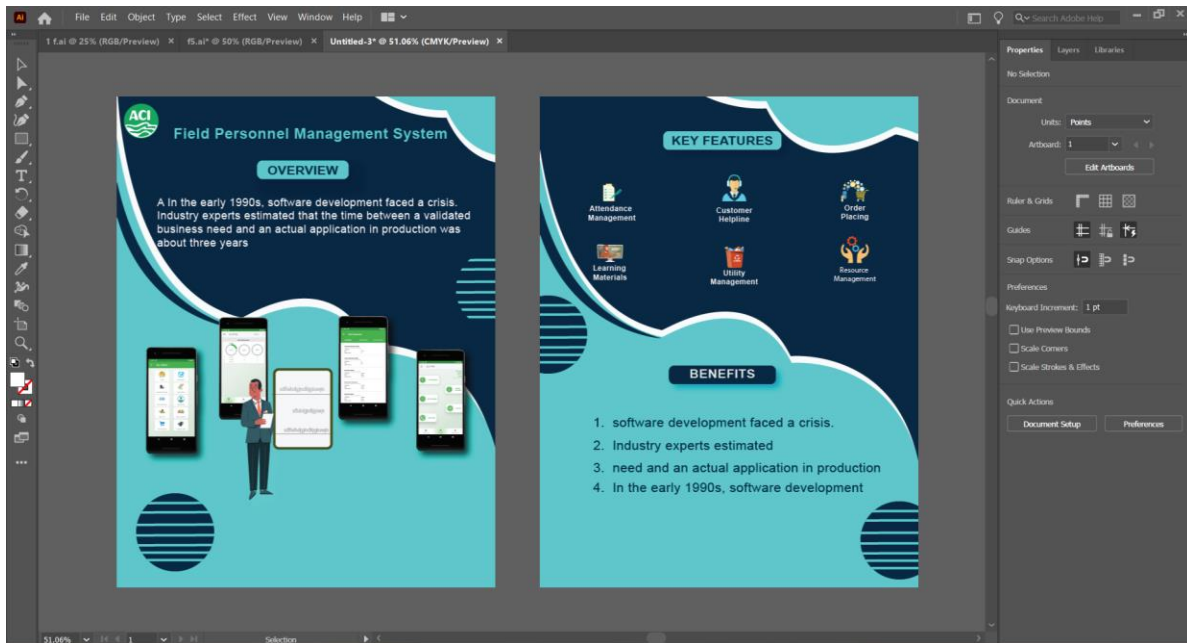


Fig 3.1.1: Flyer 1

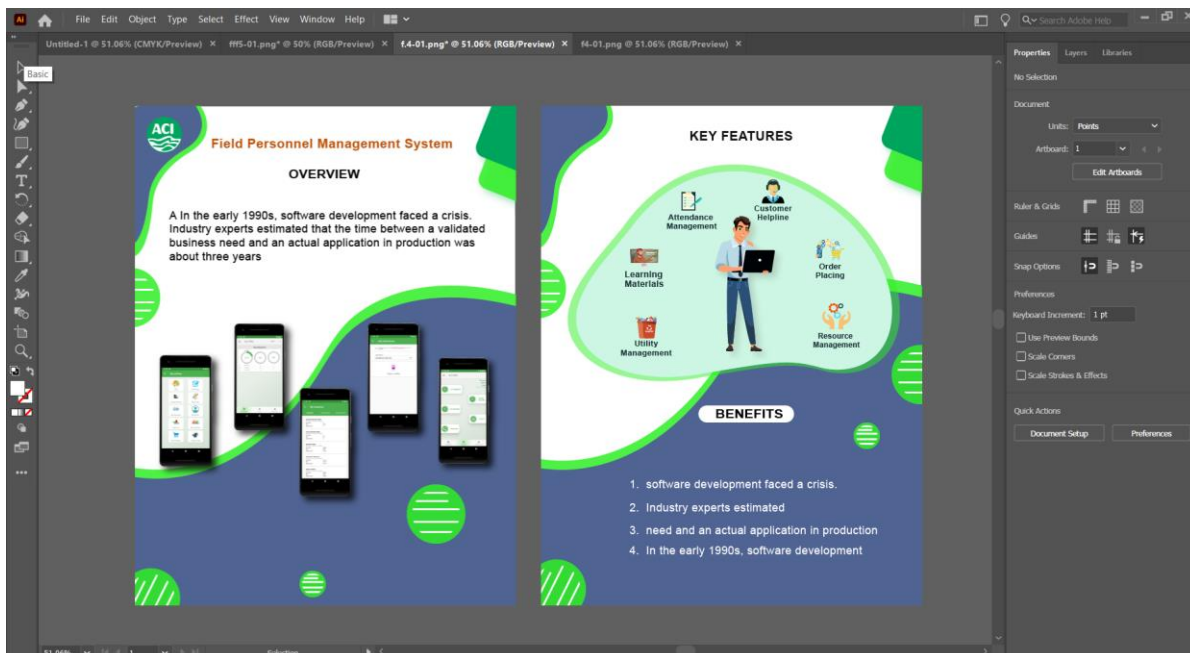


Fig 3.1.2: Flyer 2

A brochure is a type of corporate marketing material that is used to advertise a product or service.

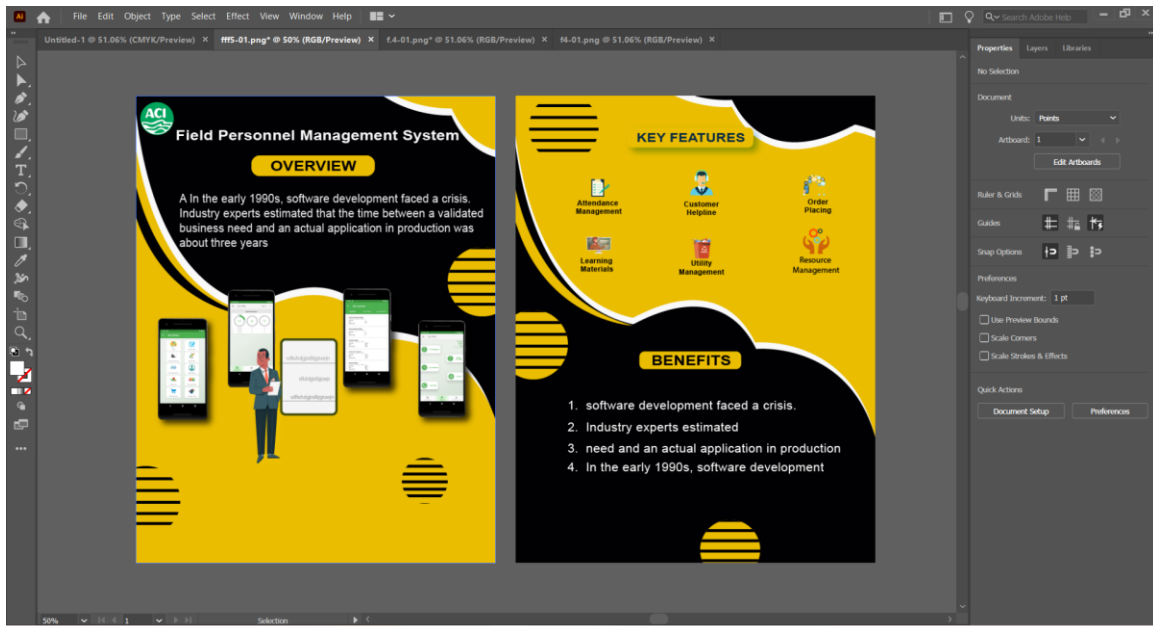


Fig 3.1.3: Flyer 3

4.2 Logo Design

Logo is a graphic mark or symbol to identify a organization. Logos are often created by a graphic artist in consultation with a company and marketing experts. It serve to represent a given organization or company through a visual image that can be easily understood and recognized. A logo generally involves symbols, stylized text or both. Here is some logo example below that I designed during my internship.

It's a smart application .so what makes a logo significant? As a result of the fact that it attracts attention, leaves a lasting impression, forms the basis of your brand identity, is memorable, distinguishes you from competitors encourages brand loyalty, and accepted by your target audience.

A company's logo server as its first contact with customers. If it's done right, it can simulate people's curiosity and encourage them to learn more about the business, if not, you have effectively lost a whole group of potential customers.

Code Maven Limited logo

It is a logo for code maven limited [3] .in this logo there are two color .one is blue and another color is yellow. This logo was created by adobe illustrator. Here I use pen Tool for this bulb shape.

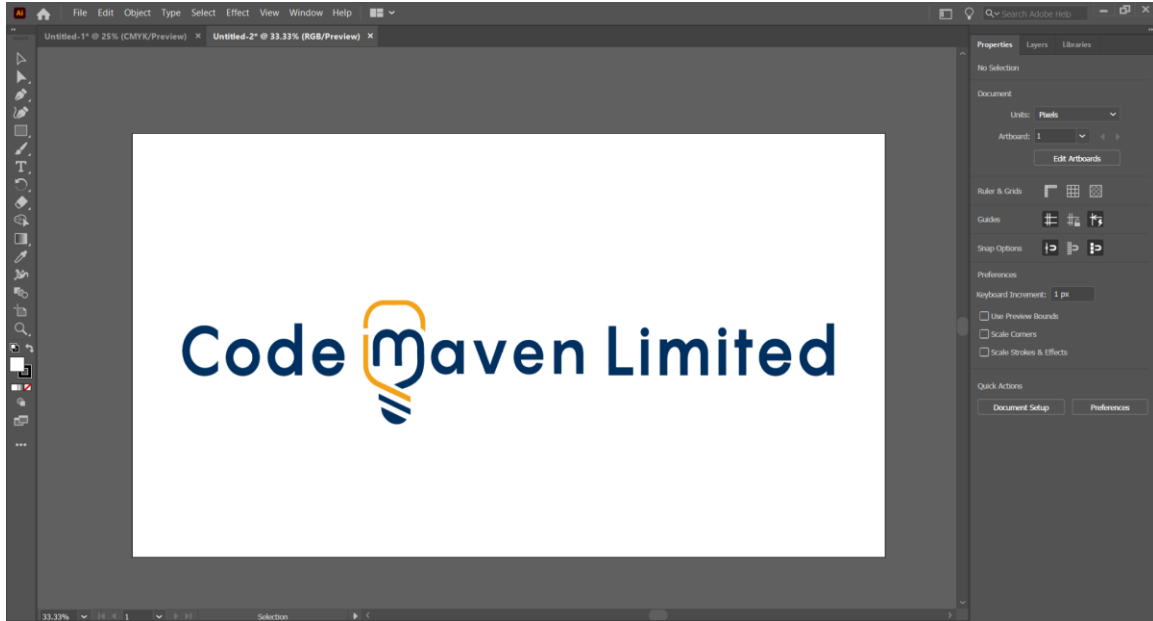


Fig 4.2.2: Code Maven Ltd Logo

KGI logo



Fig 4.2.3: KGI777 Logo

KBDT Logo with illustrator

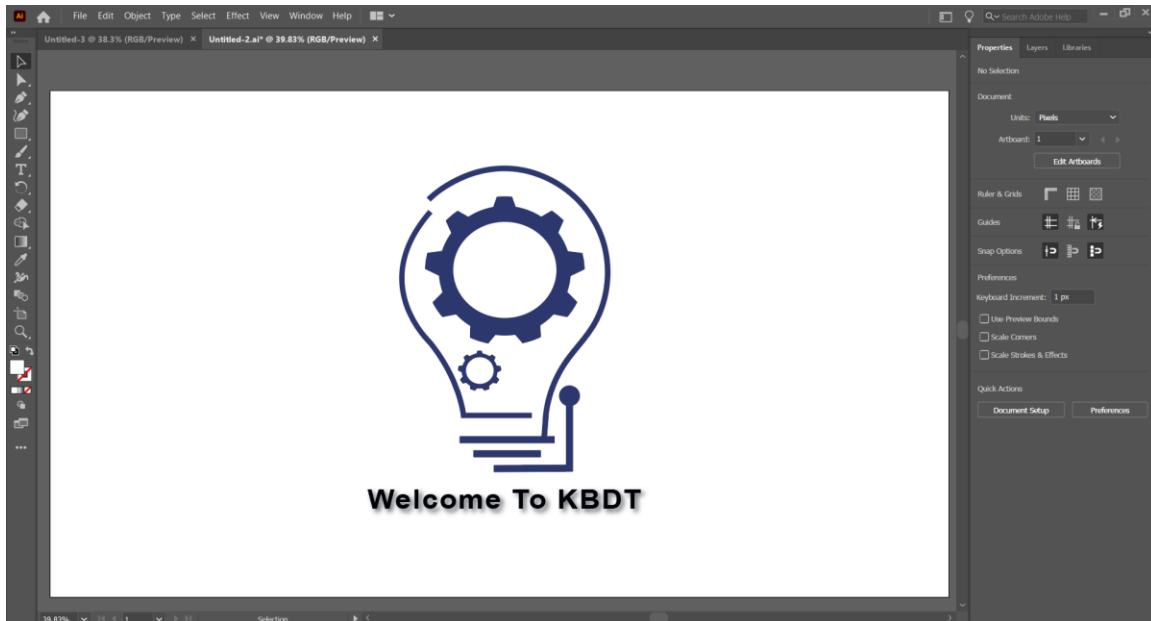


Fig 4.2.4: KBDT Logo

Knowledge Base Digital (KBDT). Here I used Pen tool and a bulb shape .I use blue color. I use shadow blow the writing of welcome to KBDT [4].

KBDT mockup with Photoshop

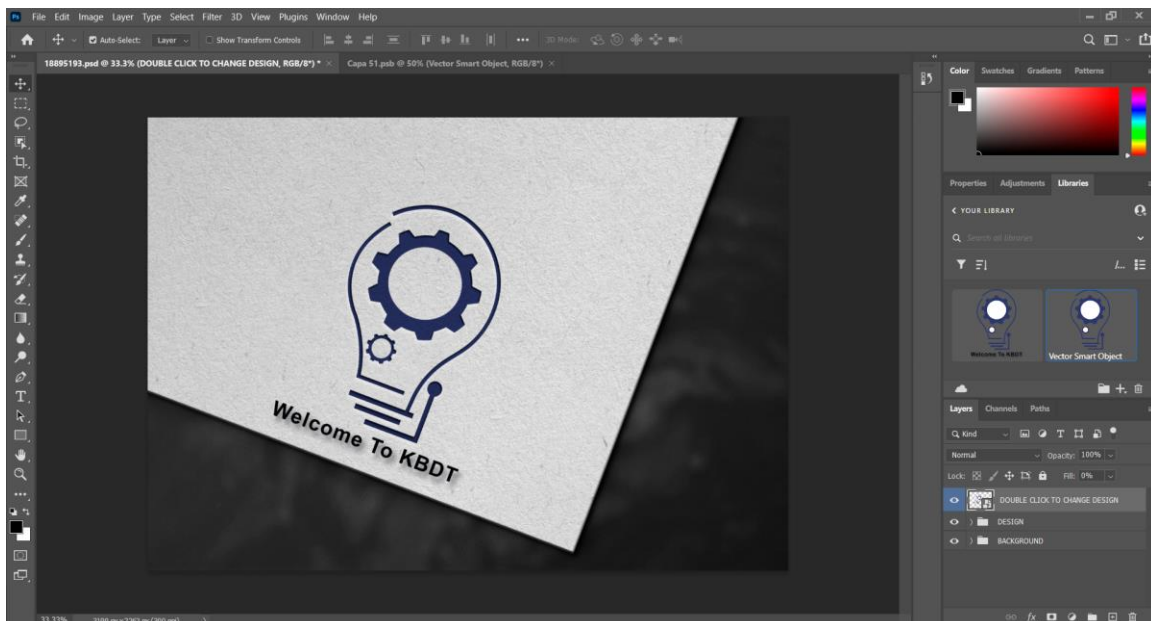


Fig 4.2.5: KBDT Logo Mockup

MIS logo with illustrator

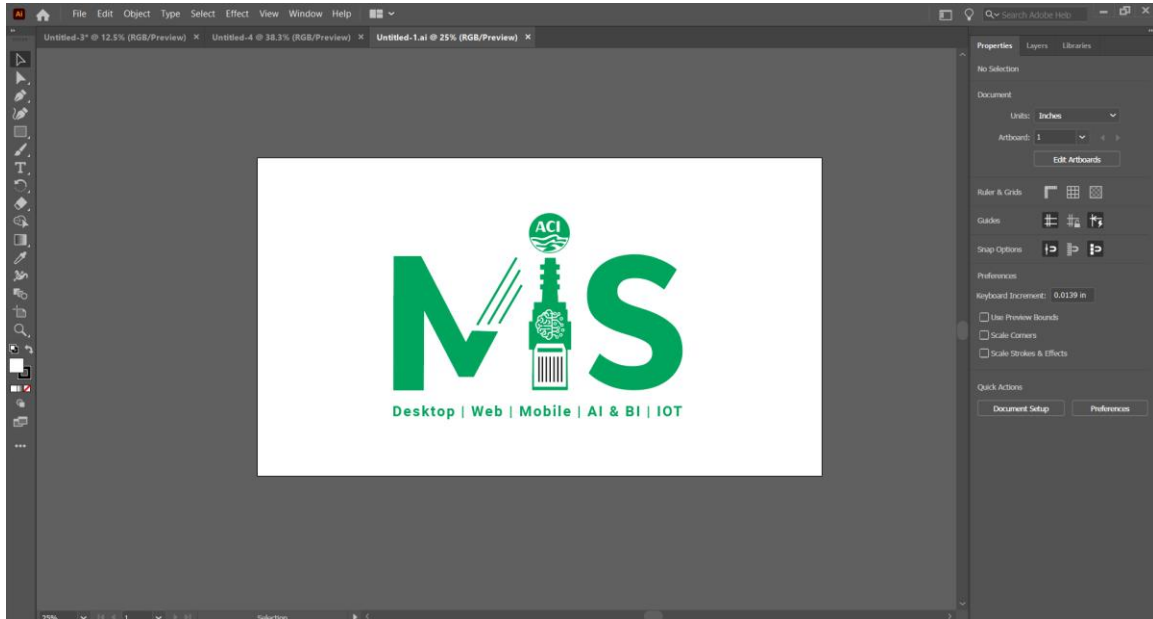


Fig 4.2.6: MIS Logo

Management Information System (MIS). It is a green color logo, here I use pen tool and letter. Here I am design “I” look like a USB cable.

Mockup with Photoshop



Fig 4.2.7: MIS Logo mockup

ACI Motors Exchange Point Logo

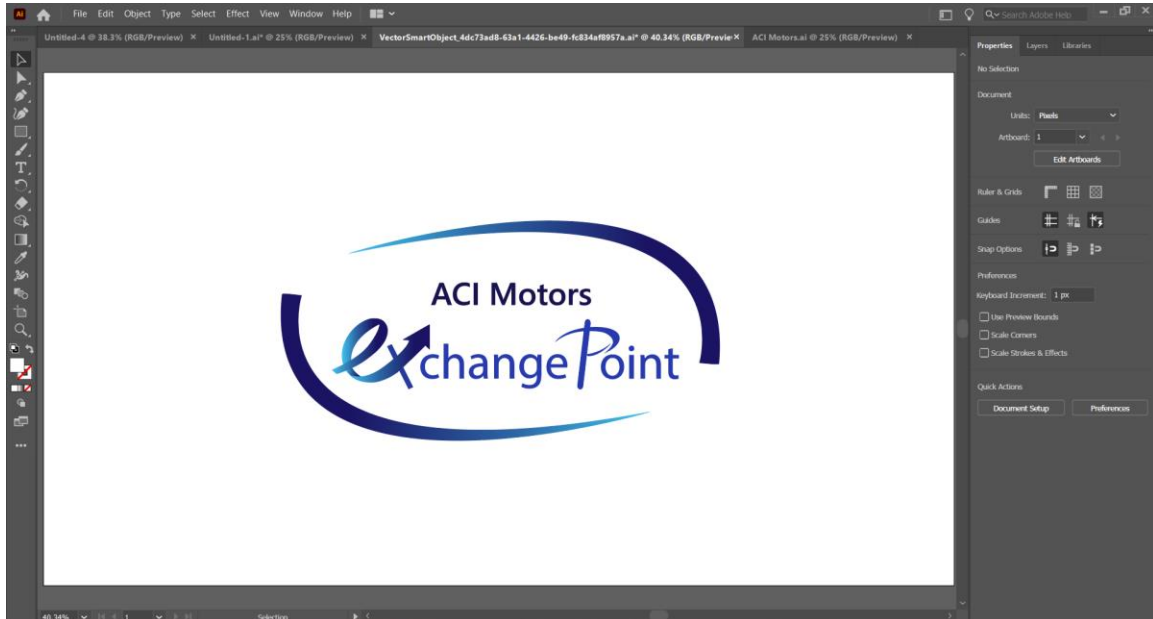


Fig 4.2.8: Exchange Point logo

Mockup with Photoshop

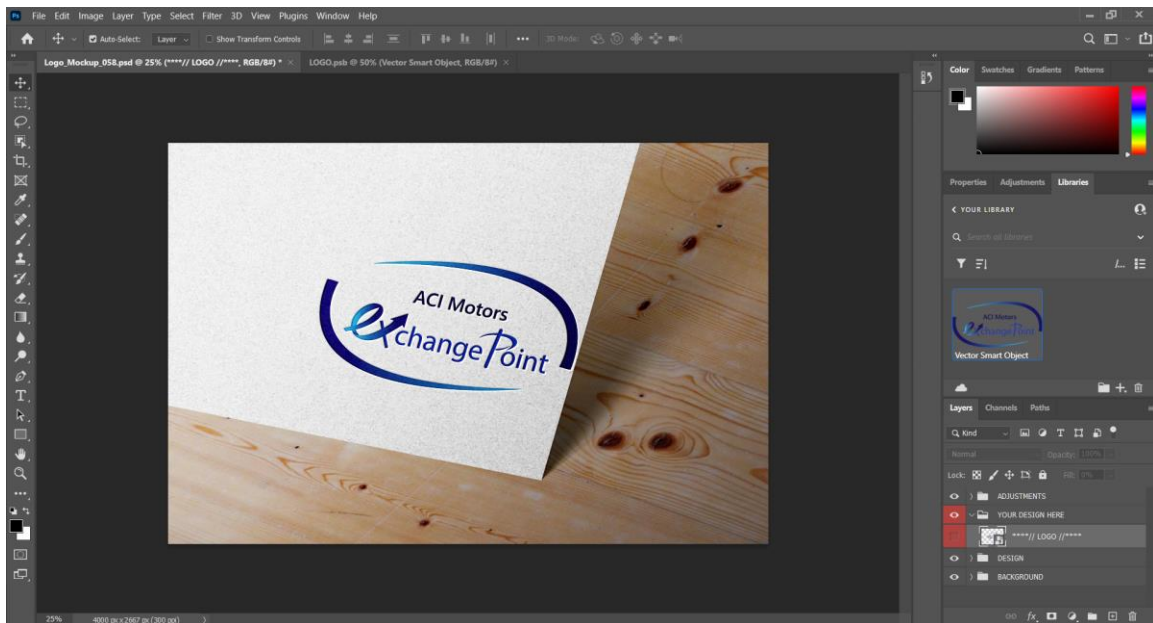


Fig 4.2.9: Exchange Point mockup

4.3 Cover Photo Design

Banner design is important for any business, organization or company. Banner graphics are images that are used to promote or create advertising for a product or service. They are commonly used on websites, emails, and social media posts. Banner graphics can be static or animated, and they can be either simple or complex

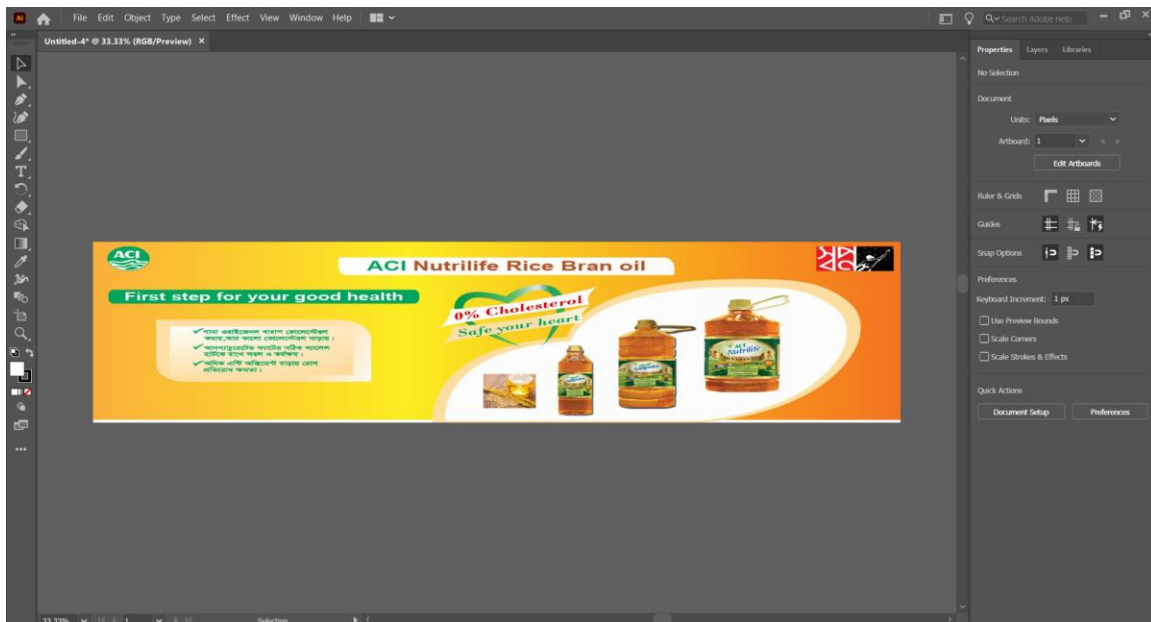


Fig 4.3.1: Cover Photo

It is a Cover Photo for Shwapno. The cover photo was ACI Nutrilife Rice Bran oil.

4.4 Resizing image

Knowledge of pixels and resolution is required for image scaling and cropping .choices for interpolation, varying sizes for print and the web image cropping and straightening, changing the canvas ratio and size.

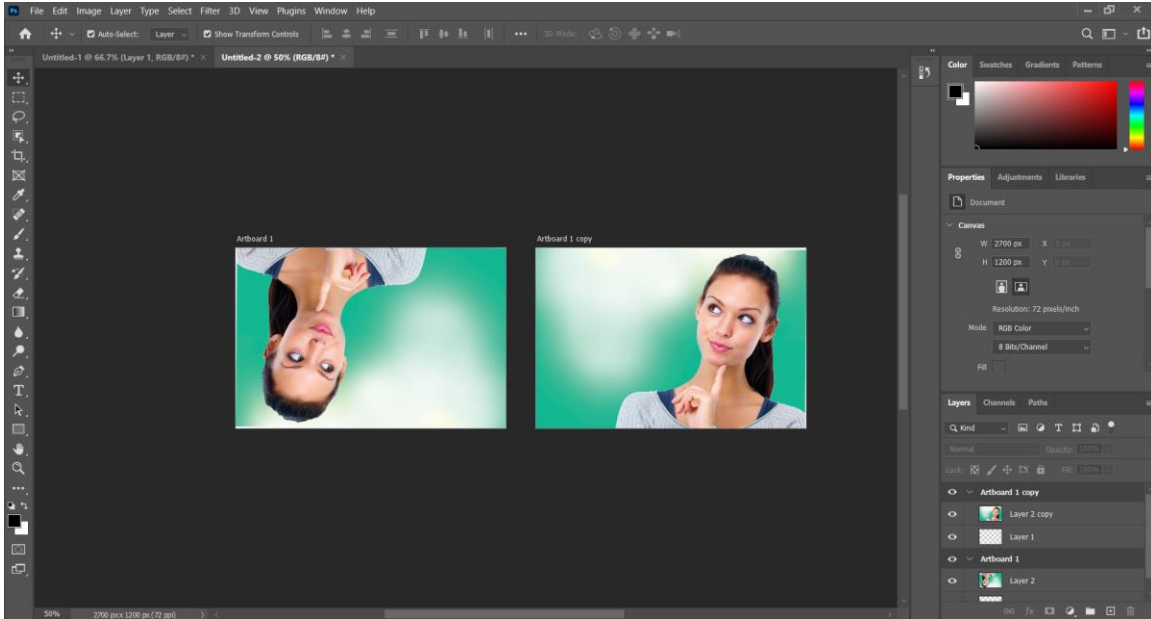


Fig 4.4.1: Resizing image

4.5 Clipping path

Clipping path basically remove the background and make the product more clear and sharp. In Graphics clipping path is very important.

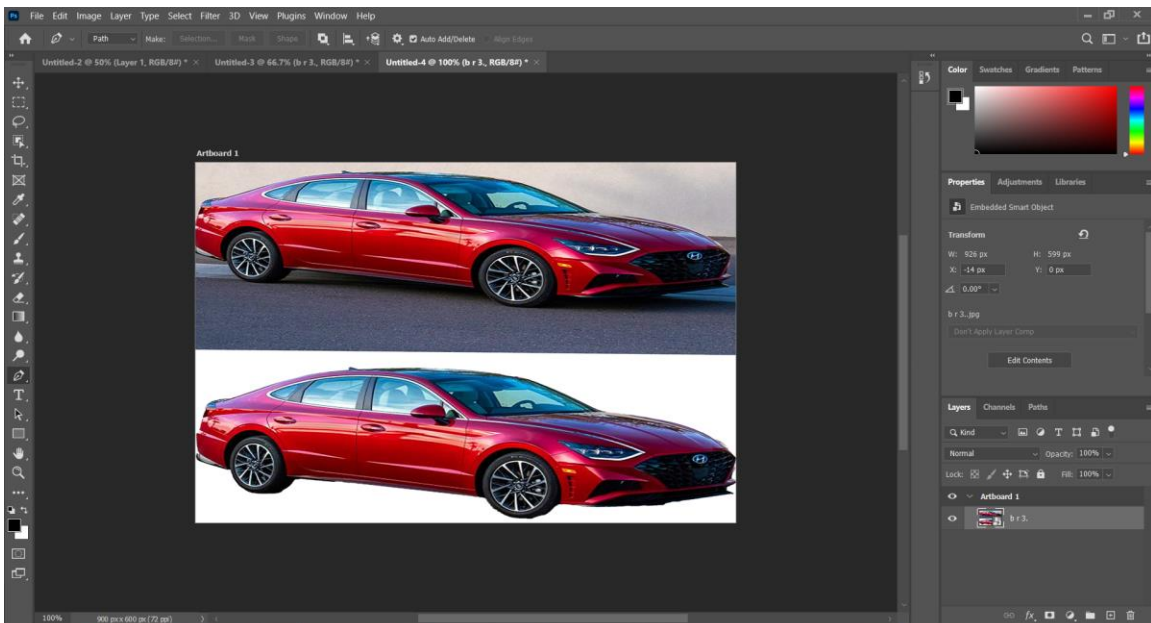


Fig 4.4.2: Example of clipping image

4.6 Background Remove

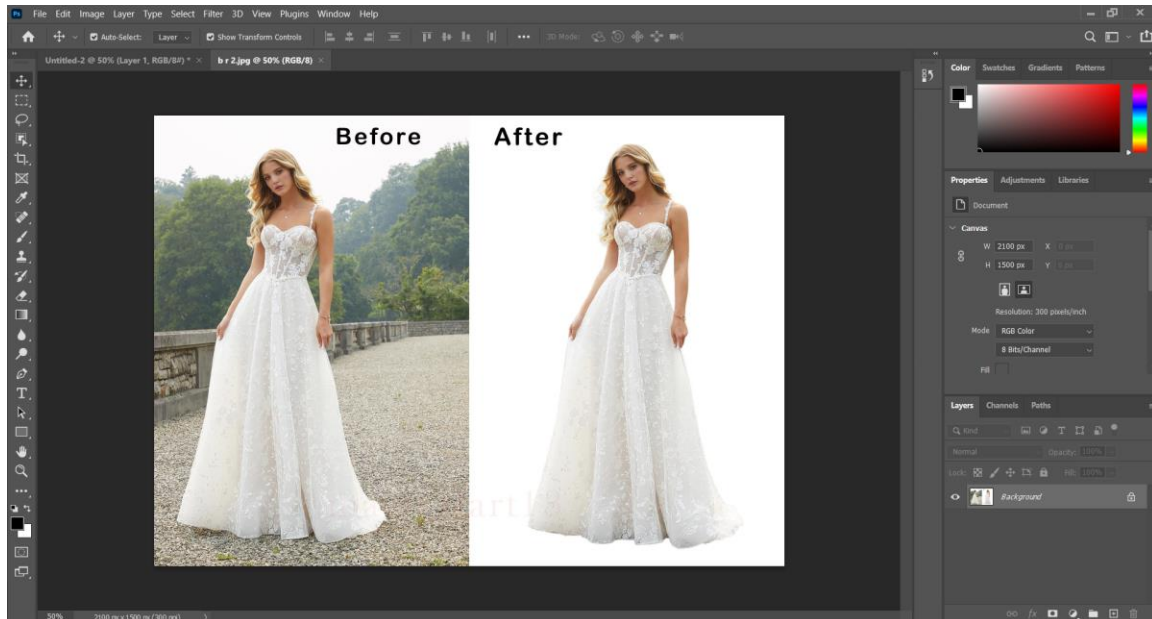


Fig 4.6: Background remove

The main reason for the background remove is to avoid the confusion of the viewer. This is because this technique is mostly used in commercial cases. The logic is pretty simple here. In the marketplace, it is crucial to prevent viewers from getting distracted. Prevent viewers from getting distracted.

Here is some resone for remove background ,Avoid Distraction , Focus in Object, Bring appealing look, Removing Un-wanted object, Highlight your object.

4.7 Note Pad Design

Notepads is most important for business. Notepads provide a space to get creative, track your thoughts or build your brand. By customizing or branding your own notepads, you open a new way of creating or boosting brand awareness. Take advantage of this subtle but effective way of creating brand awareness by creating your own notepads.

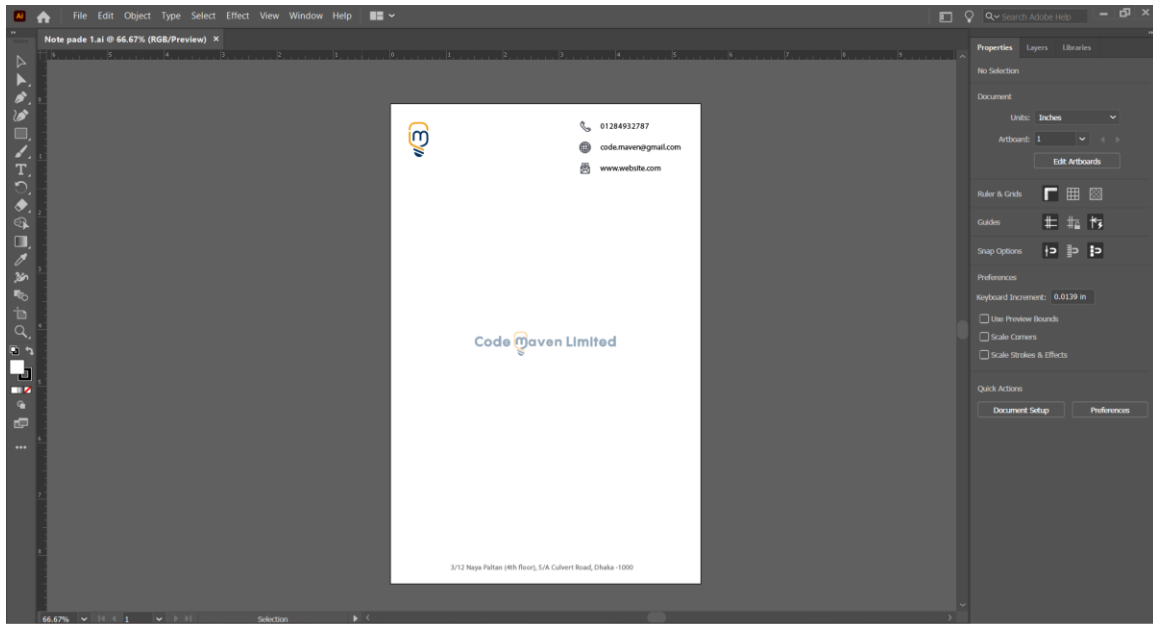


Fig 4.7: Notepads

4.8 Create digital icon

Icons are an essential part of many visually expressing objects, actions and ideas. Icons also help people differentiate between brands and products. When done correctly, they communicate the core idea and intent of a product or action, and they bring a lot of nice benefits to user interfaces, such as saving screen real estate and enhancing aesthetic appeal.

When people see an icon associated with a certain product or company, it cues their memory and makes them more likely to buy that product in the future. Marketing icons are important because they help people remember brands and products.

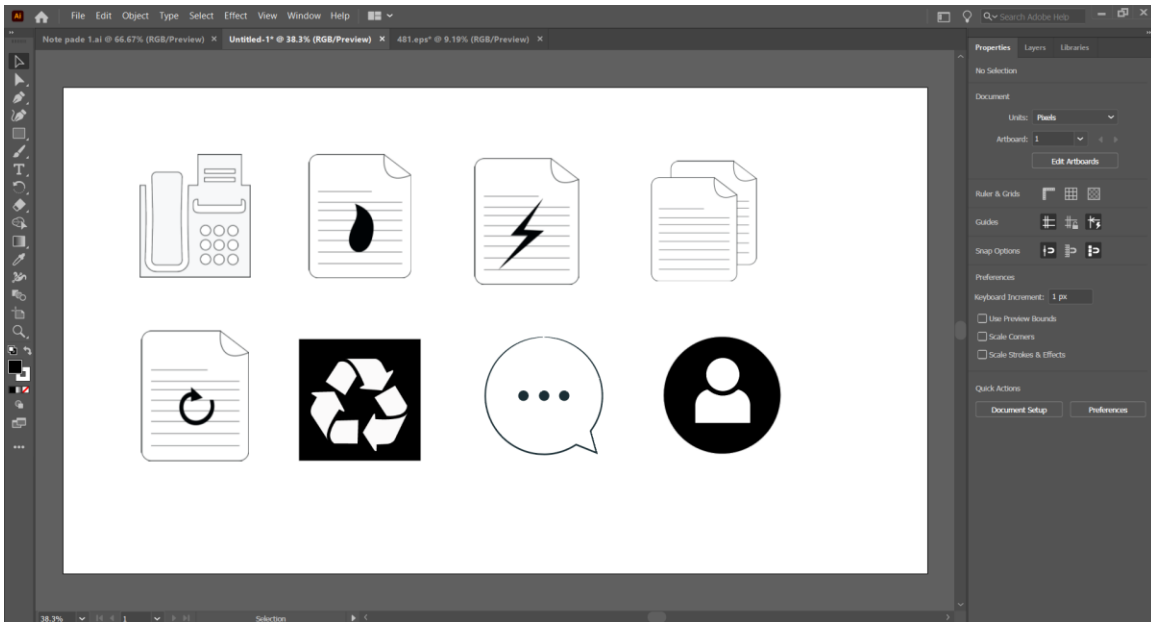


Fig 4.8: Digital Icon

4.9 Dream project diagram

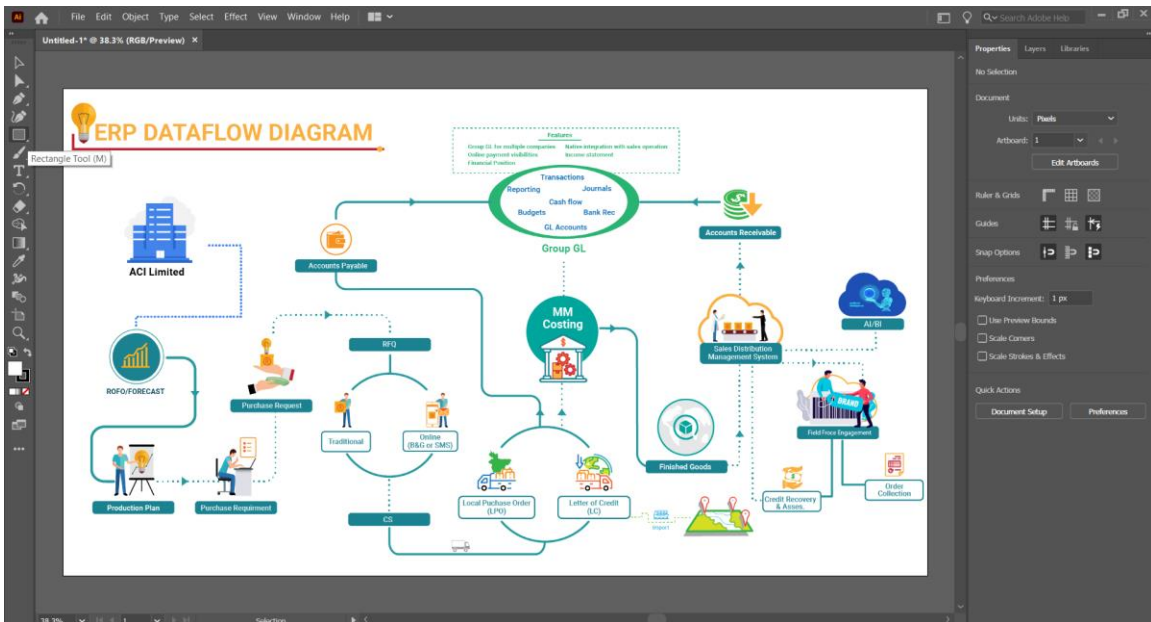


Fig 4.9: Dream Project diagram

It's a Dream Project of Company. Here is a diagram of the project. How the project will working and what kind of work will be. It's just a outlook.

4.1.1 Work with Strategy Document

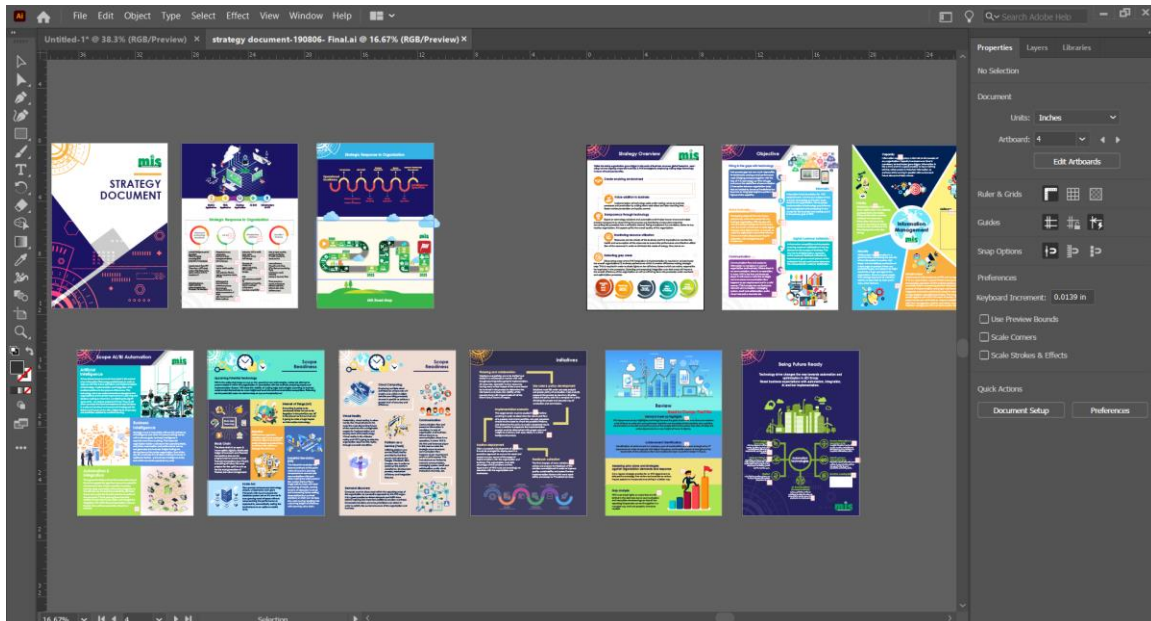


Fig 4.1.1: Strategy Document

It's a Strategy Document of Company. How the project will working and what kind of work will be. It's just a outlook. Here some text on each page has to be changed. Also had to add cloud. Many signs were upside down, rewritten and recolored , and some boxes had to be added in some places.

CHAPTER 5 CONCLUSION AND DISCUSSION

5.1: Discussion

The major program I used was Adobe Illustrator and Adobe Photoshop. Flyers, Logo design, Notepads design, brochures, design were all created with Adobe Illustrator.

In Adobe Photoshop mockup logos so that logo looked alive and wonderful. Color selection was very much difficult, but after some thinking, I came up with a palette of vibrant and lovely hues. I represented all of my design proofs in software.

Overall it was great experience.

5.2: Conclusion

During my internship, I got the opportunity to work with some amazing people that are quite knowledgeable in this sector. They have taught me a great deal.

As a Graphic Designer, I had the chance to work on a variety of projects, all of which provided me with valuable professional experience and improved my skills. I am optimistic that I will be able to put all of these talents to good use in my future career.

The internship provides in-depth practical information and develops skills, both of which are necessary for career success. In future I have a plan to give a graphics firm in Bangladesh.

I really thank full to ACI Company, they give me a chance to work with them.

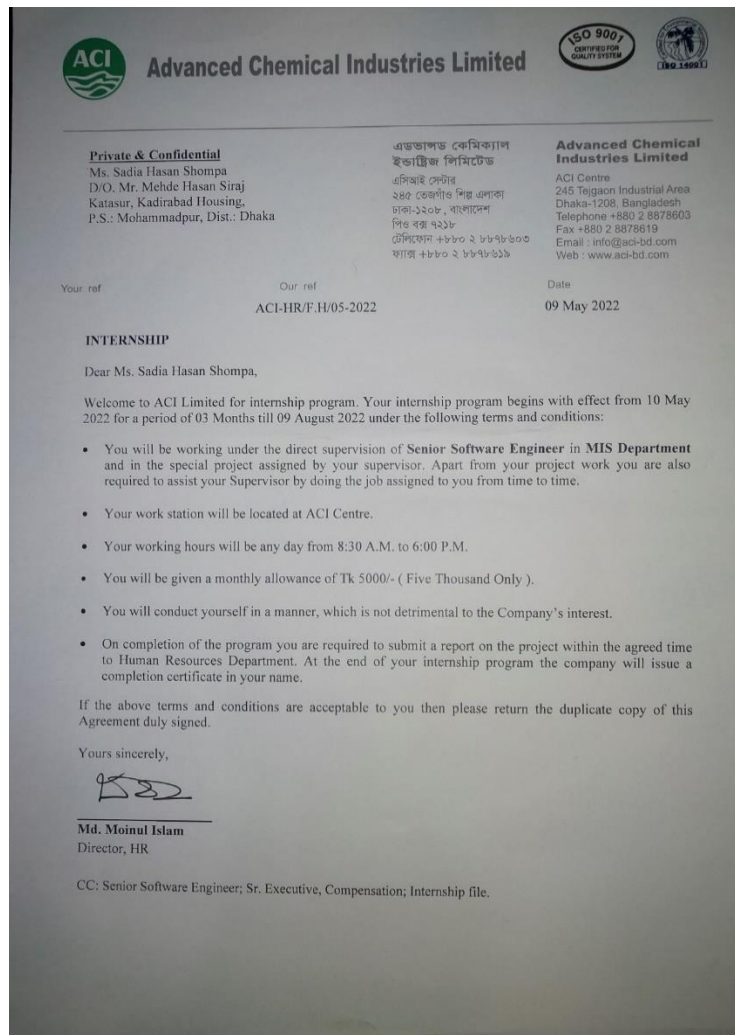
Reference:

1. From ACI, Available at <<<https://www.aci-bd.com/>>>, Last accessed on November 1, 2022 at 11am.
2. From Logo, Available at <<<https://www.freepik.com/search?dates=any&format=search&page=1&query=feminine%20logo&sort=popular>>>, Last accessed on November 1, 2022 at 3pm.
3. From Code Maven, Available at << <http://www.codemaven.net/index.php>>>, Last accessed on January 17 at 10am.
4. From KBDT, Available at << <http://apps.eacibd.com/application/65>>> Last accessed on January 17 at 10pm.
5. From, Background change, Available at <<<https://www.youtube.com/watch?v=UvvjvLqgmgo&t=78s>>> Last accessed on November 1, 2022 at 11pm.
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APPENDIX

The internship involves learning and comprehending the real use of words as well as the applications and implementation of study-related theories. It serves as a workspace for college students to get a sense of what a genuine workplace is like before they enter the workforce. Students have a great chance to prepare for their professional futures now.

Here is the picture of my joining letter of internship.





Advanced Chemical Industries Limited



এডভান্সড কেমিক্যাল
ইন্ডাস্ট্রিজ লিমিটেড
এসিআই সেন্টার
২৪৫ তেজগাঁও শিল্প এলাকা
ঢাকা-১২০৮, বাংলাদেশ
পিও বক্স ৭২১৮
টেলিফোন +৮৮০ ২ ৮৮৭৮৬০৩
ফ্যাক্স +৮৮০ ২ ৮৮৭৮৬১৯

**Advanced Chemical
Industries Limited**

ACI Centre
245 Tejgaon Industrial Area
Dhaka-1208, Bangladesh
Telephone +880 2 8878603
Fax +880 2 8878619
Email : info@aci-bd.com
Web : www.aci-bd.com

Your ref

Our ref

Date

ACI-HR/F.H/12-2022

05 December 2022

TO WHOM IT MAY CONCERN

This is to certify that Ms. Sadia Hasan Shompa from Daffodil International University has successfully completed her 04 Months internship in **MIS Department** under the supervision of Senior Software Engineer from 10 May 2022 to 09 September 2022 and did her internship project on “**Graphic designer at ACI Company**”.

We wish her continued success in life.

Md. Moinul Islam
Director, HR

Internship report

ORIGINALITY REPORT

Project Supervisor
19.01.23

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