**Media Studies and Journalism Department**

**Internship Report**

**Submitted by**

**Name: Jabir Misbah**

**ID: 181012082**

**Term: Spring 2022**

**Course Code:**

**MSJ 11498 - Internship I**

**Host Organization: 10 Minute School**

**Date of Submission: September 15, 2022**

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## STUDENT DETAILS

| | |
|---|---|
| **Name** | Jabir Misbah |
| **ID** | 181012082 |
| **Department** | Media Studies and Journalism |
| **Major Concentration** | Digital Journalism |
| **Minor Concentration** | BBA |
| **Career Objectives** | Building top-industry standard creative and communication skills to grow into a leading professional of the media world and create an impact on the growth of modern creative arts and entertainment in Bangladesh. |

## INTERNSHIP DETAILS

| | |
|---|---|
| **Host Organization** | 10 Minute School |
| **My Working Section** | Post-Production, Media Team |
| **Supervisor** | Atikur Rahman, Senior Associate |
| **Designation** | Executive, Video Editor |
| **Start Date** | June 01, 2022 |
| **End Date** | September 08, 2022 |
| **Hours Per Week** | 40+ or 5 days a week. |
| **Total Working Period** | Approximately 10 weeks |

## ACKNOWLEDGEMENT

Initially, I would like to express my fullest gratitude to my mother and father for being my main source of inspiration to have achieved anything till date so far in my life. They have given me the learning and motivation to guide me through all the hardships of life. I cannot ever thank them enough for their constant love, support and care.

I would also like to take this opportunity and express my heartfelt respect and appreciation for the amazing faculties in ULAB, Throughout my university life, I have always said one thing in any associations - the teaching panel of ULAB is one of the finest, catering to each of the student with utmost dedication and teaching not just traditional knowledge but also the modern practices of current day journalism. To name a few of my faculties who have played a big role in my university career and to give them my utmost respect, I would like to mention Dr. Sarkar Barbaq Quarmal, Nadita Tabassum Khan Ma'am, Muhammad Aminuzzaman Sir, Bikash Chandra Bhowmick Sir, Mohammad Shazzad Hossain Sir, A F M Moniruzzaman Shipu Sir, Dr. Habib Mohammad Ali, Dr. Jamil Khan. I would also like to thank Prof. Jude W.R. Genilo for designing such an outside curriculum and program of MSJ department, which has helped me gain knowledge effectively in the journalism side of the world.

I would like to thank a few stakeholders in my work organization who have consistently guided me and inspired me to go out of my comfort zone and give my best every day in both work life and personal development. To name the top one , Ayman Sadiq Bhai (CEO of 10 Minute School), my leader and mentor, has always been there to inspire me. I am grateful for all the learnings that he provided me to increase my knowledge, insights, skills and expertise regarding communication and marketing. I am extremely grateful to have worked under such a charismatic persona. Additionally, I would like to thank my fellow teammates, supervisors and co-workers for the fun and challenging times that have shaped me to become more confident in my skills.

Lastly, I would like to address a special note of thanks to my internship advisor, Nadita Tabassum Khan Ma’am for being patient with me and guiding me through the entire procedure of the internship period and report writing.

# PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.

2. I acknowledge and understand that plagiarism is wrong.

3. I understand that my research must be accurately referenced.

4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.

5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: Jabir Misbah
ULAB ID: 181012082
Signature _____

**MSJ042**

# INTERNSHIP REPORT APPROVAL FORM

Student Name: Jabir Misbah ID No.: 181012082

Major: Digital Journalism Year: 2022

Local Phone:+8801682717814 Email: jabir.misbah.msj@ulab.edu.bd

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INTERNSHIP/PROJECT INFORMATION

Internship Organization/Project: University of Liberal Arts Bangladesh

Internship /Project Report Topic:_____

Semester (Tick one): ☐ Spring 2022 ☐ Summer 2022 ☐ Fall 2022

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Advisor APPROVAL

(Please place a Tick)

☐ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (If Not Approved/Pretrial/Full Rewrite):

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Signature: _____ Date: _____15/09/2022_____

Name: Nandita Tabassum Khan Title: Senior Lecturer

E-mail: nandita.tabassum@ulab.edu.bd

# INTRODUCTION

The last four years of ULAB have been life changing and inspiring for me both as a student and as a human. I got to meet a lot of great amazing faculties, whose teachings grew a sense of self-belief in my skills and knowledge. I also got the opportunity to meet fellow learners aspiring to become leaders in this industry - which motivated me to keep sharpening my technical and networking skills.

The design of the course curriculum that I got to experience in ULAB helped me immensely in my internship period. Specifically, the CI integration of different MSJ courses and content design of major courses helped me to put out ideas, concepts and thoughts out forward to my teammates in my workplace. My co-workers themselves complimented the system of learning in ULAB and often wanted to know more about the university and its functionalities. As such, I am really grateful to all the teachers, staff, admins and friends who have played a big role in my development in the last 4 years.

Additionally, I would like to acknowledge my team in 10 Minute School for giving me the opportunity to start my career in style in one of the strongest rising startups in the country. Their collaborative attitude, fun loving spirit and the thirst to always be the best has taught me a lot of how the professional world works.

# EXPECTATIONS

Education in Bangladesh has been growing rapidly over the years with our literacy rate jumping from 29.93% in 1981 to 74.9% in 2021. This shows the massive scope of work that the education sector currently has in Bangladesh. Being an avid learner myself, this sector is of key interest to me. Integrating the touch of digital technology in education to teach learners all over the country is a thought that is very special to me on a personal level. Along with the knowledge that 10 Minute School advocates the creation of top-notch content to teach students, it was a no-brainer for me to jump on the opportunity presented to me. Additionally, I wanted to learn the way an educational company operates to create their marketing communications and campaigns which would aid to increase my skill set in the media world.

- My expectations if listed out from the current internship role are as follows,

- Create educational materials in both video and static mediums.

- Developing marketing communications for online channels.

- Learning the current trends and insights of the ed-tech market in Bangladesh.

- Learning the content development process of online course creation.

- Understanding how to communicate to the rural and urban market audiences.

- Developing the personality to work in a corporate job and gather key business experience.

# HOST ORGANIZATION

10 Minute School at a glance:

Organization Type: Educational Technology Company

Incorporation Status: Private Limited

Company Year of Establishment: May 1, 2015

Address: Level 6, House Number - B/108, Road 08, Mohakhali DOHS, Dhaka - 1206

Website: www.10minuteschool.com

About Us:

10 Minute School is the biggest learning app in Bangladesh that teaches 3 million students daily on academic, test preparation and upskilling topics. The company provides its learning solutions through its website and a mobile application, being a technology-first company. It has two main verticals of products – one that caters to the academic curriculum of classes 1 to 12 set by the National Curriculum and Textbook Board of Bangladesh and the other one is non-academic vertical which includes admission test preparation, job exams preparation and various upskilling opportunities for the young learners in Bangladesh. 10 Minute School has covered the whole syllabus for every subject of class 1 to 12 by creating video lectures and practice quiz sets on each chapter of these classes and has provided them for free in their digital platforms to ensure all the students in Bangladesh can access quality educational content for free. It also provides free courses on basic upskilling such as CV writing, presentation and other skills that students are required to have now.

In Bangladesh, there are millions of learners in total including formal academic and informal upskilling education. These learners go through two major challenges – one is the geographical barrier that keeps them from accessing good quality education while another one is the financial barrier that reduces the affordability and accessibility to quality education. Of these learners, 25 million are enrolled in formal educational institutions in Bangladesh and receive formalized education (Banbeis, 2022). However, only a few of them can achieve the learning objectives because of the lack of accessibility created by limited affordability and the insufficient number of good quality educators throughout the country. On the other hand, more than 2 million fresh graduates get introduced in the job market yearly and the scenario is grim in this part as well (Aziz, 2019). Of the unemployed youths in Bangladesh, 46% are university graduates. This directs to an evident gap in the learning outcomes of formal education and the requirements of the current job market.

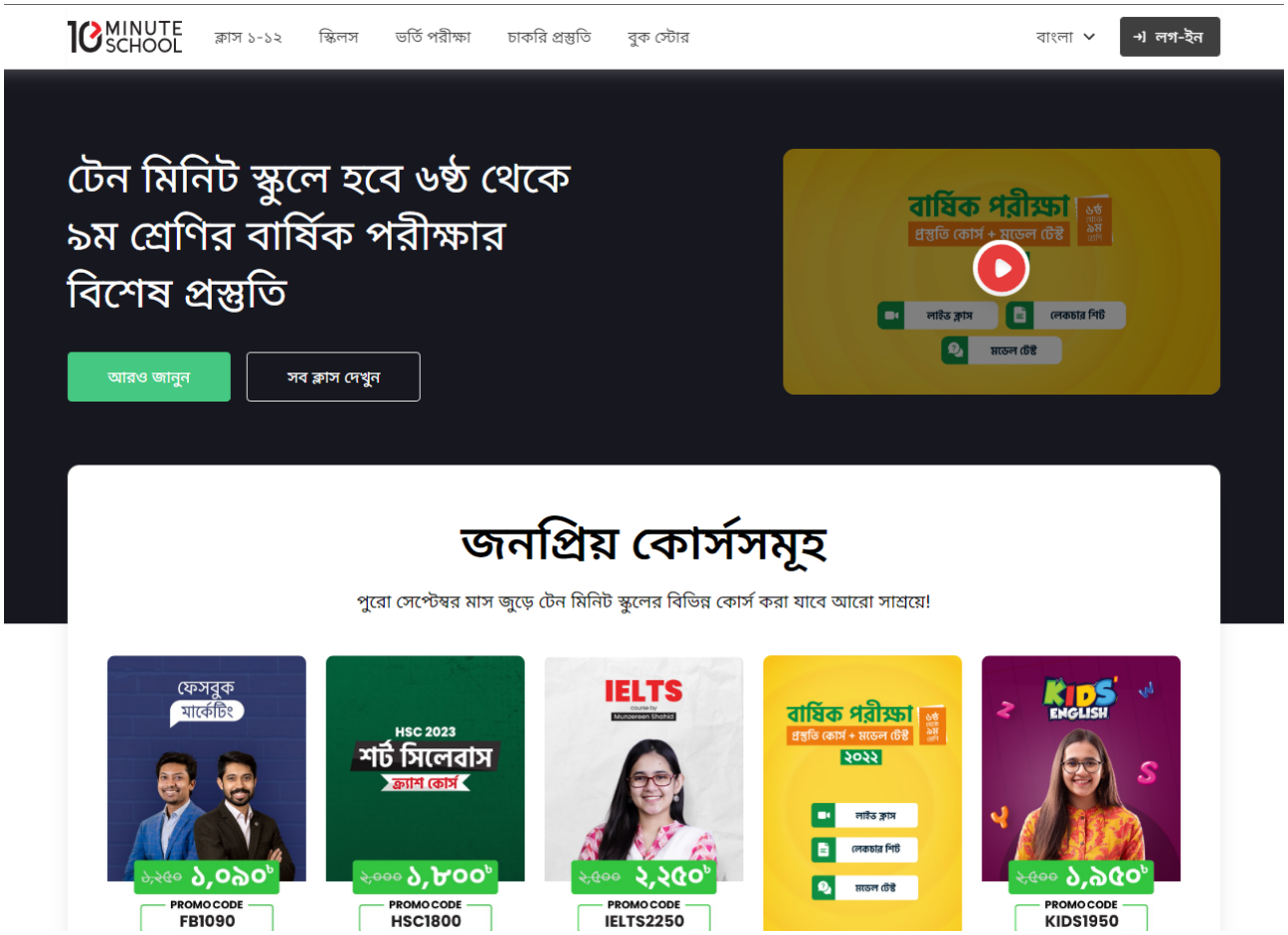



Figure 1: Home Page of 10 Minute School Website
Source: 10 Minute School Website (2022)

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To address these gaps, 10 Minute School was founded in May 2015 by Ayman Sadiq and Abdullah Abyad Raied who are respectively working as the current CEO and CTO of the company. The learning app now provides academic content and skills training to 3

million students every day.

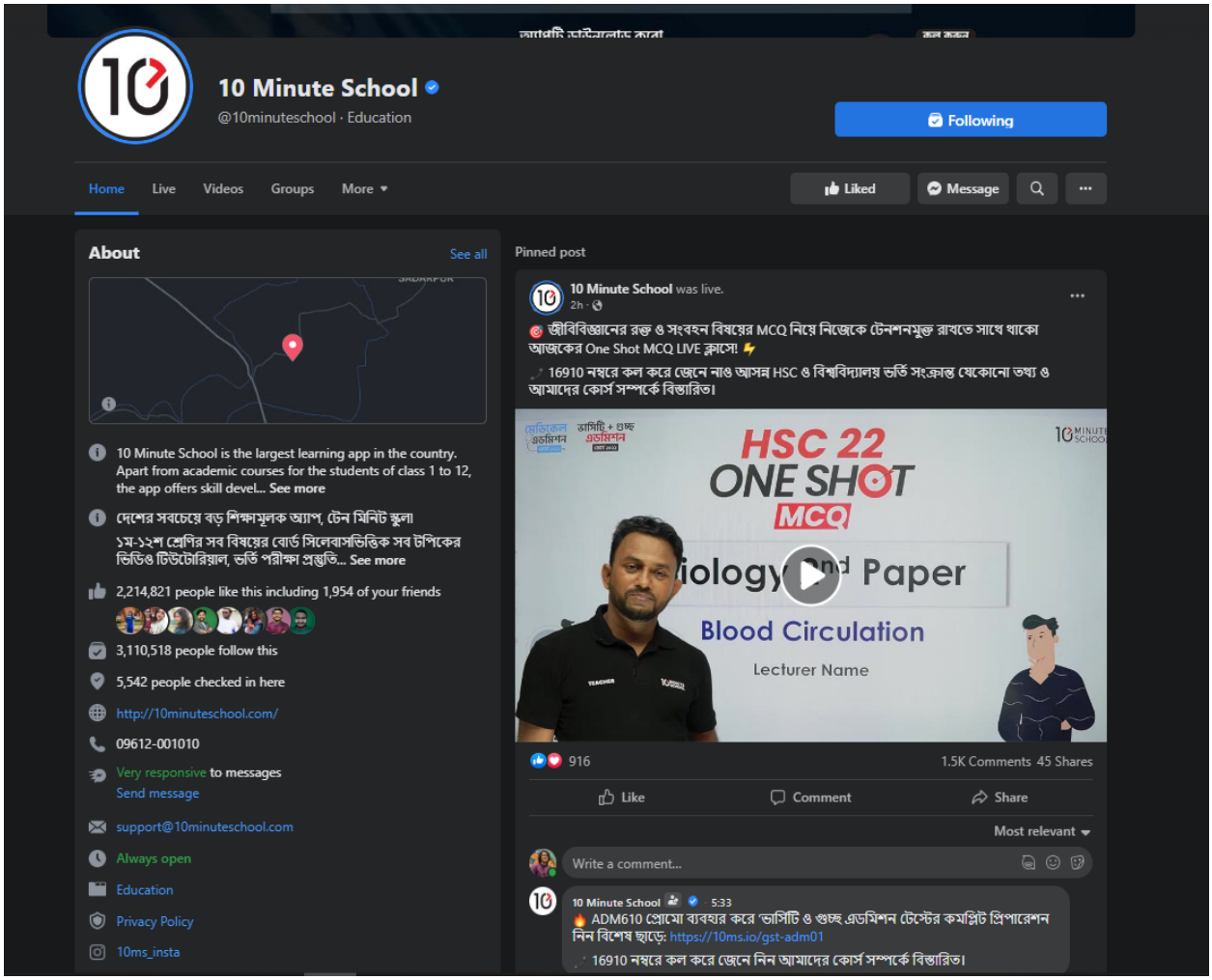



Figure 2: Facebook Page of 10 Minute School Website
Source: 10 Minute School Website (2022)

To address these gaps, 10 Minute School was founded in May 2015 by Ayman Sadiq and Abdullah Abyad Raied who are respectively working as the current CEO and CTO of the company. The learning app now provides academic content and skills training to 3 million students every day.

10 Minute School aims to remove geographic and financial barriers and enable students all over the country to access quality education to equip them with the knowledge and skills required for them to achieve their dream careers.

10 Minute School aims to make sure that learners in Bangladesh regardless of their demographic, geographic or financial backgrounds can access quality education without any interruption. The company's main objectives are:

- Enabling students all over Bangladesh to access learning materials anytime from any place of the country and fighting the geographical barrier by doing so.

- Enabling students to reach their goals in academic and professional lives by providing affordable solutions so that the financial barrier is removed.

- Providing learning solutions for every stage of the student life and beyond – starting from early age education to academic and university preparation, upskilling courses and job preparation courses.

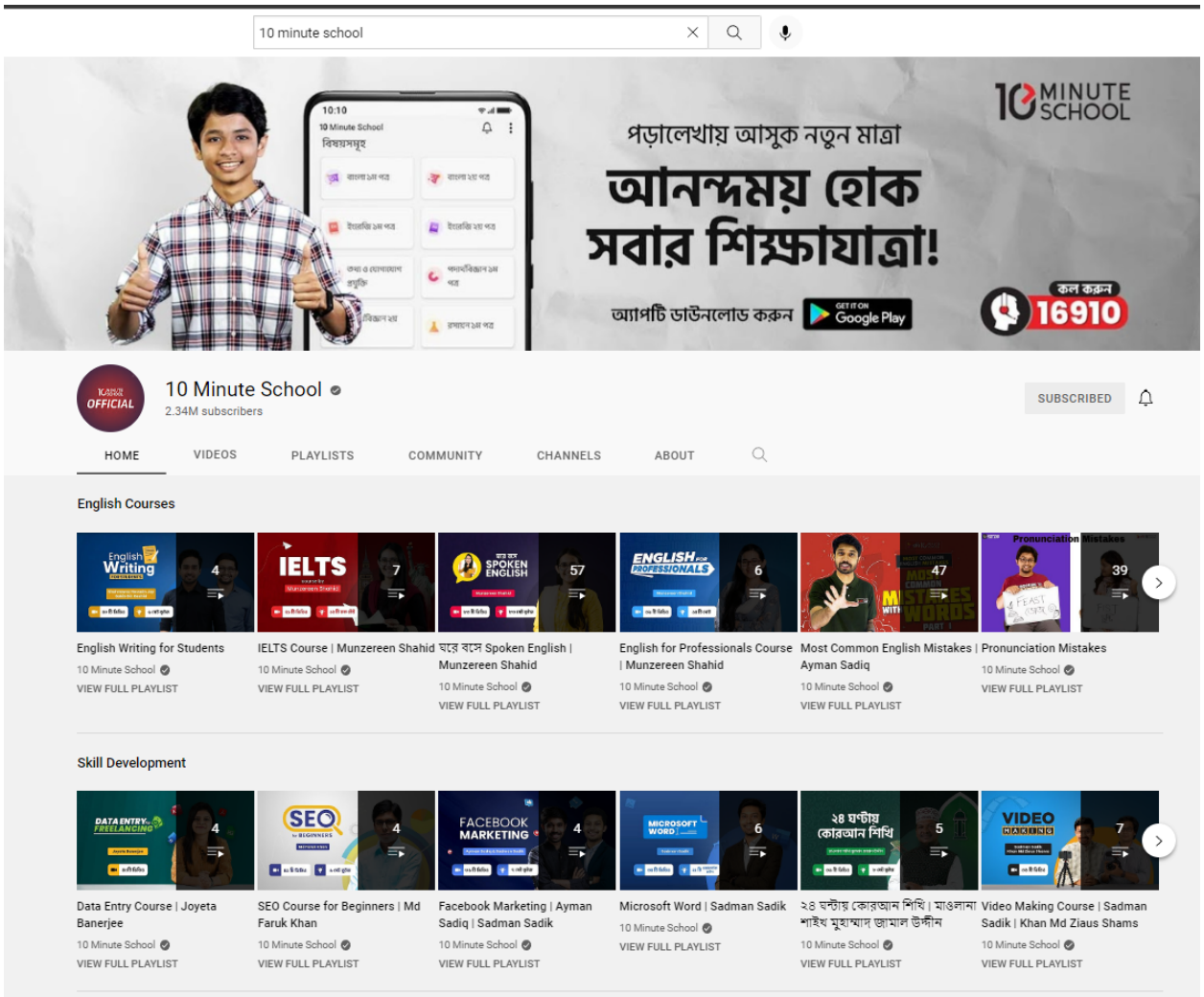



Figure 3: YouTube Channel of 10 Minute School Website
Source: 10 Minute School Website (2022)

10 Minute School's core value proposition is easily accessible and affordable learning solutions that can be availed by anyone at their time of preference. To deliver this value

to their learners, 10 Minute School has built its digital technology platforms – a mobile application and a website where all the products of 10 Minute School are hosted. A learner can access these platforms with an individual account and use them for availing of all the products offered by 10 Minute School.

## COMPANY ORGANOGRAM




Figure 4: Company Organogram of 10 Minute School Website
Source: 10 Minute School Internal

# TASKS

I have been working at 10 Minute School since June 01, 2022 to August 31, 2022 as an Executive Video Editor for the Post-Production sub-team under their Media team. My responsibilities included:

- Editing course content and promotional content videos
- Creating thumbnails / promotional posters for 10 Minute School
- Assist in idea generation of promotional content for 10 Minute School
- Work as an on spot editor for on-going shoots and projects
- Communicate with in house content, marketing teams and external stakeholders

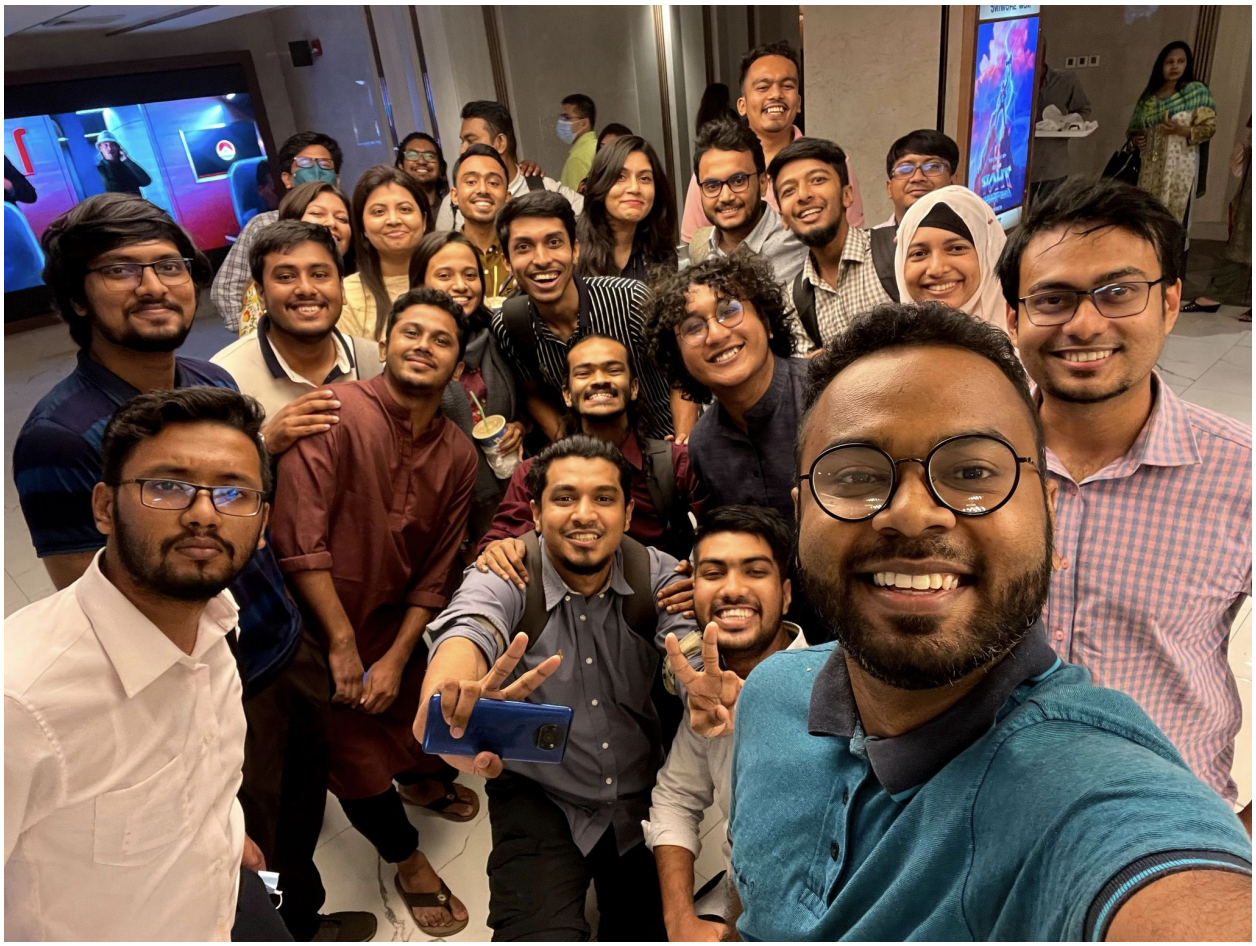


Figure 5: Movie screening of “Hawa” with team members

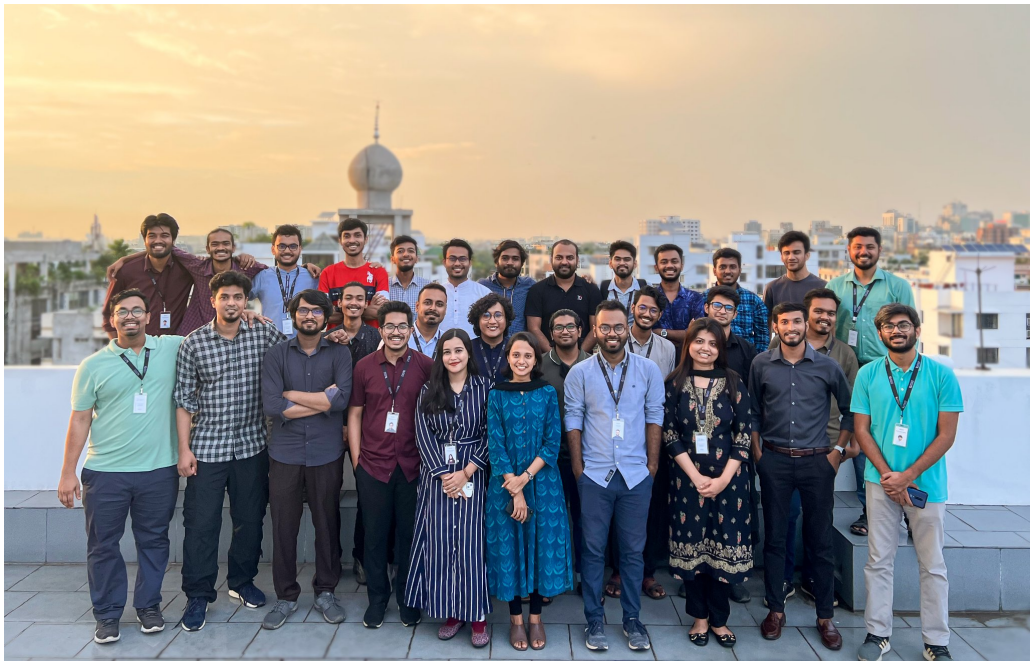


Figure 6.1 : Fun moments with teammates of 10 Minute School in rooftop.




Figure 6.2 : Fun moments with teammates of 10 Minute School in office.



Figure 7 : Aesthetic view of workstation with my direct supervisors (Atik Bhai & Ishaan Bhai)



Figure 8: An image with my direct supervisor, the Senior Video Editor Atik Bhai.



Figure 9 : An image with the CEO of 10 Minute School (Ayman Sadiq)

# PROJECTS DESCRIPTION

## Project 1

**Project Name:** Editing course videos of "English for Professionals" course
**Project Start Date:** June 02, 2022 (Thursday)

**Project Overview:** English for Professionals is a paid online course from 10 Minute School focusing on learners who are willing to develop their English communication skills effectively for their corporate / career growth. The course consisted of 40 videos, multiple quizzes and online notes that targets to teach young professionals and working class learners the required communication skill for their different day to day office related scenarios.

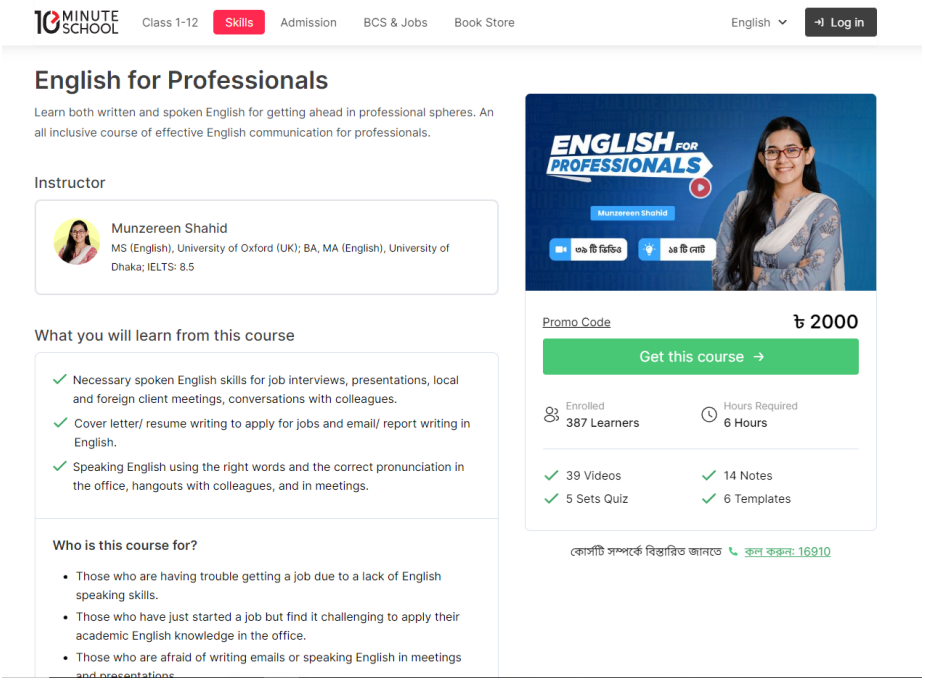



Figure 10.1: English for Professionals course outlook on 10 Minute School website.

Link - https://10minuteschool.com/skills/courses/90/english-for-professionals-course

**My Task:** My task was to primarily edit the course videos that were shot by our Production team in our office studio. Later on, I had to hand over the files to our Content Management team to be uploaded and listed on our website as a paid course. I used Adobe Premiere Pro to edit the videos where I did the rough cut editing, color correction, logo placement, intro & outro placement, file organizing, subtitles placement and audio editing. I worked in a team of 3 editors under the supervision of the Senior Video Editor who guided us to ensure the quality of the videos. Additionally, I had to maintain an excel report that tracked the progress of the editing of all the 40 videos. We completed the entire project in 13 days.

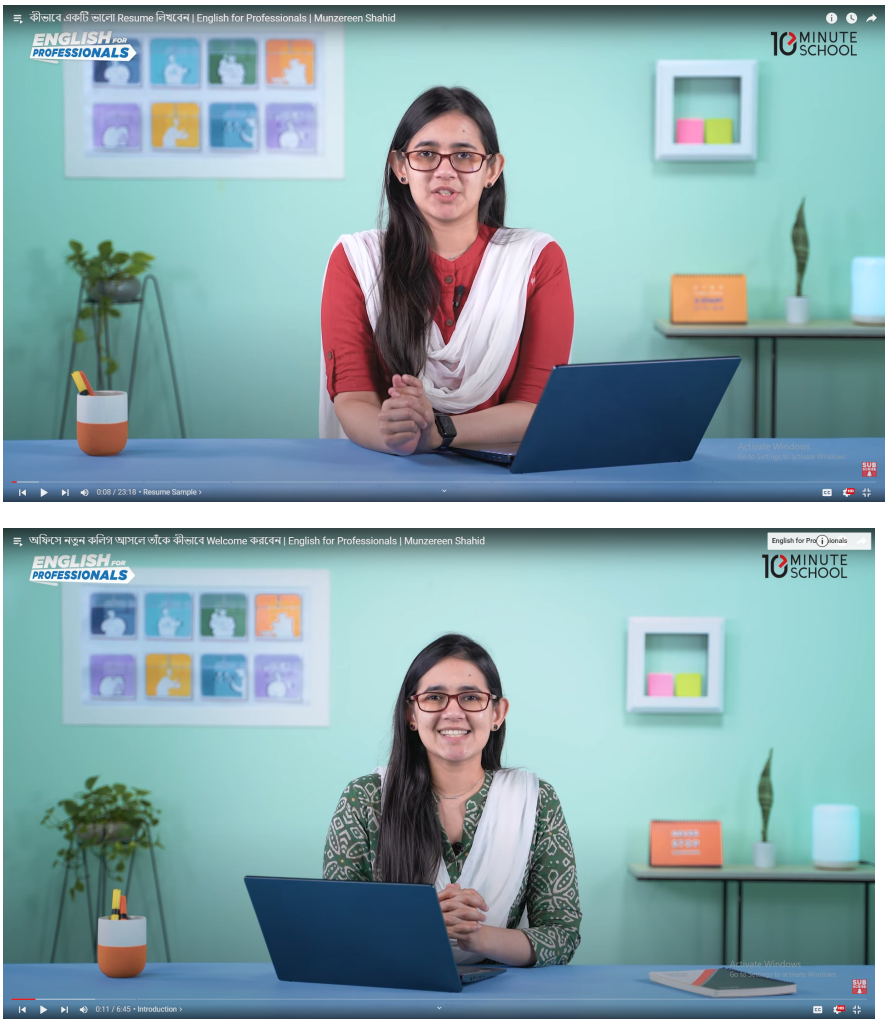



Figure 10.2: Final outlook of English for Professional course that I edited.

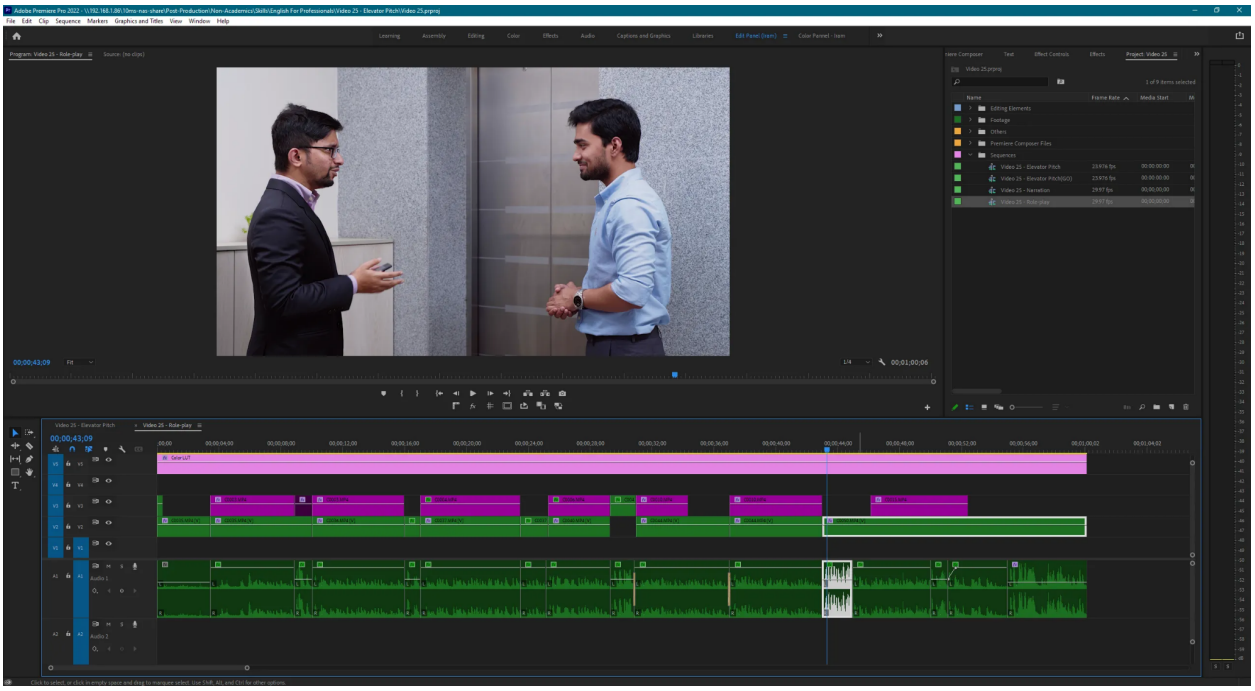


Figure 11: Premiere Pro timeline sample of English for Professional course editing.

After the first phase of editing, we had to submit the videos for review to our QAC team - whose job it is to ensure that the videos we edit are of the highest quality possible and have as few errors as possible. This process ran in a cloud based software Frame.io which was the first time of me using this. This tool helped to shorten the feedback phase very effectively, with accurate feedback being provided with timestamps - that we later on fixed in the second phase of editing the videos. After all the errors that could be solved were fixed, we proceeded to store the videos in our NAS storage solution - from where our content management team can take the lead to upload the videos and list them as a course in our website.

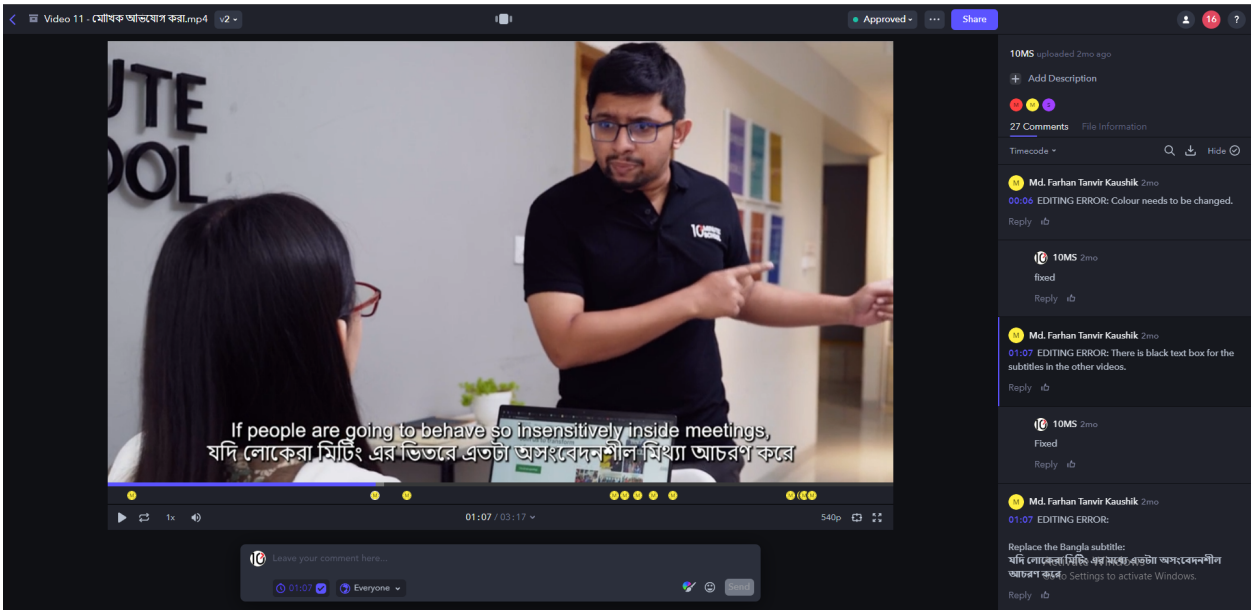



Figure 12 : Frame.io software that I did for feedback incorporation of English for Professionals course.

| A | B | C | D | E |
|---|---|---|---|---|
| Video Count | | | 40 | |
| Shooting Status | | | | |
| Pending | On-Process | Completed | Discarded | Not Applicable |
| 0 | 0 | 39 | 1 | 0 |
| Editing Status | | | | |
| Pending | On-Process | Completed | Discarded | Not Applicable |
| 0 | 0 | 39 | 1 | 0 |

Figure 13 : Media Report summary of English for Professionals courses

To list out my specific tasks in this project, see the list below:

- Collect the raw files from the Production team
- Cut the fat, unnecessary parts and involuntary moments from the shot videos to give the final output a more polished look.
- Add 10 Minute School logo, intro, outro & call to action elements to the videos.
- Color correct the videos so that they match the video quality standard of 10 Minute School.
- Fix up the audio so it is crisp and clear to listen to from any devices.
- Add subtitles to the videos for better clarity of information.

- Organize files and store them in our cloud storage system for future uses.
- Communicate with the product team, content development team and content management team and the project manager to provide regular updates.
- Maintain an excel report for the regular task followup of the project.

**Video Link :** As the videos I worked on were part of a paid course, it will be unethical to share all the videos that were made for the course. Here, I am listing the free videos that I edited that can be shared publicly :

- Free Video 01: কীভাবে একটি ভালো Resume লিখবেন, Link to the content: https://www.youtube.com/watch?v=kH8A4-Oftqc&list=PL1pf33qWCkmihDI63Phj1GtdQdiC_Q6S8&index=2

- Free Video 02: কীভাবে আপনার Linkedin Profile সাজাবেন, Link to the content: https://www.youtube.com/watch?v=cv0cM-VlvGo&list=PL1pf33qWCkmihDI63Phj1GtdQdiC_Q6S8&index=3

- Free Video 03: অফিসে নতুন কলিগ আসলে তাঁকে কীভাবে Welcome করবেন, Link to the content: https://www.youtube.com/watch?v=K9hRNukB-gQ&list=PL1pf33qWCkmihDI63Phj1GtdQdiC_Q6S8&index=4

**Challenges:** As this was my first project in 10 Minute School in the role of a video editor, I had to be guided in a lot of steps. In order to get acquainted with their entire process of work, I had to paddle harder to catch up to the speed of my 2 fellow editors. The induction process was the biggest challenge this task gave me.

- Learning the system of 10 Minute School Post-Production Team.
- Getting acquainted with my teammates for the internship period.
- Understanding the quality requirement that is expected of all editors.
- Adapting to the multi-layered process of files intake and handover
- Communicating with multiple stakeholders at once

**Mistakes:** Again, as this was my first project, I had to be guided in a lot of the steps. However, my teammates and my supervisor were very patient with me and helped me to understand the entire process whenever I fell in any confusion. To point out a few mistakes that I learned from this project,

- I did not follow the proper naming convention of the videos, which created confusion among the accompanying editors. Later on, once the system was properly briefed, I corrected the mistakes and apologized to my teammates for the mishap.

- I could not manage to catch up to the speed of the editors, which made me rush my work and get more errors caught in the feedback phase. My supervisor calmly told me the issues and asked me to slow down if need be.

**Learnings:** The entire spirit in the workplace of 10 Minute School felt to me to be very cooperative in motivating me to learn while working. This helped me to motivate myself and swiftly adapt to my new role. A few key learnings that I gained from this project were,

- Working in a team of editors under the supervision
- Maintaining proper decorum and processes according to SOP's
- Acquiring the drive to chase perfection in work through quality control
- Learning how to use a feedback software

# Project 2

**Project Name:** Editing speaking segment videos of "IELTS Mock Solution" course.

**Project Start Date:** June 06, 2022 (Monday)

**Project Overview:** The course "IELTS Mock Solution" is a unique and free learning path that targets students who are willing to go abroad for educational/working purposes. This course aims to give students a clear insight into how the different exams of IELTS practically operate in the real world. The course consisted of 5 mock exams on Speaking, Reading, Listening and Writing, almost making each video around 3 hours long.

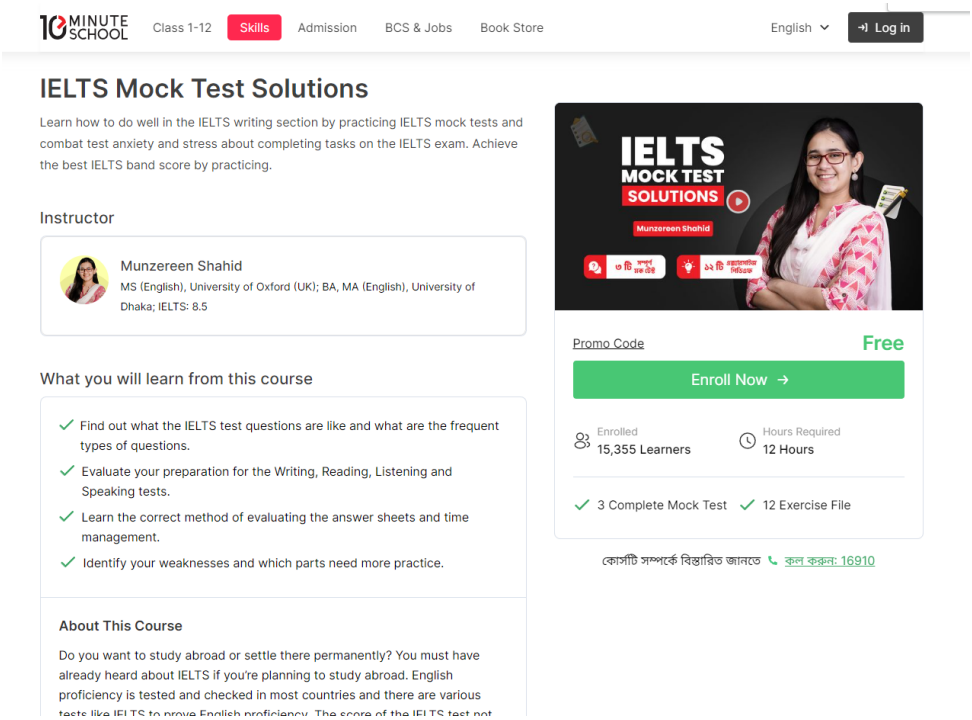



Figure 14 : Screenshot of IELTS Mock Test Solution course in 10 Minute School website.

**Link :** https://10minuteschool.com/skills/courses/78/ielts-mock-solutions

**My Task:** My task was to edit the course videos - specifically, the part of the speaking segment, where there were roleplay actors who were giving mock exams. I had to edit camera footage from 3 different angles and combine them to create the final look of the video. For this process, I again used Adobe Premiere Pro and Frame.io as the technical tools. Additionally, in order to make the speaking much more clear, I was instructed to deep dive into the audio editing of the videos - which I duly performed in the editing phase.




Figure 15.1 : Final outlook of IELTS Mock Test Solution Speaking segment

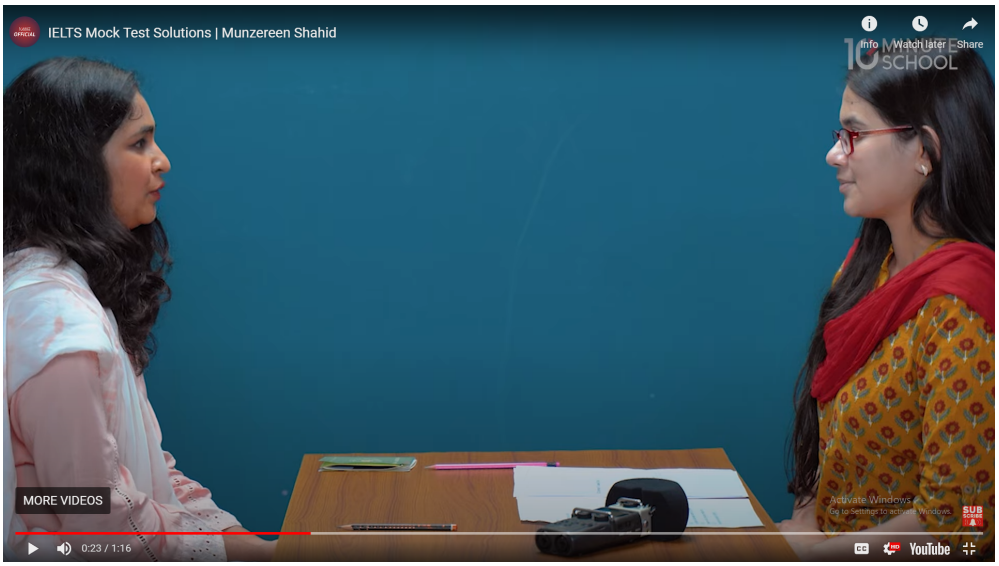



Figure 15.2 : Final outlook of IELTS Mock Test Solution Speaking segment




Figure 15.3 : Final outlook of IELTS Mock Test Solution Speaking segment

**Video Links:**

Video 01 - https://www.youtube.com/watch?v=HaRpkmCPLHE

Video 02 - https://www.youtube.com/watch?v=7QJpkHw_RTw

**Challenges:** This project proved to be an exciting one as it challenged my technical skills in terms of audio editing. I had to learn new techniques and watch a lot of tutorial videos to sharpen my skills on the job. The other challenge this project posed was the length of the videos. Since multiple camera angles were to be used, at times it felt a bit overwhelming as to how many layers my editing timeline has. This project tested my skills and patience at the same time.

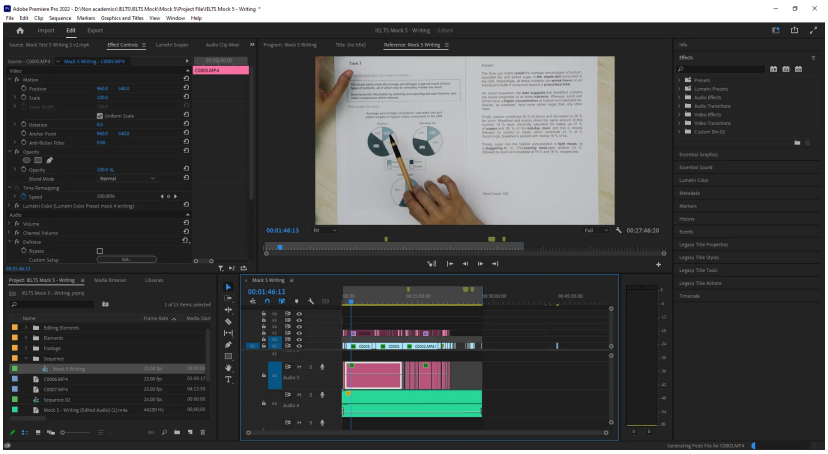


Figure 16 : Premiere Pro timeline of IELTS Mock Solution course.

**Mistakes:** A core mistake that I made on this project was that after the output was readied, according to our SOP's, an editor would have to check the output from a mobile device. This process is maintained so that we can ensure the similarity of our output both in web and mobile devices. I missed this step, which earned me a talk from my supervisor. He aligned me on the importance of this step and on all later projects, I ensured that this step was followed.

**Learnings:** This project gave me the platform to mainly sharpen my audio editing skills. Aside from this, the other learnings I gathered from this task are,

- Using multiple camera angles to keep the audience hooked
- Using audio editing techniques to make voice overs sound crystal clear
- Learning patience when working with a lot of footage and camera angles.

# Project 3

**Project Name:** Editing course videos of "Ghore Boshe Spoken English" course
**Project Start Date:** June 12, 2022 (Sunday)

**Project Overview:** The last course editing project that I did during my internship period was the redesign and re-editing project of 10 Minute School's highest selling online course, "Ghore Boshe Spoken English". This course features around 80 videos that aims to teach basic English speaking skills to people of all ages. The videos and the curriculum are designed in such a manner that any audience who needs to learn how to use common day to day sentences in English can easily take value from the course. This course has already existed on 10 Minute School platforms since 2019, but after the massive popularity of the course was unveiled, 10 Minute School decided to remake the course, this time making it better in terms of content curriculum and visual appeal.




Figure 17 : Screenshot of existing Ghore Boshe Spoken English course in 10

Minute School website.




Figure 18 : Previous outlook of 10 Minute School Ghore Boshe Spoken English course.




Figure 19.1 : Final revised outlook of Ghore Boshe Spoken English relaunch

course videos.




Figure 19.2 : Final revised outlook of Ghore Boshe Spoken English relaunch course videos.

**My Task:** Again, the task of the videos were pretty straightforward and in accordance to the different course videos I worked on before. The only addition to the project was that we integrated interactive text animation in the videos, which would help audiences understand the exemplified learning of English language in a better manner. The course videos were edited in Premiere Pro but the interactive text animations were done in Adobe After Effects. The two softwares were then dynamically linked to create the final output.

**Video Links :** The re-edited course is yet to be listed on public platforms, hence at this moment, I am unable to share the videos.

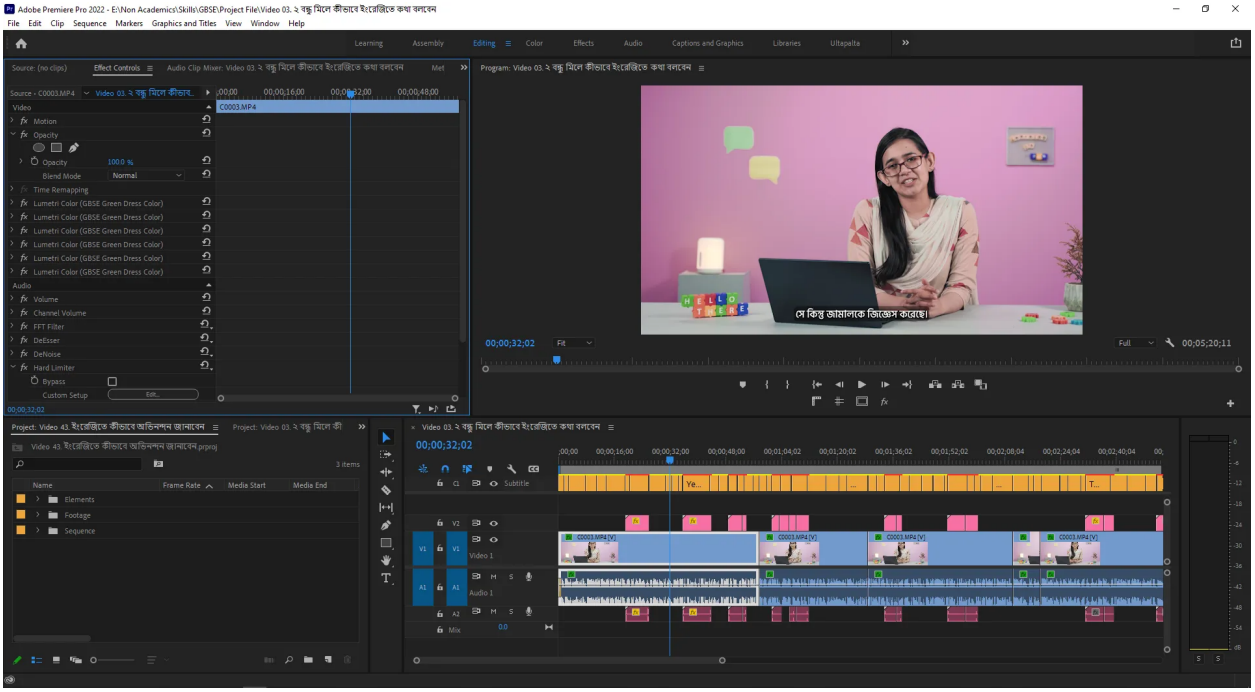



Figure 20 : Premiere Pro timeline of revised editing of Ghore Boshe Spoken English course.

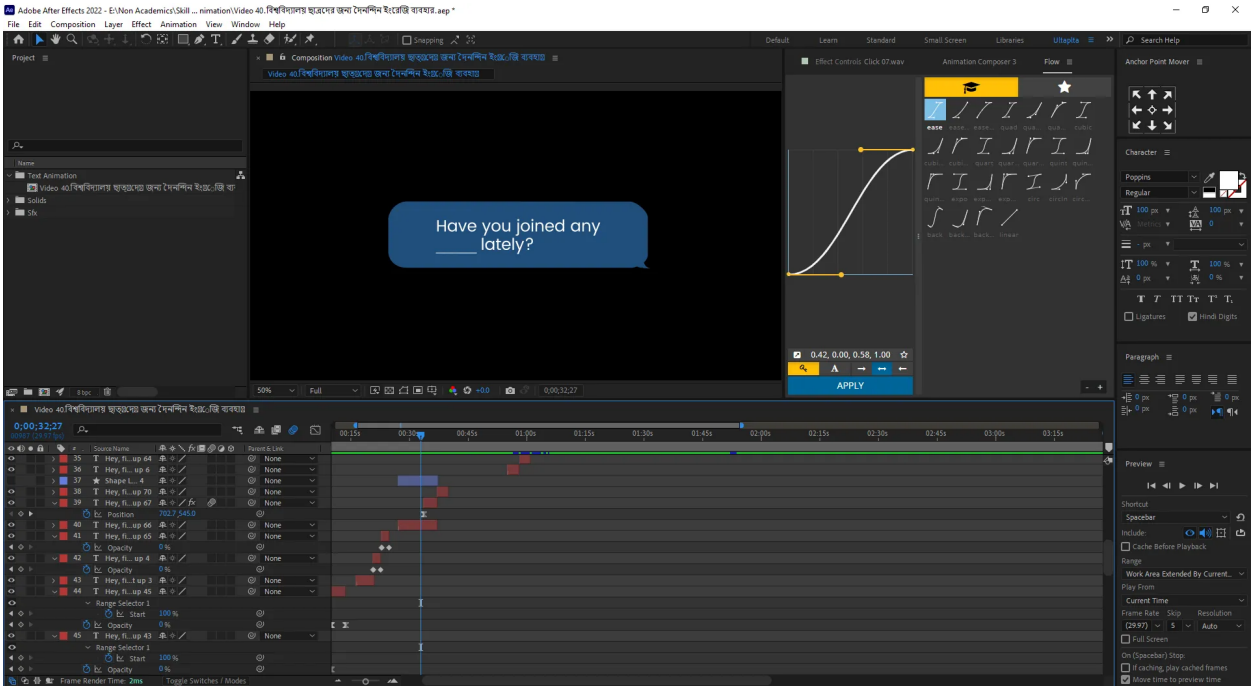



Figure 21 : After Effects timeline of revised editing of Ghore Boshe Spoken

English course

**Challenges:** As this course is 10 Minute School's highest selling course, obviously the business priority of this course is higher than most of our other products. As such, the challenges that came with this project were of high stakes as well. Every member of the team along with relevant stakeholders from different content, product and marketing teams were actively working on this course. As such it was important to have the videos reviewed by each party and keep everyone updated as to what the state of the editing panel.

**Mistakes:** As this project was of high business priority, there was very little scope for the editors to make any mistakes whatsoever. My supervisor was always active on this project and stayed on the editing panel when our work was going on. As such, this project was pulled off really seamlessly without any major mistakes.

**Learnings:**

- Working on a tight timeline
- Understanding business priority based on product performance
- Collaborating with multiple different teams on a single project

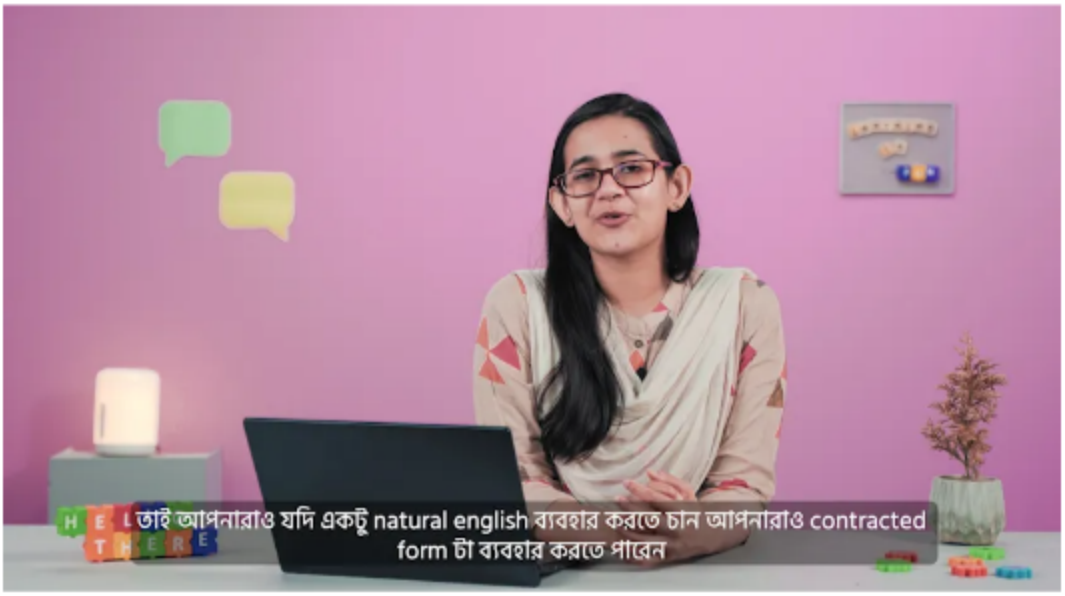
# Project 4

**Project Name:** Coordinating subtitles creation for course videos of "Ghore Boshe Spoken English" course
**Project Start Date:** June 21, 2022 (Tuesday)

**Project Overview:** For the re-editing of "Ghore Boshe Spoken English" course, we had to hire a team of external transcription artists and subtitle creators to help us create the subtitles of the course videos. We hired a team of 7 different freelancers, whom we had to guide to create subtitles while maintaining a tight timeline and a low error rate.

**My Task:** As I was already working on the re-editing of the course videos, my supervisor assigned me the task of guiding and co-ordinating with the freelancers to bring out the subtitles from them. This included a range of activities starting from daily communicating with the individuals and taking their updates, providing feedback on their draft work, organizing feedback sessions, creating guidelines and lastly collecting the final work. I had to communicate our requirements to the artists so that they could do their work in theri comfort yet maintain our quality/standard of output. Additionally, I created a subtitle creation guideline gathering all the feedback that I had received from the supervisors, which I sent to the subtitle makers to follow -

**Punctuation Error:**




**তাই আপনারাও যদি একটু natural english ব্যবহার করতে চান, আপনারাও contracted form টা ব্যবহার করতে পারেন।




**কারণ native speaker যারা আছে, মানে যাদের একদম first language টাই ইংরেজি।

**Language Error:**




**আপনাদেরকে আমরা আজকে শুধু Smart English শেখানোর চেষ্টা করছি।

আমরা Term- গুলো শুধুমাত্র english- এ রাখবো। এখানে term হচ্ছে (Smart English)

**যেমনঃ**

**ভুলঃ** Just আপনাদেরকে আমরা আজকে Smart English ও তো শেখানোর try করছি।

**সঠিকঃ** আপনাদেরকে আমরা আজকে শুধু Smart English শেখানোর চেষ্টা করছি।

তাছাড়া মুখে ভাষাগত কোনো ভুল থাকলে সেটা সংশোধন করে লিখব।

**যেমনঃ**

**ভুলঃ** আমরা কিন্তু কারণ আমরা এখানে উত্তরটা জানি না।

**সঠিকঃ** কারণ আমরা কিন্তু এখানে উত্তরটা জানি না

Figure 22 : Subtitle creation guideline document of Ghore Boshe Spoken English course

**Challenges:** In general, I am a very outgoing person with good communication skills. This helped me to easily maneuver my way around the task and get it

completed in a short time. The only challenge that I felt was since this was a longer duration project, I had to keep the freelancers motivated and inspired to give their best output of work everyday.

**Mistakes:** As this was an extensive collaborative project, there were a lot of moments, where it felt a bit chaotic to keep up with all the things that were going on. Hence, I made the minor mistake of confusing up names and forgetting who was assigned to which of the tasks. Later on, with the help of my supervisor, I created a google sheet that helped maintain the process better so that trackability could have been ensured.

**Learnings:** This was my first project with 10 Minute School during the internship period where I had to collaborate with external stakeholders and bring out their work.

- Learned communication skills to talk to freelancers.
- Understood the financial processing system of outsourcing work
- Learned to provide feedback with clarity and examples.

# Project 5

**Project Name:** Editing promotional video of "Ghore Boshe Freelancing" course
**Project Start Date:** July 06, 2022 (Wednesday)

**Project Overview:** Ghore Boshe Freelancing is one of the top performing courses in 10 Minute School featuring Joyeeta Banarjee, a successful freelancer. Her course has already been a hit on our platforms, as such I was assigned to edit a testimonial styled video to promote our course and the learnings. This was a very fun project to do as the production of the ad was pretty good and provided me with a lot of footage and directions to make a really good audio - visual.

**My Task:** My initial task in this project was to create a rough cut of the video using all the footage and provide it to the director. The director then guided me on the video and the look of the ad. I then proceeded to work with his directions and fixed the color grading and created a look for the video. Later on, I added music and animation to the video to make it more appealing to the audience. I finally presented the main video to my supervisor and the director - they gave a few quick fixes, which I fixed on the spot to complete this project. Since this was my first promotional ad, I was really proud of the output and was very happy with my co-workers applauding me for my work.

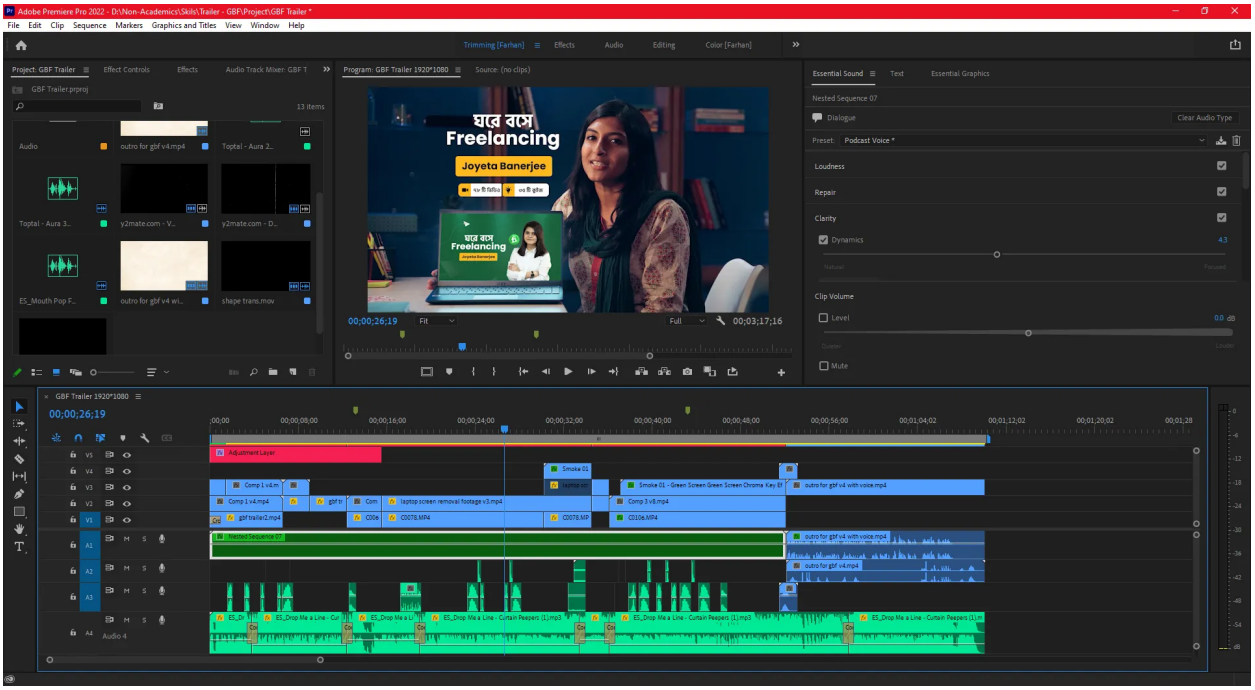



Figure 24 : Premiere Pro editing timeline of Ghore Boshe Freelancing Promotional ad

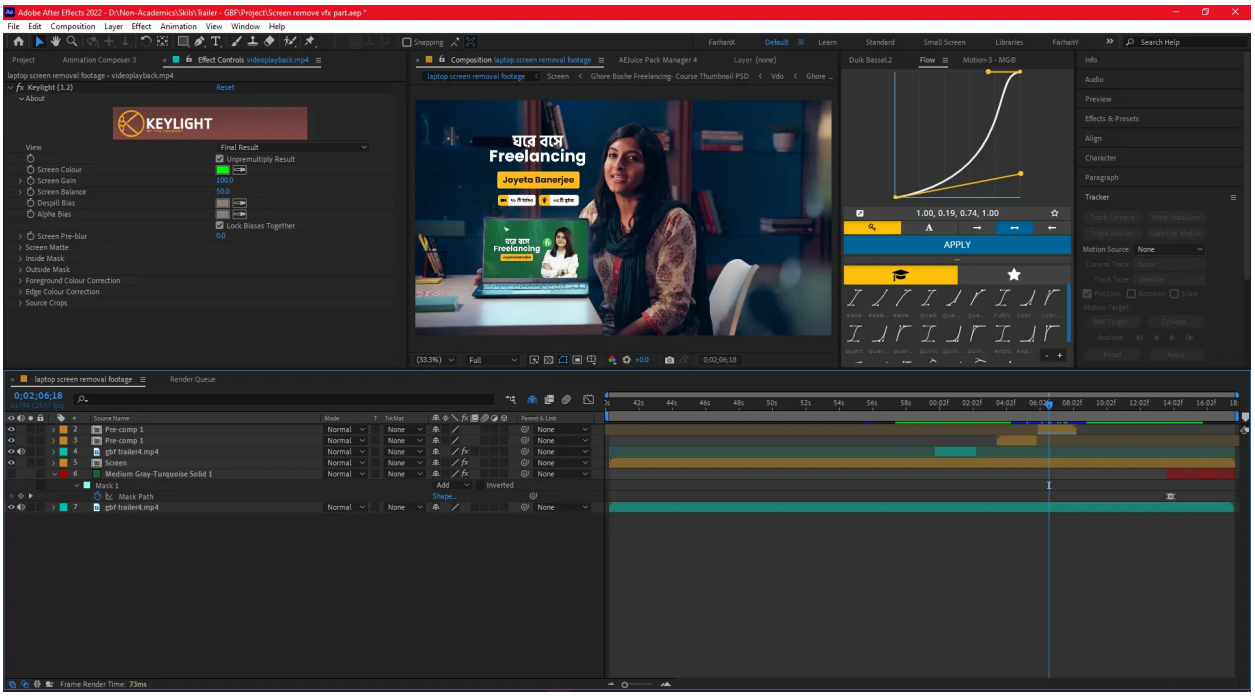



Figure 25 : After Effects editing timeline of Ghore Boshe Freelancing Promotional

ad.

**Video Links :**

Youtube Link - https://www.youtube.com/watch?v=5zCco8q98YI

**Challenges:** This was my first time creating a promotional ad for 10 Minute School during my internship period - as such I was still learning the ropes of how they operate to create their promotional contents. For example, 10 Minute School requires that every promotional video has a strong hook to attract the right audience within the first 3 seconds of the video or having the brand logo clear and visible at all times during the ad. These strategies and tricks were completely new to me hence I had to suffer a bit at the start but made up for it by completing the ad in just 3 days.

**Mistakes:** As mentioned, this was the first time I designed a promotional ad - as such I made a few rookie mistakes. For example, in the first draft version of the video I did not put in the 10 Minute School logo anywhere in the visual. Afterwards, I only added the imagery that the mobile application was only available on Google store but not Apple store. Later on, I fixed these with the help from the feedback from my supervisor.

**Learnings:**

This was a really good learning experience as making ads is one thing that I feel aligns a lot with my career and goals.

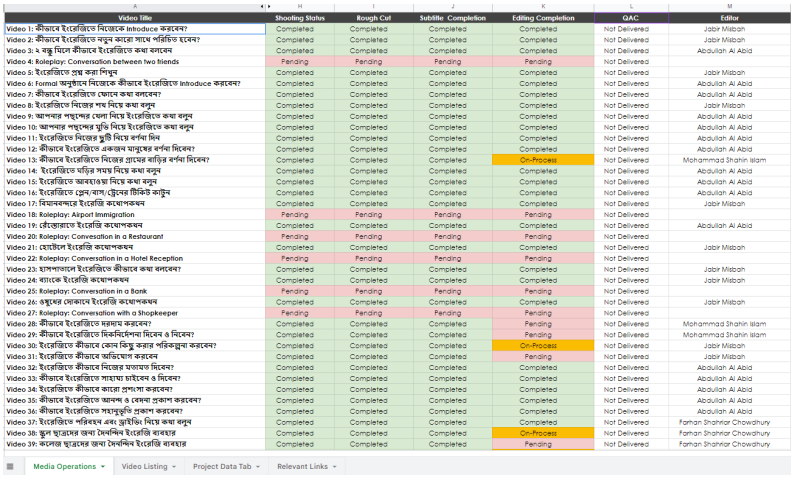
- Learned to choose proper music for promotional content
- Understood the impact of hooks in promotional content.
- Learned a few hacks in Adobe After Effects.

# Project 6

**Project Name:** Creating media report in Google Sheets for the editing of "Ghore Boshe Spoken English" course
**Project Start Date:** July 11, 2022 (Monday)

**Project Overview:** 10 Minute School Media team requires all of the editors to create and maintain a dashboard report on excel on any project they are working on. The dashboard we create for our course videos is known as "Media Report". This report tracks the number of videos that we have to process/edit. This report also gives us a view into how many videos have been shot, edited and are uploaded. This is a standard practice that editors have to fill up this sheet before they start working.

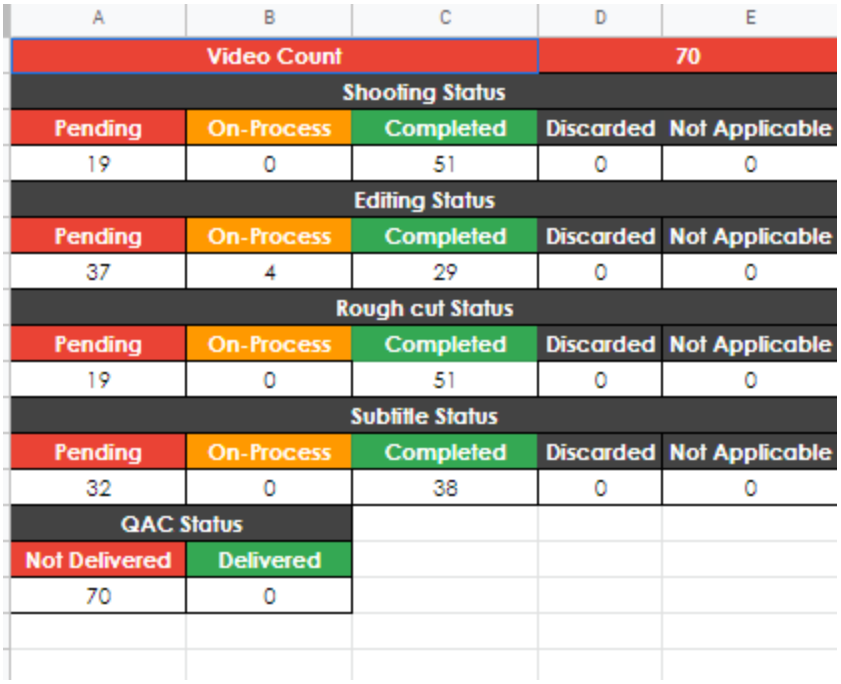
**My Task:** In this project my task was to create an excel report using our own templates to optimize the process of editing. I used google sheets to do this and had to track the results daily and provide a screenshot of the results in our internal communication thread for my supervisors to keep track. After the editing project ended, I had to archive the sheet as well.



| Video Title | Shooting Status | Rough Cut | Subtitle Completion | Editing Completion | QAC | Editor |
|---|---|---|---|---|---|---|
| Video 1: কীভাবে ইংরেজিতে নিজেকে Introduce করবেন? | Completed | Completed | Completed | Completed | Not Delivered | Jabir Misbah |
| Video 2: কীভাবে ইংরেজিতে নতুন কারো সাথে পরিচিত হবেন? | Completed | Completed | Completed | Completed | Not Delivered | Jabir Misbah |
| Video 3: ২ বন্ধু মিলে কীভাবে ইংরেজিতে কথা বলবেন | Completed | Completed | Completed | Completed | Not Delivered | Abdullah Al Abid |
| Video 4: Roleplay: Conversation between two friends | Pending | Pending | Pending | Pending | Not Delivered | |
| Video 5: ইংরেজিতে হ্যেলো কথা শিখুন | Completed | Completed | Completed | Completed | Not Delivered | Jabir Misbah |
| Video 6: Formal অনুষ্ঠানে নিজেকে কীভাবে ইংরেজিতে Introduce করবেন? | Completed | Completed | Completed | Completed | Not Delivered | Abdullah Al Abid |
| Video 7: কীভাবে ইংরেজিতে ফোনে কথা বলবেন? | Completed | Completed | Completed | Completed | Not Delivered | Abdullah Al Abid |
| Video 8: ইংরেজিতে নিজের পশু নিয়ে কথা বলুন | Completed | Completed | Completed | Completed | Not Delivered | Jabir Misbah |
| Video 9: আপনার পছন্দের খেলা নিয়ে ইংরেজিতে কথা বলুন | Completed | Completed | Completed | Completed | Not Delivered | Abdullah Al Abid |
| Video 10: আপনার পছন্দের মুভি নিয়ে ইংরেজিতে কথা বলুন | Completed | Completed | Completed | Completed | Not Delivered | Abdullah Al Abid |
| Video 11: ইংরেজিতে নিজের মুভি নিয়ে বর্ণনা দিন | Completed | Completed | Completed | Completed | Not Delivered | Abdullah Al Abid |
| Video 12: কীভাবে ইংরেজিতে একজন মানুষের বর্ণনা দিবেন? | Completed | Completed | Completed | Completed | Not Delivered | Abdullah Al Abid |
| Video 13: কীভাবে ইংরেজিতে নিজের গ্রামের বাড়ির বর্ণনা দিবেন? | Completed | Completed | Completed | On-Process | Not Delivered | Mohammad Shahin Islam |
| Video 14: ইংরেজিতে ঘড়ির সময় নিয়ে কথা বলুন | Completed | Completed | Completed | Completed | Not Delivered | Abdullah Al Abid |
| Video 15: ইংরেজিতে আবহাওয়া নিয়ে কথা বলুন | Completed | Completed | Completed | Completed | Not Delivered | Abdullah Al Abid |
| Video 16: ইংরেজিতে প্লেন/বাস/ট্রেনের টিকিট কাটুন | Completed | Completed | Completed | Completed | Not Delivered | Abdullah Al Abid |
| Video 17: বিমানবন্দরে ইংরেজি কথোপকথন | Completed | Completed | Completed | Completed | Not Delivered | Jabir Misbah |
| Video 18: Roleplay: Airport Immigration | Pending | Pending | Pending | Pending | Not Delivered | |
| Video 19: রেস্তোরাতে ইংরেজি কথোপকথন | Completed | Completed | Completed | Completed | Not Delivered | Abdullah Al Abid |
| Video 20: Roleplay: Convesation in a Restaurant | Pending | Pending | Pending | Pending | Not Delivered | |
| Video 21: হোটেলে ইংরেজি কথোপকথন | Completed | Completed | Completed | Completed | Not Delivered | Jabir Misbah |
| Video 22: Roleplay: Conversation in a Hotel Reception | Pending | Pending | Pending | Pending | Not Delivered | |
| Video 23: হাসপাতালে ইংরেজিতে কীভাবে কথা বলবেন? | Completed | Completed | Completed | Completed | Not Delivered | Jabir Misbah |
| Video 24: ব্যাংকে ইংরেজি কথোপকথন | Completed | Completed | Completed | Completed | Not Delivered | Jabir Misbah |
| Video 25: Roleplay: Conversation in a Bank | Pending | Pending | Pending | Pending | Not Delivered | |
| Video 26: ওষুধের দোকানে ইংরেজি কথোপকথন | Completed | Completed | Completed | Completed | Not Delivered | Jabir Misbah |
| Video 27: Roleplay: Conversation with a Shopkeeper | Pending | Pending | Pending | Pending | Not Delivered | |
| Video 28: কীভাবে ইংরেজিতে দরদাম করবেন? | Completed | Completed | Completed | Pending | Not Delivered | Mohammad Shahin Islam |
| Video 29: কীভাবে ইংরেজিতে দিকনির্দেশনা দিবেন ও নিবেন? | Completed | Completed | Completed | Pending | Not Delivered | Mohammad Shahin Islam |
| Video 30: ইংরেজিতে কীভাবে কোন কিছু করার পরিকল্পনা করবেন? | Completed | Completed | Completed | On-Process | Not Delivered | Jabir Misbah |
| Video 31: ইংরেজিতে কীভাবে অভিযোগ করবেন | Completed | Completed | Completed | Pending | Not Delivered | Jabir Misbah |
| Video 32: ইংরেজিতে কীভাবে নিজের মতামত দিবেন? | Completed | Completed | Completed | Completed | Not Delivered | Abdullah Al Abid |
| Video 33: কীভাবে ইংরেজিতে সাহায্য চাইবেন ও দিবেন? | Completed | Completed | Completed | Completed | Not Delivered | Abdullah Al Abid |
| Video 34: ইংরেজিতে কীভাবে কারো প্রশংসা করবেন? | Completed | Completed | Completed | Completed | Not Delivered | Abdullah Al Abid |
| Video 35: কীভাবে ইংরেজিতে আবশ্য ও বেমানা প্রকাশ করবেন? | Completed | Completed | Completed | Completed | Not Delivered | Abdullah Al Abid |
| Video 36: কীভাবে ইংরেজিতে সহানুভূতি প্রকাশ করবেন? | Completed | Completed | Completed | Completed | Not Delivered | Abdullah Al Abid |
| Video 37: ইংরেজিতে পরিবারের এবং দ্রুইড়ি নিয়ে কথা বলুন | Completed | Completed | Completed | Completed | Not Delivered | Farhan Shahriar Chowdhury |
| Video 38: স্কুল ছাত্রদের জন্য দৈনন্দিন ইংরেজি ব্যবহার | Completed | Completed | Completed | On-Process | Not Delivered | Farhan Shahriar Chowdhury |
| Video 39: কলেজ ছাত্রদের জন্য দৈনন্দিন ইংরেজি ব্যবহার | Completed | Completed | Completed | Pending | Not Delivered | Farhan Shahriar Chowdhury |

Media Operations | Video Listing | Project Data Tab | Relevant Links

Figure 26.1 : Media Report - different tabs of the report that I had to make for this particular course.



| | A | B | C | D | E |
|---|---|---|---|---|---|
| 1 | Video Count | | | 70 | |
| 2 | Shooting Status | | | | |
| 3 | Pending | On-Process | Completed | Discarded | Not Applicable |
| 4 | 19 | 0 | 51 | 0 | 0 |
| 5 | Editing Status | | | | |
| 6 | Pending | On-Process | Completed | Discarded | Not Applicable |
| 7 | 37 | 4 | 29 | 0 | 0 |
| 8 | Rough cut Status | | | | |
| 9 | Pending | On-Process | Completed | Discarded | Not Applicable |
| 10 | 19 | 0 | 51 | 0 | 0 |
| 11 | Subtitle Status | | | | |
| 12 | Pending | On-Process | Completed | Discarded | Not Applicable |
| 13 | 32 | 0 | 38 | 0 | 0 |
| 14 | QAC Status | | | | |
| 15 | Not Delivered | Delivered | | | |
| 16 | 70 | 0 | | | |

Figure 26.2 : Media Report - different tabs of the report that I had to make for this particular course.

**Document Link :**
https://docs.google.com/spreadsheets/d/1NOOj4v8-_PR7v0814OrJY6mCAaosg_8aHQKmRmBE9Oc/edit?usp=sharing

**Challenges:** Being a video editor by profession, I never had the necessity of using software like Excel / Sheets as I simply never needed them. This task was a completely new thing for me, which took me by surprise. I had to suffer quite a bit as I was not acquainted with the interface or the uses of google sheets at all. It proved to be one of my worst performances during the internship period - because I just couldn't seem to get the task completed in the proper time or in the proper manner.

**Mistakes:** I made a lot of mistakes in this project, which I am still actively trying to better myself on. Some of the mistakes were,
- Not adapting quickly to new skill requirements.
- Not fully being willing to learn a new skill

**Learnings:** The shift from video editing to project management for a task gave me a great opportunity to learn a skill that is very relevant to me.

- Learned basic uses of Google Sheets
- Understood basic formulas and functions of spreadsheet based software

# Project 7

**Project Name:** On-spot video editor for demo run of “IELTS Mock Solution” course
**Project Start Date:** July 18, 2022 (Monday)

**Project Overview:** During my internship period, a new process started in our company where the editors were invited to the shoot days. We had to be present during the shoot and take notes for the edits while also assisting the director in any need. Additionally, this process helped streamline the editing process as both the director and editor were aligned on what was expected from the final output of the video.

**My Task:** My task in this project was to be present on the shoot day and provide my editing related instructions to the shooter to make the process of post-production easier. I spent an entire day on the shoot with the DOP, Director and the cast. Sometimes, I provided feedback to the delivery of the cast as well. Additionally, there was an editing panel in the studio, where I had to take the demo clips and color grade them to show it to the director as to what the final output may look like. Once the director was satisfied with the demo editing, the final shoot started and we spent the entire day shooting  course videos.
Figure 27.2 : Shoot day BTS of demo day of IELTS Mock Solutions course.





Figure 27: Shoot day BTS of demo day of IELTS Mock Solutions course.

**Challenges:** This project was also a new experience for me as I am used to working on editing panels rather than editing in shooting locations. I had previously never been this long in a production shoot. This task gave me the

challenge of collaborating with media professionals like a proper director. Working under their supervision is nerve wracking at times and very interesting to others.

**Mistakes:** I was very careful that day to make sure I did what I was told so that it got easy to avoid making mistakes. I was briefed earlier that I would have to listen to the director and understand his vision for the video. As such, I remained quite inquisitive about the process I was learning and wary about the mistakes that can happen. No major mistakes happened in the shoot either.

**Learnings:** This was a full new experience for me and I gained a lot of knowledge that I previously didn't have before

- Working with a director and a camera crew.
- Understanding the work processes of a production unit.
- Learning the basics of video shooting with a DSLR.
- Learning about the ways to direct the cast for best output generation.
- Understanding the feasibility checks and constraints of a video production team.
- Learning the process of on-spot editing

# Project 8

**Project Name:** Contributing in script writing of promotional trailer video of "English for Professional" course

**Project Start Date:** August 2, 2022 (Tuesday)

**Project Overview:** Before making any promotional videos in 10 Minute School, the script of the video has to be carefully written beforehand. This makes the process easier for all the teams involved to be aligned with how the final output of the video will look like.

**My Task:** On this project, I was assigned to assist my copywriter with the script of the promotional trailer video of a course. Here, I had to sit on multiple discussions with the copywriter to figure out the best route for the video and plan accordingly.

| | A | B | C | D |
|---|---|---|---|---|
| | SQ | VISUAL | AUDIO | Written By |
| 1 | | We see MS continuously walking through different spaces in the office and in the background we see different applications of Professional English | প্রতিদিন অফিসে ঢোকা থেকে শুরু করে বের হওয়া পর্যন্ত অসংখ্যবার আপনাকে ইংরেজী ব্যবহার করতে হয়। | Asad |
| 2 | | Munzereen meets someone. | Hi Nahian. Good morning. | Asad |
| 3 | | পিছনে মিটিং চলছে | একটা মিটিং পরিচালনা করতে বা একটা বিজনেস প্রেজেন্টেশন করতে গেলে আপনাকে | Jabir |
| 4 | | পিছনে প্রেজেন্টেশন চলছে। | জানতে হবে প্রোফেশনাল ইংলিশ। | Jabir |
| 5 | | মুনজেরিন হেটে সামনে এগিয়ে যাচ্ছে. And the presentation in the back becomes audible. | So, we are all set then? (sitting)<br>Let's add all these features in our app and check back next week? Great meeting everyone! | Jabir |
| 6 | | An employee is talking to her client online. Her conversation become audible as MS finishes her line | কিংবা আপনার ক্লায়েন্টের সাথে কমিউনিকেট করতেও আপনাকে জানতে হবে প্রফেশনাল ইংলিশ।<br>Sure Mr. Hammond. I will incorporate your feedback and send you the file in an hour. | Jabir |
| 7 | | Product shots. Shots of Different videos. | চাকরি, ব্যবসা বা ফ্রীল্যান্সিং আপনি যেই পেশায় থাকুন না কেন, ভালো প্রোফেশনাল ইংলিশ বলতে ও লিখতে পারা আপনাকে আপনার প্রফেশনে একধাপ এগিয়ে রাখবে। আর আপনার সেই প্রফেশনাল ইংলিশ এর প্রয়োজনেই আমরা টেন মিনিট স্কুলে তৈরী করেছি ইংলিশ ফর প্রফেশনাল কোর্স। | Jabir |
| 8 | | From existing clip. | থাকছে স্মার্ট ইমেইল রাইটিং টেকনিকস, বিজনেস প্রেজেন্টেশন হ্যাকস আর আপনার অফিসের বিভিন্ন সিচুয়েশনের রিয়েল লাইফ এক্সাম্পলস। | Asad |
| 9 | | From existing clip. | বিজনেস ক্লায়েন্টদের সাথে ইংরেজীতে নেগোশিয়েট করবেন কিভাবে? ভালো সিভি বা কাভার লেটার লিখবেন কিভাবে? একটা উইনিং প্রেজেন্টেশন কিভাবে দিবেন। সবই শেখা যাবে এই কোর্সে | Asad |
| 10 | | CTA | এখনি এনরোল করুন ইংলিশ ফর প্রফেশনাল কোর্সে, আর ভালো ইংরেজী শীখে এগিয়ে থাকুন আপনার প্রফেশনে। | Asad |
| 11 | | MS continues walking and stops at an interview table. She pulls the chair to sit. We see a table placard that says "Munzereen Shahid, Head of HR, 10 Minute School" | আর হ্যা, ভালো ইংরেজী আপনাকে এনে দিতে পারে আপনার ড্রিম জব। | Jabir |
| 12 | | MS is conducting the interview. | HI Rakib, tell us something about yourself. | Jabir |

Figure 28 : Contribution to scriptwriting of a trailer video.

**Challenges:** Particularly, this task was not a very challenging one, as I am an extroverted person and I love the process of collaboration. I had a lot of fun working with my copywriter (Asad Bhai) on this project, who is a very fun loving person. The only part where I felt the task was challenging was when I had to present the script to the director and make him understand the vision of the entire project.




Figure 29 : Working with copywriter Asad Bhai on the script

**Mistakes:** I made a few mistakes in this project as it was my first time assisting in writing a script. My copywriter who collaborated with me on this project was very patient with me and guided me through the entire task. He showed me the ropes as to how scriptwriting works.

**Learnings:** This was a very outcome driven project as I had to learn new things on the go. I understood how a video script is written so that it becomes easy to read for both the shooters, editors and the copywriters. To list out my experience, I will say-

- Learned how to use google sheets for writing a script
- Understood terms like “word economy, outro/extro, payoff line and CTA”
- Understood how scripts are written with visual instructions
- Understood the ideation process of writing a script.

# Project 9

**Project Name:** Editing promotional video of "Data Entry diye Freelancing - Motion Poster"

**Project Start Date:** August 14, 2022 (Sunday)

**Project Overview:** 10 Minute School caters to its audiences with a lot of paid ads, where they provide both learning and visual appeal to attract students to buy the course. In terms, the video editors have to always be ready on spot to create promotional materials to quickly publish them in paid ads.

**My Task:** I had to collect the design files from our creative team and then figure out how I am going to animate the different elements in the poster to make it visually appealing for the audiences. Additionally, I had to collect our pre-made templates that exist for our motion posters and utilize them in my ad to make the video.

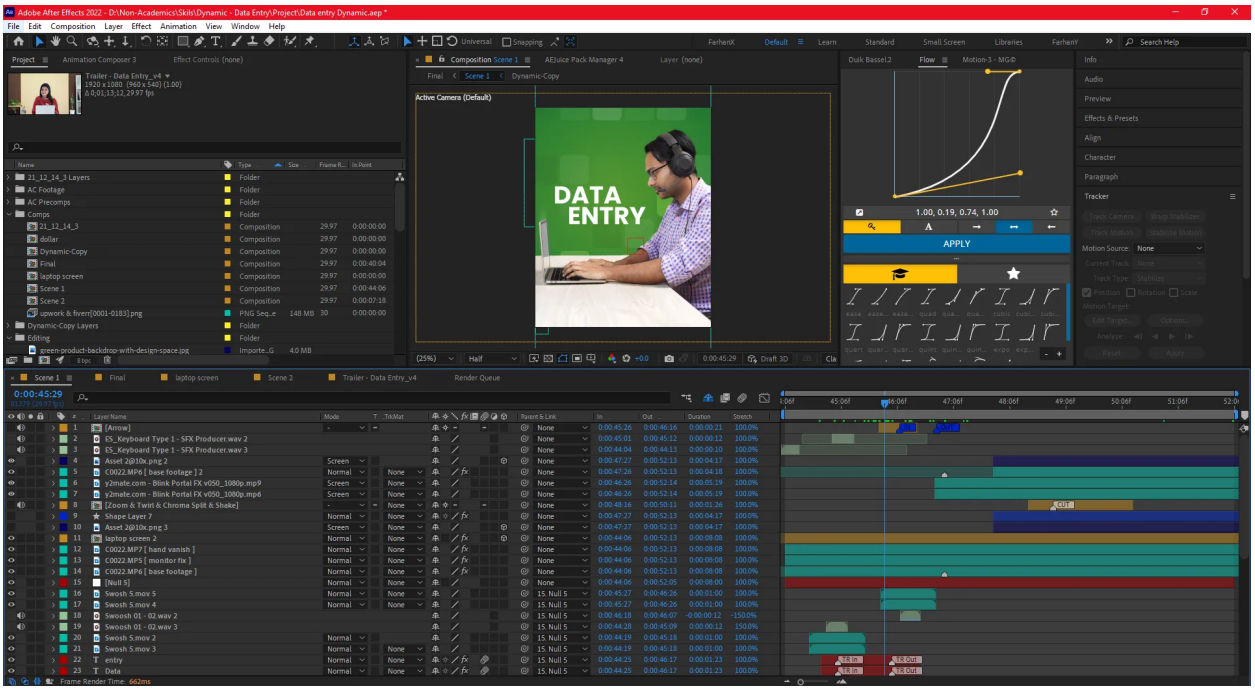



Figure 30 : After Effects editing timeline of "Data Entry diye Freelancing"

course.

**Video Links :**

**Facebook Page Link:** https://www.facebook.com/10minuteschool/videos/573652477796422

**Challenges:** In this project I didn't necessarily have a lot of challenges as already by then I was aligned on how exactly all the promotional videos are made in 10 Minute School. The only challenging part that felt to me in this project was the ideation period where I had to think as to how this ad will actually work out.

**Mistakes:** As I had already made some promotional videos, I was vigilant on the previous feedback that were provided to me and maintained them. I believe I had no particular mistake in this project.

**Learnings :** In this project my supervisor gave me a very short timeline to test my skill of editing fast. I had to complete the project in just two days. For this, I started the project very hurriedly and completed it on time. My learnings in this project were,

- How to edit to beats faster
- How to use templates and common project files
- How to work on a strict timeline.

# Project 10

**Project Name:** Editing promotional video of "16910 Customer Care" OVC
**Project Start Date:** August 21, 2022 (Sunday)

**Project Overview:** 10 Minute School recently launched its starship program called "16910-Customer Care" - basically a helpline where a student can call and get his/her queries answered. From academic education to skill development programs, the student advisors of 10 Minute School were available 24/7 to answer calls. For this new launch, I had to create an OVC through which the features of this product could easily be communicated to the audience.

**My Task:** This was my last task in the internship period, where I was assigned to create an OVC. I had to sort through a lot of footage to find out the best one in terms of production quality. I edited this video using Premiere Pro and After Effects. I learned a lot about sound design in this project as the video was guided by music and sound effects.

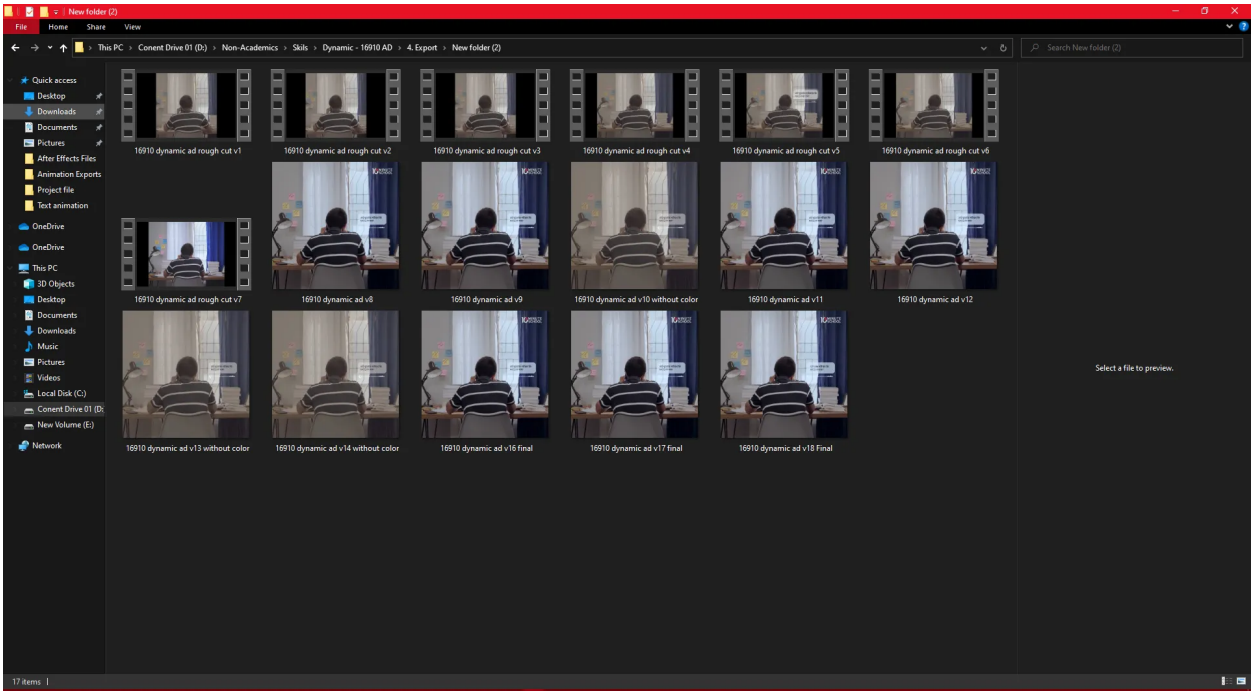



Figure 31 : 18 different versions of my last video project in the internship period.

**Video Links:**

**Facebook Page Link -**

**https://www.facebook.com/10minuteschool/videos/573410871192124**

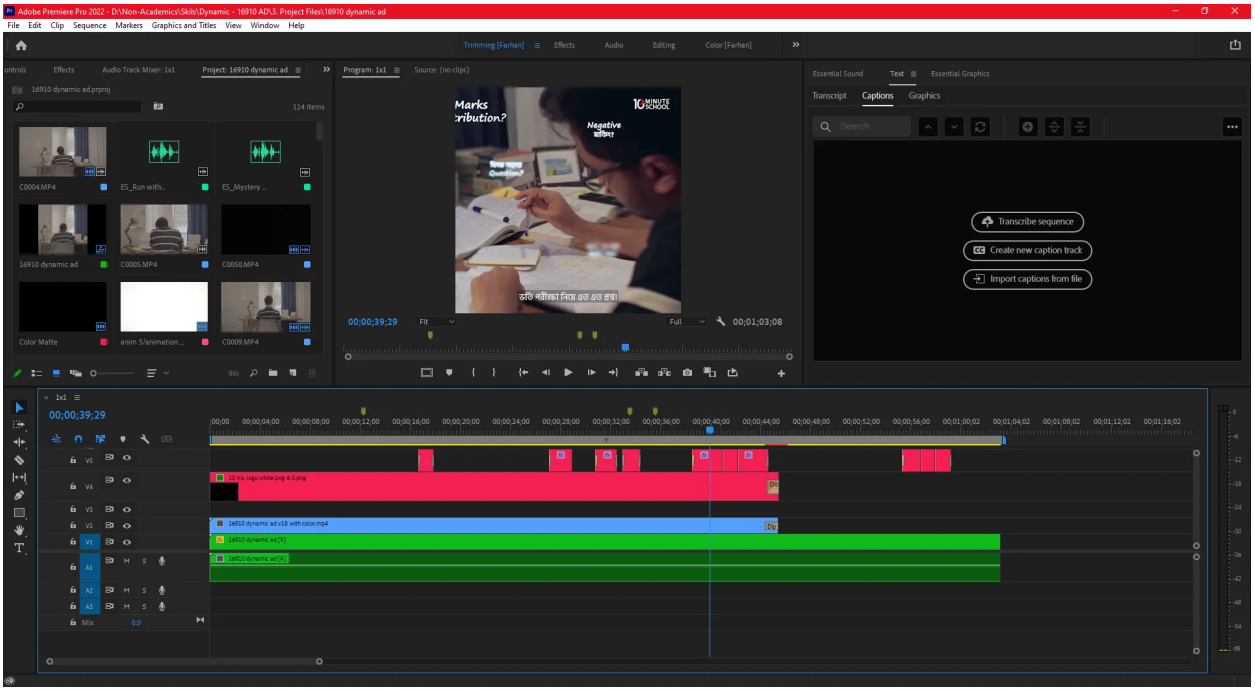



Figure 32 : Premiere Pro editing timeline of this project

**Challenges:** As this was the last project during my internship period, I took on the task personally to make it one of my best work till date. As such, I had to be very perfection driven here to make the output world class. I spent time with the director and the copywriter to understand their full vision for the project. I also had to make 18 different versions of this ad in order to make the final one. Initially, the director was not satisfied with the output in terms of sound editing, which I had to fix in later versions. I also had to figure out how the rhythm of the video would go as such I spent an entire day just downloading different music files that would go with the video. Additionally, while the task was going on, I had to learn a few tricks in editing and animation that I did not know. For this I studied using YouTube videos and Skillshare videos to better my skills to make this the perfect output.

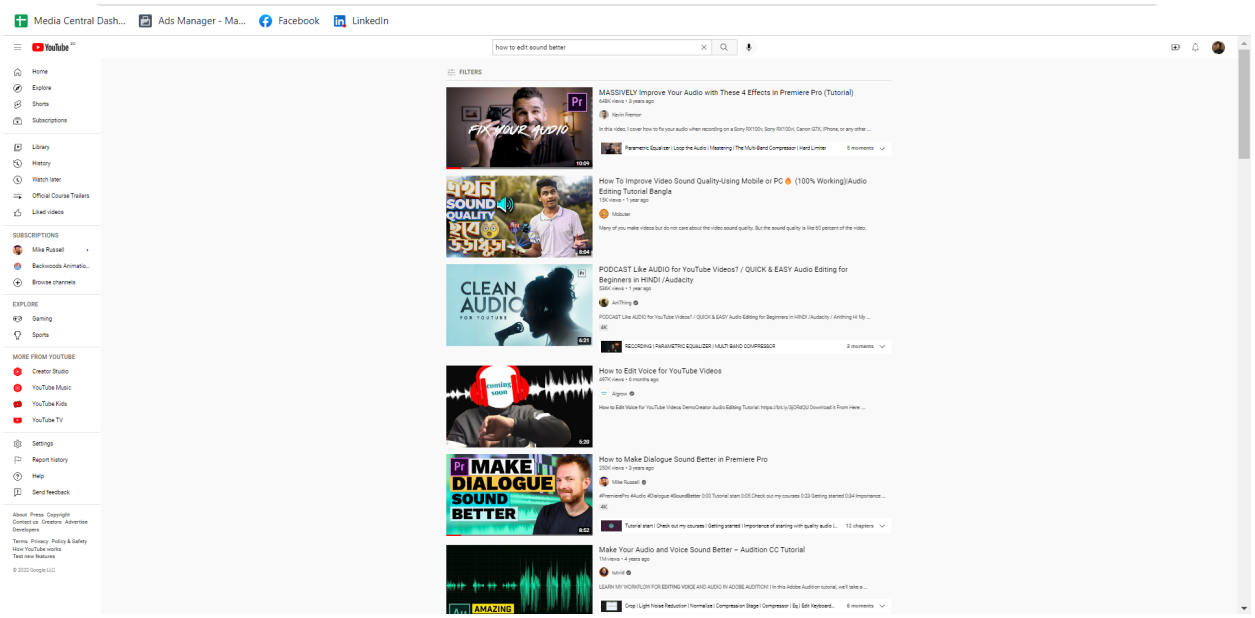



Figure 33 : Sound editing tutorials that I watched to make the editing of this video.

**Mistakes:** As this was a very heavy duty editing project, I had to be very careful of my editing choices here. In the first few versions, I made mistakes in terms of choosing footage and music. After that I had to spend a lot of time fine tuning the ad.

**Learnings:** I believe this project was one of my most learning focused editing tasks ever. There were a lot of new things that I got to understand while doing this project. It was an eye-opening experience for me. I also took feedback from all my relevant team members to make this output really good. To point out my exact learnings from this project,

- Learned how to edit to the pace of the video
- Learned how to understand rhythm of video editing
- Learned how to calmly take and implement feedback
- Learned how to properly use sound effects to build the tension of the video
- Learned how to utilize multi camera footage.

# INTERNSHIP OUTCOME

Working in 10 Minute School has been an amazing experience for me. I wanted to understand how the edtech market of Bangladesh worked and I got a firsthand experience in their processes. I am really glad that I made my decision to join this workplace.

In 10 Minute School my office time started at 10AM in the morning on Sundays, Tuesdays and Thursdays. On Mondays and Wednesdays I came in at 2PM and worked till 9PM since I had classes in ULAB. My official working hours would end at 6PM daily, but on most days I chose to stay late to finish up my work or hangout with my colleagues to build my corporate network. Additionally, for a few projects we worked till late of the night to complete the task in the deadline - this was a fun experience as well because the team bonded during this period.

I feel like I have made some really key connections in this industry through this job. I got the opportunity to talk to many internal and external stakeholders for different projects and learned communication skills. Thanks to this internship, I believe I am now confident enough to talk to anyone regarding a video project.

I also learned the art of learning while doing work. My supervisor on the first day told me that if I wanted to keep this job, I would always have to be in a constant state of learning and use my free time to skill myself up. This advice I took to my fullest heart as I searched through tons of free tutorials and videos to help me better understand the technical requirements.

One key drawback that I would like to state is that while the job was a very collaborative and fun work environment based, I had to catch up to the existing editors and their skill level. For this I had to put myself in the shoes of a workaholic person and set my priorities straight. However, my dream was to explore the segment of communication and creatives which I think I got a really good taste of through this internship.

**Realizations:**

One of the key realizations I had in this internship period is that I love generating feedback and implementing them. Whenever I saw that my work was being published in the 10 Minute School main Facebook page or YouTube channel, I felt a rush of excitement and pride.

My views regarding the advertising world changed completely in this period as I always thought that audiences liked flashy and fancy visuals. But after this internship I realized that it is much bigger than that and I have to keep a lot of things in my mind when

making content.

I have always relished a good challenge and that is exactly what I got to experience at 10 Minute School. It felt like a great feeling when I saw that students and learners were appreciating the hard work that I made. I hope this experience will become a benchmark in my life and set my role to create positive changes in the lives of all the students of the country.



Figure 34 : A fun moment with my workmate Abdullah Al Abid in the editing panel.




Figure 35 : My supervisor Atik Bhai gave me instructions on how to edit the video properly.




Figure 36 : Daily standup meeting of the post-production team - where tasks are briefed each morning to editors/animators.

# WORKPLACE LOG

In 10 Minute School, we have to maintain an excel dashboard of entry on what type of tasks we are doing everyday. Everyday at the start of the work and the end of work, I had to update the logbook and give a report to my supervisor of the tasks that I had done. Showing my work logbook for the internship period here,

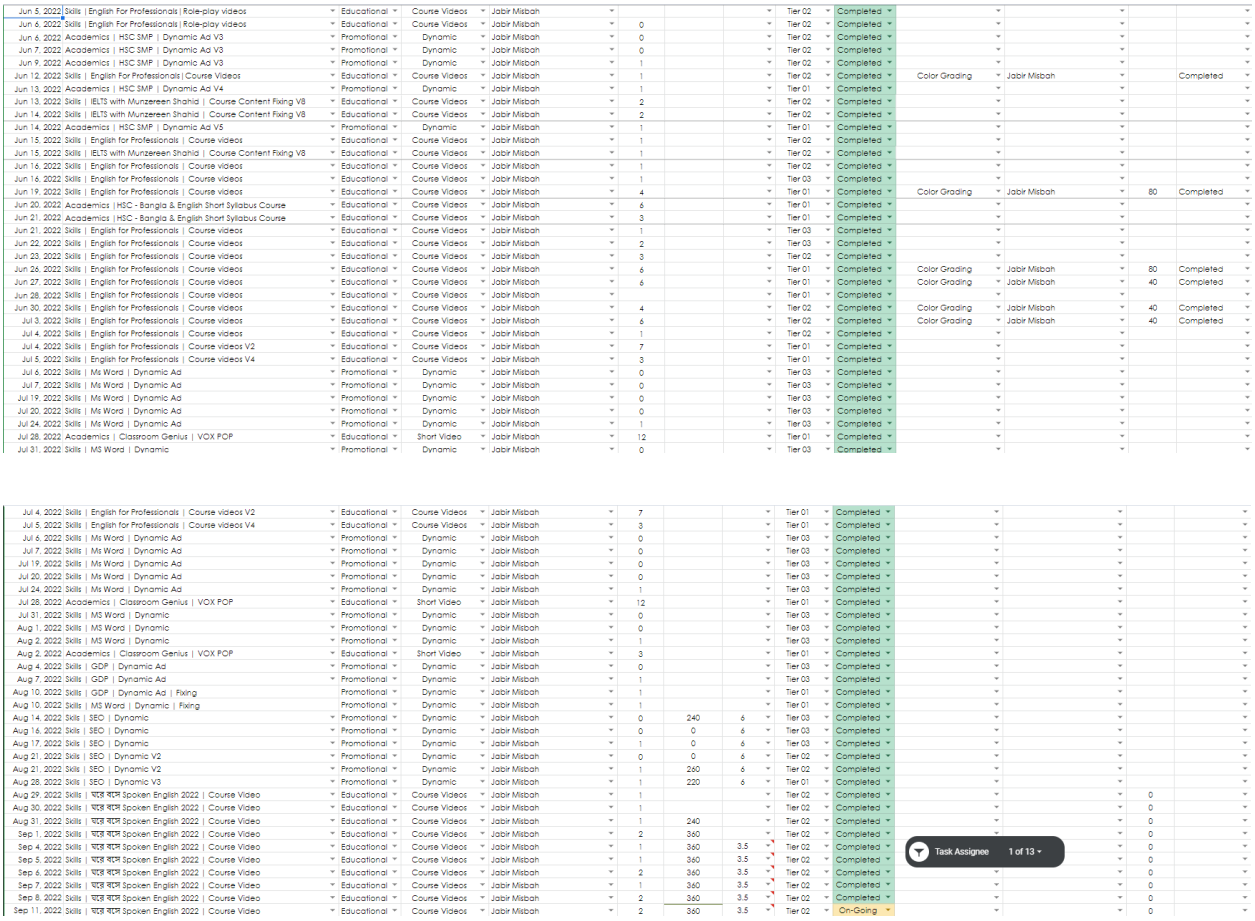



Figure 37 : Google Excel logbook that I had to maintain everyday in my workplace.

Additionally, I personally maintained a notebook where I wrote down my tasks to keep myself on track for all the tasks I needed to do on a weekly basis. Presenting the proof of that as well here,

June - 1st Week

Date: ____/____/____

# Read IOMS Policy

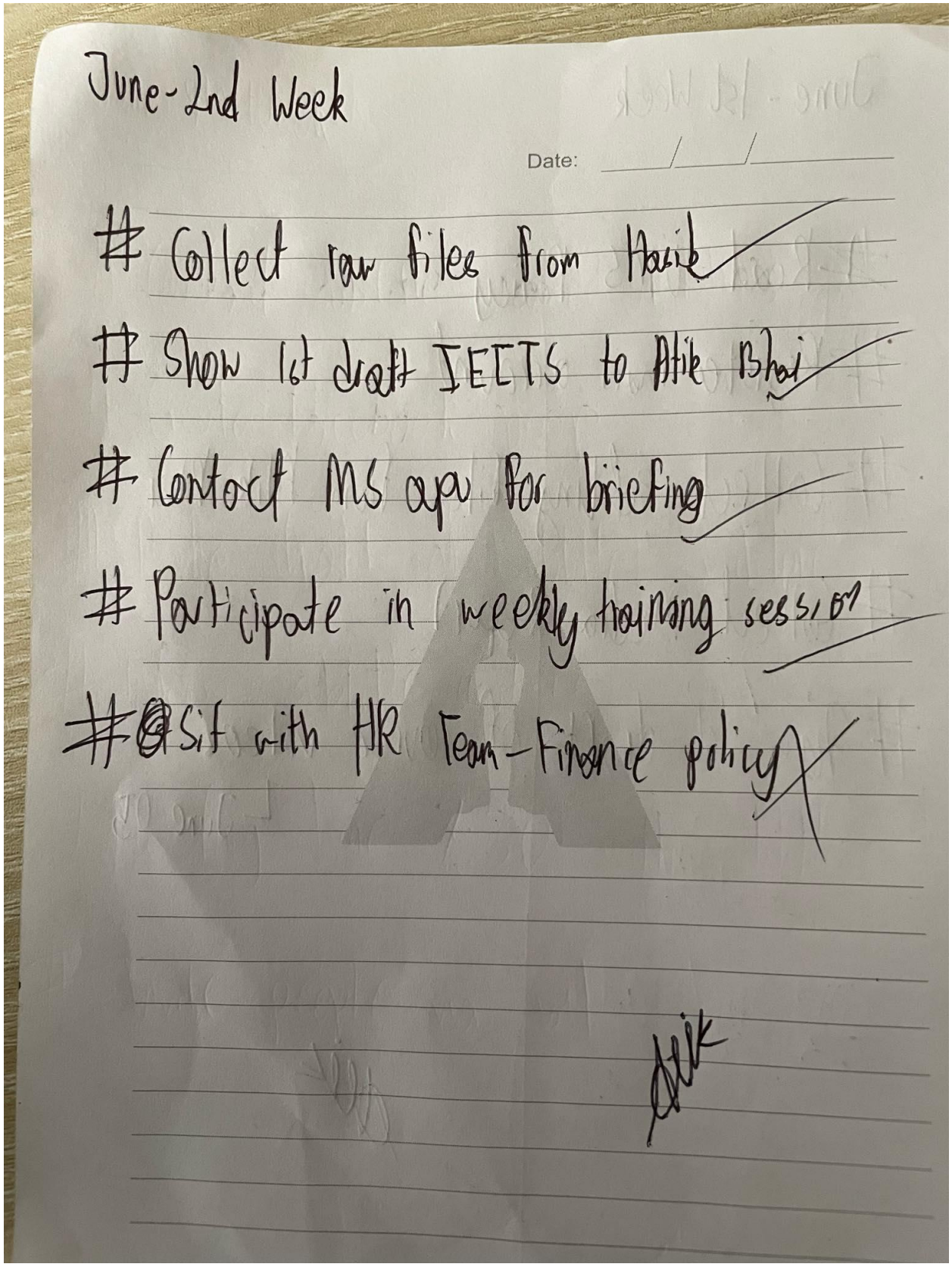
# Register mail account

# Collect editing files from Atik Bhai

# Collect Media Report

# Show 1st draft of course videos

L June 05


June - 2nd Week

Date: ___/___/___

# Collect raw files from Hasib

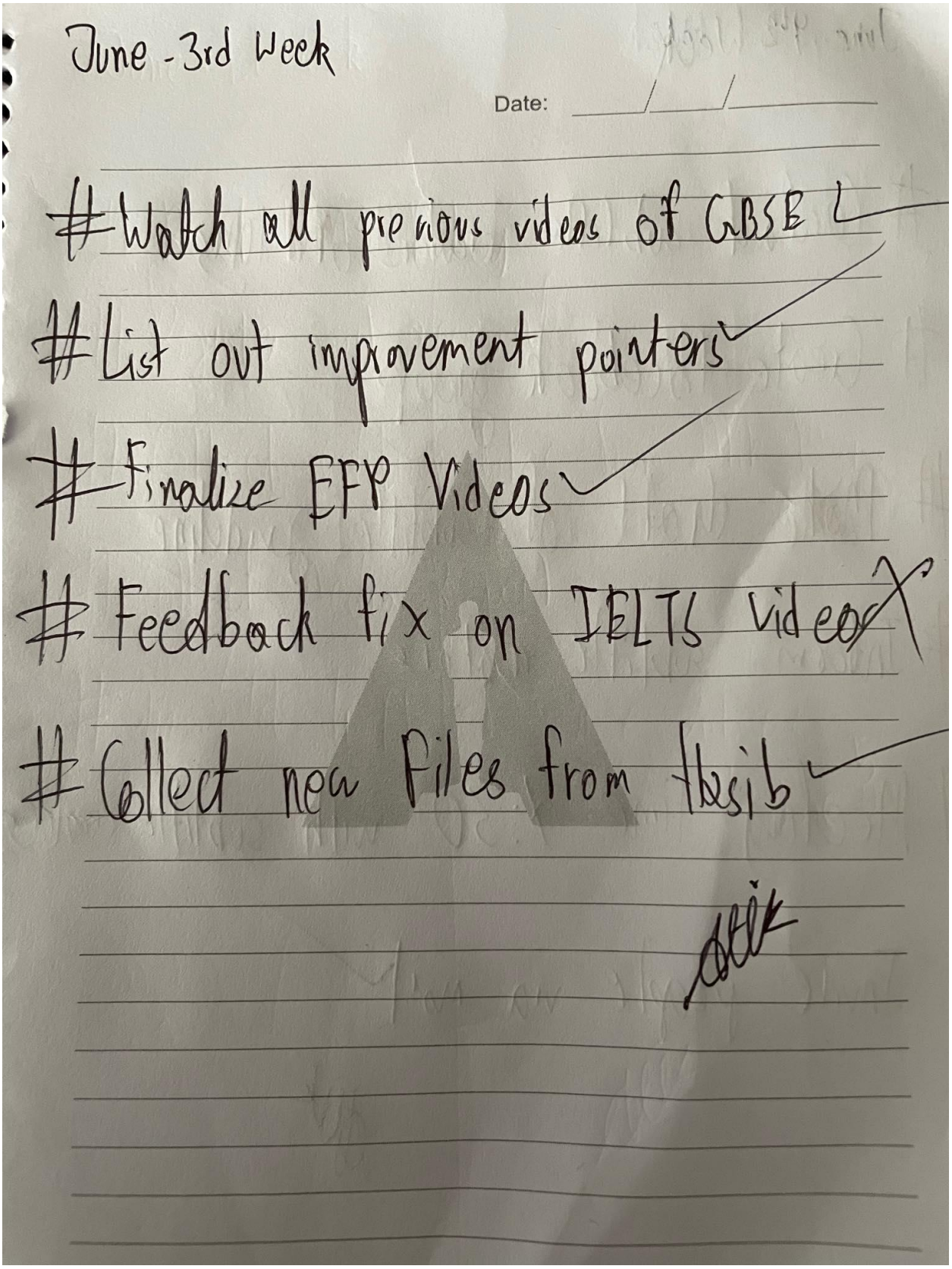
# Show 1st draft IEETS to Atik Bhai

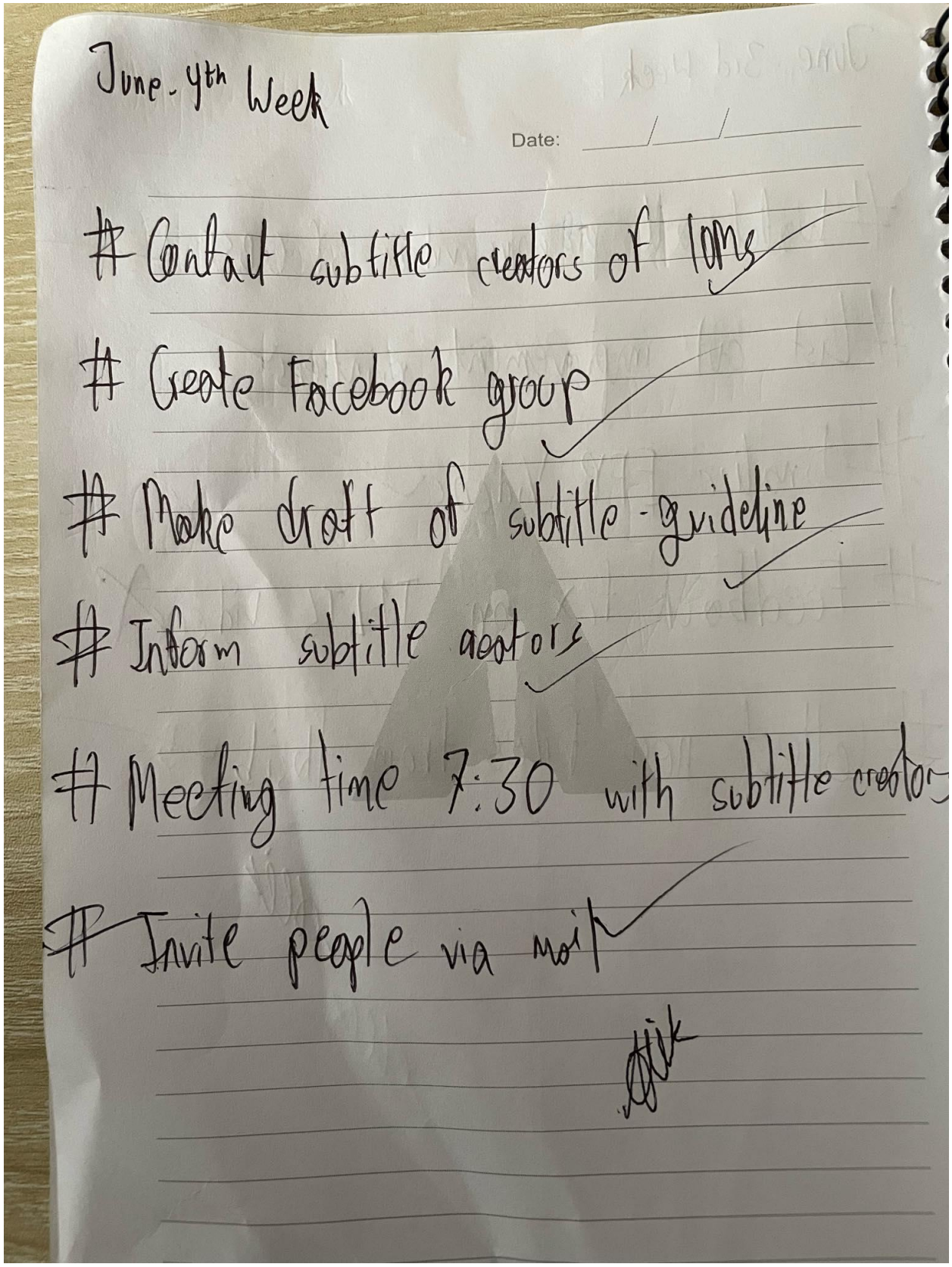
# Contact MS apu for briefing

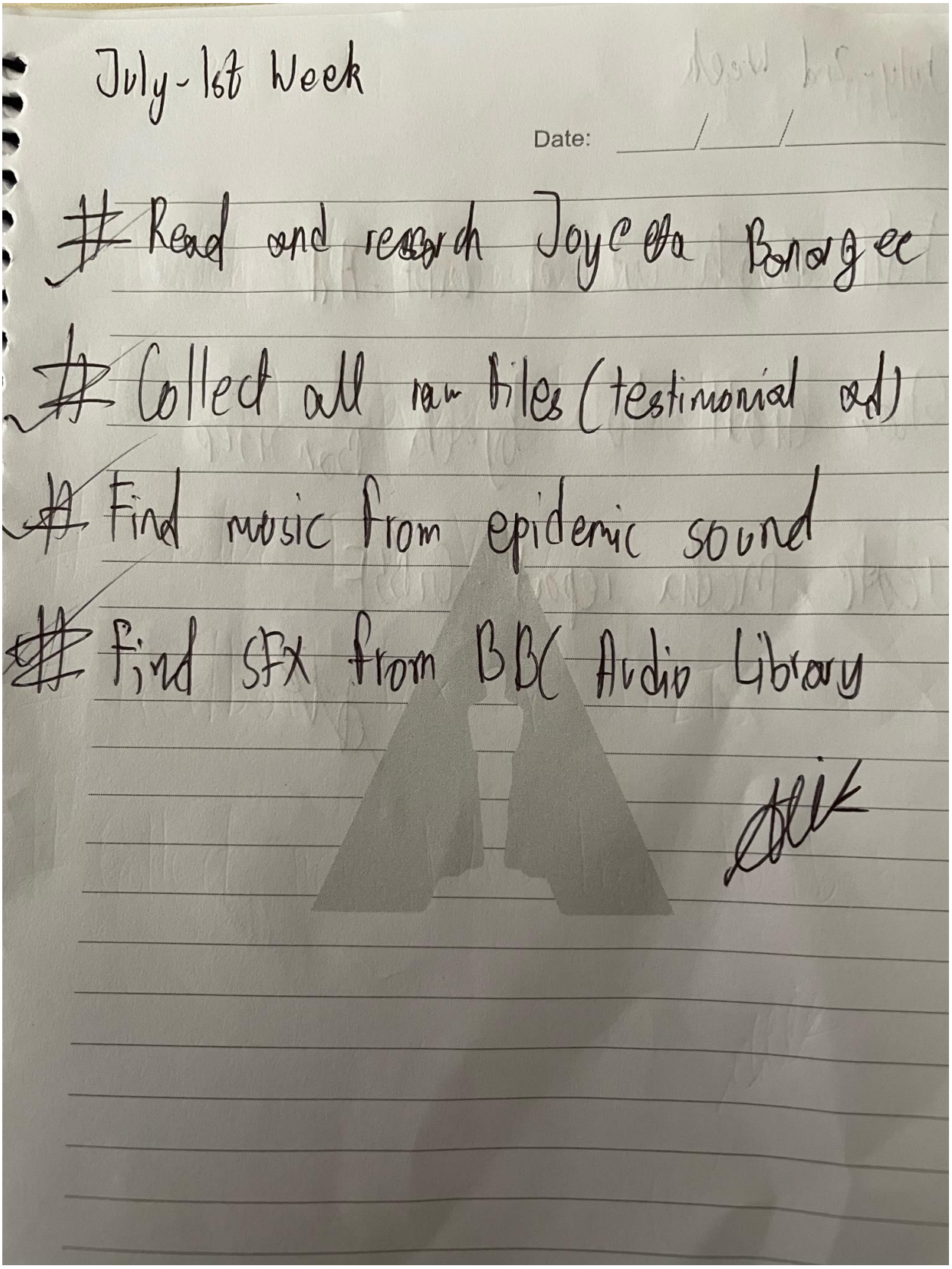
# Participate in weekly training session

# Sit with HR Team - Finance policy

Atik


June - 3rd Week
Date: / /
#Watch all previous videos of GBSB
#List out improvement pointers
#Finalize EFP Videos
#Feedback fix on IELTS video
#Collect new files from Ibsib


June. 4th Week
Date: / /
# Contact subtitle creators of Ioms
# Create Facebook group
# Make draft of subtitle - guideline
# Inform subtitle creators
# Meeting time 7:30 with subtitle creators
# Invite people via mail


July - 1st Week
Date: ___/___/___
# Read and research Joycelyn Borrego
# Collect all raw files (testimonial ad)
# Find music from epidemic sound
# Find SFX from BBC Audio Library

July - 2nd Week

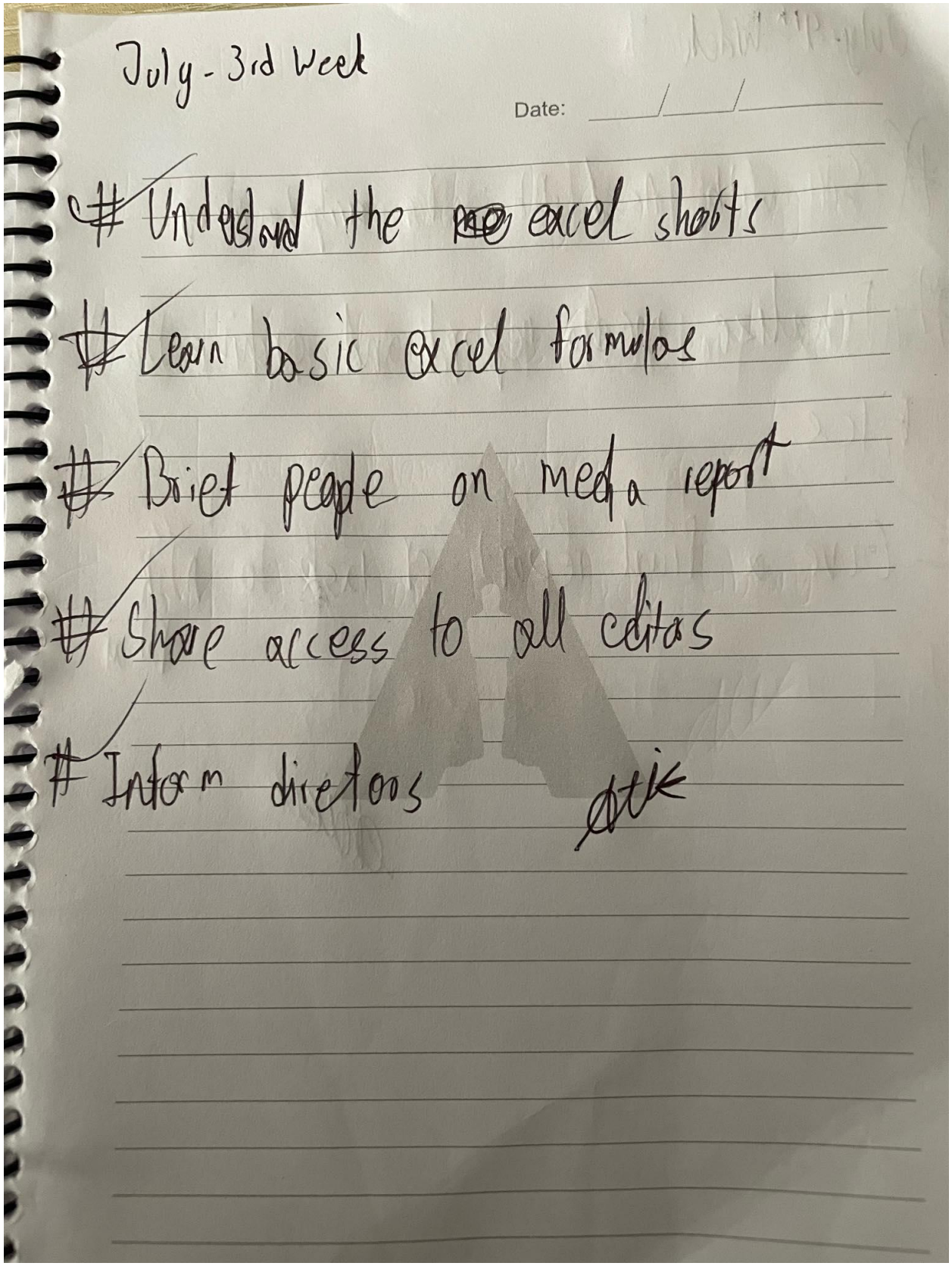
Date: ___/___/___

# Edit rough cut of GBF - Ad

# Show draft to Jayeeta Banerjee

# Create media report - GBSE

Atik

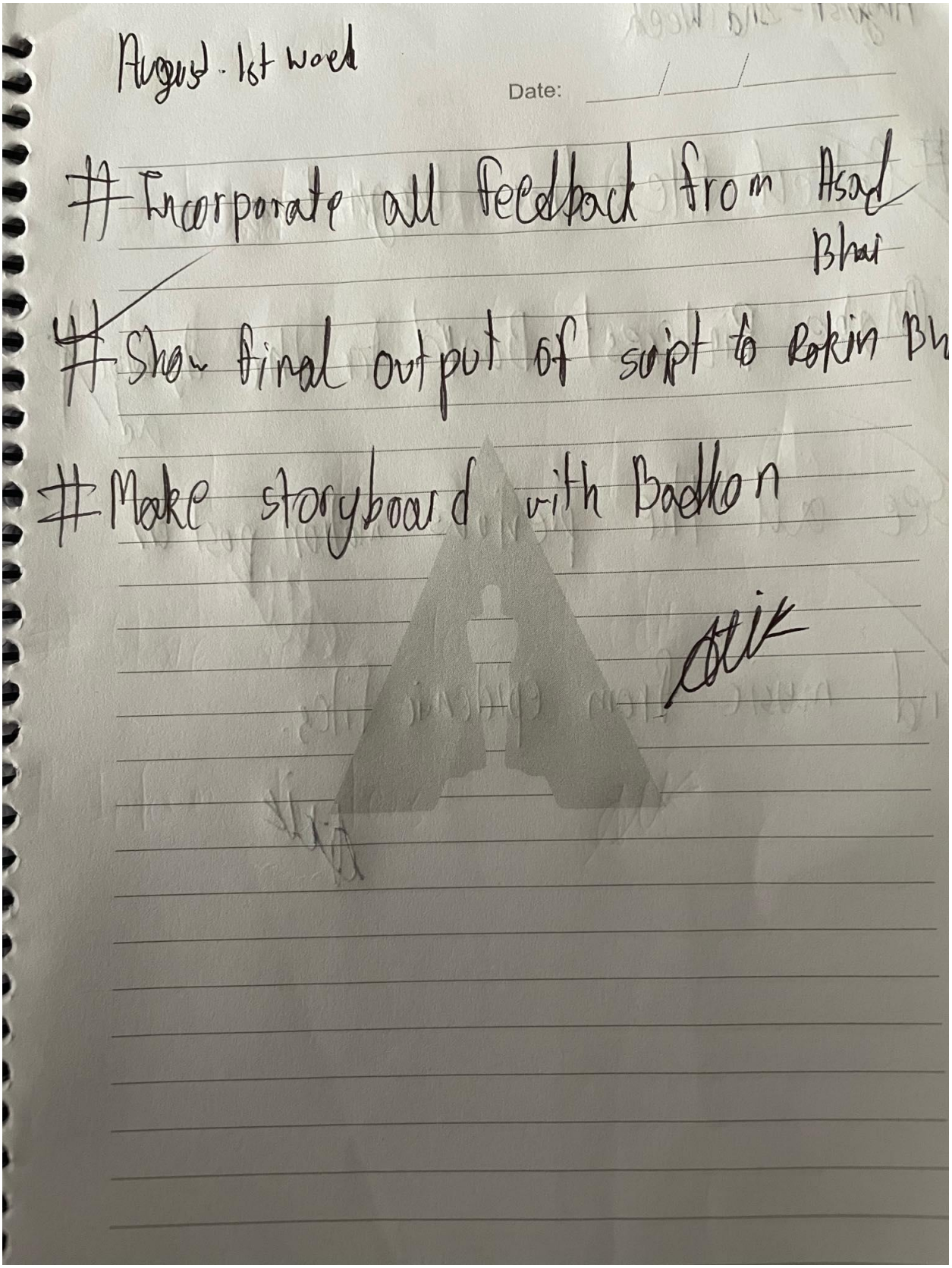

July - 3rd Week
Date: ___/___/___
# Understand the excel shorts
# Learn basic excel formulas
# Brief people on media report
# Share access to all editors
# Inform directors

July. 4th Week

Date: ___/___/___

- Sit with Asad Bhai - for scriptwriting
- Finalize media report and archive the files
- Give a final report of task to Atik Bhai

Atik


August. 1st week
Date: / /
# Incorporate all feedback from Asad Bhai
# Show final output of script to Rokin Bh
# Make storyboard with Badhon
Atik

August - 2nd week

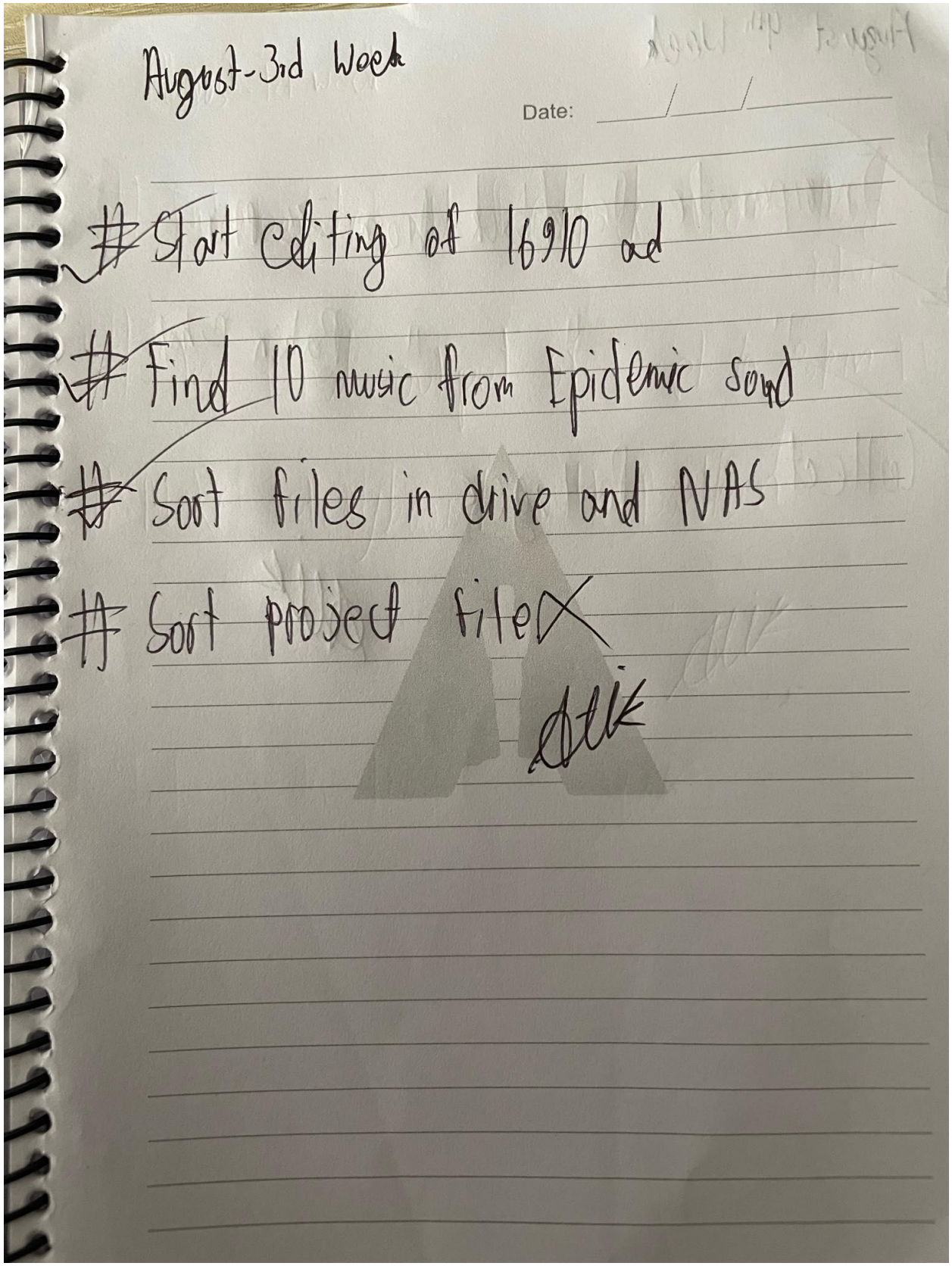
Date: ____/____/____

# Collect files from Design Team

# Make Pinterest Board for the dynamic ad

# See all the previous motion posters

# Find music from epidemic files.


August-3rd Week
Date: / /
# Start editing of 1690 and
# Find 10 music from Epidemic sound
# Sort files in drive and NAS
# Sort project file

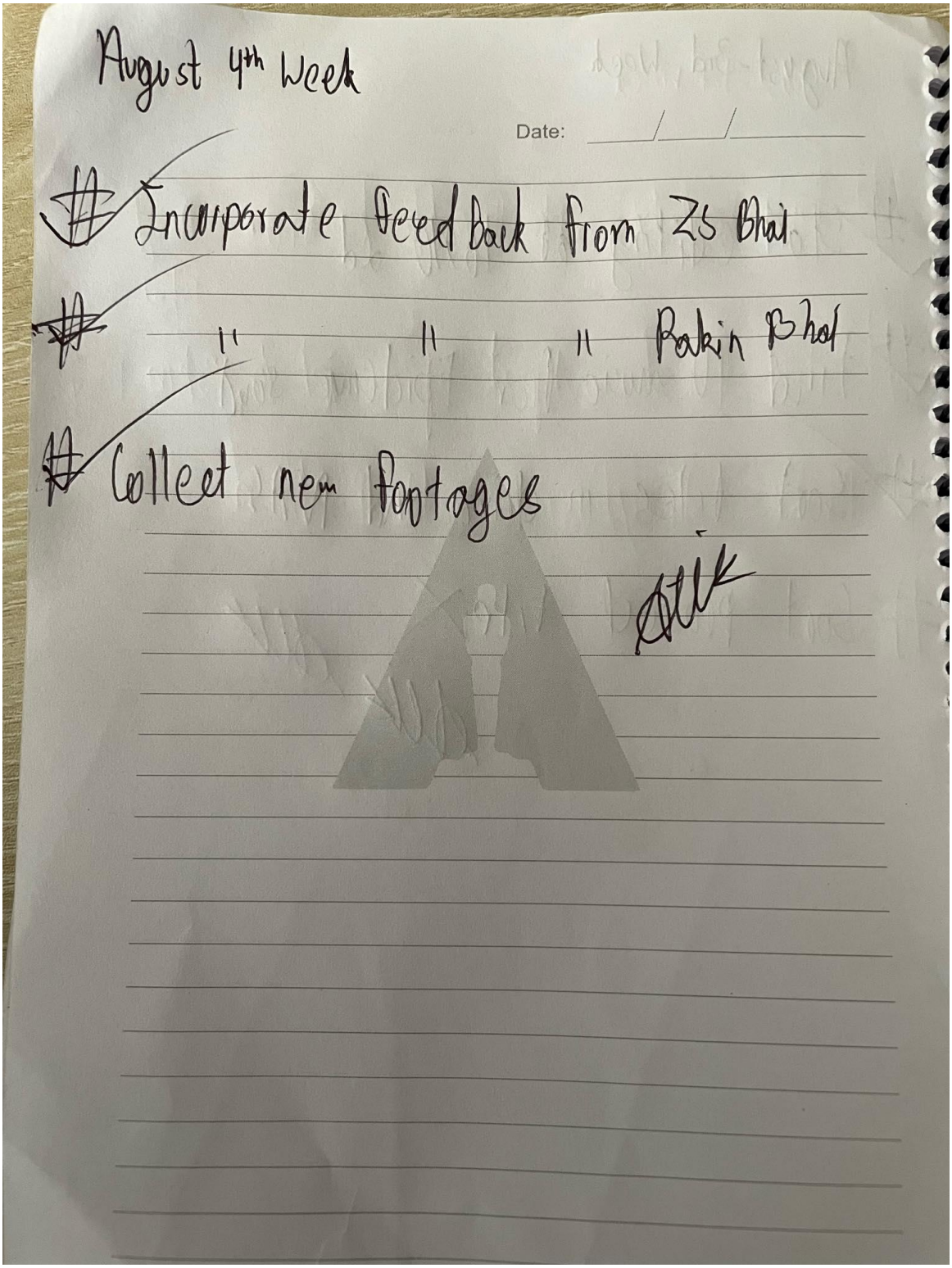



Figure 39 : Week by week meeting notes signed by my supervisor during my internship period at 10 Minute School.

## SELF-ASSESSMENT FORM

The purpose of this survey is to obtain students' input on how they think they have performed.

Name of Intern: Jabir Misbah

University ID: 181012082

| | | | |
|---|---|---|---|
| Name of the Institute/Organization: | 10 Minute School | | |
| | | | |
| Corporate Office Address: | B/108, Road 8, Mohakhali DOHS, Dhaka - 1206 | | |
| Email: | support@10minuteschool.com | Web: | www.10minuteschool.com |

1. During a typical week, approximately how many hours did you dedicate to your internship?

| |
|---|
| 8 hours. |

2. Was your internship paid? If yes, how much?

| |
|---|
| Yes, BDT 8,000 |

3. Was your site supervisor available to meet when needed? Tick any one of the following.

☐Not at all ☐Slightly ☐Moderately ☐Quite a bit ☐A great deal

4. Next, we would like to know how you were affected by your internship. Using the scale below, please indicate the degree to which participation in your internship experience increased or strengthened your abilities, attitudes, awareness, or understanding in each of the areas identified:

1= Not at all 2= Slightly 3= Moderately 4= Quite a bit 5= A great deal

| NO | CRITERIA (Personal) | RATING |
|---|---|---|
| 1 | I have a sense of satisfaction in doing something worthwhile. | 5 |
| 2 | I believe in my ability to make a difference. | 5 |

| | | |
|---|---|---|
| 3 | I am open to new experiences. | 5 |
| 4 | I have gained the capacity to be more productive. | 5 |
| 5 | I can recognize my strengths. | 5 |
| 6 | I can recognize my weaknesses. | 5 |
| 7 | I have a sense of personal achievement. | 4 |
| 8 | I can persevere in difficult tasks | 4 |
| NO | CRITERIA (Social/Interpersonal Impact) | |
| 9 | I demonstrate concern for the welfare of others | 5 |
| 10 | I can be understanding and appreciative of people with diverse backgrounds | 5 |
| 11 | I have the ability to work cooperatively with others | 5 |
| 12 | I can communicate effectively | 4 |
| 13 | I have increased my ability to be a leader | 4 |
| 14 | I feel more connected to my community | 5 |
| NO | CRITERIA (Academic learning impact) | |
| 15 | I have acquired knowledge from the job duties I performed | 4 |
| 16 | I have broadened my critical thinking skills (reasoning, problem-solving) | 4 |
| 17 | I have learned the ability to work independently | 5 |
| 18 | I feel my classroom learning was enriched | 5 |
| 19 | I can connect academic subject matter to the real world. | 4 |
| NO | CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT) | |
| 20 | I developed specialized technical skills for a specific job function | 4 |
| 21 | I broadened my future employment possibilities | 4 |
| 22 | I received an opportunity to explore a specific career | 5 |
| 23 | I developed realistic ideas about the work world | 5 |
| 24 | I narrowed my future possible career choices. | 5 |
| 25 | **What is your average score on this test?** | 4.625 |

5. General Comments

10 Minute School taught me how to be proactive. I have never thought people will accept me with an open arm as I get nervous very easily. I learned a lot and very different things like shortcut hacks in premiere pro and after effects, excel and google sheets, google docs and microsoft word in such a short period. My confidence has been  boosted a lot. With all of the lessons and experiences, I have grown quite a lot. Hope everything I learned in the organization will help me choose my career wisely.

_____

Signature of Intern

## PROFESSIONAL COMPETENCIES

In my first ever professional job at a corporate sphere, I have learned a lot of skills but some of the most important competencies that I believed that would be helpful for me for the rest of life are stated below:

- Working in collaborative teams like Production, Post-Production, Creatives, Content Development, Content Management, Finance, HR etc.
- Uses of Google Sheets, Google Docs, Microsoft Excel & Microsoft Docs.
- How to be patient under pressure and feedback implementation
- Improved writing skills for script writing for promotional videos.
- Understanding office environment behavior.
- Maintaining protocol of the corporate office.
- Not sit idle for a moment, but use the time productively, even for research purposes.
- Both verbal and written communication skills.
- Discipline and punctuality in terms of office attire, timing and communication.

## CONCLUDING REMARKS

I believe the process of doing an internship in 10 Minute School has been one of my most significant life experiences both in terms of academic and professional growth. I would have never expected to have learned so many things from this place. I thought I would just be a new recruit, whom people just assign tasks and then forget. However the collaborative environment of 10 Minute School changed my entire mindset. From being just a silent observer, I become an active participant in all plans. I understood how the media line of the world works in the corporate sphere. How people think contents are designed vs how they are actually designed are widely apart.

With this experience, I think I have gained a solid footing in the world of communication. I learned how to understand the target audience and their demographics, which type of wording appeals to which customer base. I understood the impact of exciting visuals and hooking script writing. I believe all of this will aid to give me an edge in the market today.

I would like to conclude this report by thanking ULAB and 10 Minute School for the opportunity they have provided me. All of this knowledge that I will take to my grave will always leave a mark on me.

I simply find the idea of doing internship at Dhaka Tribune as the most significant achievement of my professional career
so far. I have never thought that I would be exposed to so much of what's going on in society and be able to report it. I won't say I am fully ready for all the challenges out there - but this job has

definitely given me the confidence to take my skill set forward. I believe that my hunger for designing top-notch communication skills and creative taste has increased a lot. I am excited for all the opportunities that the future holds for me in the world of journalism, communication and media.