Media Studies and Journalism

Internship Report

Submitted by

Md. Samim Sharif

ID: 161012071

Term: Spring 2021

Course Code: MSJ 11498 & MSJ 11499

Host Organization: BackPage PR

Date of Submission: May 24, 2021

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STUDENT DETAILS

Name	Md. Samim Sharif
ID	161012071
Department	Media Studies and Journalism
Major Concentration	Digital Film and Tv Production
Minot Concentration	Bachelor of Business Administration
Career Objectives	I want to secure my position in a digital media agency or production house to expand my knowledge and skills. I want to develop and expand my own skills.

INTERNSHIP DETAILS

Host Organization	Backpage PR
Host Address	Flat 302, House 15, Road 128, Gulshan 1, Dhaka, Bangladesh 1212
My Working Section	Digital Media (Video Editing, Motion Graphic and Graphic Design)
Supervisor	Dipon Kumar Sarkar
Designation	Executive
Start Date	February 01. 2021
End Date	May 20, 2021
Hours Per Week	48
Total Working Period	Approximately 16 Week

ACKNOWLEDGEMENT

First of all, thanks to Backpage PR for giving me an internship with them during this Pandemic. They are a new PR agency. They add me to their team to further advance their digital marketing and expand their agency digitally. It is my incredible delight that I have completed my internship under MR. Dipon Kumar Sarkar, who is the Executive at Backpage PR. He is also an alumnus of our university. He has continually upheld me and guided me in each circumstance. He regarded me as a companion and caused me to comprehend everything in subtleties. Other than that, I am grateful to our Director Tanziral Dilshad Ditan. She is such a great person and helpful. She also guided me in every project I have done.

I'm so thankful to the Faculty of the University of Liberal Arts Bangladesh and my advisor Dr. Habib Mohammad Ali, who guided me in setting up this report. For her guidance and direction, it was so easy to finish my internship report.

I would like to thank Sajjad Hossain, Sir because I learned basic video editing from him. Other than I learned shot division and cinematography from him, which I used in my professional life. And also, thank to Muhammad Abdul Kader Sir, I learned so many think like sound editing, fast editing and film narration from him. And special thanks to Shipu Moniruzzaman, sir; I learned the basics of graphic design and the basics of Animation from him.

Finally, the prominent individual who I can never thank enough, my parents. I'm here today due to their guidance and support. During the entire university life, they made a decent attempt to satisfy my requirements. They are my genuine hero. Now, this is my opportunity to give them the regard and joy they merit.

MSJ041

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: Md. Samim Sharif
ULAB ID: 161012071

Signature: 

MSJ042

INTERNSHIP REPORT APPROVAL FORM

Student Name Md. Samim Sharif ID No. 161012071

Major: Digital Film and TV Production Year: 2021

Local Phone:01814207992 Email: mail@shamim.me

INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: Backpage PR

Internship /Project Report

Topic: _____

Semester (Tick one): ☑ Spring 2021 □ Summer 2021 □ Fall 2021

Advisor APPROVAL

(Please place a Tick)

□ ✓ Approved □ Not Approved □ Partial Re-write □ Full Re-write

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

Signature: _____Habib M. Ali _____ Date: _____24/05/2021_____

Name: ___Habib Mohammad Ali (PhD)___ Title: __Assistant Professor__

E-mail: ____habib.mohammad@ulab.edu.bd_____ Phone: _01798556673_

INTRODUCTION

I joined as a freelancer in Backpage PR in October 2020; after five months of working, I joined as an intern. My task as an intern is video editing, graphic design, motion graphic, web development and social media page management. Other than that, I also work for digital marketing and Facebook ads boosting.

Because of Pandemic, I worked from my home with Backpage PR. Having an editing panel in my house made it easy for me to work from home. Instead, I feel comfortable working from home. Sometimes I have a little problem with communication, but I have been able to do everything quite well.

I didn't have much trouble doing an internship with Backpage PR because I started working with them a few months ago. In the beginning, I was able to finish the work given to me in a very comfortable way, but I had a lot of trouble when they gave some new clients work. Because I could not do so much work alone. With the help of my supervisors, directors, and team members, I have completed all the tasks assigned to me in a good way.

Teamwork was quite possibly the main parts of my work and the agencies. We alluded to one another as teammates instead of colleagues; all the more critically, we worked as a group, making the workplace much better and significantly more pleasant. The entire ordeal was very different from my academic life because it was all done in a practical setting. Still, I was able to handle myself, allowing me to discover myself and my capabilities.

EXPECTATION & OBJECTIVES

As a Digital Film and TV Production major student, I always dreamed of working and learning from a production house and building my career in documentary filmmaking. But due to Pandemic, I no longer had the opportunity to do an internship at a production house. But beyond academic life, I already had some work skills. I have used my skills to do freelancing in different organizations at different times. After five months of freelancing with Back Page PR, they let me do their internship with them. I started my internship journey with them, hoping to do something new using my old experience. One of the main reasons to do an internship with them was their storytelling platform "Krayonmag".

My objectives were:

1. To increase my video editing skill.
2. To increase my motion graphic skill.
3. To increase my graphic design skill.
4. To increase my WordPress web developing skills.
5. To get the ability to think strategically.
6. To know how to deal with the team.
7. To build the ability to manage or handle crises.
8. To know how to deal with clients.
9. To know how digital marketing works.
10. To increase my creativity.
11. To increase my multi-tasking skill.
12. Learn to work on deadline.
13. To build up my communication network.

HOST ORGANIZATION

Backpage PR is a sister concern of Starcom Bangladesh. Backpage PR is the dedicated PR Service Management wing of Starcom Bangladesh. They are passionate about delivering efficient, effective, responsible, and friendly PR services. Backpage PR has a team of strong thinkers. They always ready to compete and push all boundaries to deliver sustainable results. Starcom Bangladesh Ltd. is a franchise of Starcom Worldwide. Starcom is an international media network with headquarters in Chicago is part of France's Publicis, the third-largest communications group globally. Other than that, BackPage has a storytelling platform called 'Krayonmag'. They work for social change.

ORGANIZATION PROFILE

Organization Type: Public Relation Agency

Incorporation status: Private Limited Company

Website: http://www.backpagepr.com

Agency Formed: January 10, 2019

Parent Company: Starcom Bangladesh

Story Telling Platform: Krayonmag

Director: Tanziral Dilshad Ditan

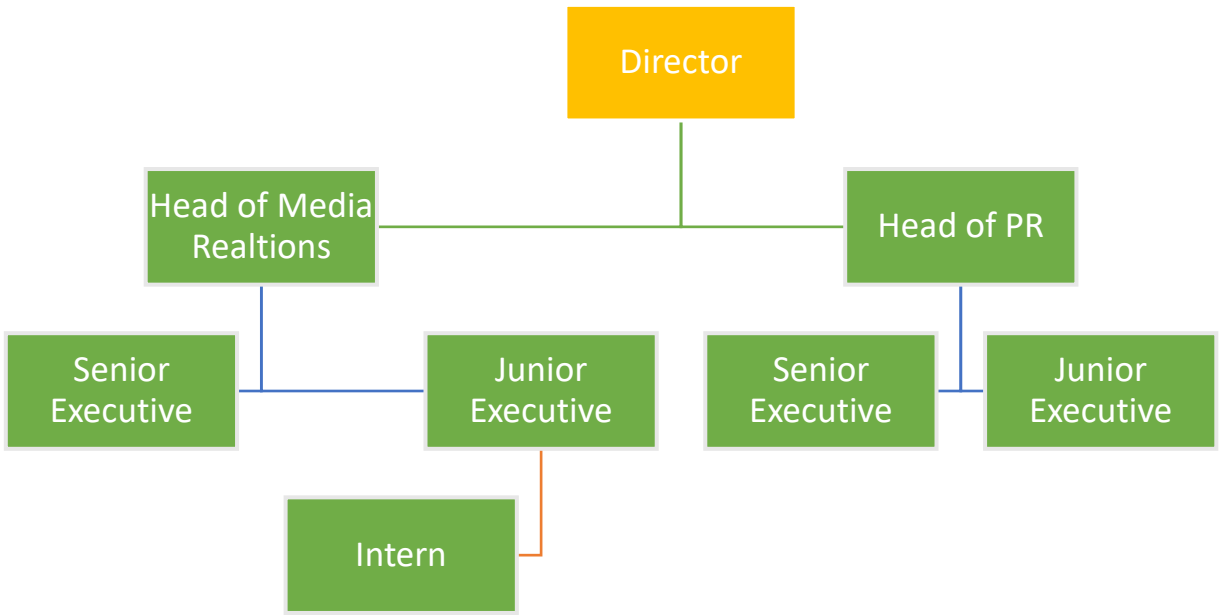
Logo:



Clients of Backpage PR



ORGANOGRAM



TASKS AS INTERN

First, I joined as a freelancer in October 2020 with this agency. After four months of freelancing with Backpage PR, I joined as an intern for this agency. I start my internship as a graphic designer, motion graphic, and video editor. I had done all types of graphic design, motion graphic and video editing. In addition to this work, I have managed their Website and social media pages as well. At first, I was only supposed to work for Backpage PR and their other storytelling platform Krayonmag, but later I also worked for their client. In addition to the work I mentioned above, all the other work I have done is discussed below.

- Create static visual design from copy
- Create motion graphic content
- Editing video as per as requirements.
- Manage Facebook and Instagram Page for both Backpage and Krayonmag
- Manage Google My Business Listing
- Cinematography for Production
- Collecting copyright free music for content
- Boost content in Facebook
- Set Target Audience in Facebook boosting
- Website Maintenance
- Website Design
- Digital Marketing

PROJECT DETAILS

PROJECT 01

Project Name: 21st February Motion Video for Backpage PR

Project Type: Motion Infographic Video

Duration: 01:23 Second

It was my first video project after I joined as an intern. I was asked to join a meeting online. After the discussion, we decided to make an awareness video about the Bengali language's common Mistake by some big organization.

My Task and Responsibilities: Frist, I received Content's copy, elements and instruction from Shahidul Islam Shishir (Content Writer and Senior Executive, Backpage PR). After receiving the copy and others, we had a meeting with our Director. Director gave me instructions on how the video content will be made.

My task and responsibilities were,

- Collect all the copy and element from the content writer
- Convert Bangla copy UNICODE to ANSI
- Make Motion Graphic from the copy
- Marge and connect music
- Ask the content writer to give high-resolution image.
- Render video in the proper resolution

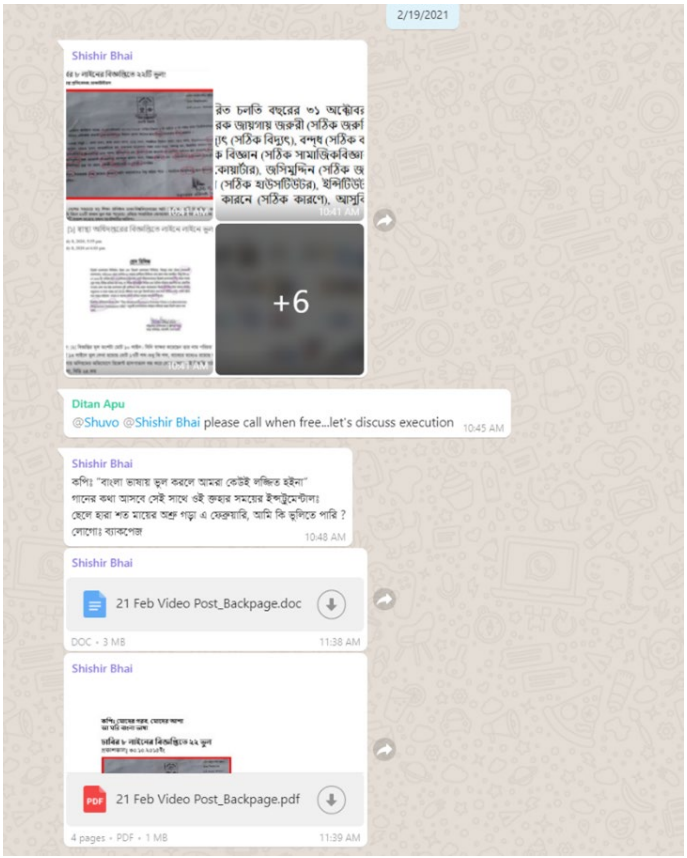


Image 1.1 Instructions, copy and elements from content writer



Image1.2Copy and Elements have given to me

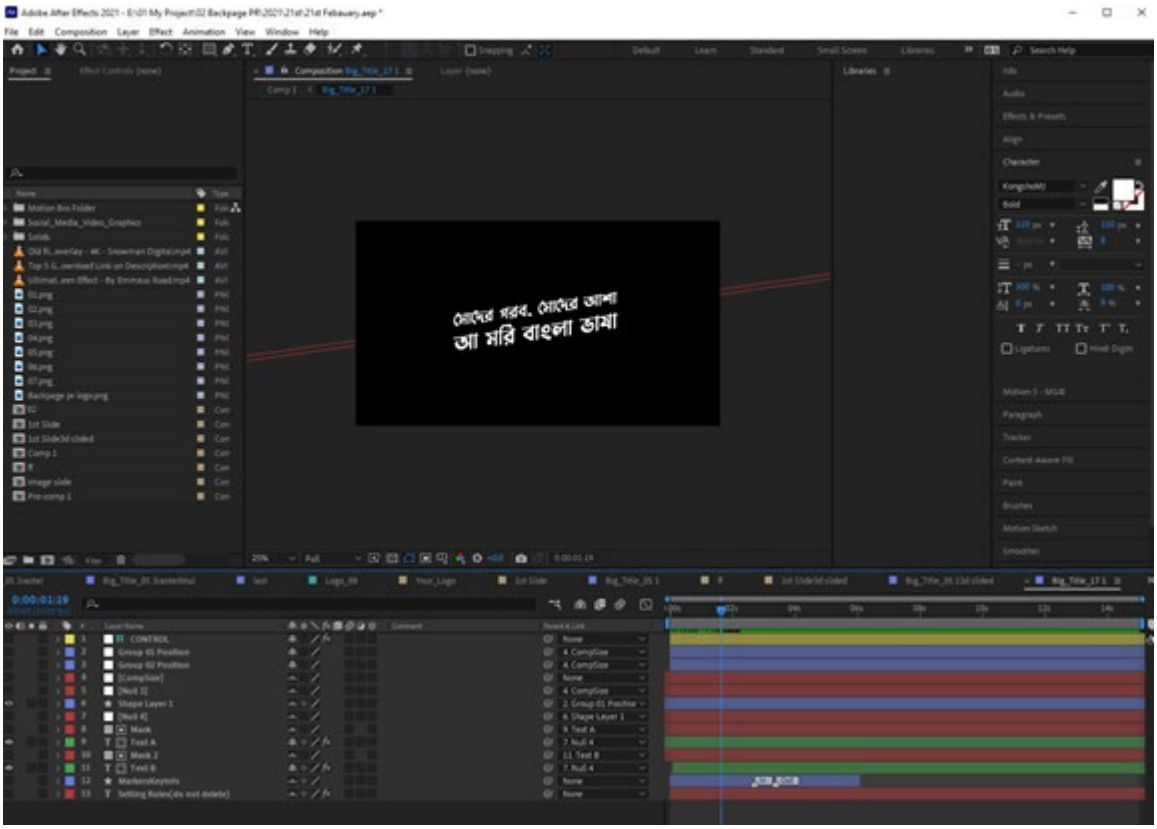


Image 1.3 First Slide in After Effect Timeline

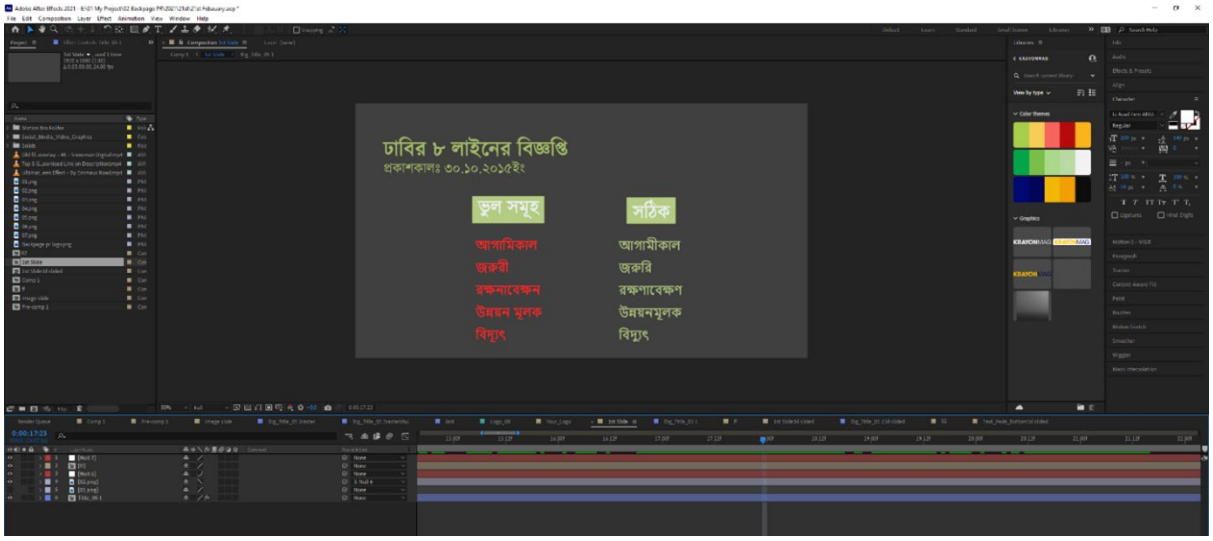


Image 1.4 Second Slide and Copy Landing Composition

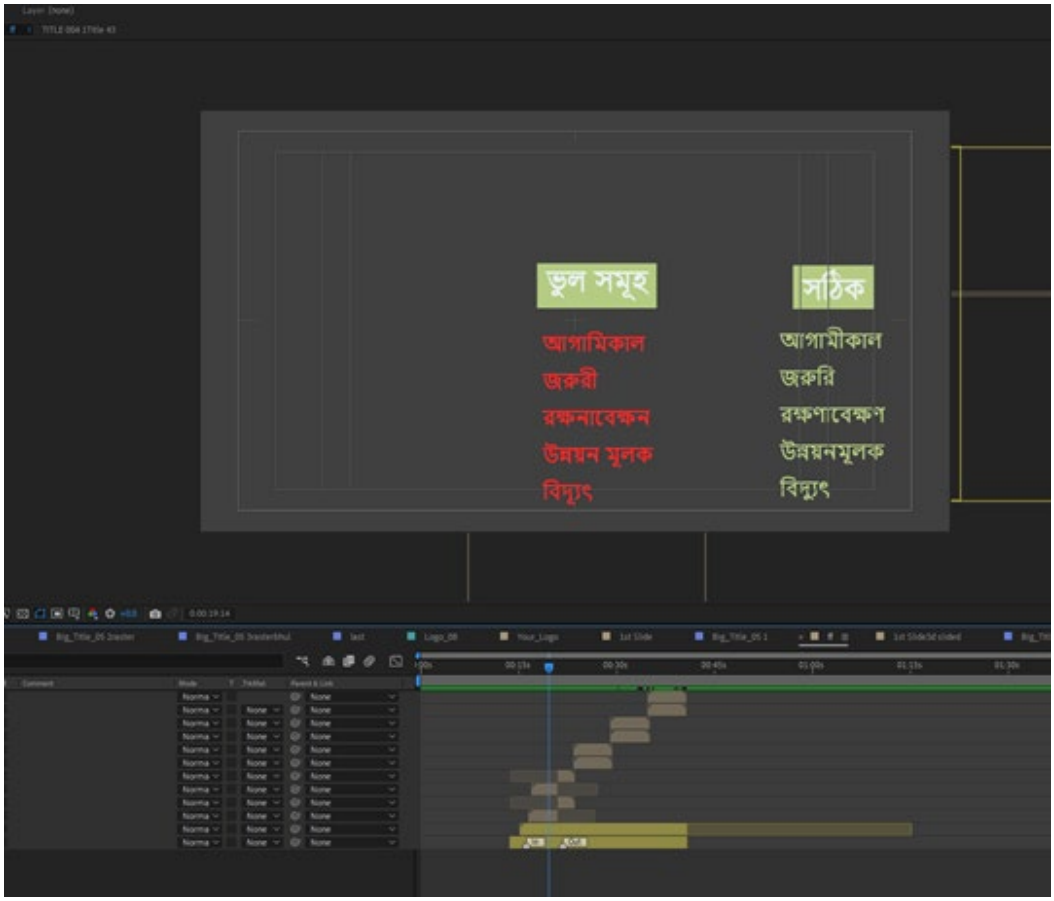


Image 1.5 Wrong and Right Words Landing Composition

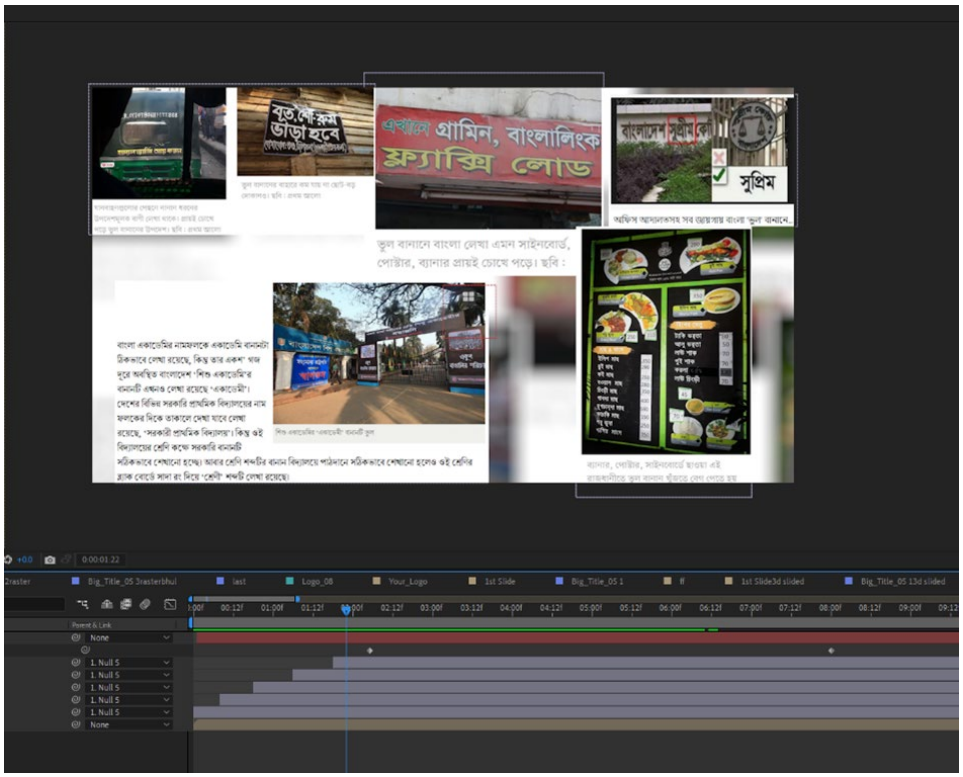


Image 1.6 Image Collage Composition

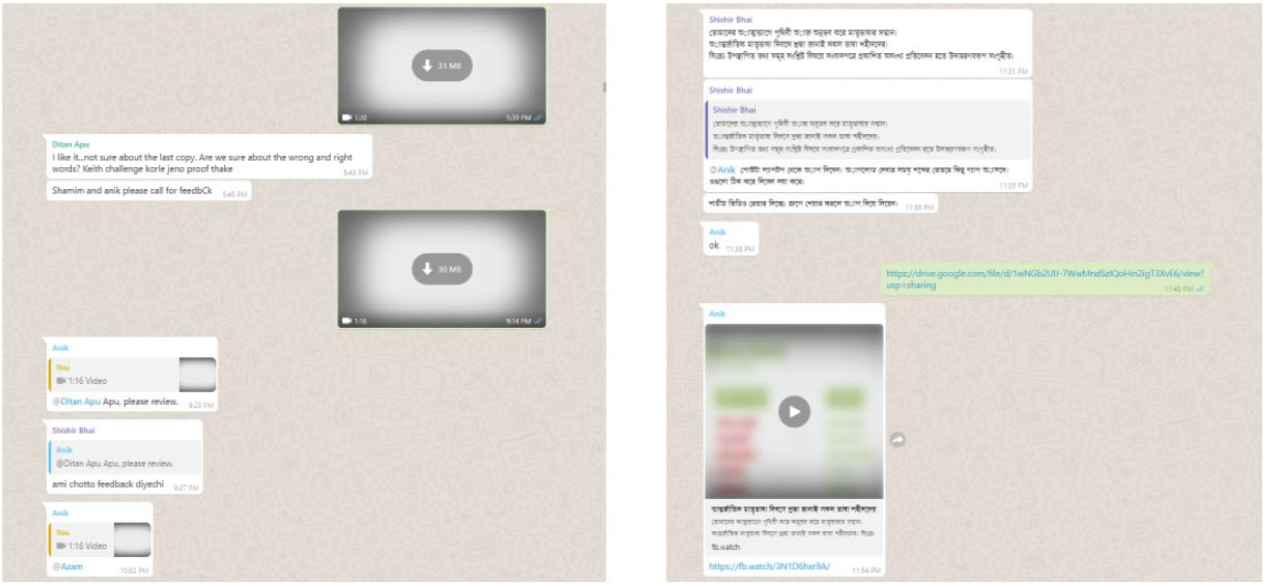


Image 1.7 Video Delivery and Feedback



Image 1.8 Published Work on Facebook Page

Challenges:

• It isn't easy to show many copies in a single composition

• It's challenging to level two music in a single video.

• Finished the work in a short time

Mistakes:

First, I have made three mistakes in this project.

- At first, I made the font size too small, which they could not read.
- The video duration was short, so the video content could not be read properly.
- I couldn't match the music according to their content.

After their feedback, I solved these problems.

Learnings:

After submitting the content to our Group by our content writer, I had a meeting with the Director, Content Writer and my Supervisor. In this meeting, they tell me how I will develop the content. I started working very quickly according to their instructions.

- I have learned how to make the content readable to the viewer by the video duration.
- I have learned how to work under pressure in a short time.
- I learned how to marge and level two music in one video
- Learned how to show much text in composition.

Published Work Link: https://go.shamim.me/Project01

PROJECT 02

Project Name: Website Design for Backpage PR

Project Type: Web Developing

Web Developing Platform: WordPress

Project Details: This was the second and a long-term project I've ever done. The Backpage PR team were talking to me about this project even before I started the internship. They were wondering if I could do this job along with all the other things. I was reassuring them that I could do this by showing them my WordPress portfolio. They looked at my portfolio, gave me the project, and asked my supervisor to follow up on everything regarding the Website. They called me at their head office in Dhaka, had two meetings about the Website, and explained the details.

My Responsibility for this Project: First, they gave me copy content for the Website. And they asked me to gave some reference WordPress theme and reference image for the Website.

My task and responsibilities were,

- Find a WordPress theme for the Website
- Setup WordPress script in Cpanel
- Find recommended plug-in for the Website
- Upload theme in Cpanel
- Find images for the Website
- Design WordPress theme
- Frontend design
- Backend Design

- Compress Images for the Website
- Collect all material from the supervisor
- Edit Images for the Website
- Meeting with the Director regarding the Website
- SEO for website

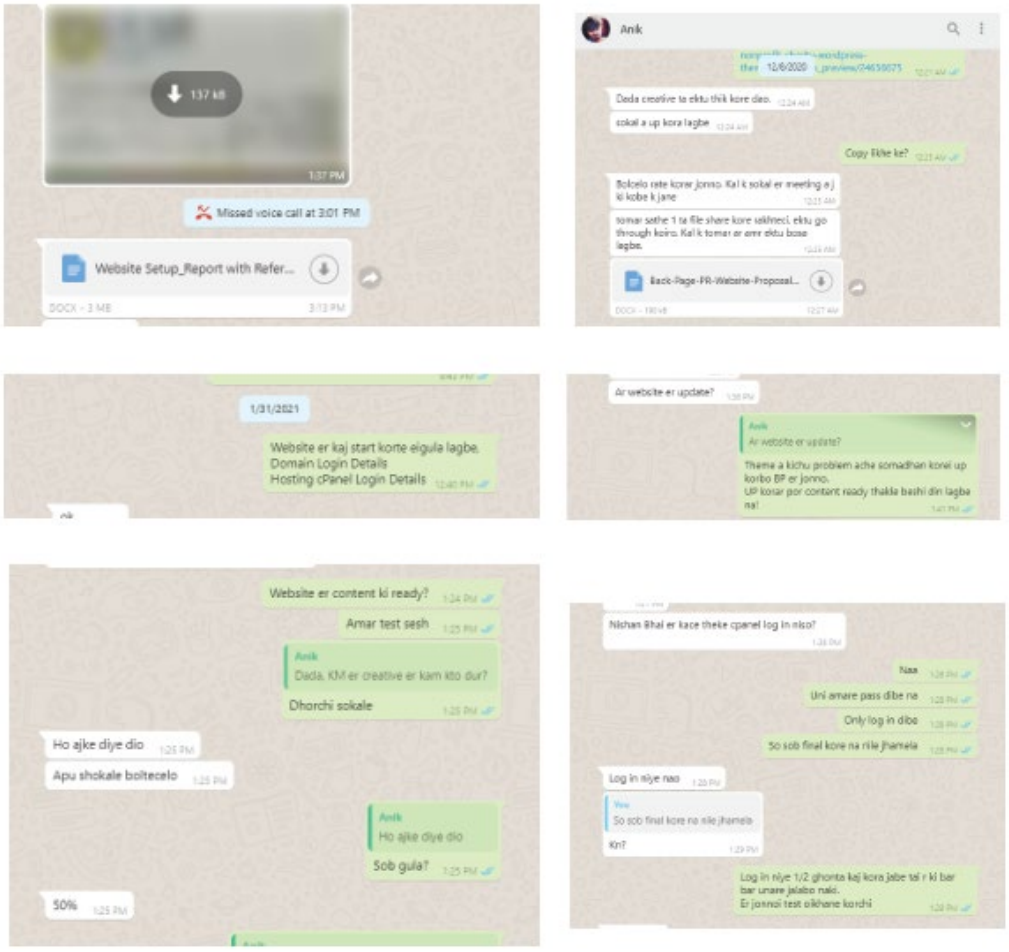


Image 2.1 Discussion about the Website with my supervisor

After a brainstorming session and a mind map of the website, we have decided on how our website will look like and the content we will put in it. Based on careful consideration of the sample websites, the followings are guidelines of creating our website:

1. Build website on a light-colored theme, preferably on White, maintainin our brand colors of illustration purpose.
2. Keep the design clean, simple, and leave white space between the elements.
3. Use minimal/limited number of fonts, preferably one for headers, and one of body text. [HEADER: Couture; BODY: Renogare]
4. Any use of photograpghs should be of high quality
5. Home Page Layout: Sequel PR; Appeance/Color Layout: BigFish; UI Layout: News&Experts
   Reference links:
   https://www.sequelpr.com/?utm_source=themanifest.com&utm_medium=referral&utm_campaign=directory
   https://bigfishpr.com/?utm_source=themanifest.com&utm_medium=referral&utm_campaign=directory
   http://newsandexperts.wpengine.com/
6. Build on minimalistic approach. Often, less can be more!

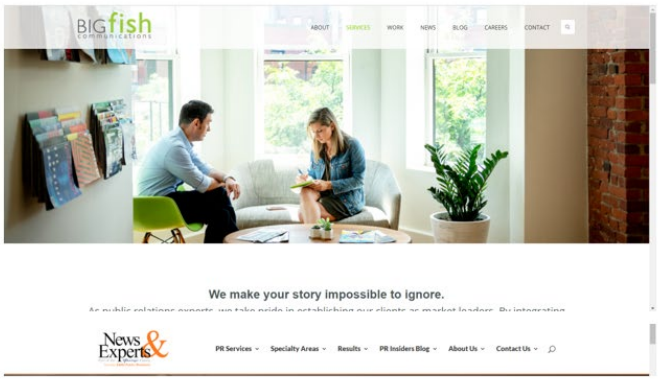
Components/Sections on the Website:

- HOME
- SERVICES
- OUR WORK
- ABOUT US
- CONTACT US
- FREE CONSULATION

(Each category will have sub-section under them)

Image 2.2 Basic Content for Website

RERENCE MATERIAL:





COUTURE
Renogare

Image 2.3 First Reference for Website

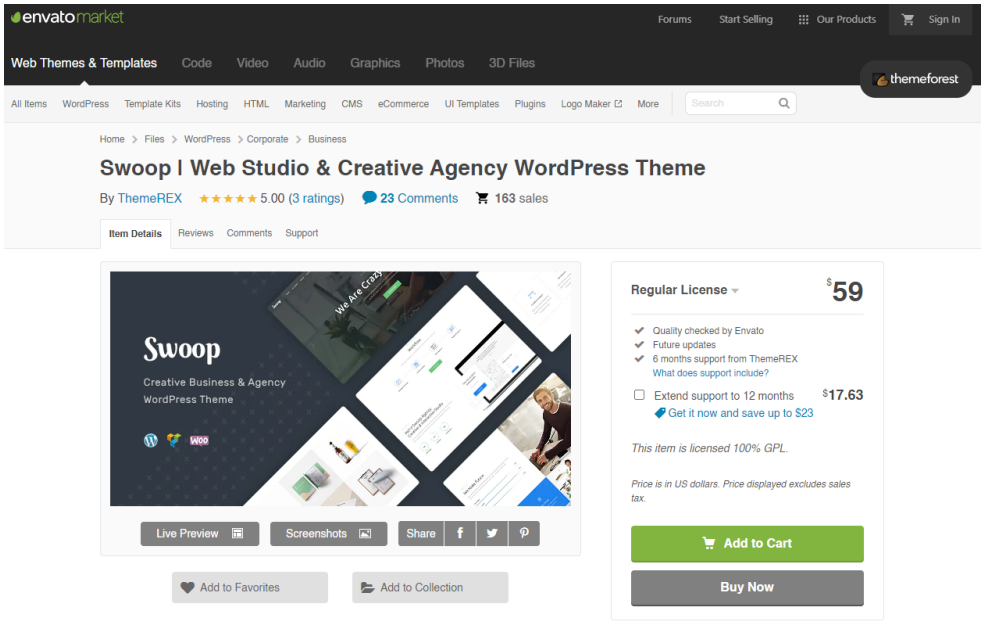


Image 2.4 My Suggestion for The Website

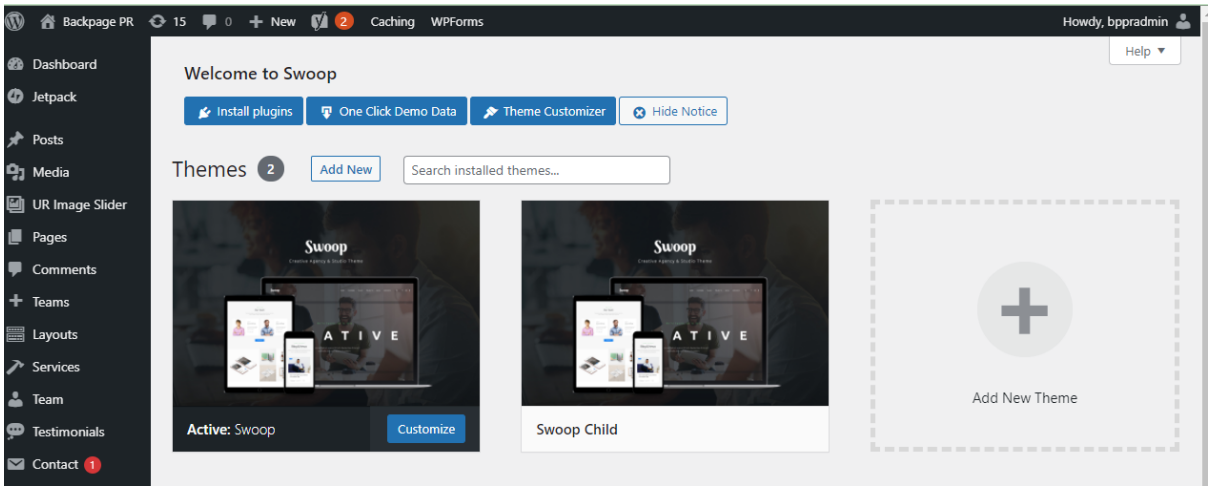


Image 2.5 Uploaded Theme In Website

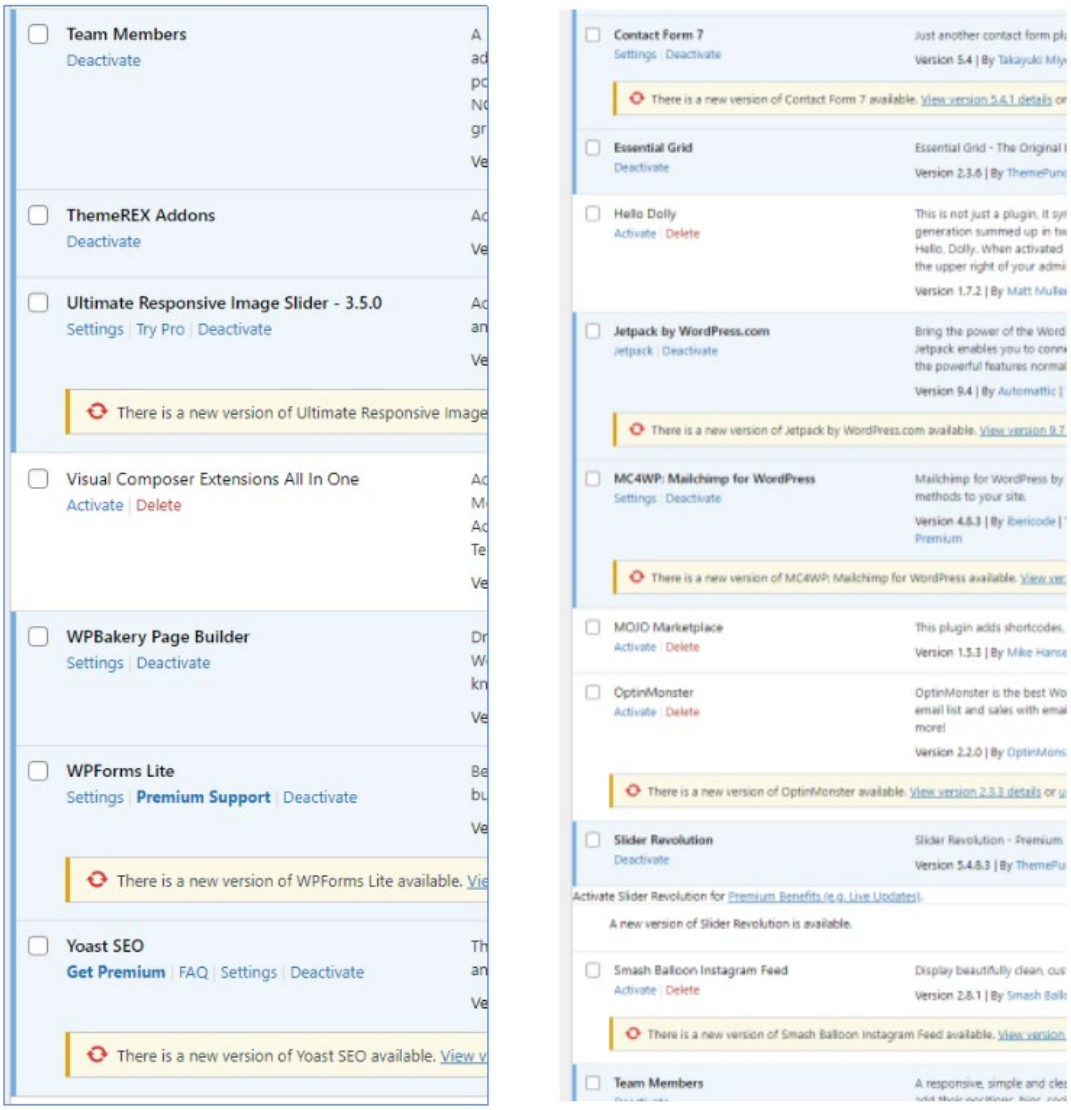


Image 2.6 Uploaded plug-in for the website

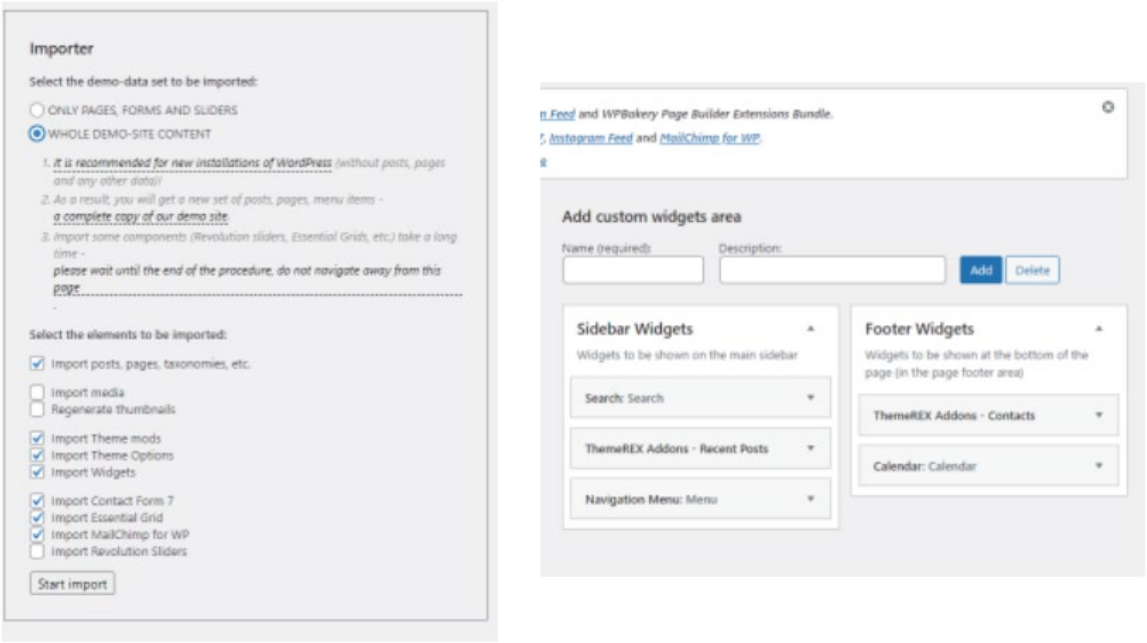


Image 3.7 Demo Data Import Sidebar and Footer Widgets Setup

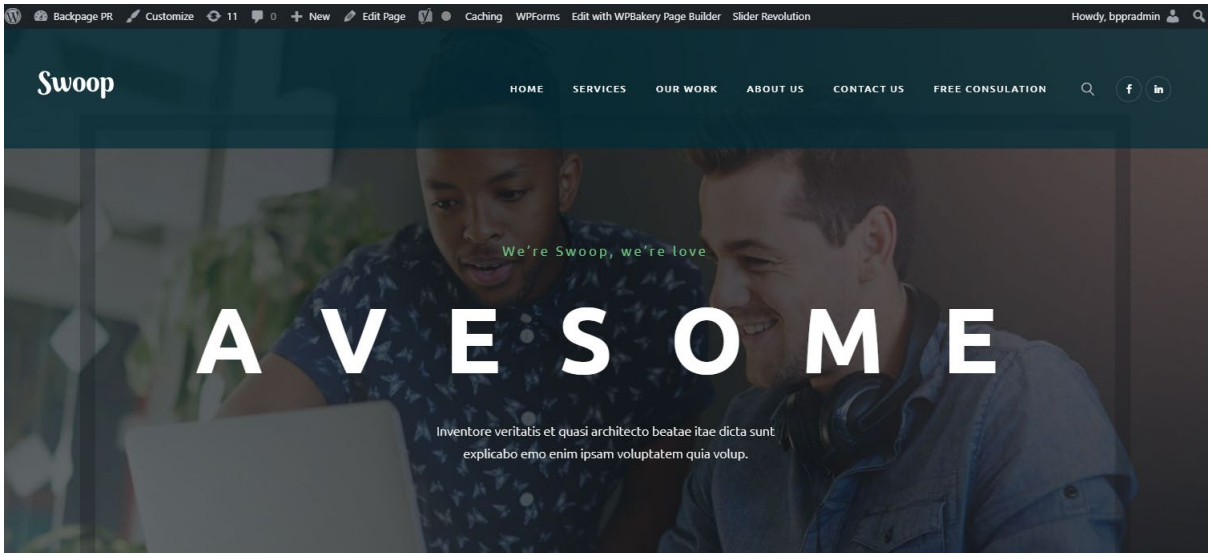


Image 3.8 Website Home Page After Instaling Demo Data



Image 2.9 Reference Still Image and Vector Image I Given to My Supervisor for selection

After uploading the theme, they gave me the proper content and other instruction for the website design.

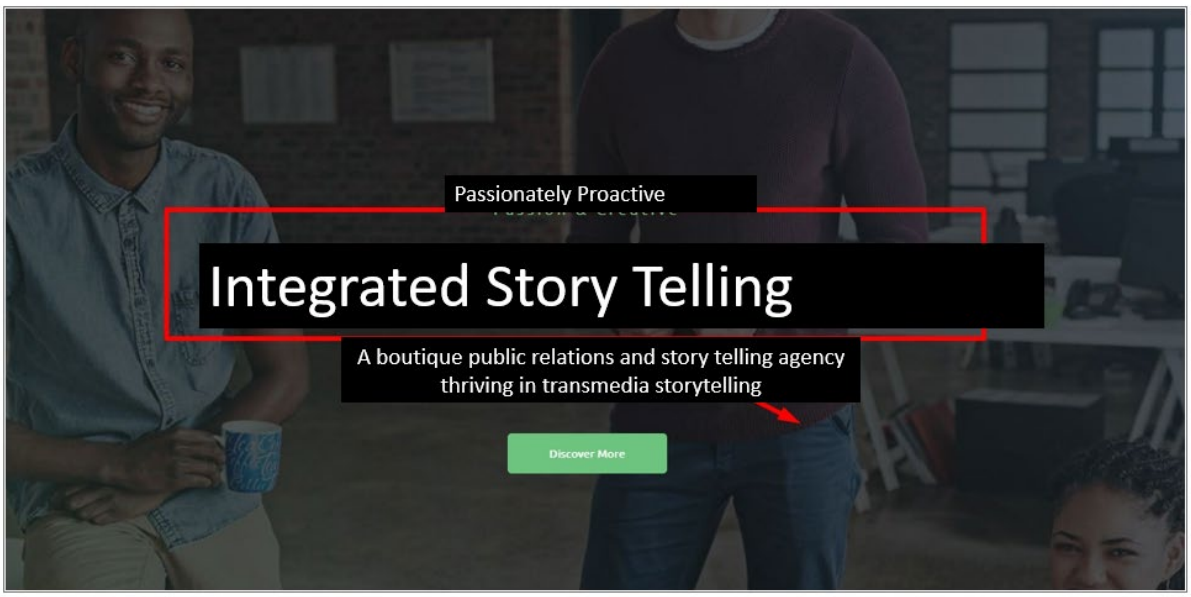


Image 2.10 Content for slide

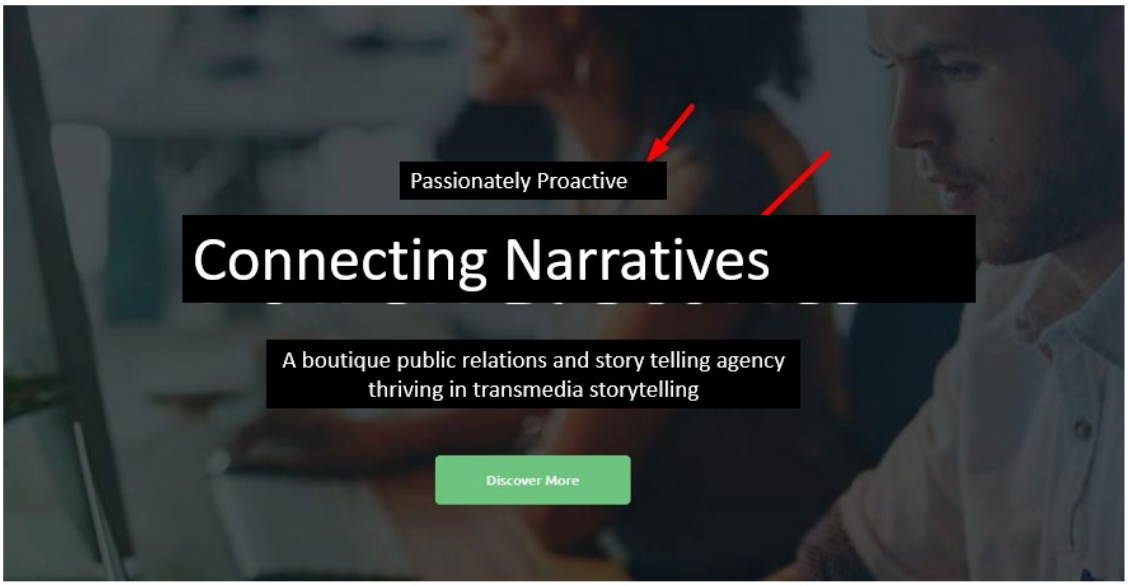


Image 2.11 Content for Slide v2

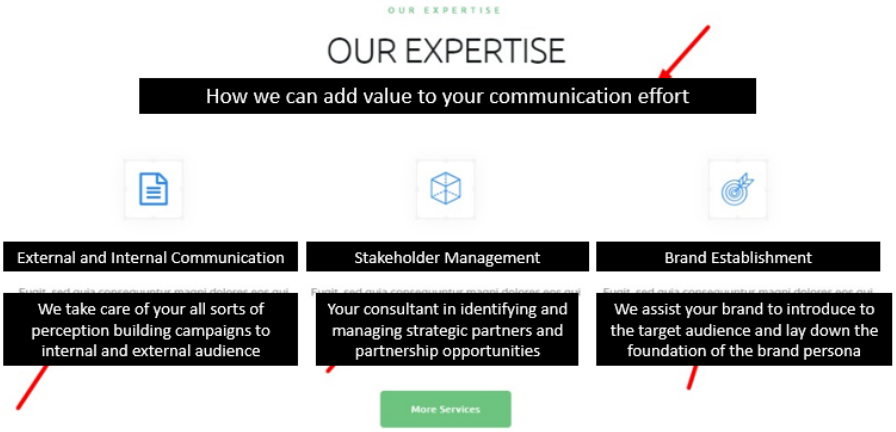


Image 2.12 Content for OUR EXPERTISE Section

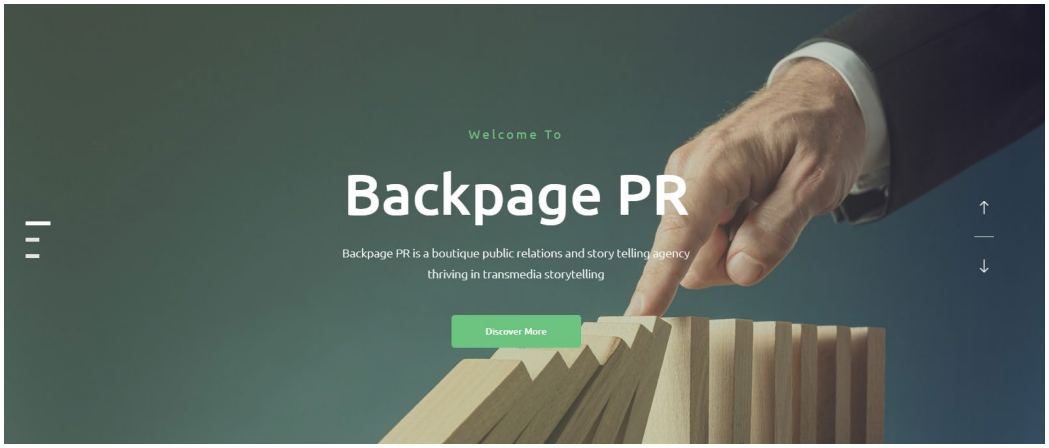


Image 2.13 First Slide After I Design

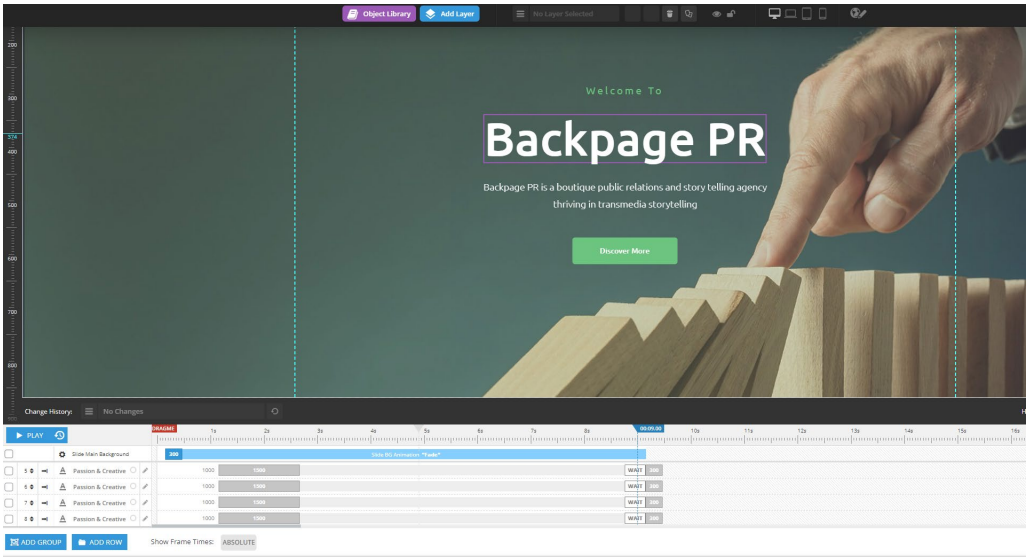


Image 2.14 Slider Design with Slider Revolution

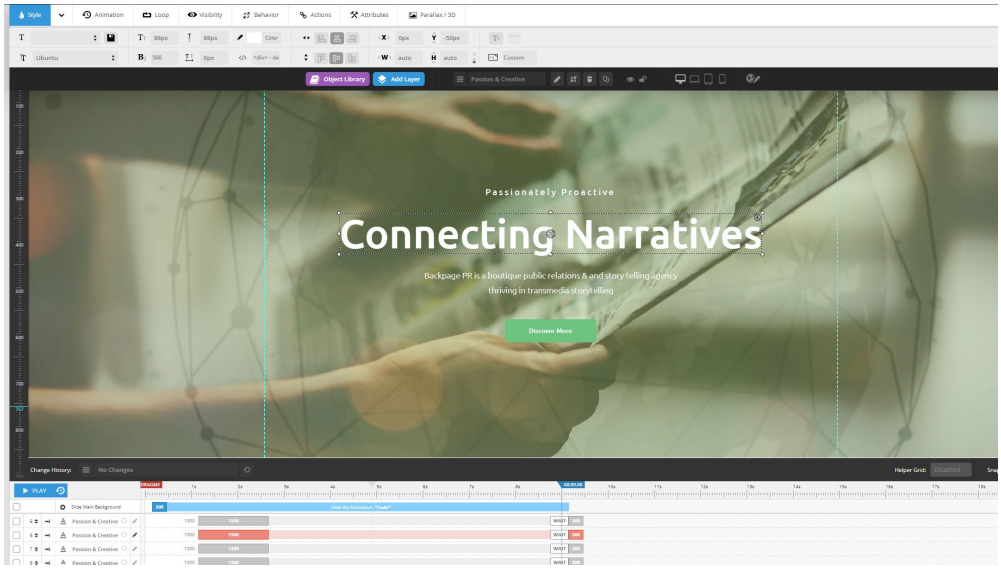


Image 2.15 Third Slide Design

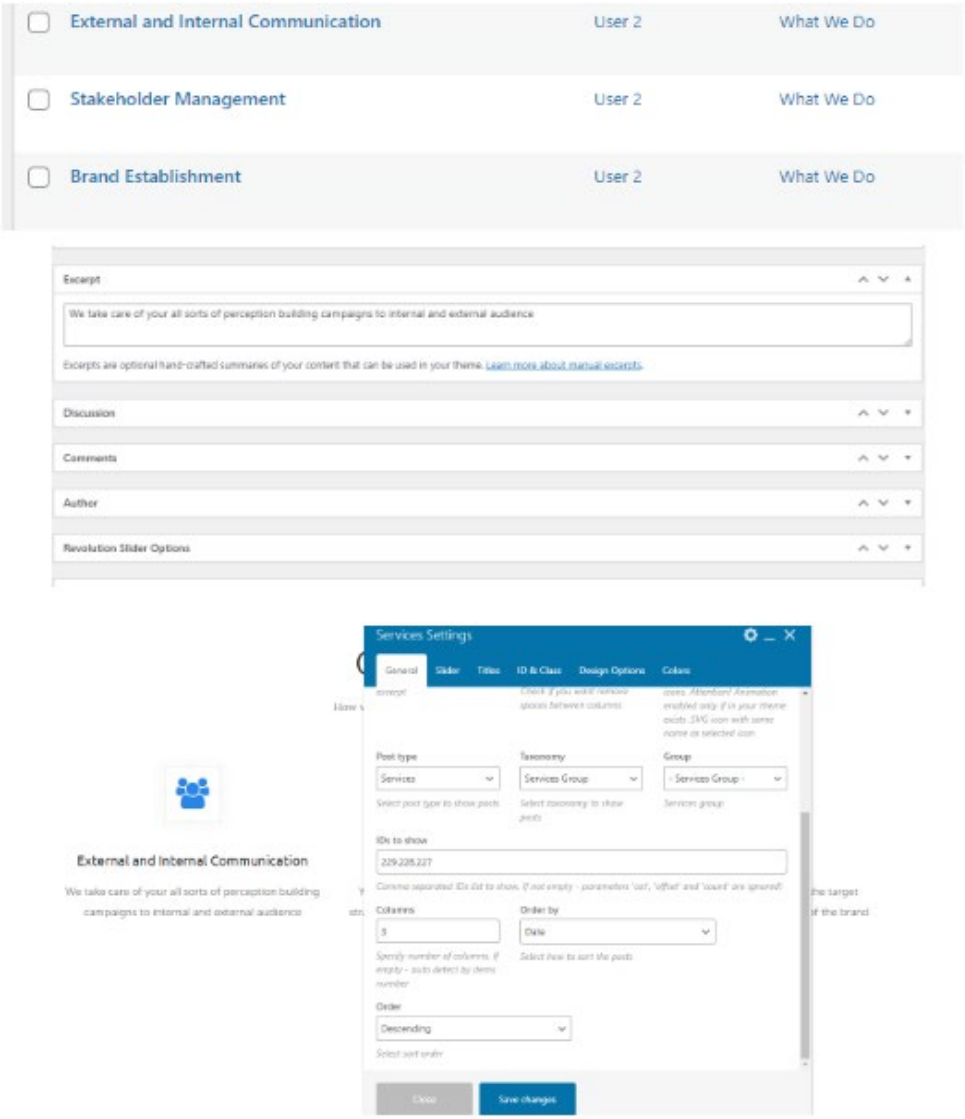


Image 2.16 OUR EXPERTISE Part Design

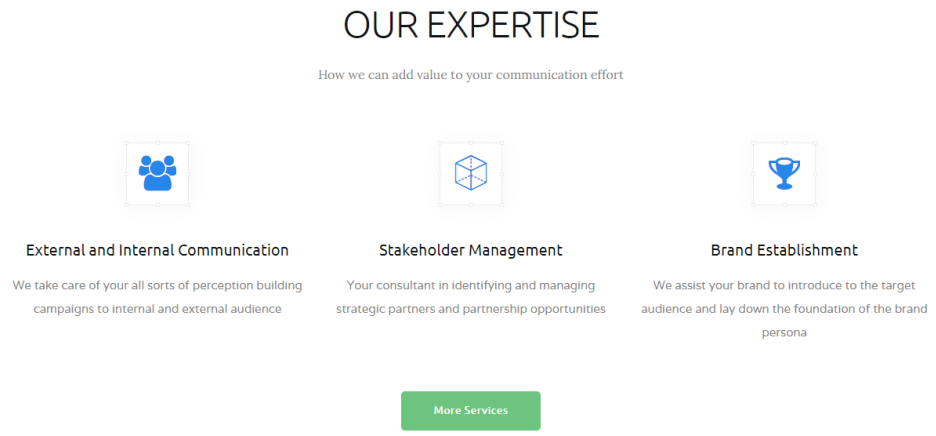


Image 2.17 Final Output of this Section

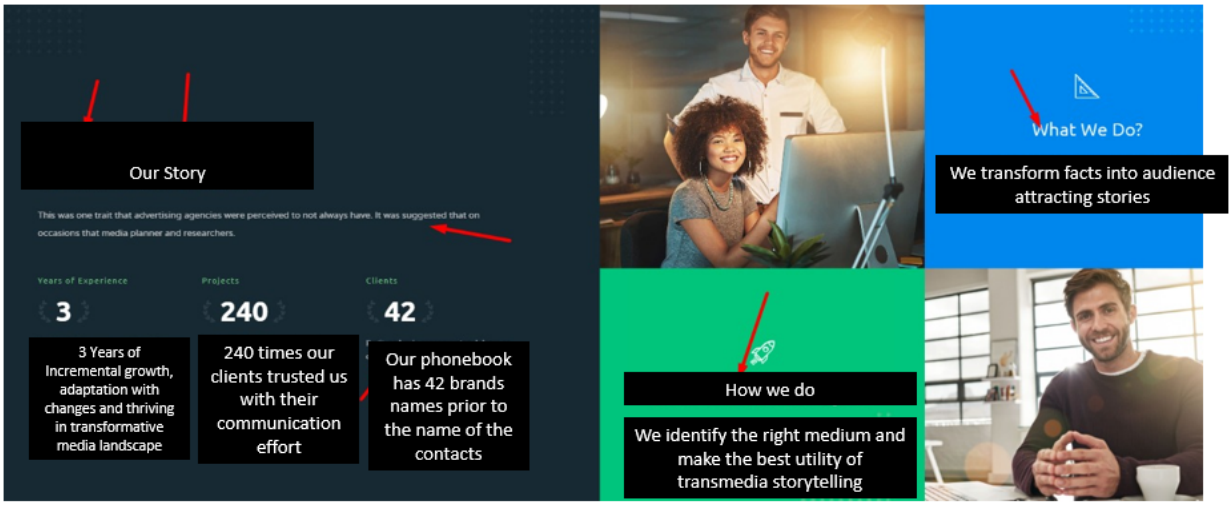


Image 2.18 Our Story Part Content

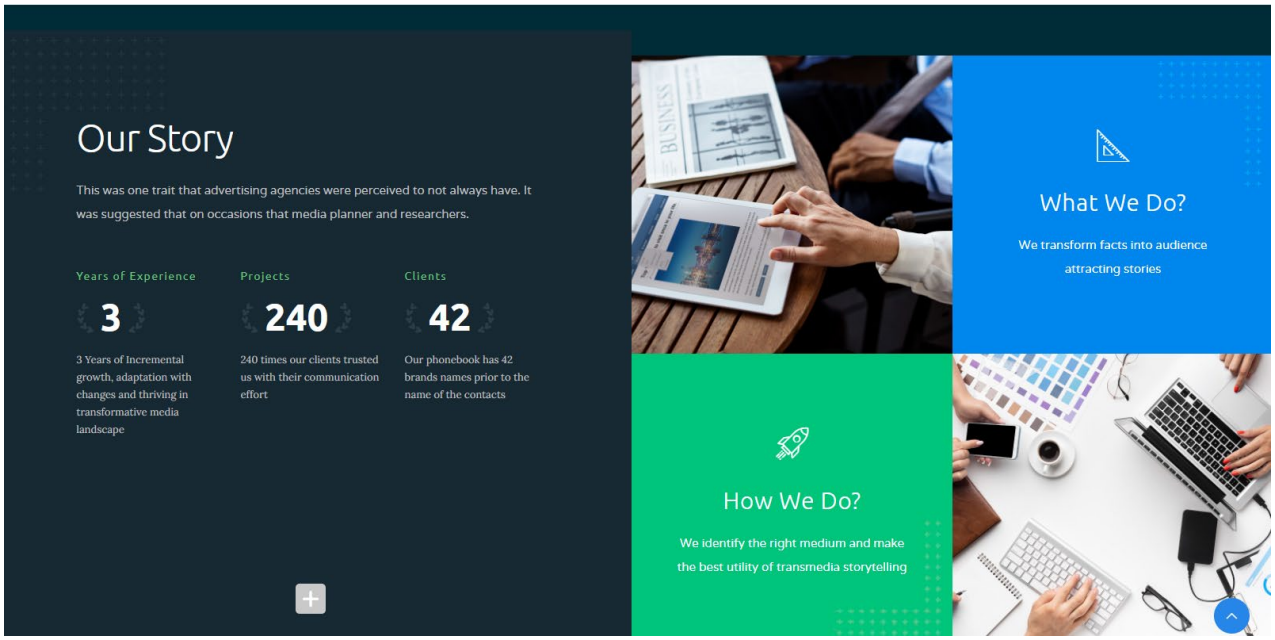


Image 2.19 Final Output for this Part

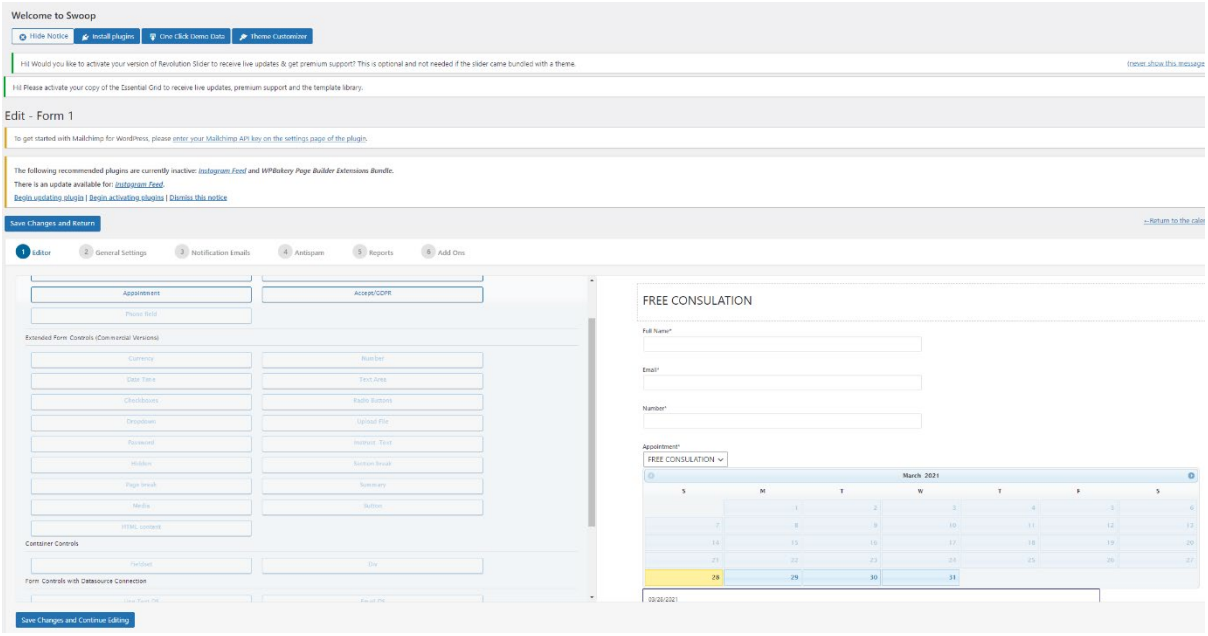


Image 2.20 Customized Free Consultation Section

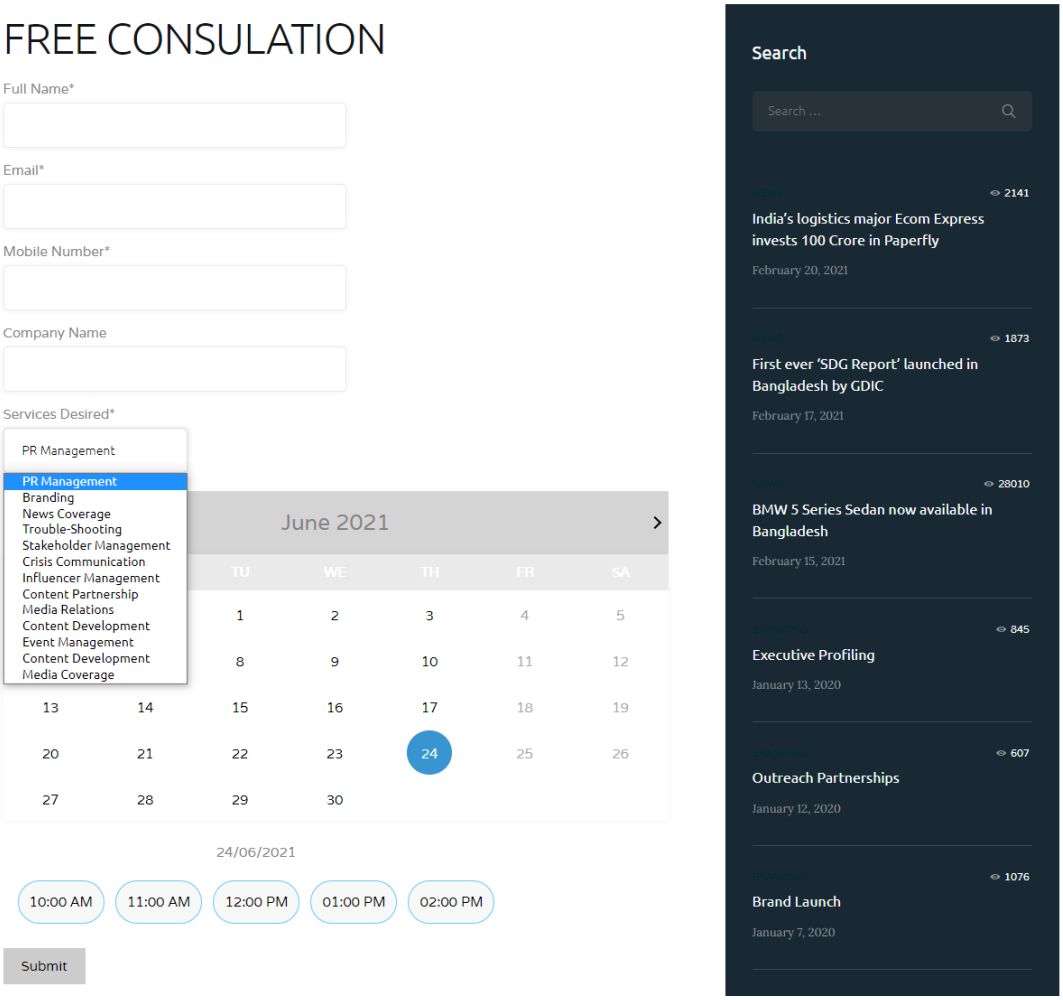


Image 2.21 Final Output of Free Consultation Section

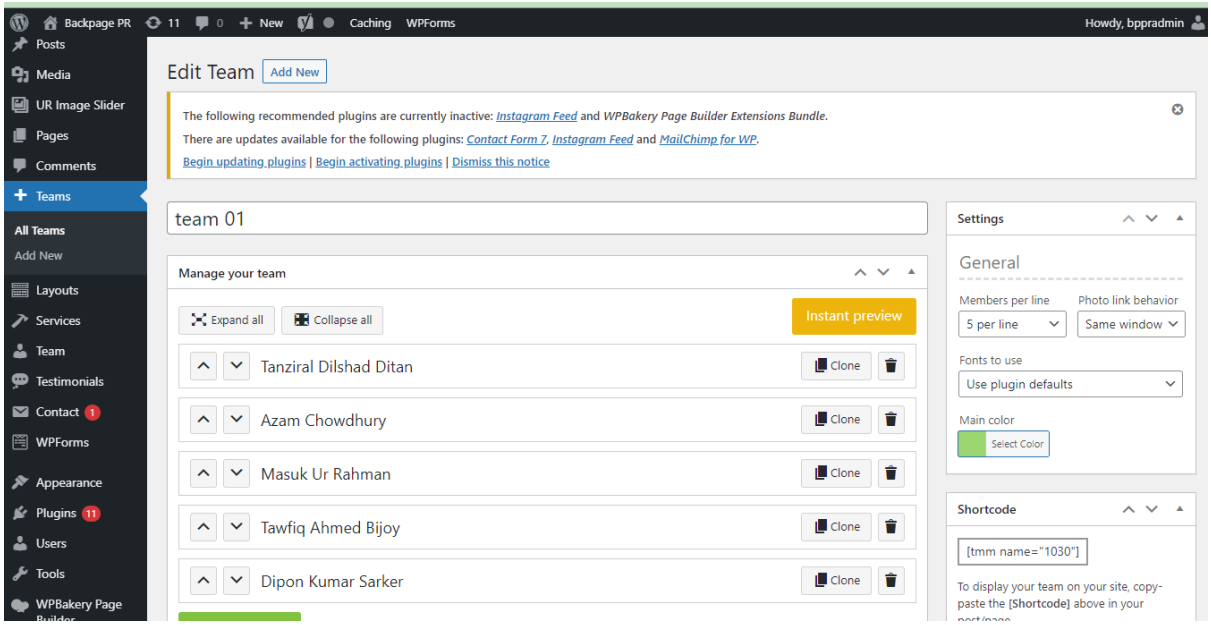


Image 2.22 Creating Team Section

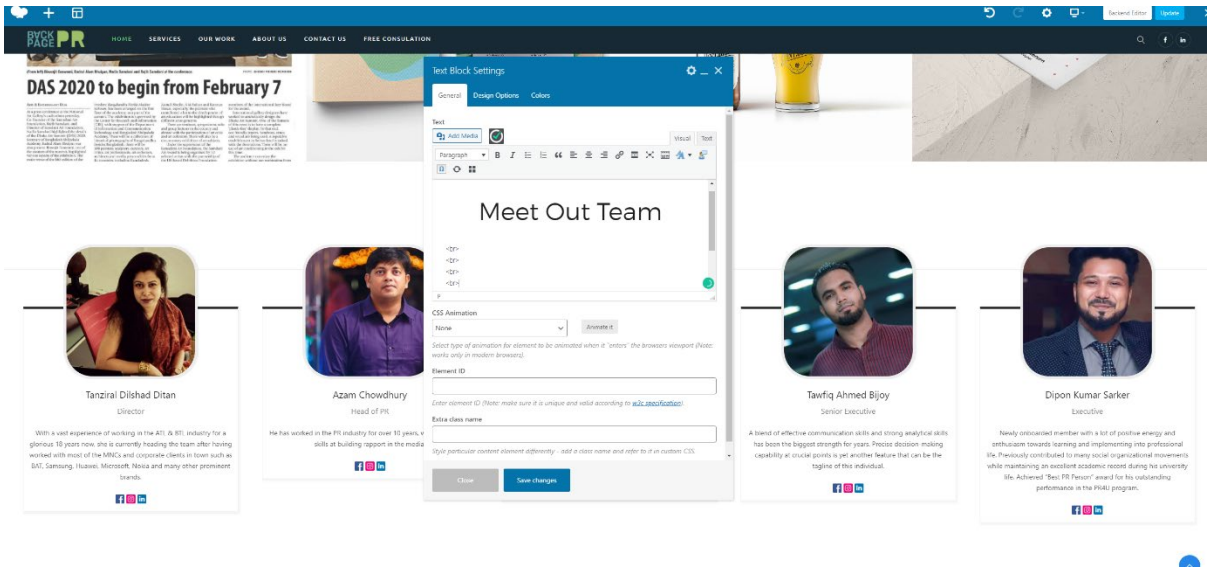


Image 2.23 Team Section Design and Output

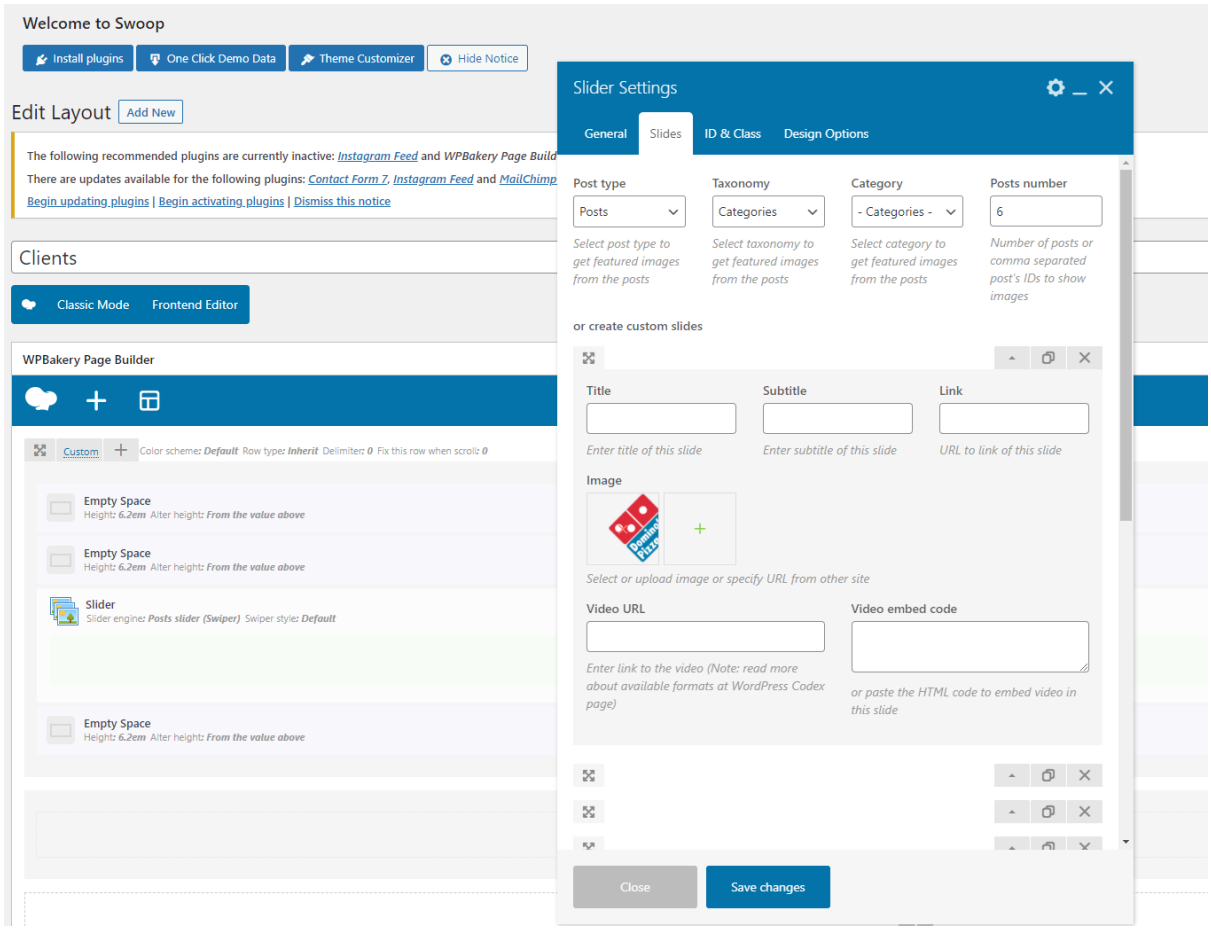


Image 2.24 Clients Section Design



Image 2.25 Final Output of Clients Section

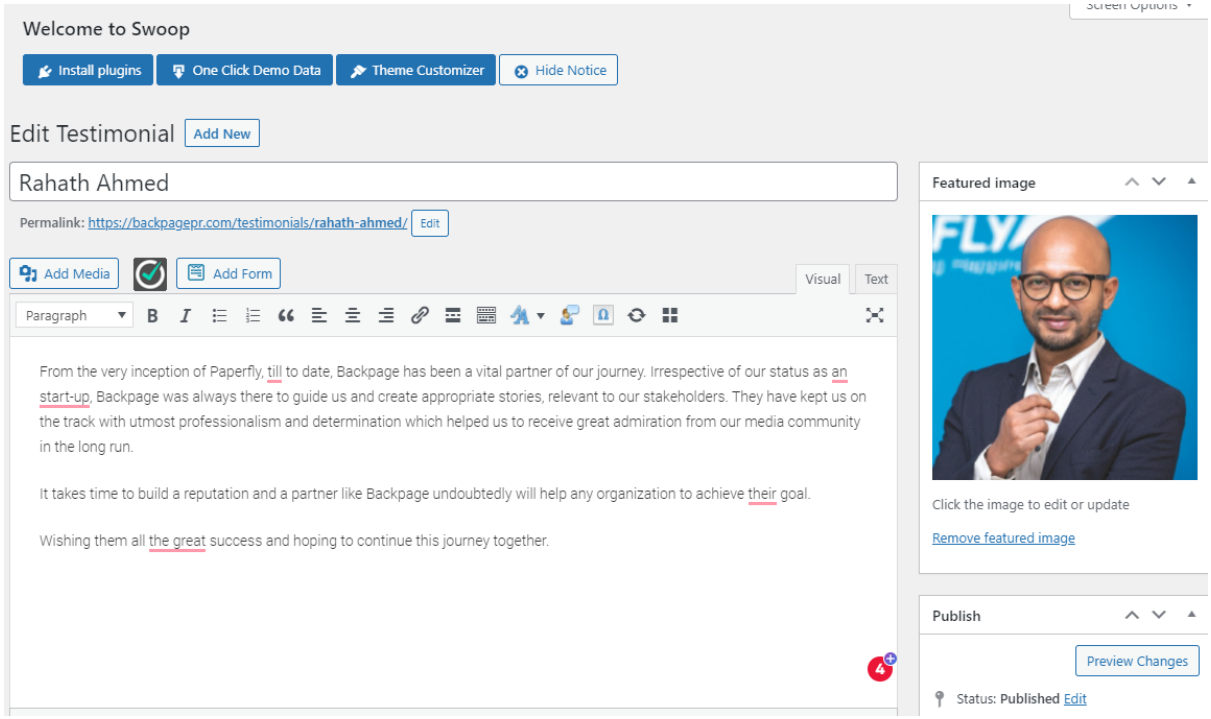


Image 2.26 Edit Testimonial Section

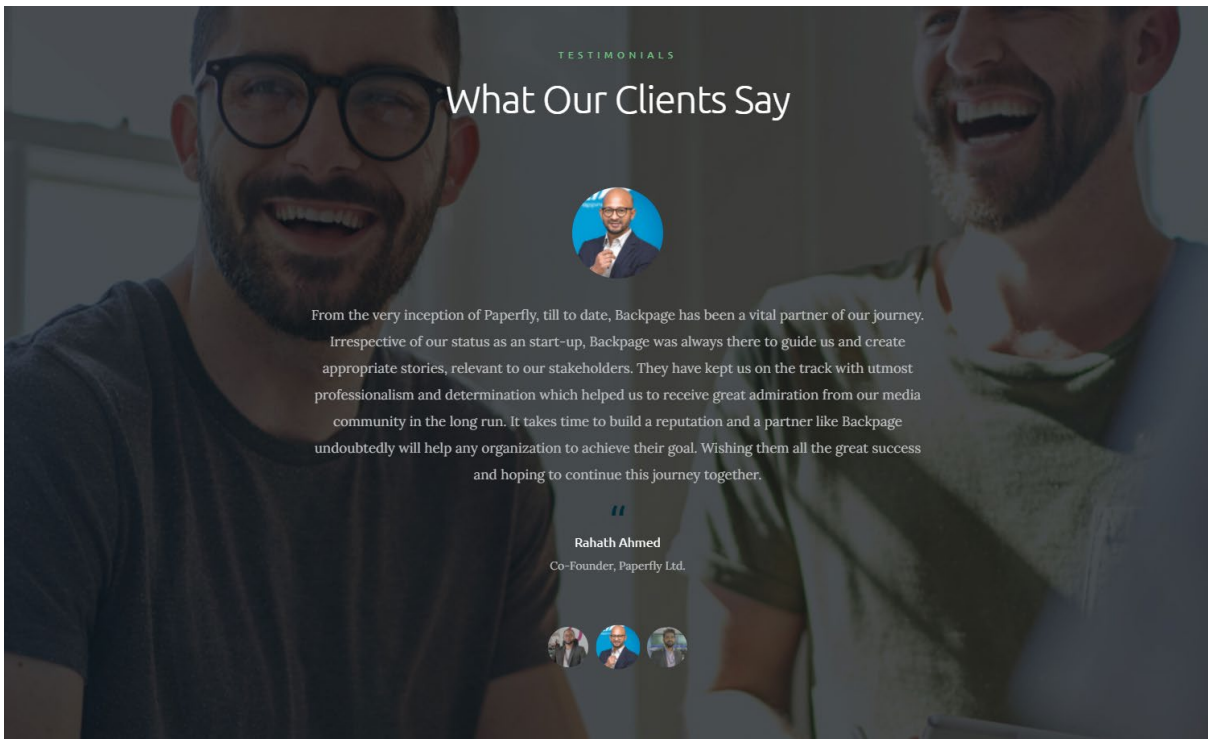
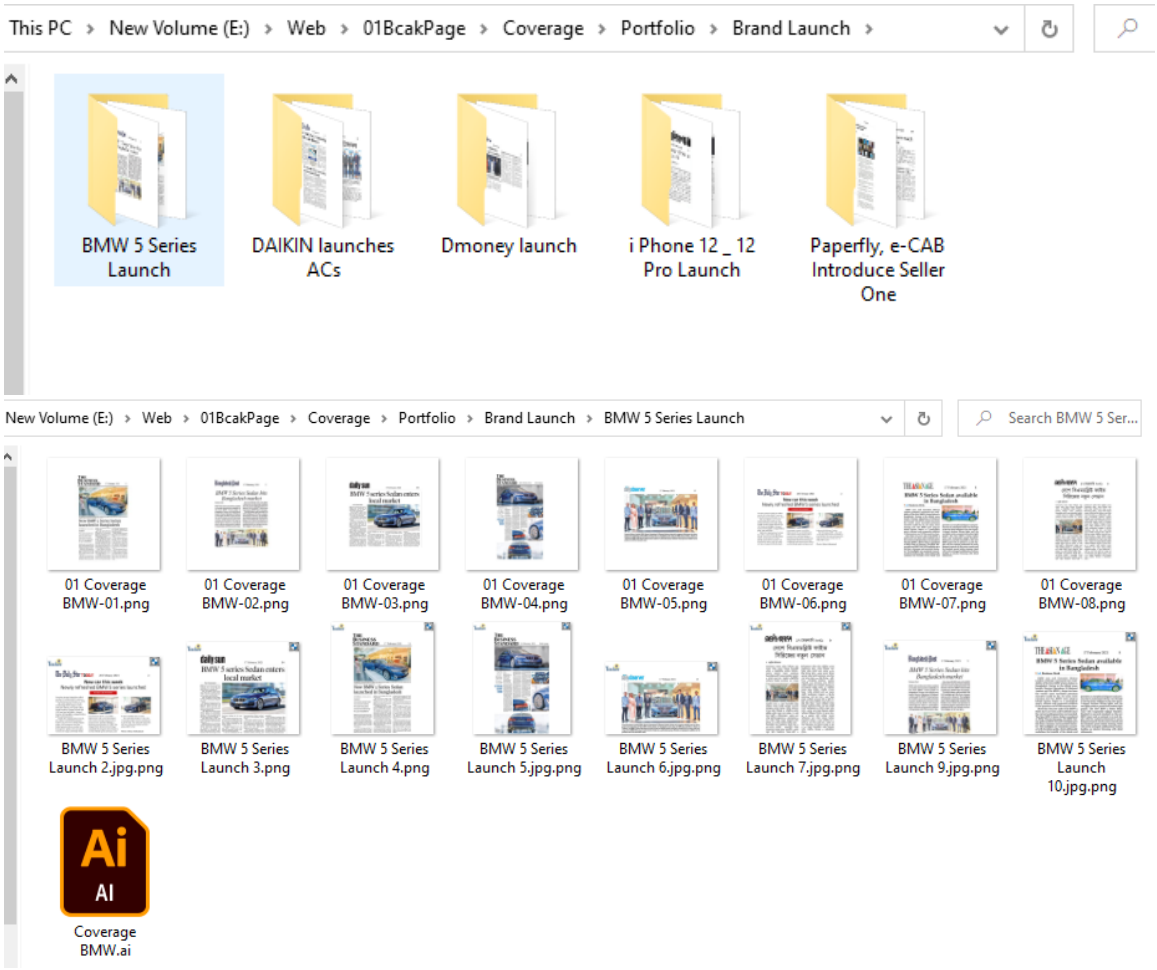


Image 2.27 Final Output of Testimonial Section

In this way, I complete the design of all the sections in time. I turned to an expert to solve a critical issue on this Website, and I solved the problem.

Screenshot of some elements and content that I use on the Website:



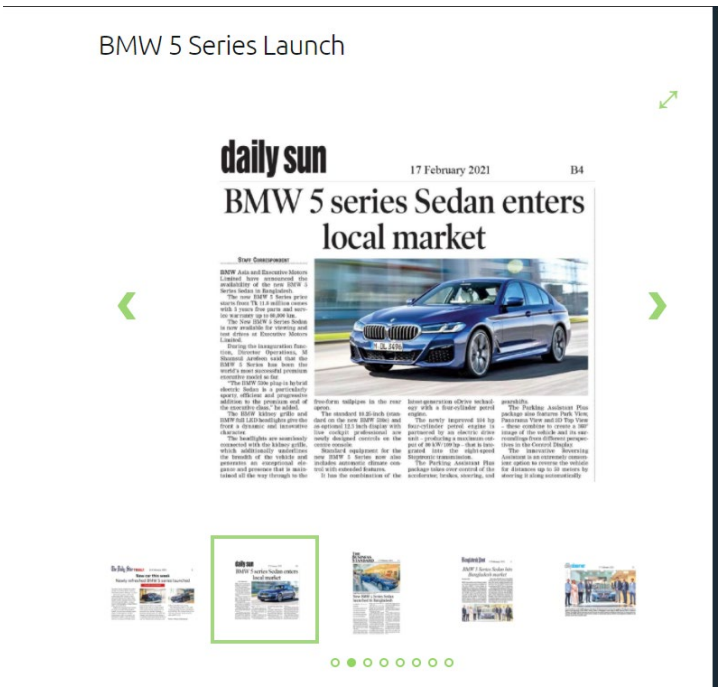


Image 2.18 Brand Launching New Coverage That I Used In Notable Project Section alone with others brand launching series. Link:- https://backpagepr.com/brand-launch/

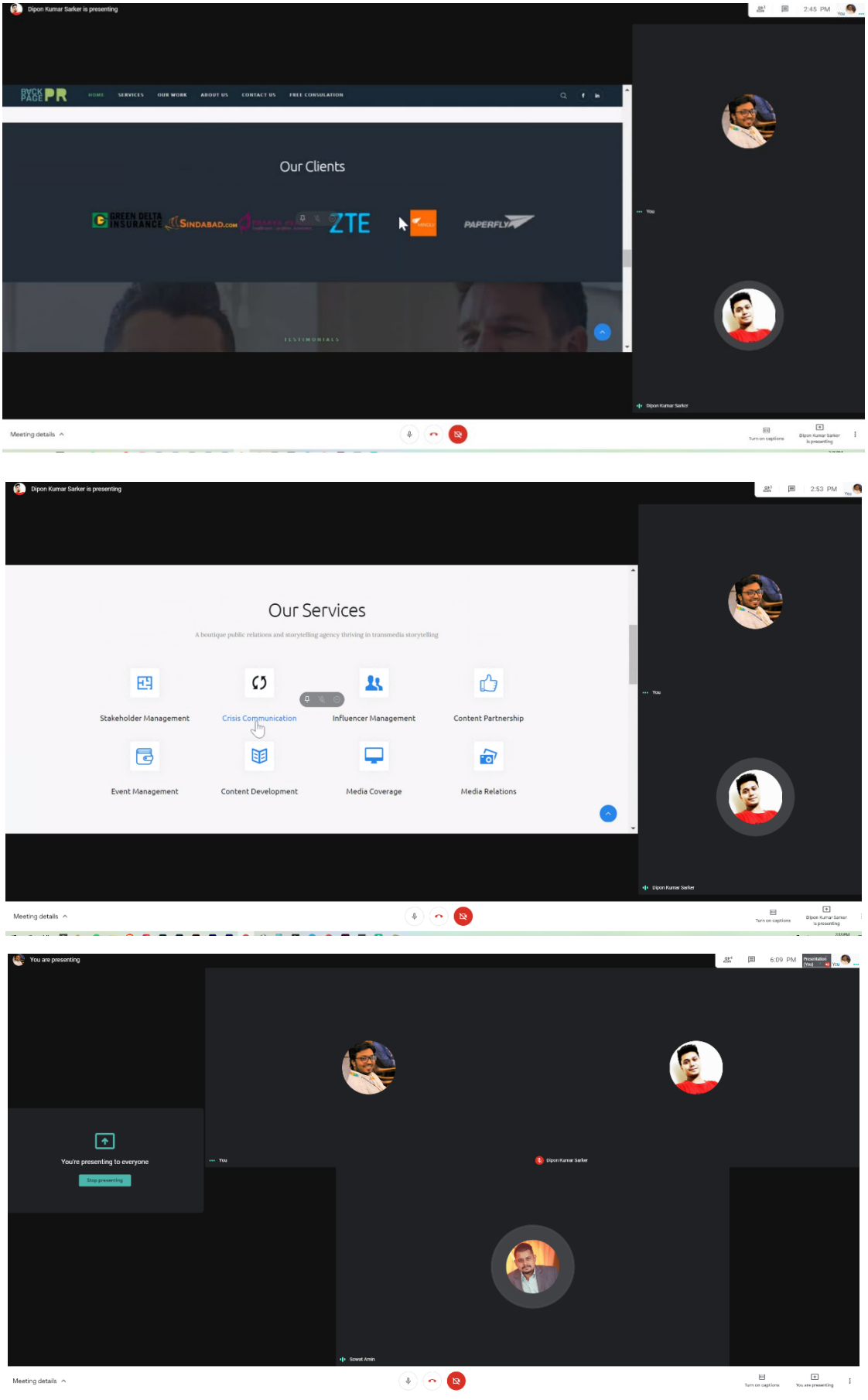


Image 2.28 Handed Over Website with Meeting with Supervisor

Challenges

• Finishing the website work along with other work was quite challenging

• I didn't have much idea about CSS and MetaData. If there were a CSS and MetaData problem, it would be difficult for me to solve it.

• I have never worked with a WPbakery Page Builder before, so working with this WPbakery Page Builder was quite challenging.

Mistakes:

First, I have made several mistakes in this project; mistakes were:

- I forget to compress the images
- Forget to add one menu in the header menu.
- Forget to add the logo in the footer.
- I made a mistake with the mobile menu bar (Didn't add a menu in the Mobile view).

After their feedback, I solved these problems.

Learnings:

I have learned so many things to do this project.

- I have learned working with WPbakery Page Builder
- I have learned WordPress SEO
- I learned Essential Grid
- Learned how optimized Website in Google Search

Website Link: www.backpagepr.com

PROJECT 03

Project Name: Women's Day Awareness Infographic Video Production

Project Type: Video Production

Gear and Software I Used for this Project: Sony A6400 Camera, Sony 35mm Prime Lens, Sony 24-105mm Lens, iPhone 12 Pro, Adobe Premiere Pro, Adobe After Effect, Adobe Illustrator

Duration: 01:58 Seconds

Project Details: This video was created for Awareness on Women's Day. The statistics of harassment of women in different cases have been highlighted in this video. Before the pre-production of this video started, the Director of our agency called me in the office and hand over the entire responsibility of making this video to me. I took the job as a kind of challenge. In the beginning, I was quite scared, and later I was able to overcome all the fears.

My Task and Responsibilities: The video script was shared in the Group on February 28, but I didn't know that I had to do the video. On March 4, our agency director called me into the office and handed over the production for this video. She tells me the video concept, and I give them a list of what is needed to make this video. I had to do everything pre-production, production, and post-production for this video. My task and responsibilities were in this video production,

- Pre-Production:
    - Arranged Gear (Camera, Tripod, Gimble)
    - Rent LED Light
    - Design Placard
    - Print Placard
- Production:
    - Props Setup
    - Light Setup
    - Cinematography
- Post-production
    - Edit Video

- Add Motion Text to Video
- Edit Music

- Others Task
  - Upload Video to Facebook and Instagram
  - Boost Video on Facebook
  - Distribute Video

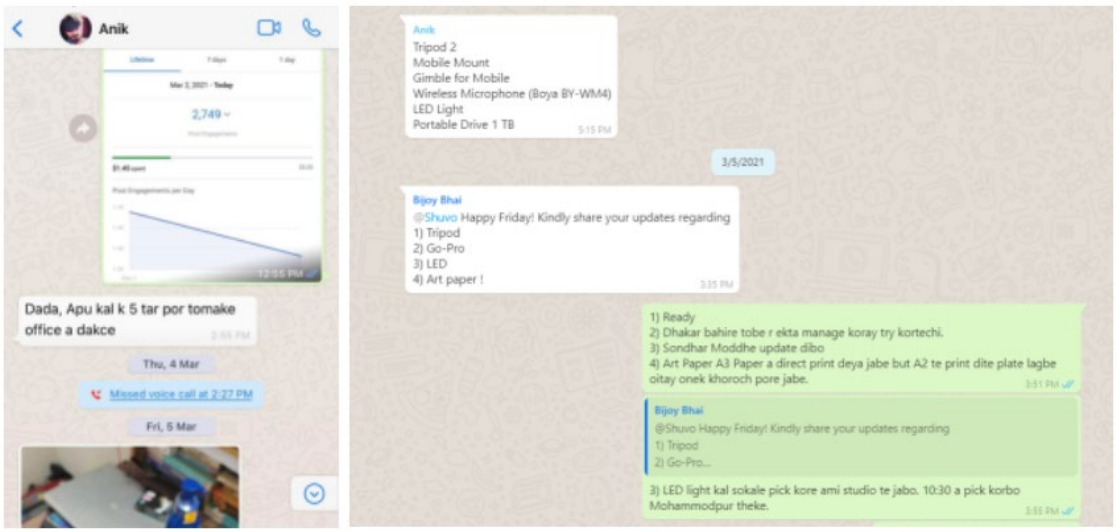


Image 3.1 Production Process after Meeting

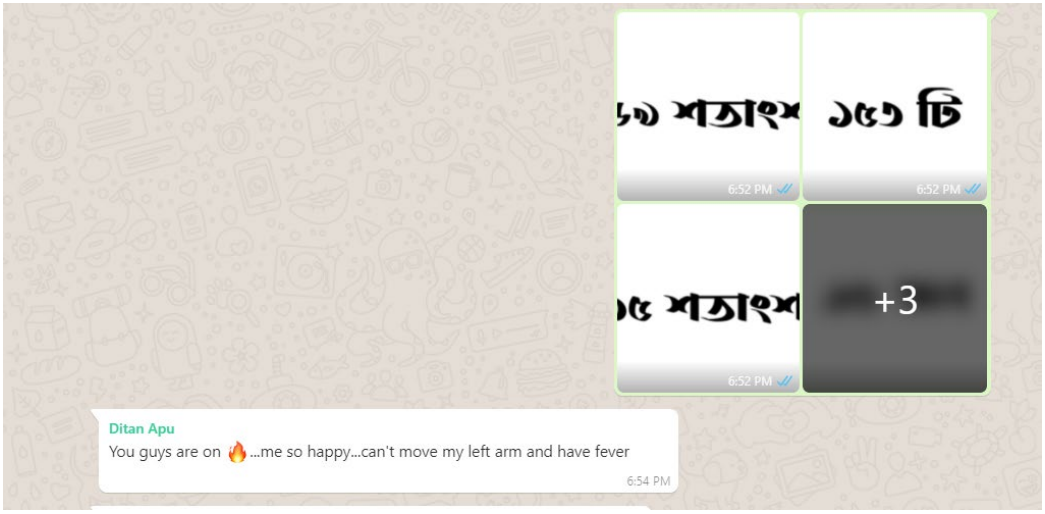


Image 3.2 Placard that I shared on Group

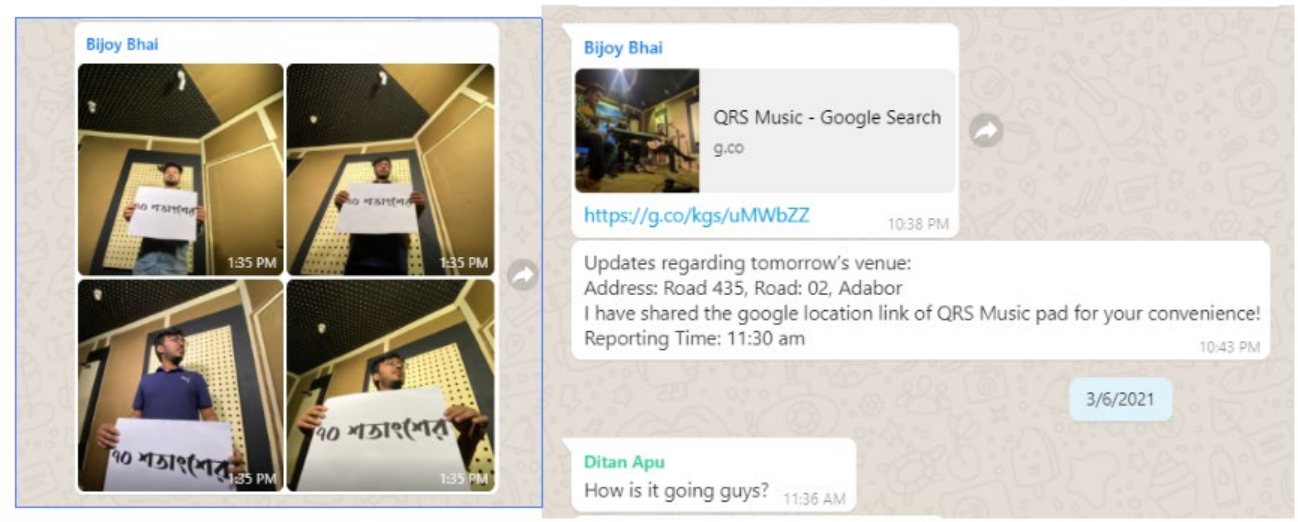


Image 3.3 Trail and Update on Production



Image 3.4 Some B-Roll and Trail Shot Files

After Hundred of Shot, our Director decide to make it one shot. Then he told me his concept then I finished the video under his direction.

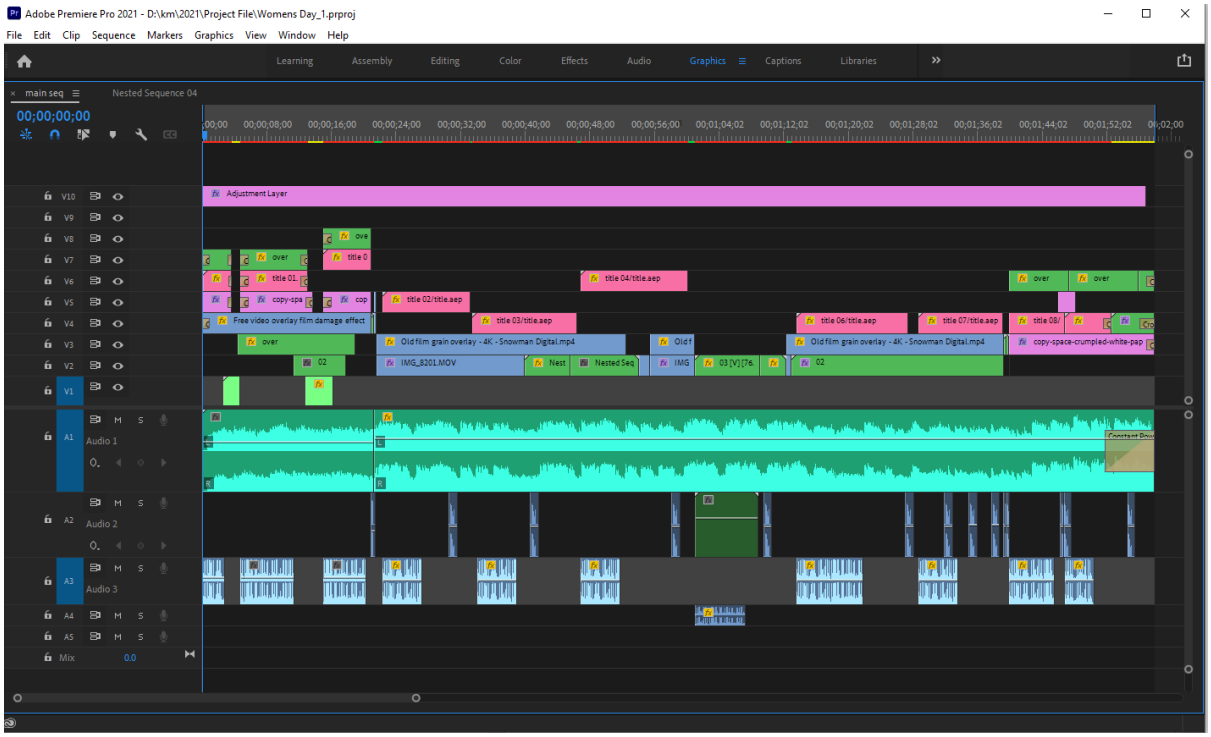


Image 3.5 Video Editing Timeline

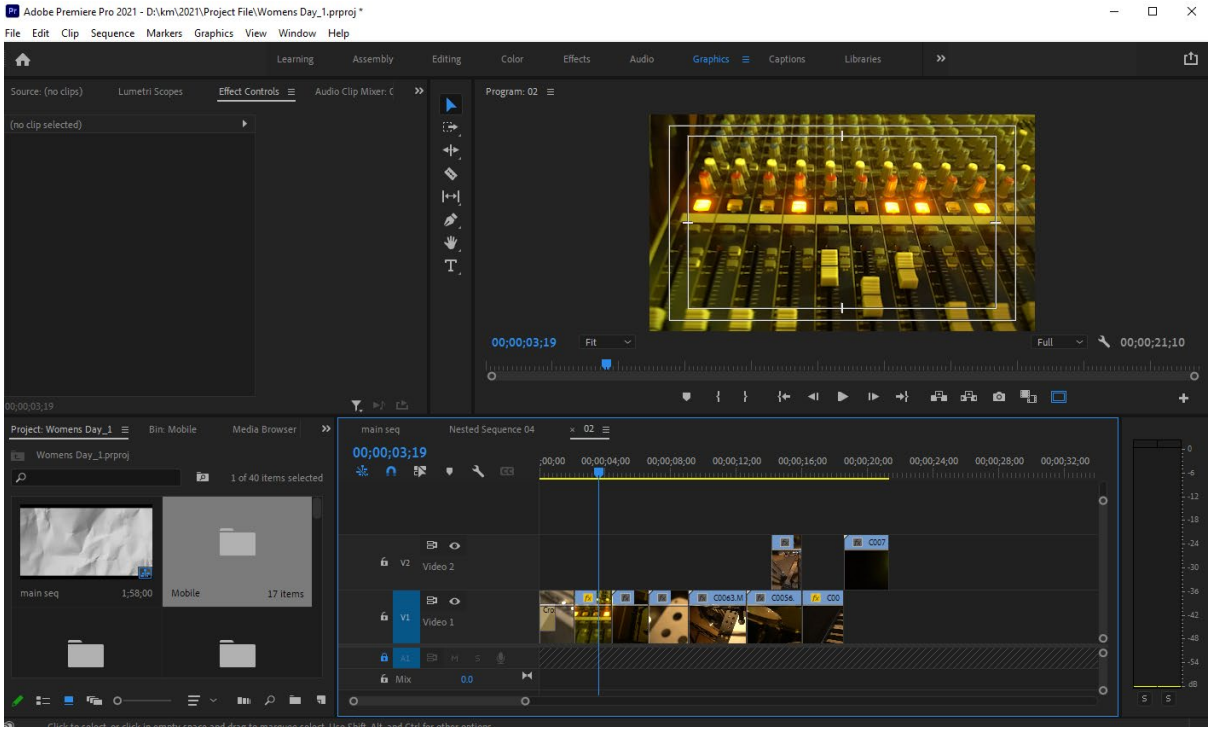


Image 3.5 b-Roll Sequence

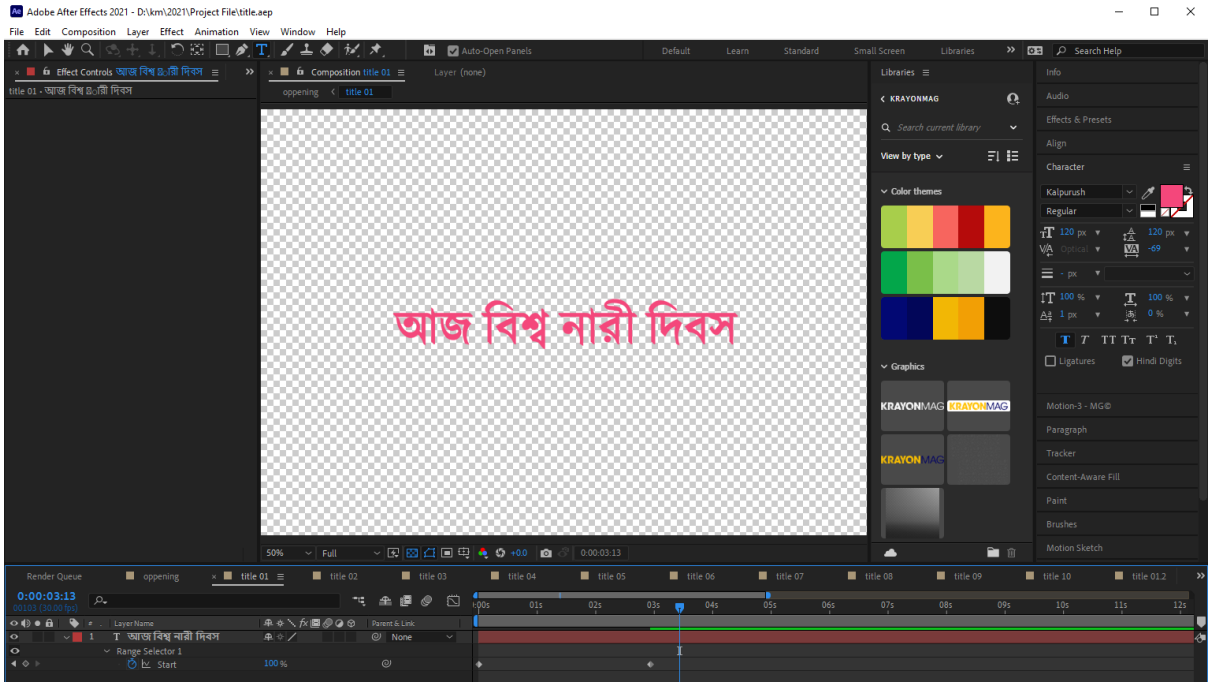


Image 3.6 Title Text Motion In After Effect

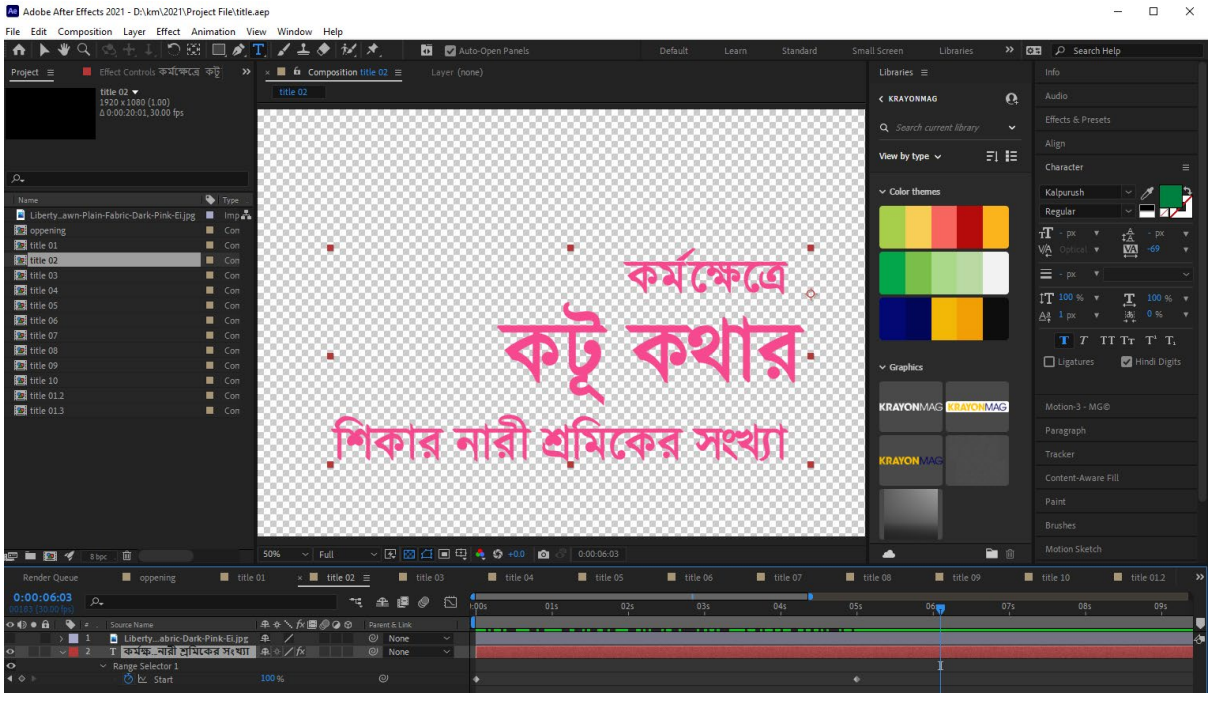


Image 3.7 Title Motion in After Effect

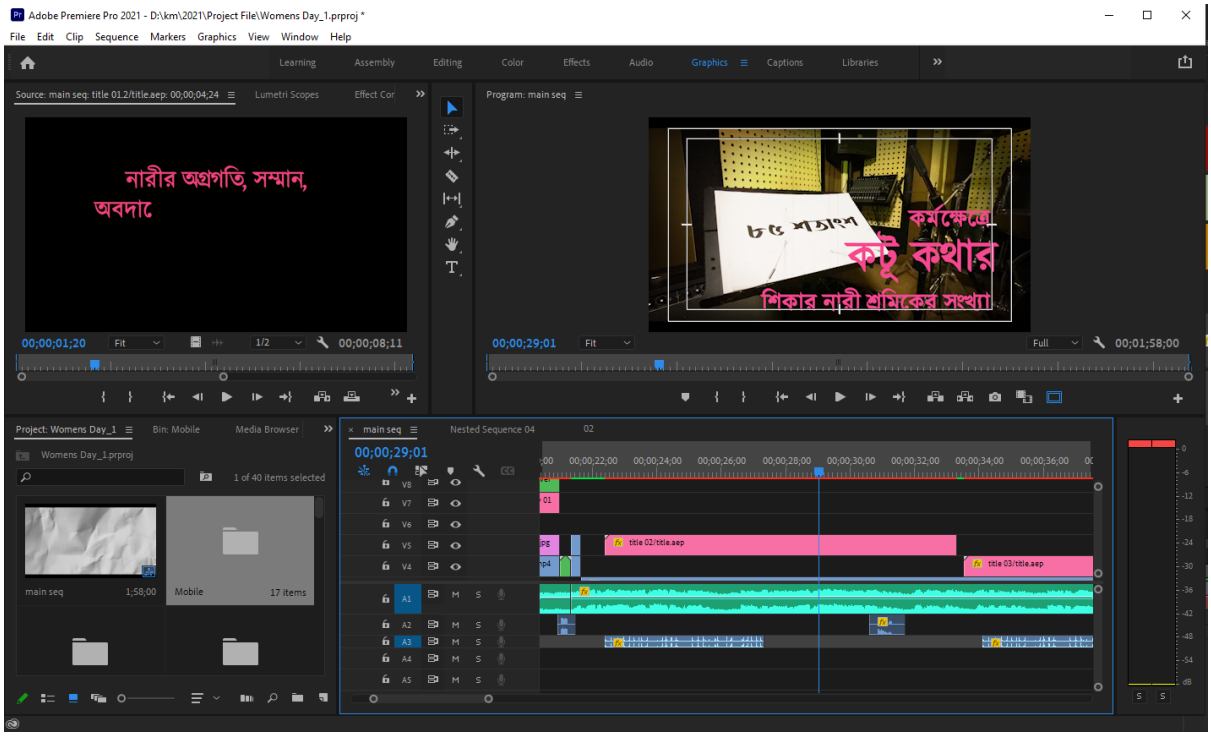


Image 3.8 Final Output in Premier Pro of Motion Title

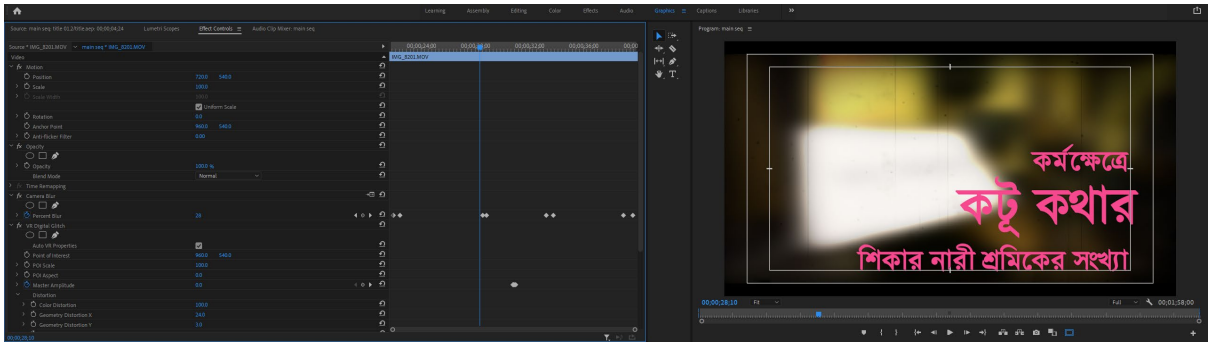


Image 3.9 Post Production Focusing (Before Focus)

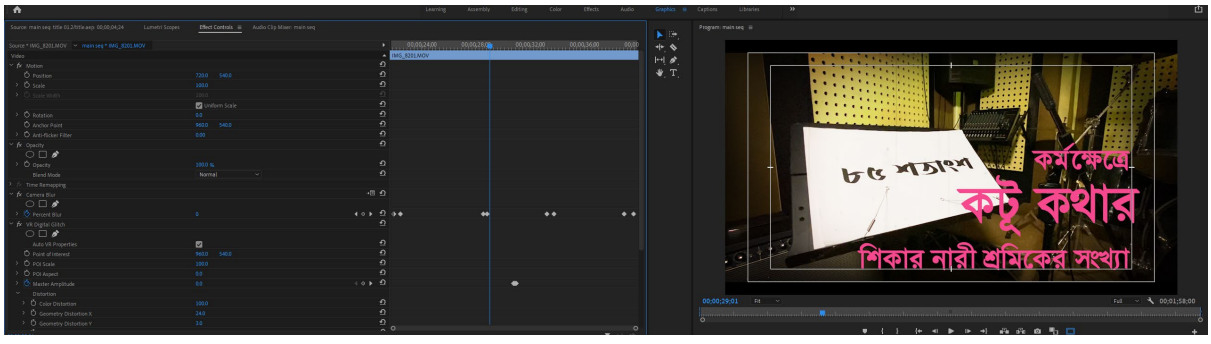


Image 3.10 Post Production Focusing (After Focus)

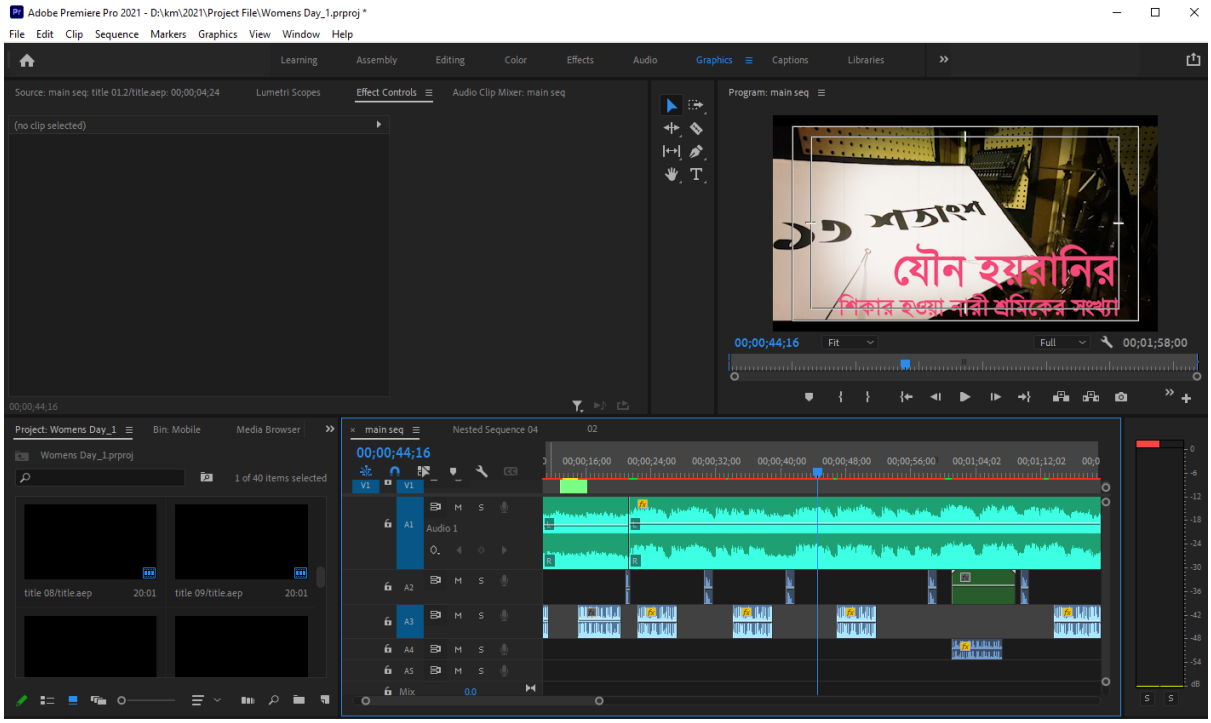


Image 3.11 Sound Editing Part

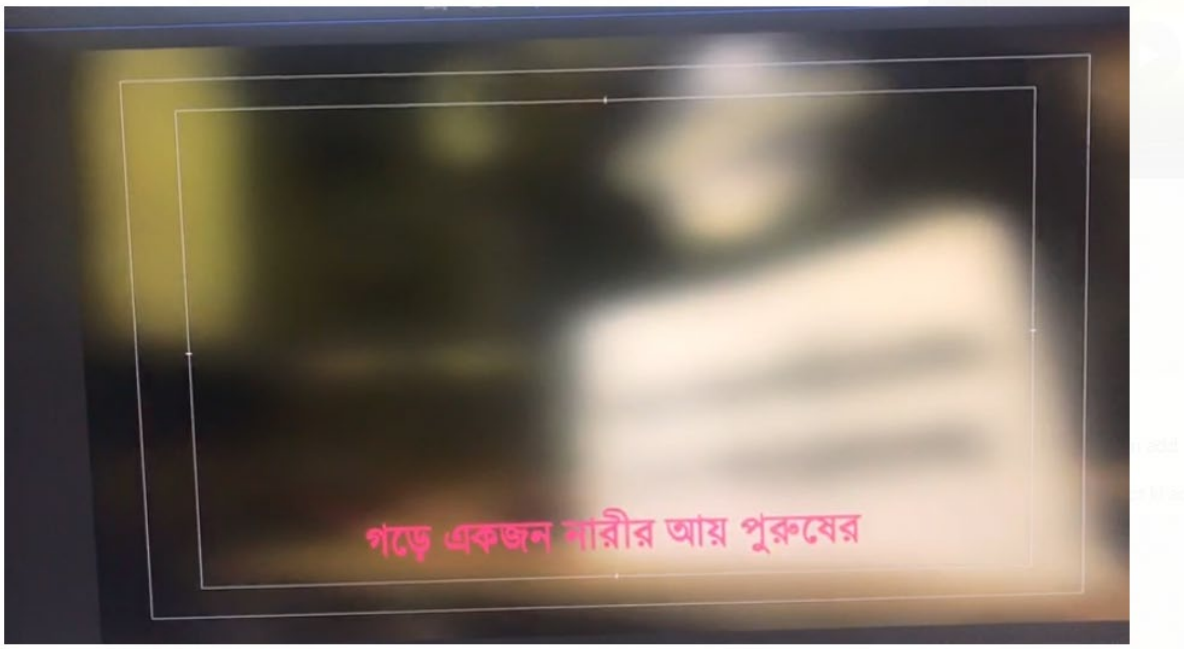


Image 3.12 Text in First Draft Edit

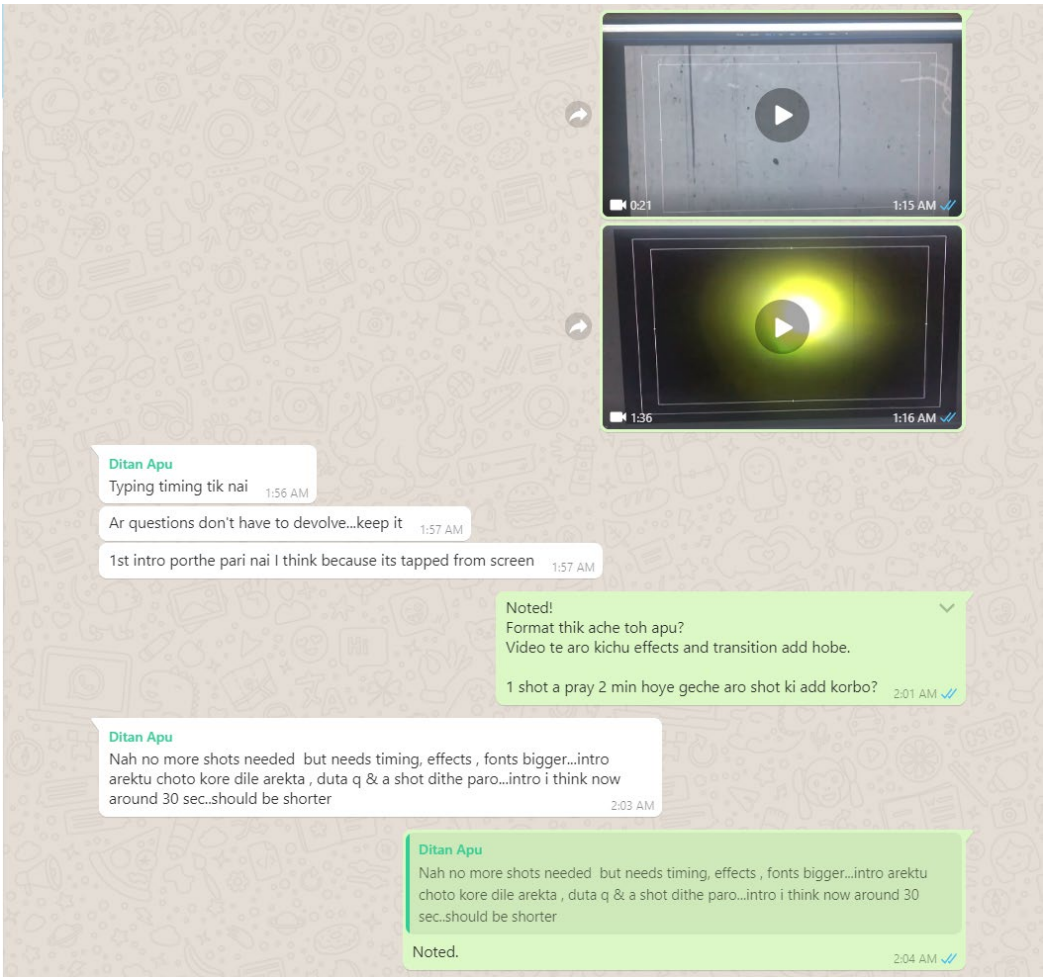


Image 3.13 Feedback After First Draft

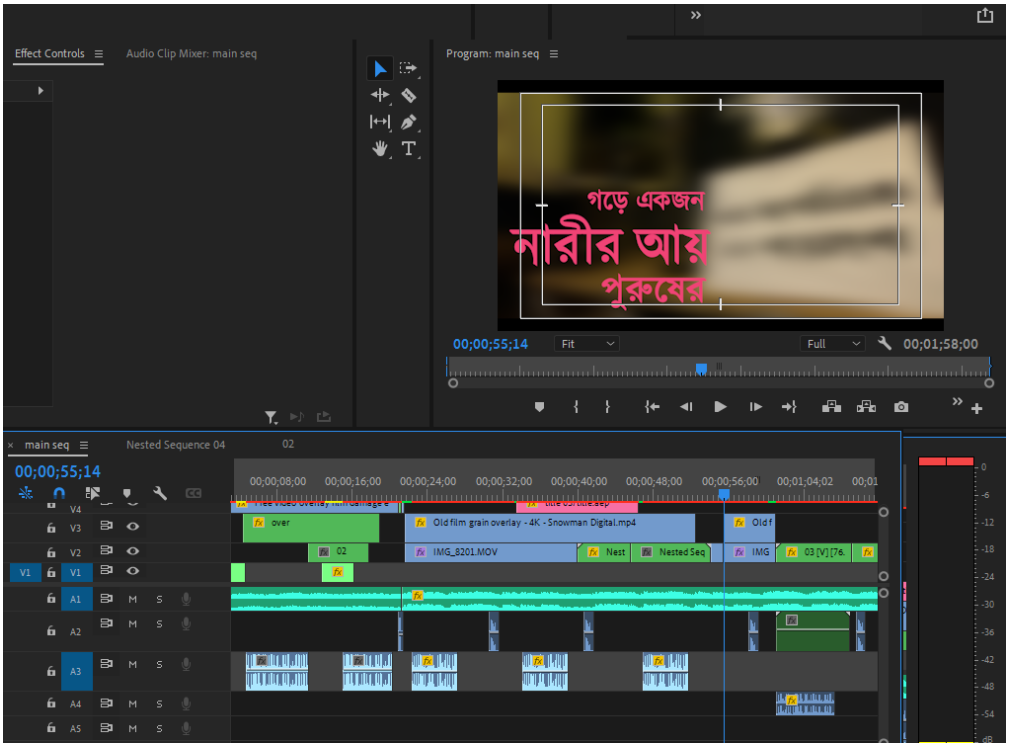


Image 3.14 Correction After Frist Draft

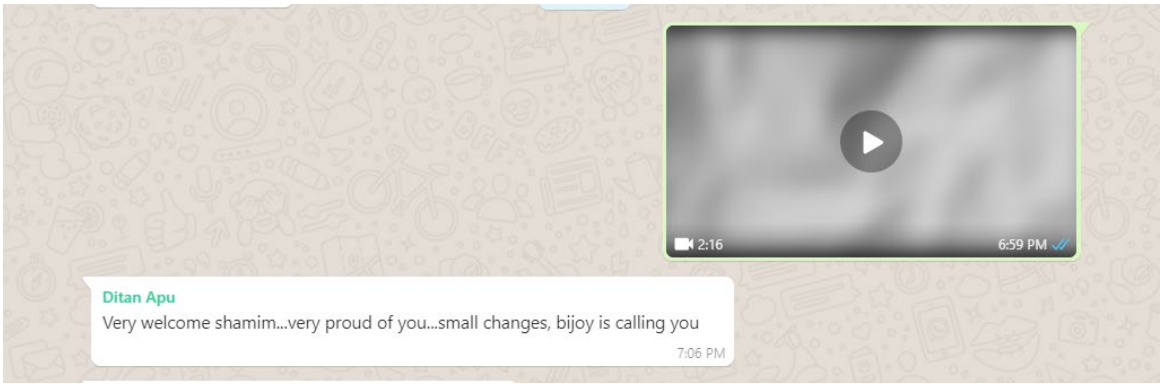


Image 3.15 Final Output

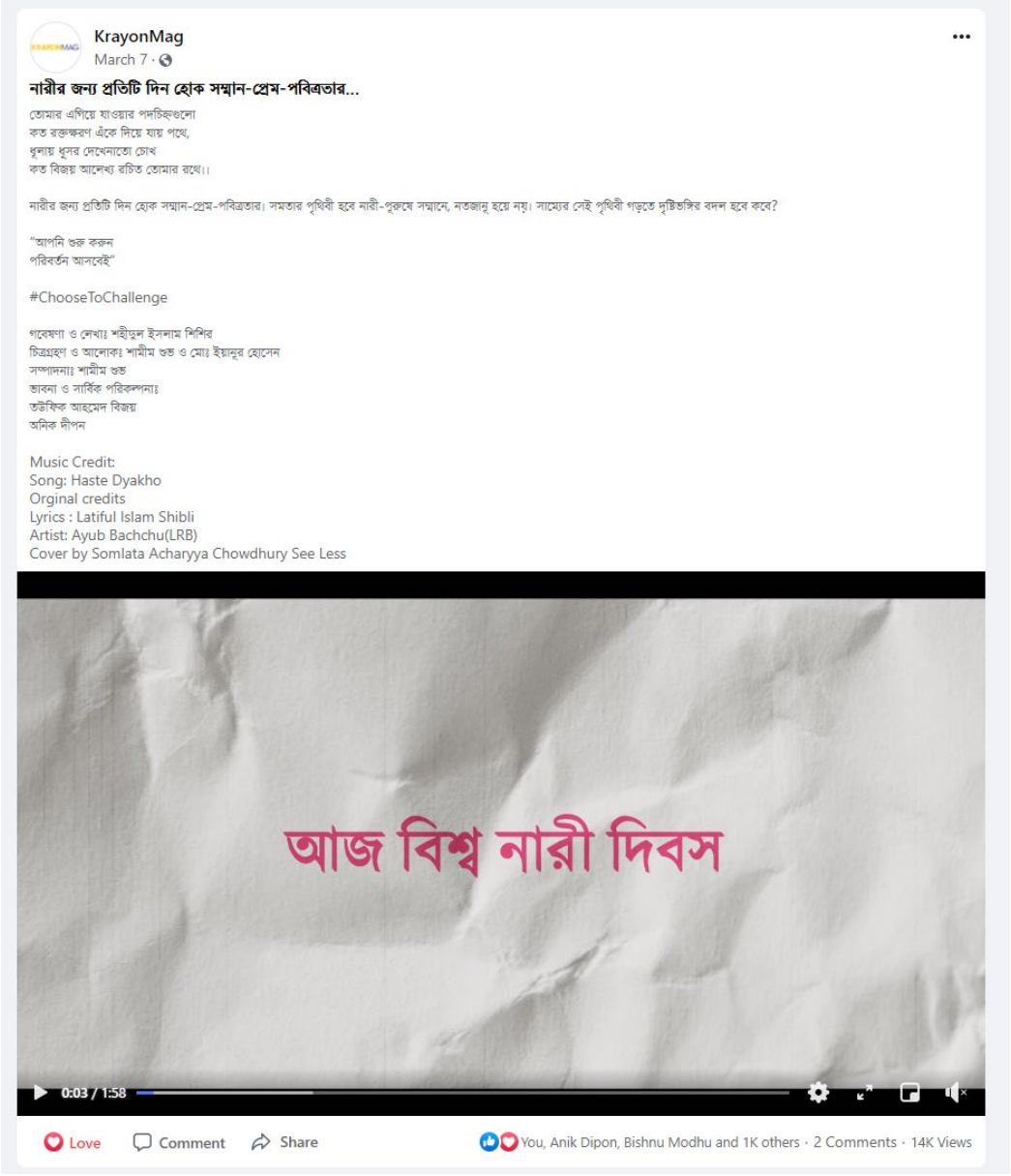


Image 3.16 Uploaded Video on Facebook

Challenges: There were many challenges in this project. The challenges I faced in this project were highlighted below,

- Face problem with the budget because It was very challenging to finish the video on the budget they give to me.
- There was only one person who helped me on production day.
- Faced problem with music studio lighting

My Mistakes:

- Forget one LED Light to rent
- Make video a little bit lengthy
- Make font size smaller
- Make the intro part a bit lengthy

My Learning:

- Learn details production Planing
- Learn professional rent system from the production company
- Learn how to use the After Effect project in Premier Pro properly
- Learn how to use glitch effect in Premiere Pro

Published Video Link: https://go.shamim.me/Project02

PROJECT 04

Project Name: Dr Green's Motion Graphic Video

Project Title: না ঘুমাইয়া ভালা খান, Dr. Green এ ফোন লাগান।

Project Type: Motion Video

Software I Used for This Project: Adobe After Effect, Adobe Illustrator

Duration: 20 Seconds

It was my first client's work. Before that, I work for Backpage and Krayonmag. I was very excited about this project because I love to do motion Animation! Dr Green made this video to promote their healthy food. Our Director let me communicate with the client, and the client explained the motion video's concept.

My Task and Responsibilities:

- Take script, content and concepts from the clients
- Explain to clients how it would be done
- Illustration of a Character and other elements
- Make Animation from the Illustration
- Make Title Motion
- Collect Copyright free music for the motions
- Add sound FX to the Video

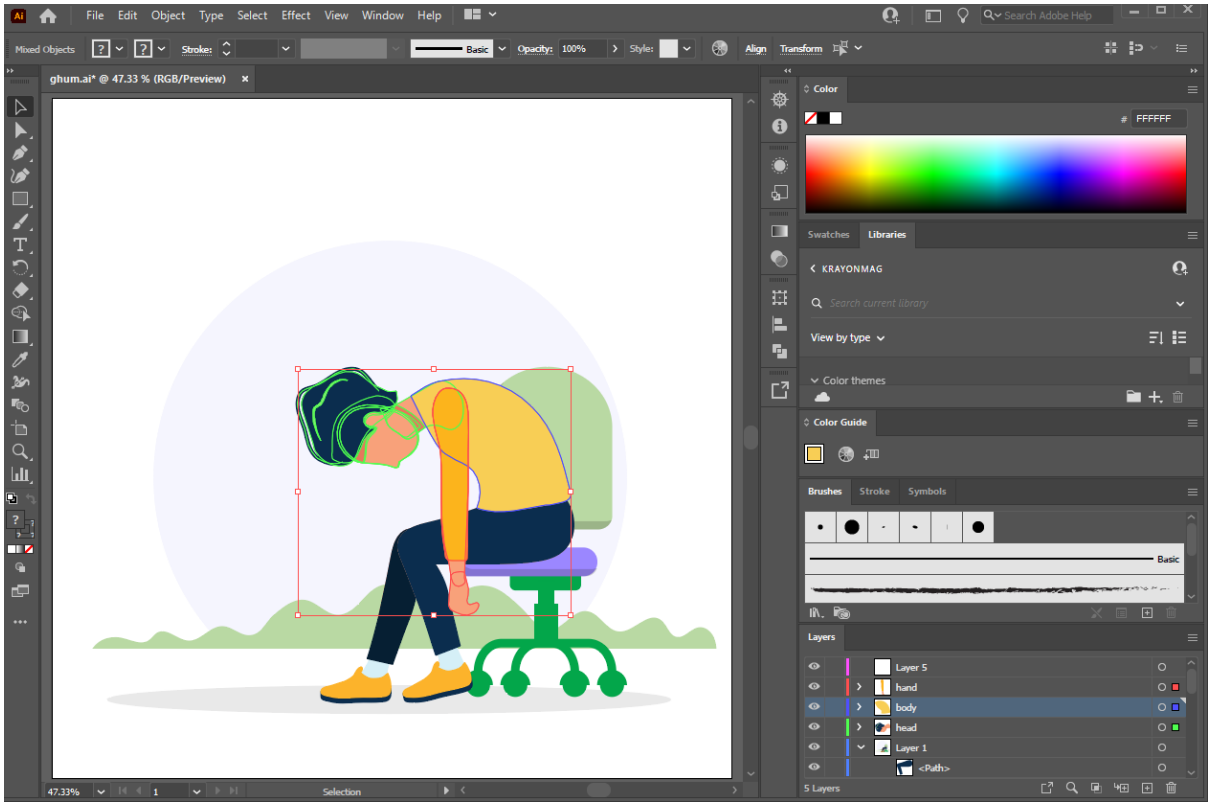


Image 4.1 Character Illustration in Adobe Illustration

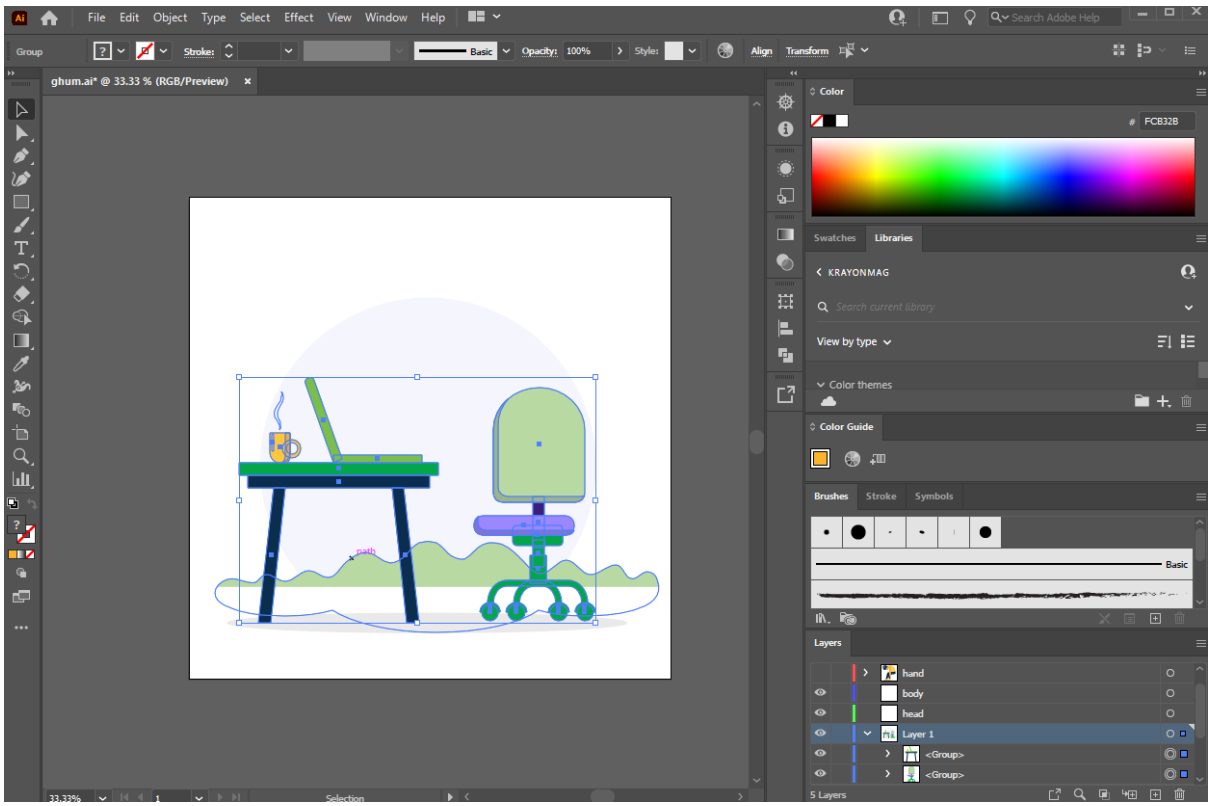


Image 5 4.2 Background and Elements Illustration

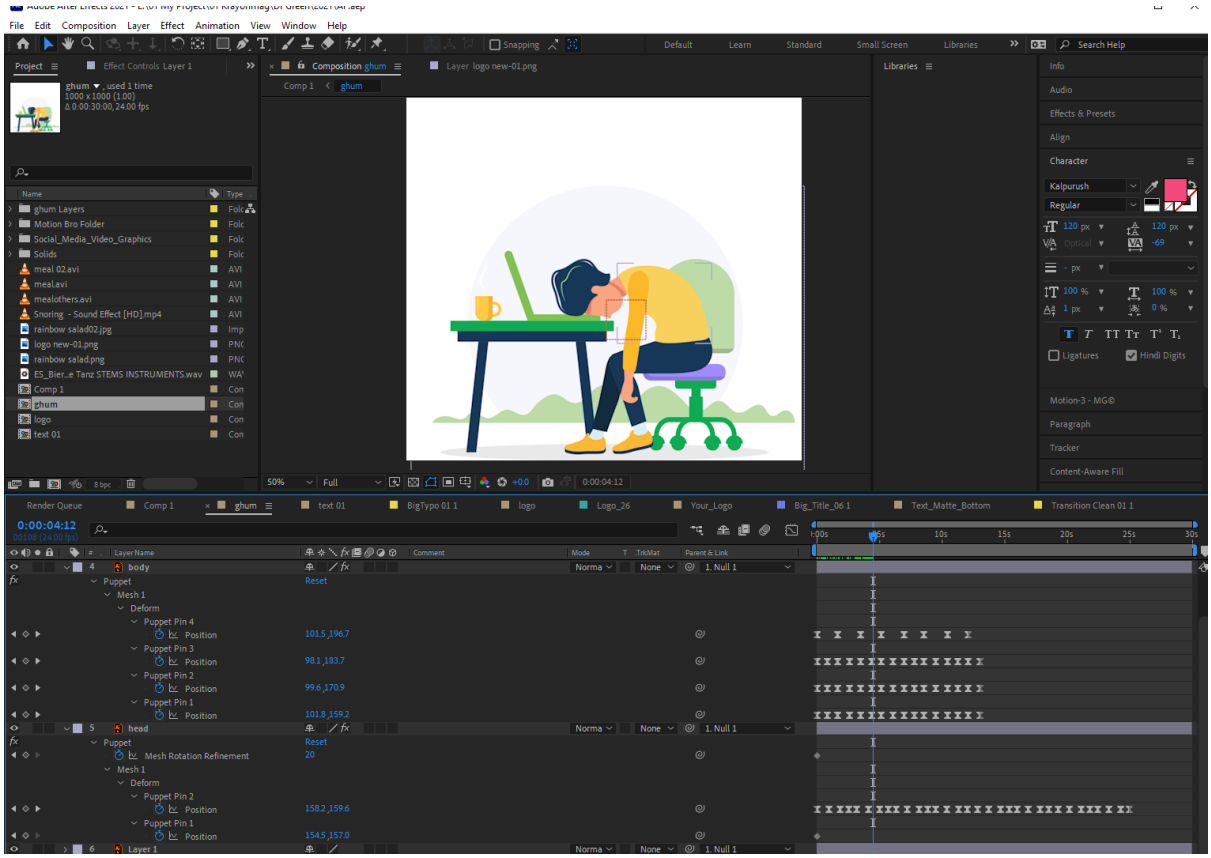


Image 4.3 Character Rigging in After Effect

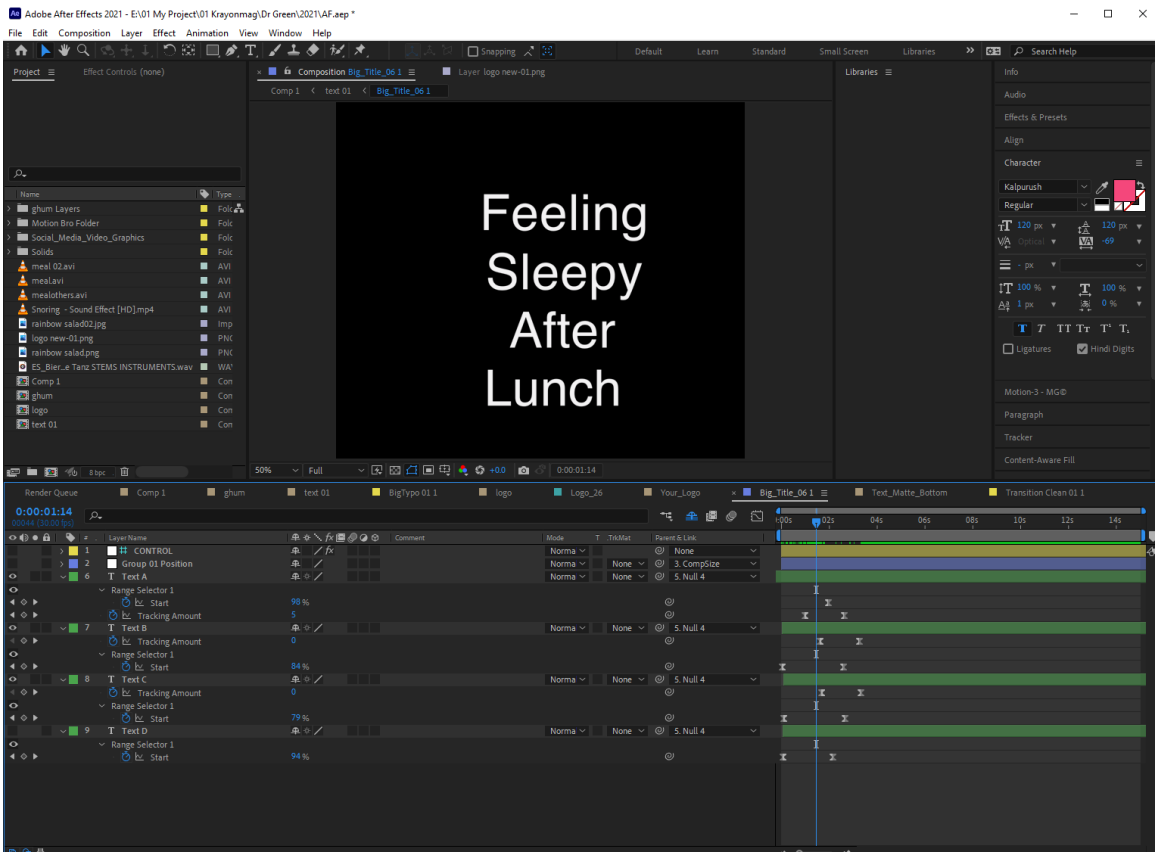


Image 4.5 Intro Text Motion

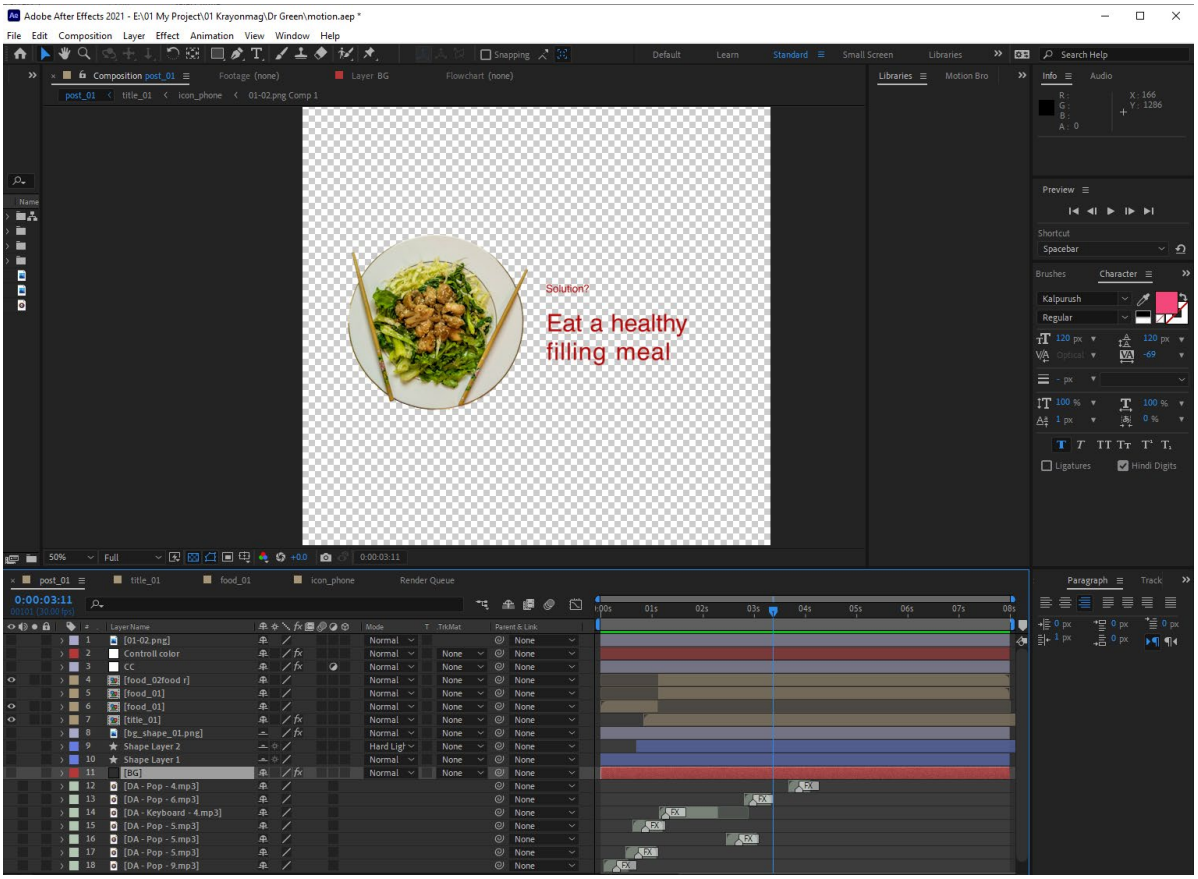


Image 4.6 Third of The Motion Editing in After Effect

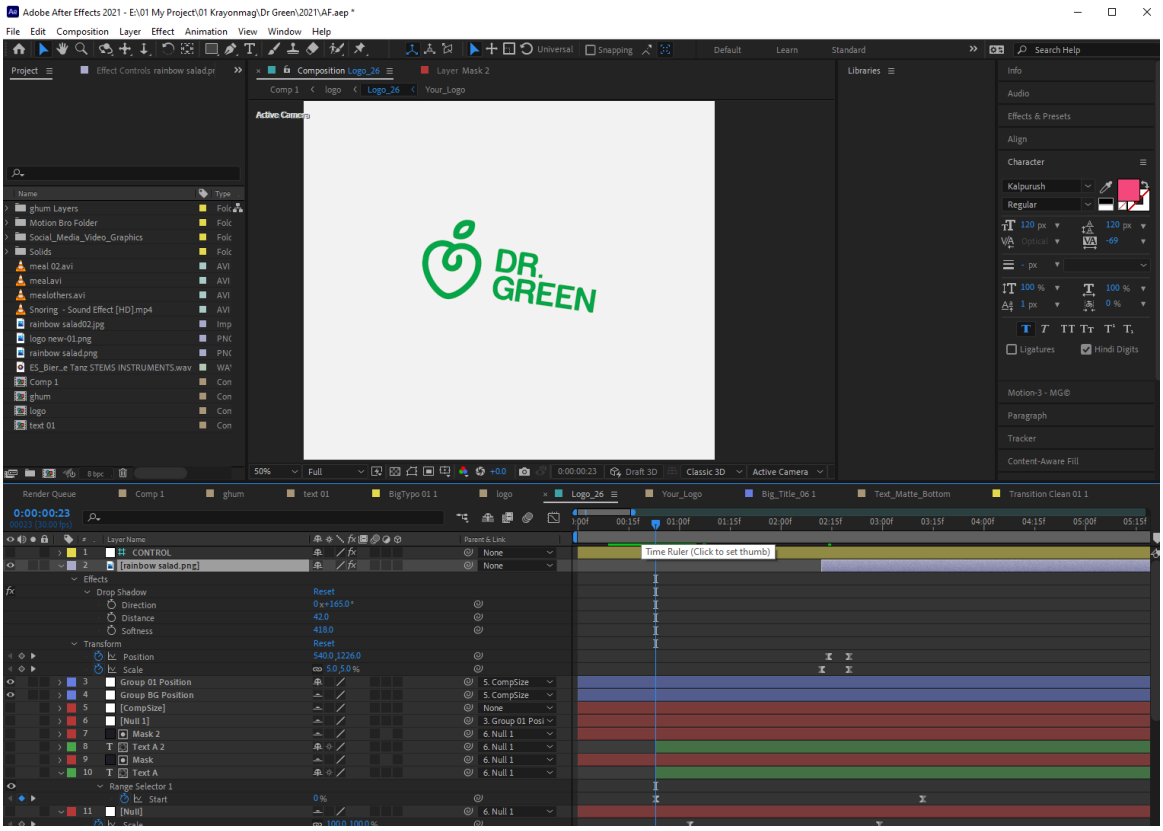


Image 4.7 Logo Intro Composition

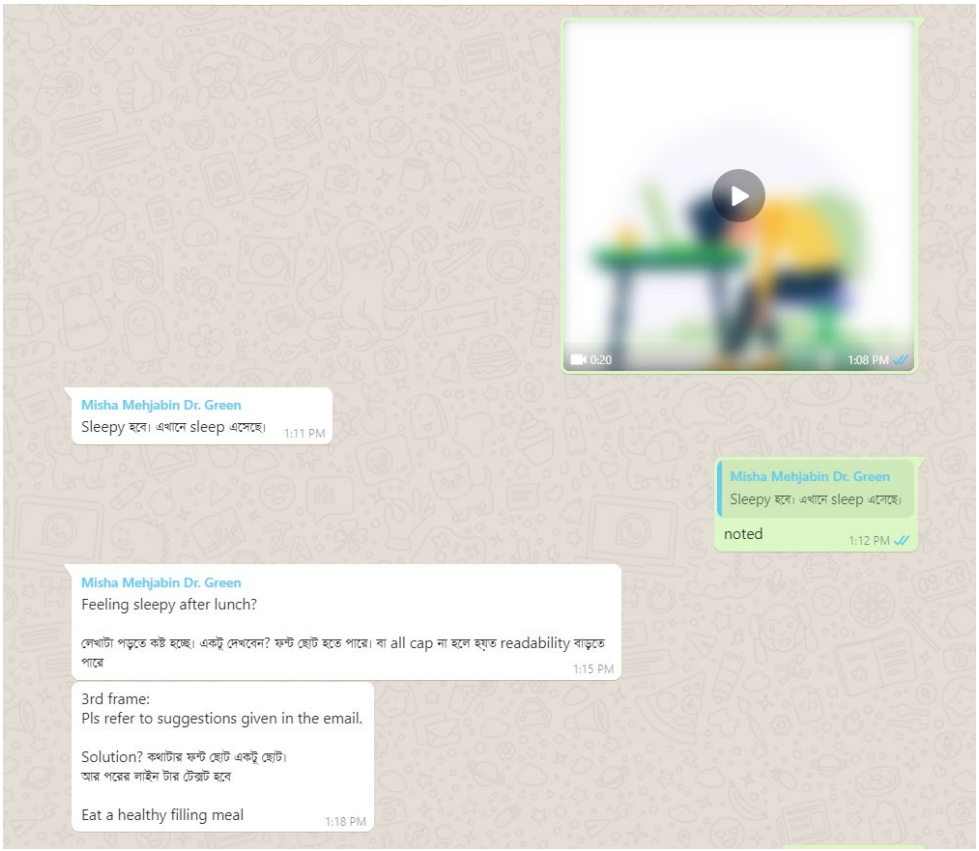


Image 4.8 Feedback After 1st Draft

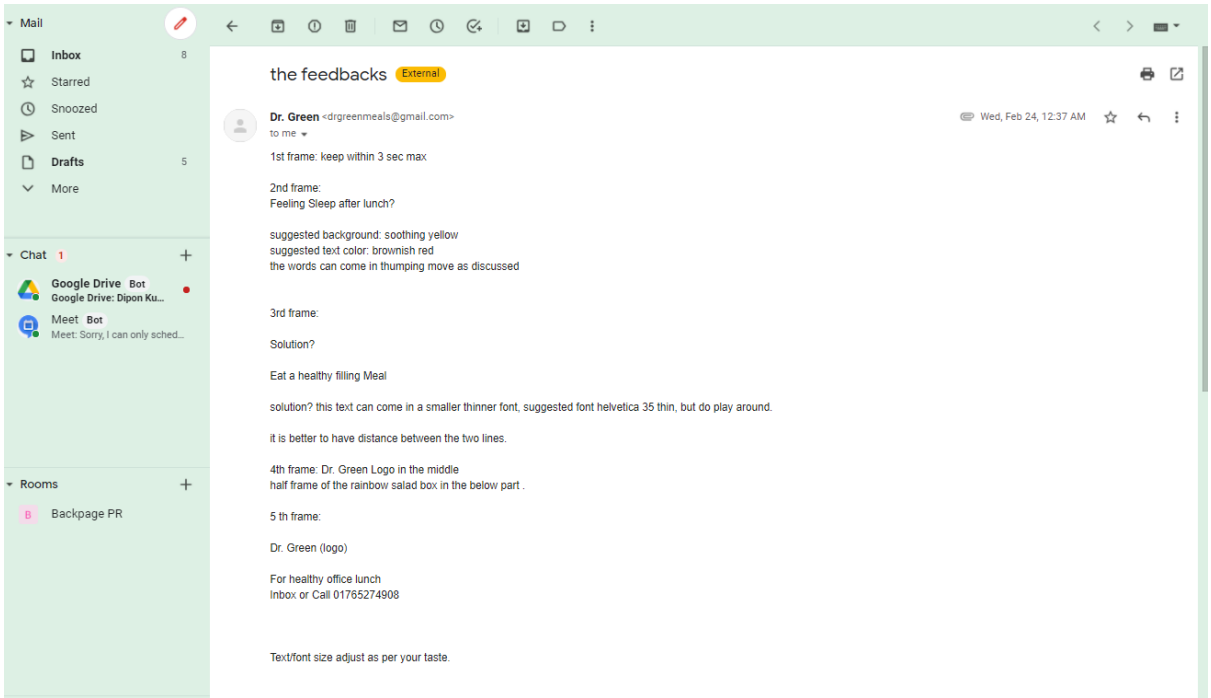


Image 4.9 Final Feedback from clients

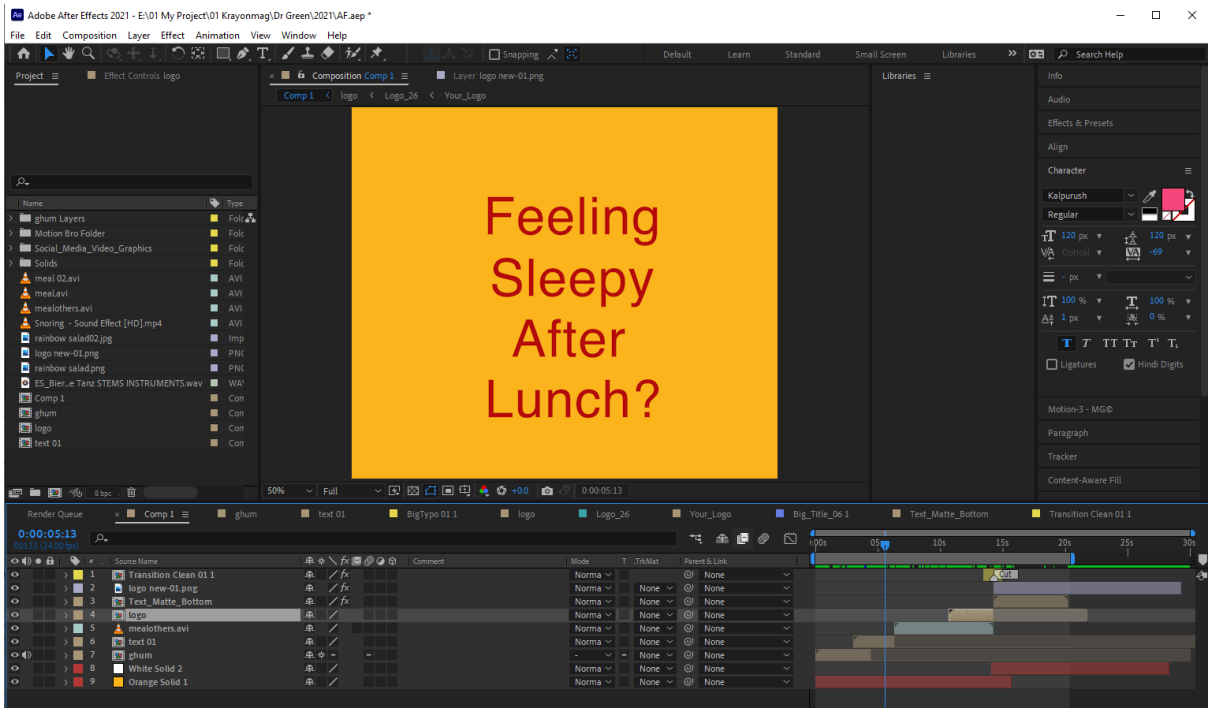


Image 4.10 Correction After Feedback

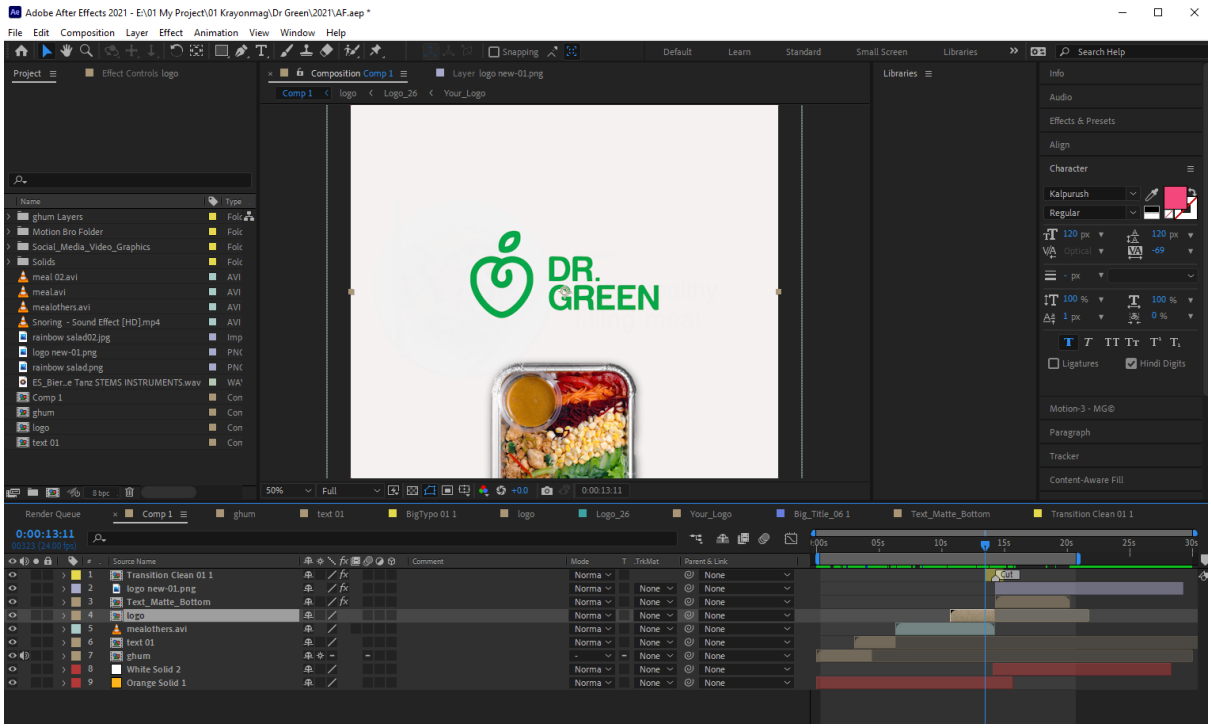


Image 4.11 Correction After Feedback

Challenges: I didn't have to face any challenge to finish this project, but I delivered the project one day after the deadline to have a Backpage PR's project.

My Mistake:

- First, I forget to follow brand guideline
- I made the video a little bit faster

My Learning:

- How to deal with a clients
- How to render a video file with transparent background

Published Video Link: https://go.shamim.me/Project04

PROJECT 05

Project Name: Motion Graphic Video for Bangabandhu Sheikh Mujibur Rahman's Birthday for BackPage PR and Krayonmag

Project Type: Motion Video/Slideshow Video

Duration: 17 Seconds, 23 Seconds and 37 Seconds

I had to make this video for Backpage PR and Krayonmag on the occasion of the 100th birthday of Bangabandhu Sheikh Mujubur Rahaman. I was very disappointed to get so much feedback while working on this video. Moreover, it was quite challenging to finish two videos in a very short time alone.

My Task and Responsibilities:

- Collect Script/Copy from the content writer
- Make Slideshow video for Backpage PR
- Make Motiongraphic Video for Krayonmag
- Collect copyright free music for video
- Upload Video on social media

Mujib 100 Motion Graphic for Krayonmag

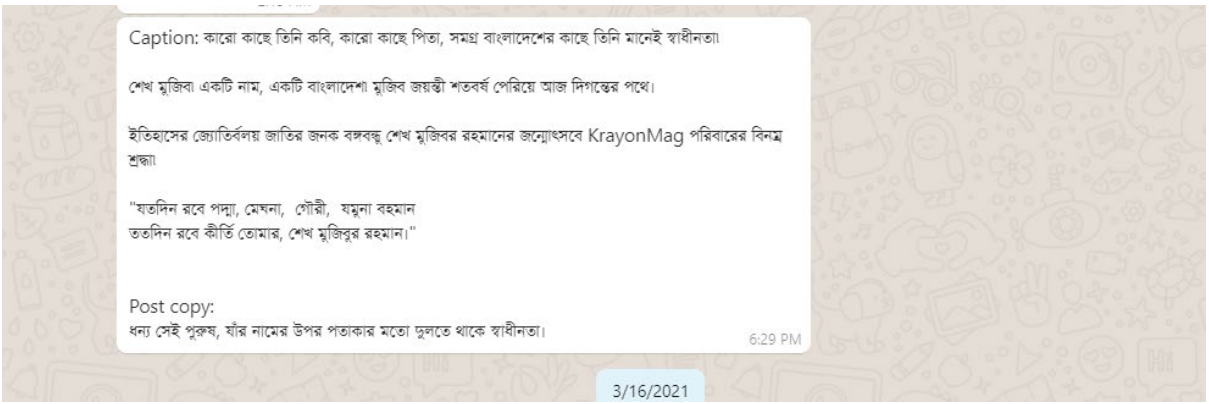


Image 5.1 Copy from The Content Writer for Krayonmag Video

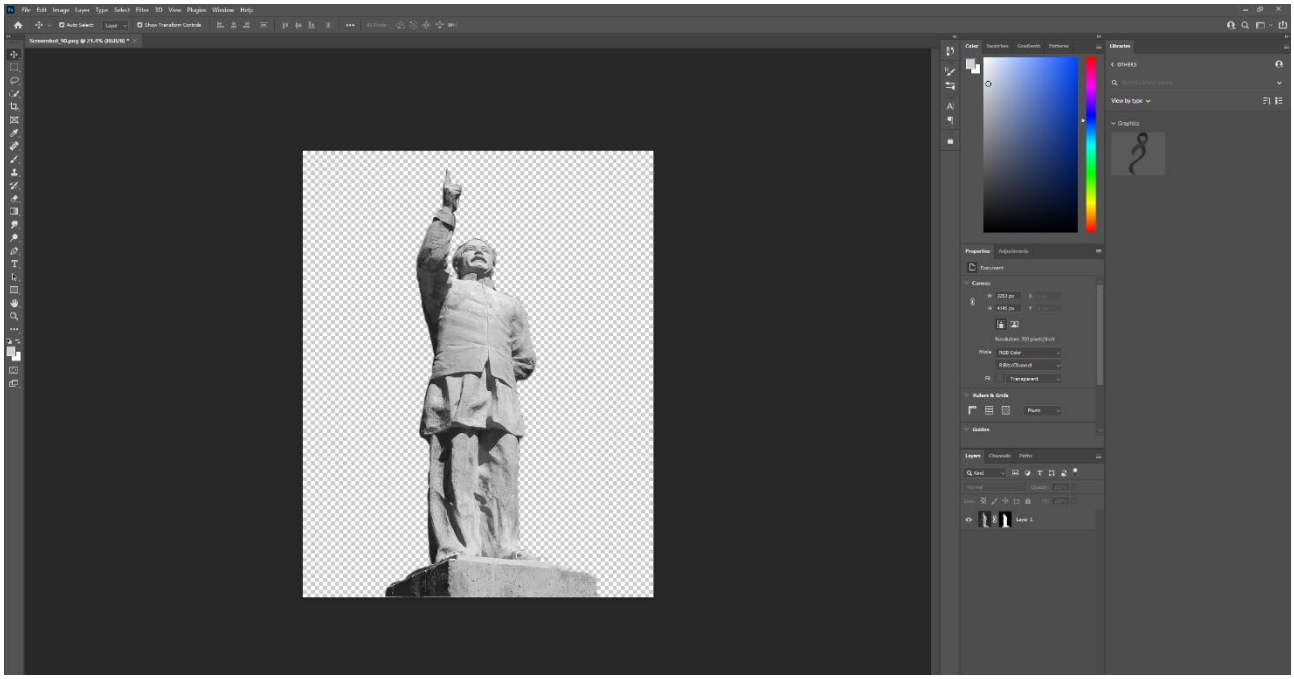


Image 5.2 Edit Subject Photo in Adobe Photoshop

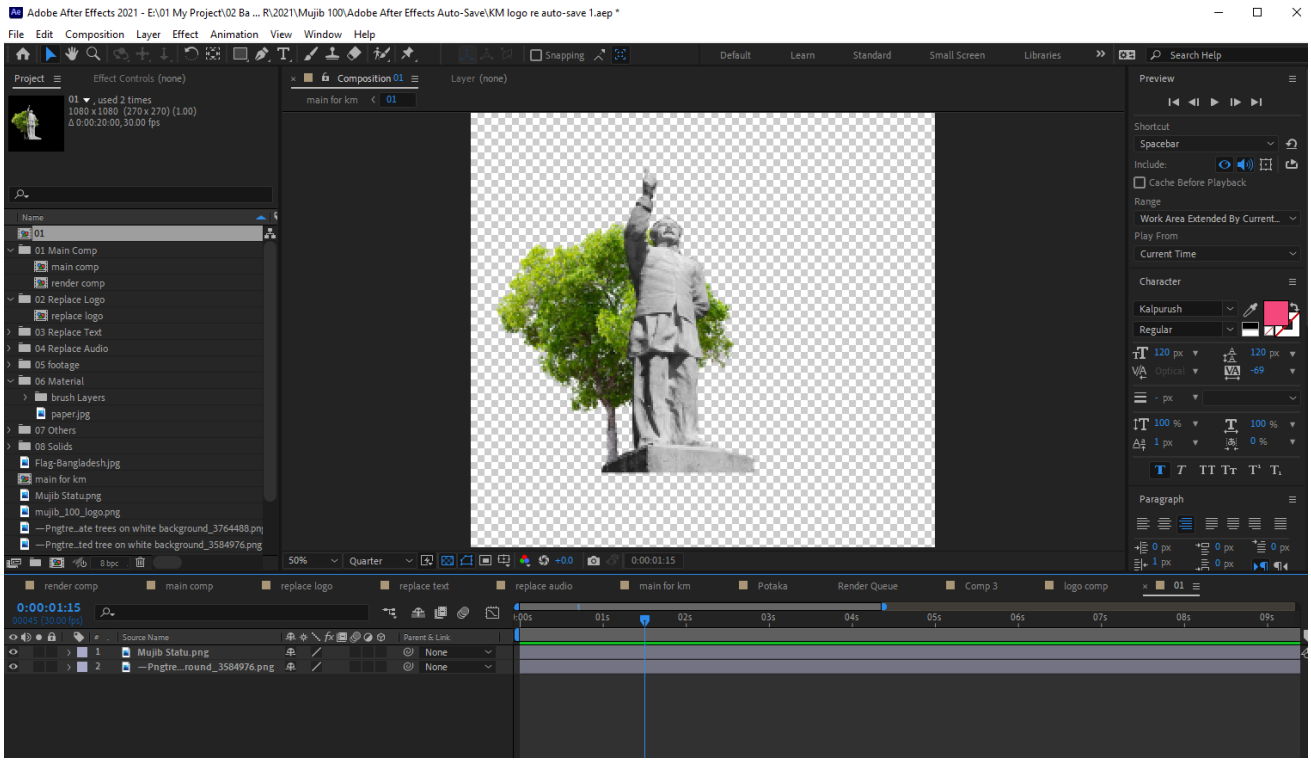


Image 5.3 Tree and Subjet Together in After Effect fro Motion

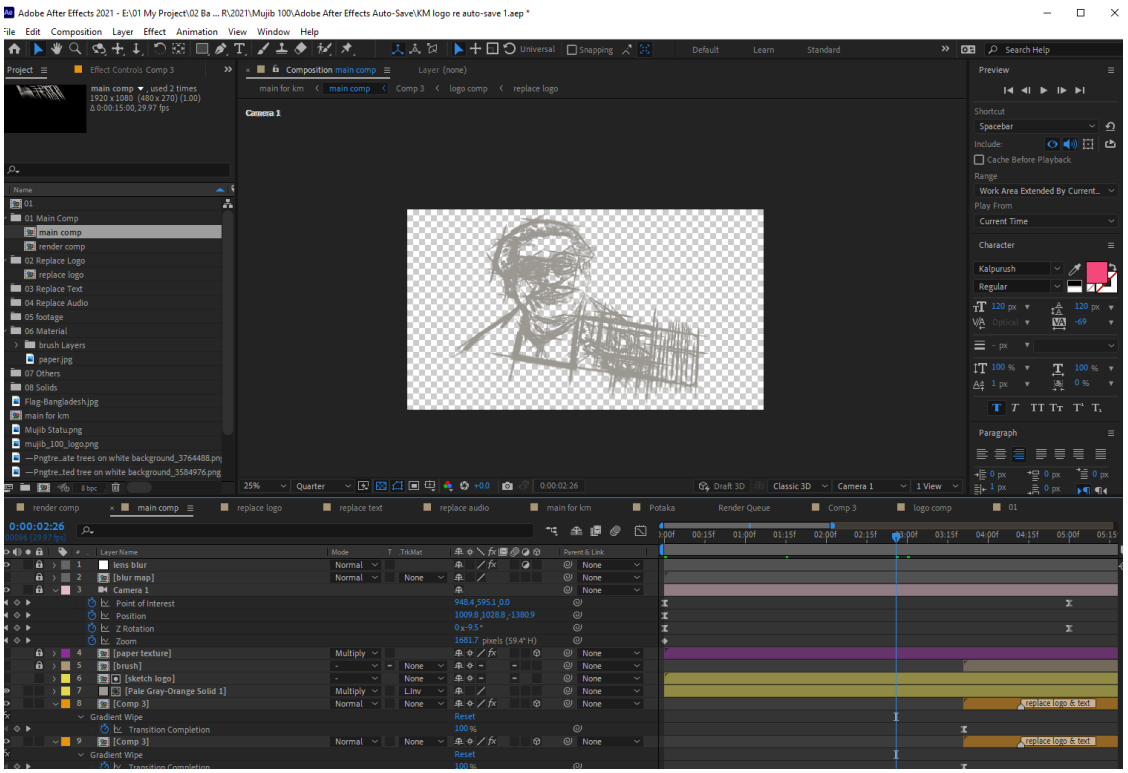


Image 5.4 Mujib 100 Logo Skach Effect

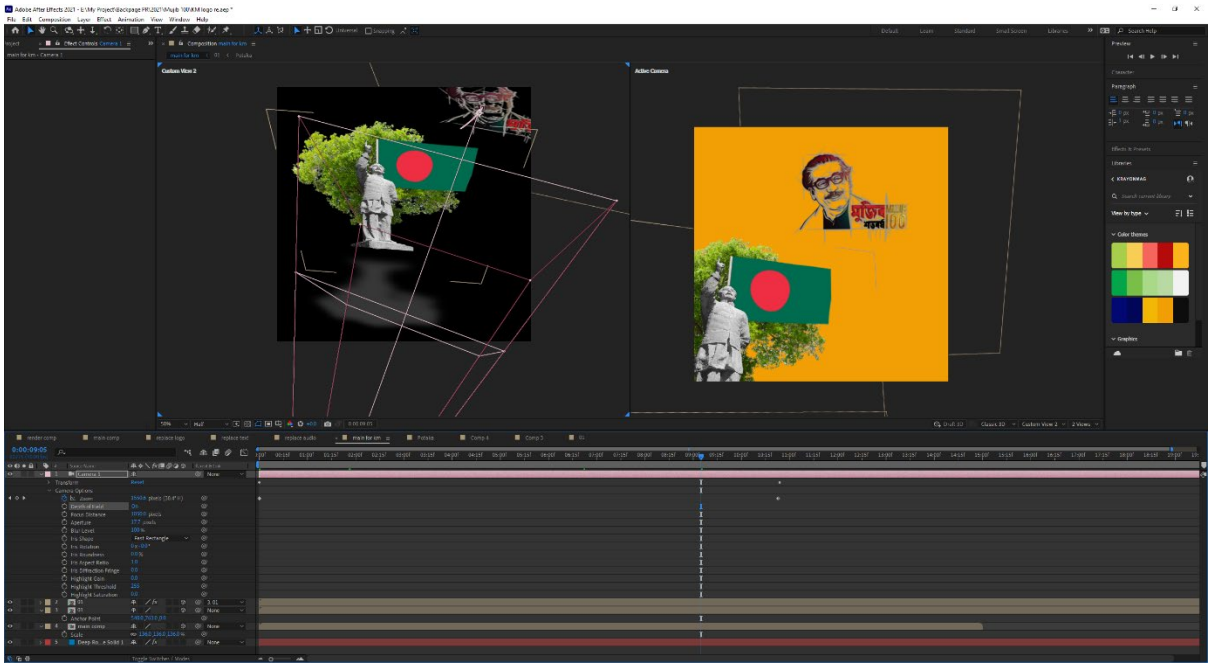


Image 5.5 Motion Graphic work with Camere mode in After Effect

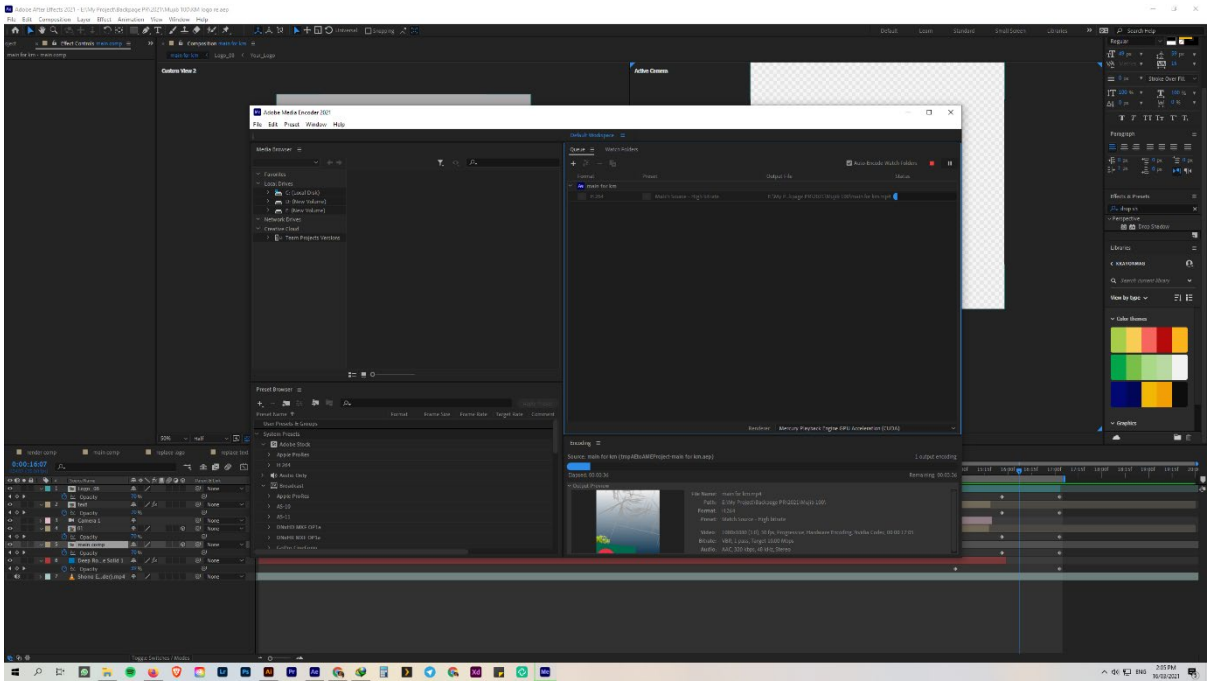


Image 5.6 Draft Render in Adobe Media Encoder

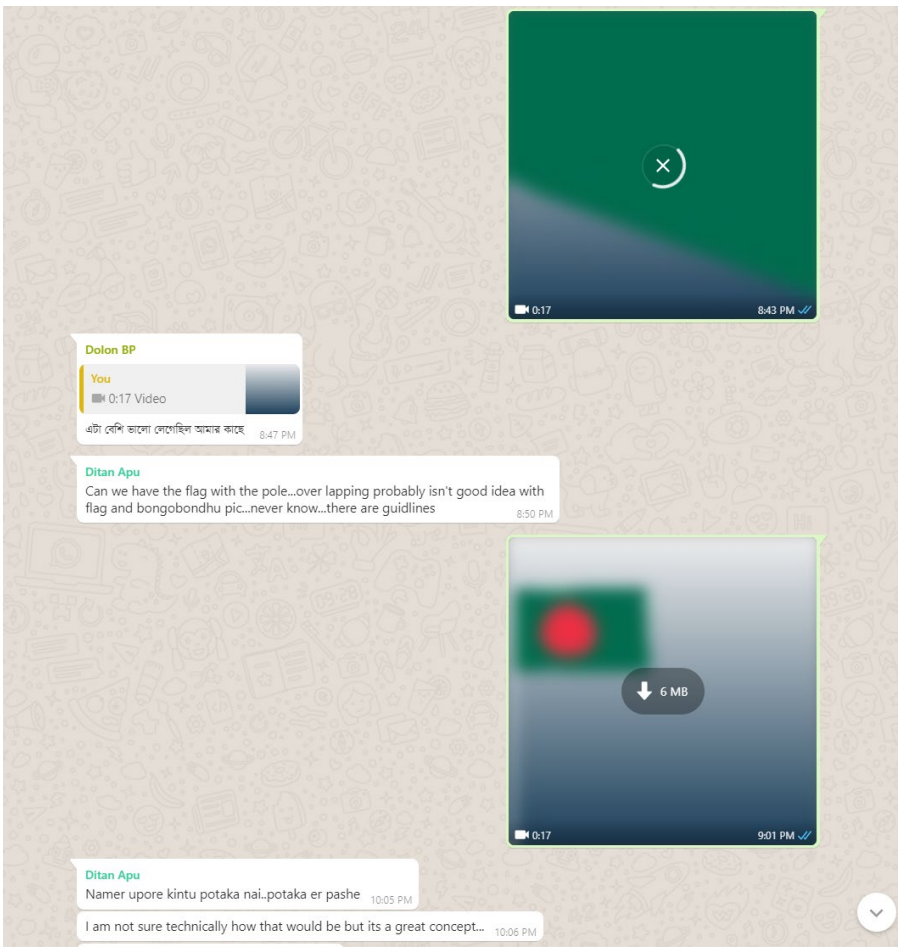


Image 5.7 Feedback After the First Draft

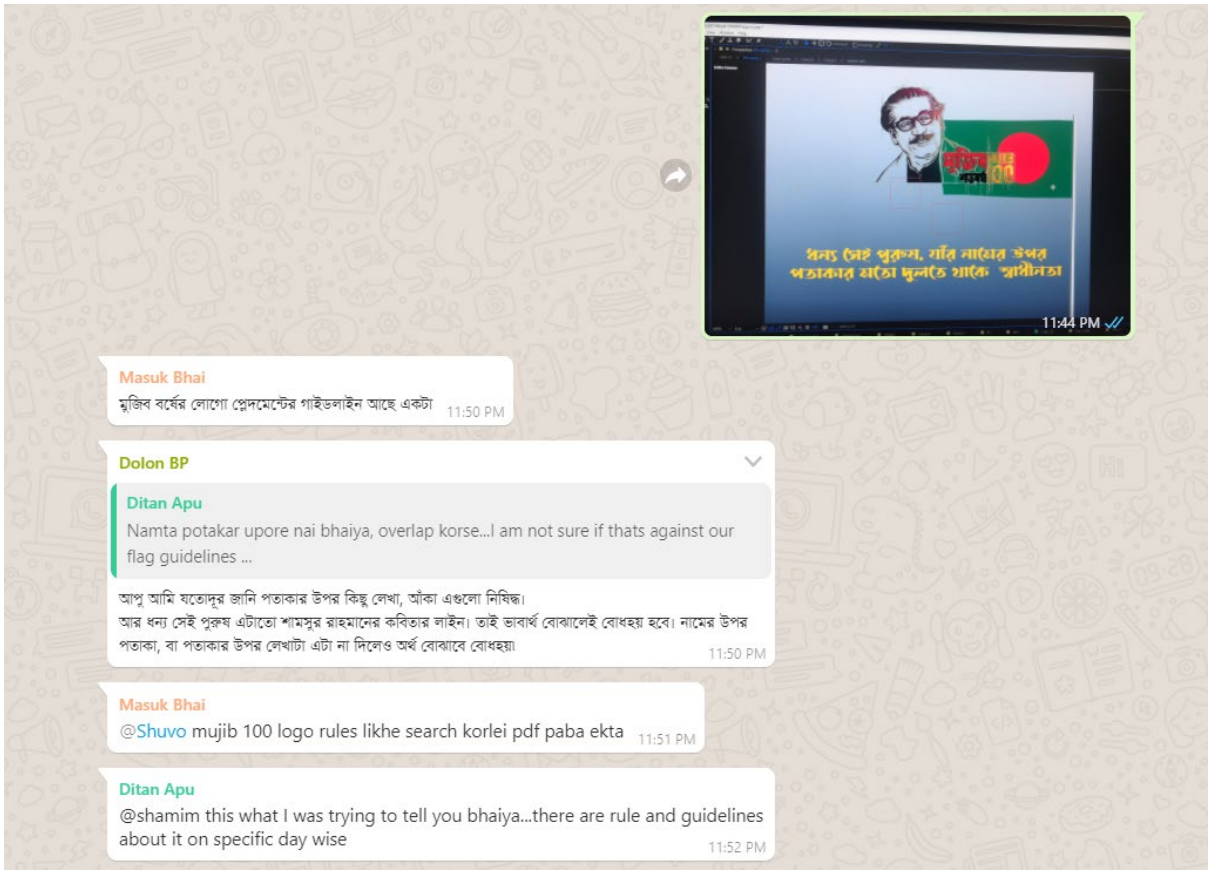


Image 5.8 After the 2nd 1st feedback, one of our colleagues noticed logo guideline and flag guideline, then decided they could not publish this work. I have to do it again with a simple slideshow.

After their decision, our Director called me and told me to do a slideshow video for Krayonmag. After I got her instructions, I started working again.

Mujib 100 Slideshow for BackPage PR

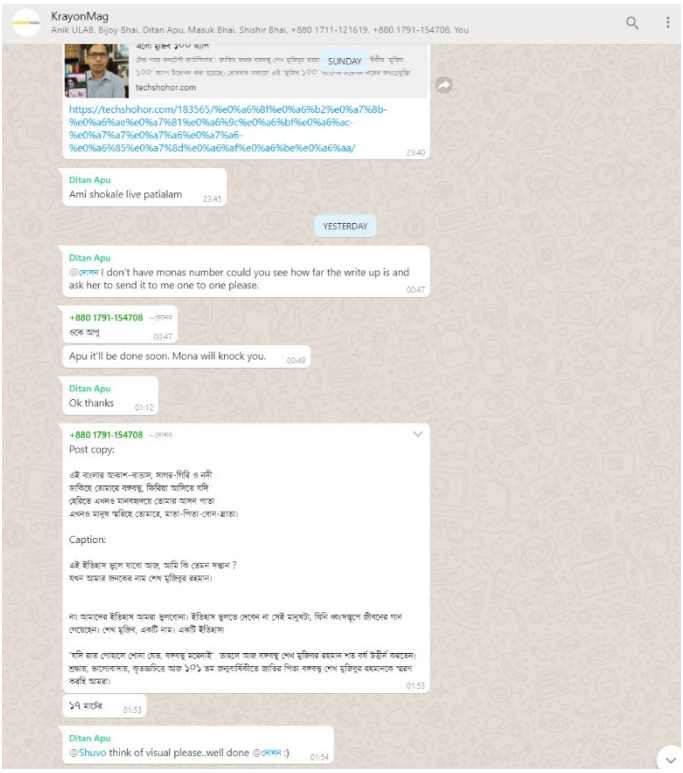


Image 5.9 Mujib 100 Slideshow copy for Backpage PR

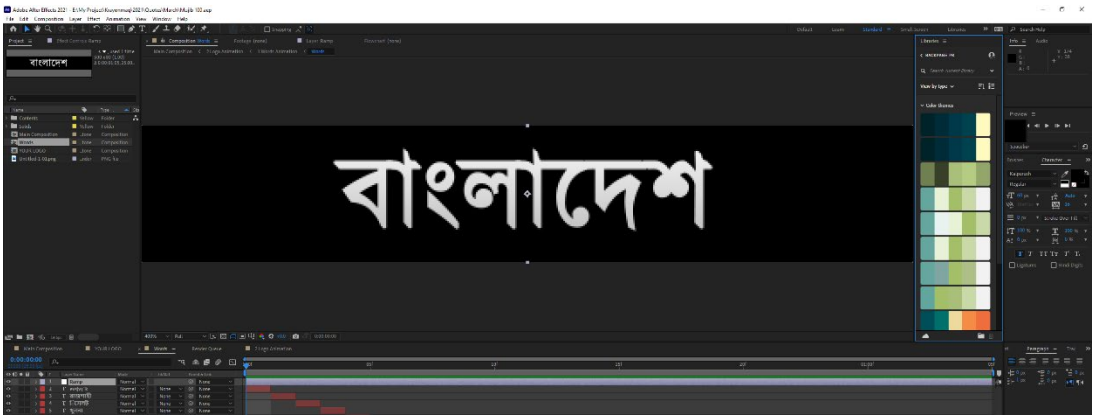
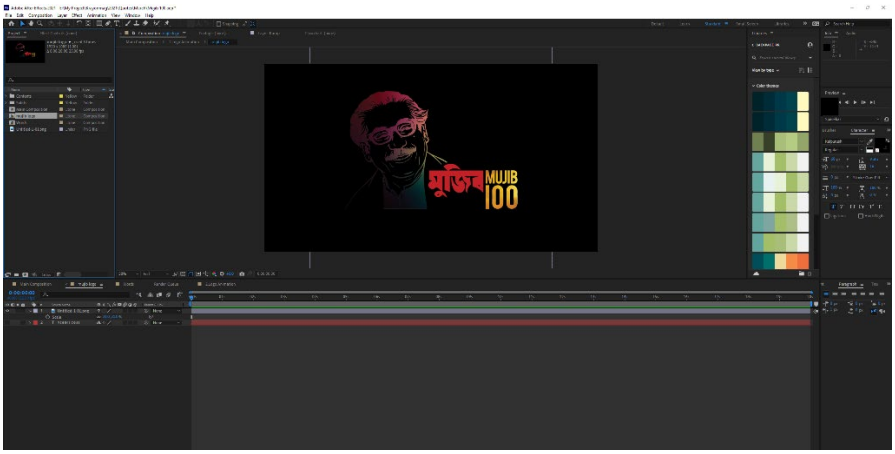


Image 5.10 'Bangladesh' text on after effect composition text will be filled on Mujib 100 Logo



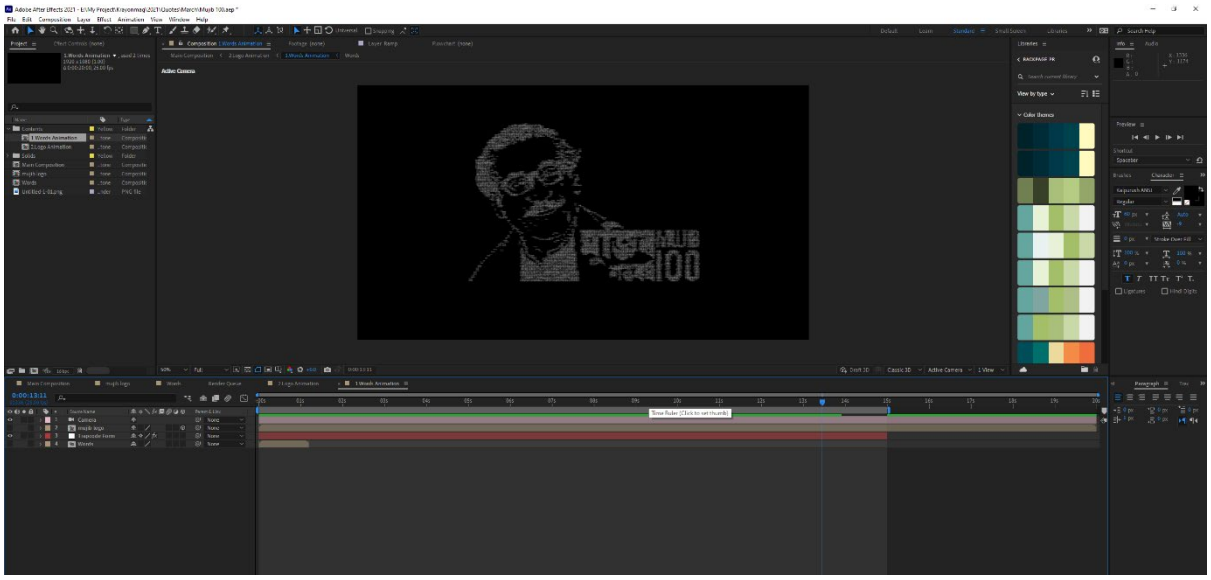


Image 5.11 Filled Logo with text

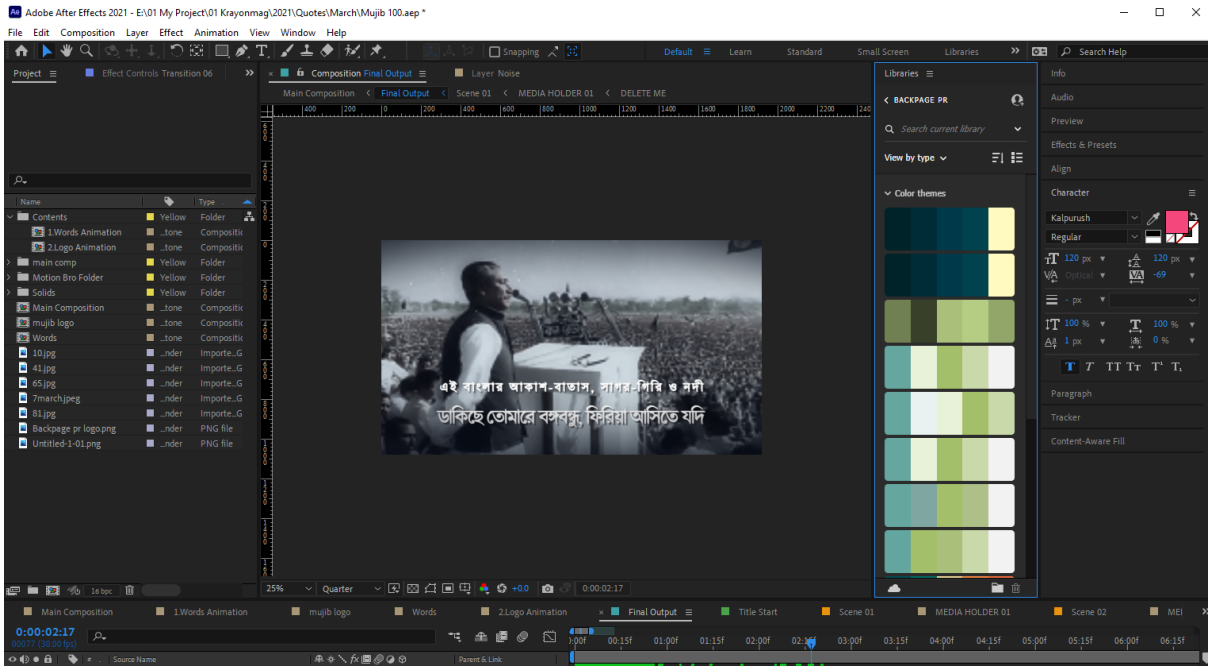


Image 5.12 Intro slide in after effect

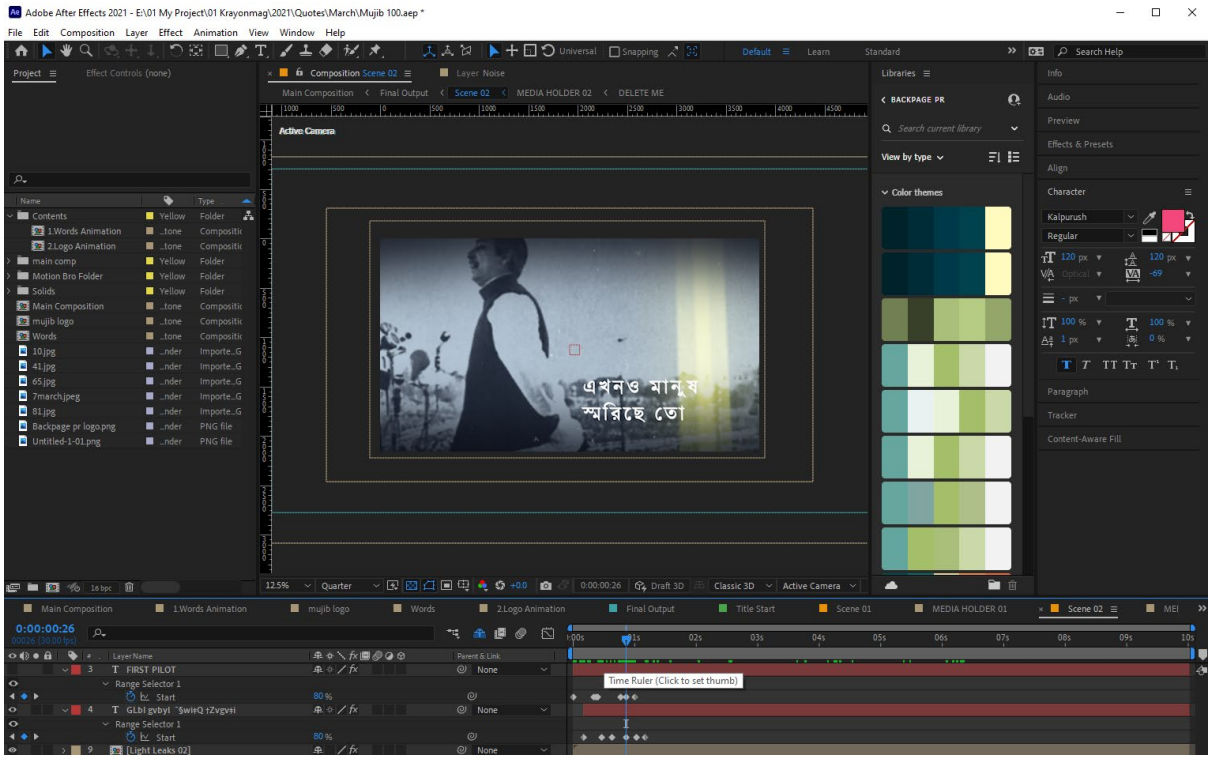


Image 5.13 Slideshow and Text motion in After Effect



Image 5.14 Before filling the Mujib 100 logo with text



Image 5.15 After Filling the Mujib 100 logo with text.

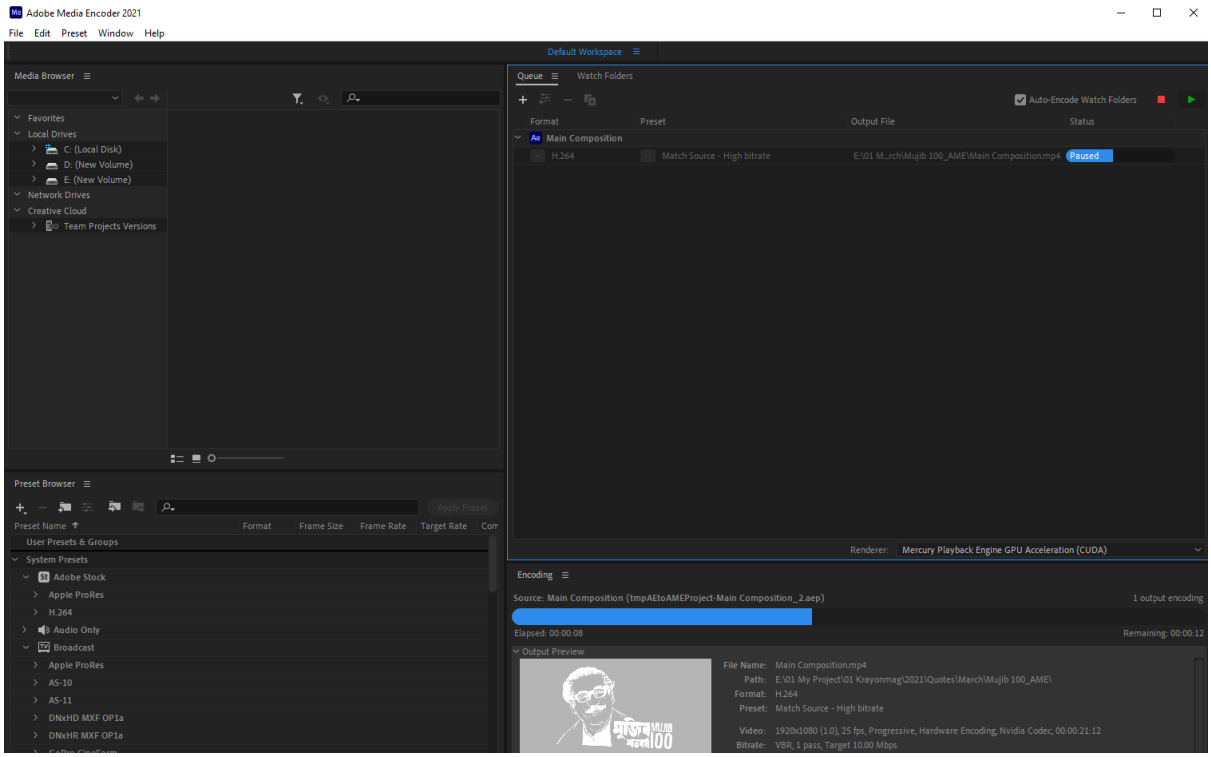


Image 5.16 Final Render (It took 1.5 hours to finish the render)

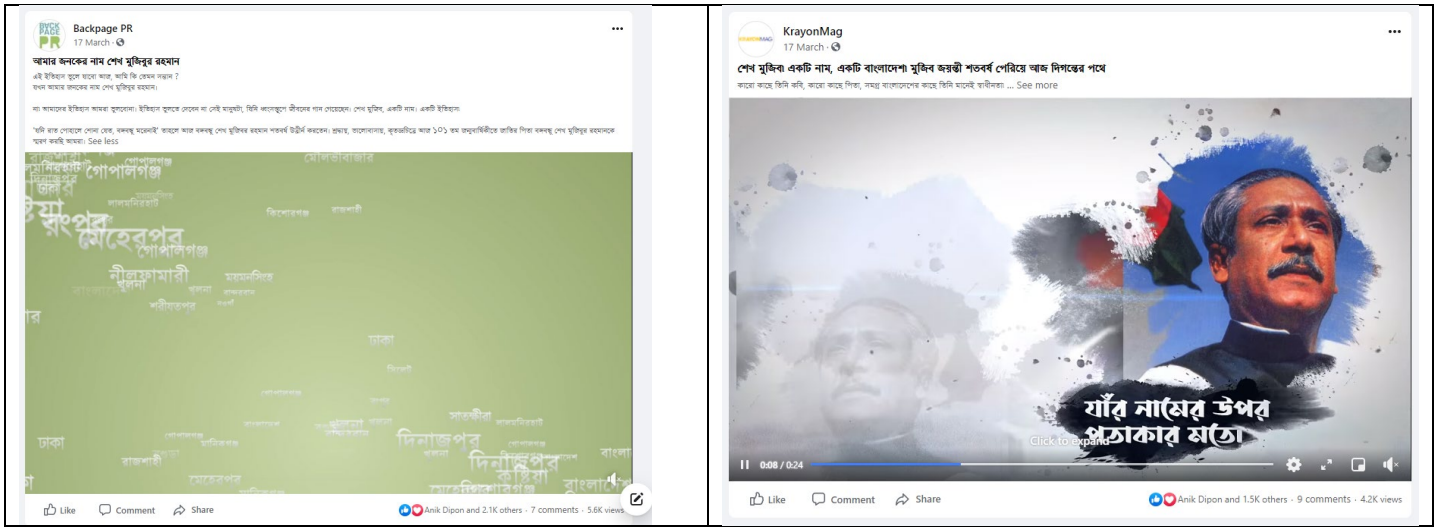


Image 5.17 Published Video Slideshow in Backpage PR and Krayonmag

Challenges: I had to deliver four videos in a very short time. After the first video was rejected, I made a new video about them, but they also rejected it at the very last moment.

My Mistake:

- I made a serious mistake in this project (I forget to read Mujib 100's logo guideline before start work.

My Learning:

- Must have to read logo guideline before work
- Text to logo animation
- Improved camera tool skill in After Effect

Published Video Link:

- Krayonmag: https://go.shamim.me/Project05KM
- Backpage PR: https://go.shamim.me/Project05BP

PROJECT 06

Project Name: Ramadan Motion Graphic Video

Project Title: মহামারীর এই পরিস্থিতিতে আসুন সামর্থ্য অনুযায়ী অসহায় মানুষের পাশে দাড়াই।

আমরা একসাথে থাকলেই ভালো থাকবে বাংলাদেশ।

Client: Meghna Insurance Company Limited.

Project Type: Motion Graphic Video

Software I Used for this Video: Adobe After Effect, Adobe Illustrator

Duration: 20 Seconds

Project Details: It was the first MICL's Motions Graphics project for me and the agency. I always love to do this kind of motion graphic work. I got a copy and concept from my supervisor; after that, we joined a meeting with our Director to discuss the idea and other things about the project.

My Responsibility For This Project:

- Collect a copy from the supervisor
- Talk with the copywriter and executive for a detailed idea of the project
- Create elements for the project
- Create Character for the project
- Create motions graphic with Character and other elements
- Add and edit music for the video
- Delivery proper formate of the video

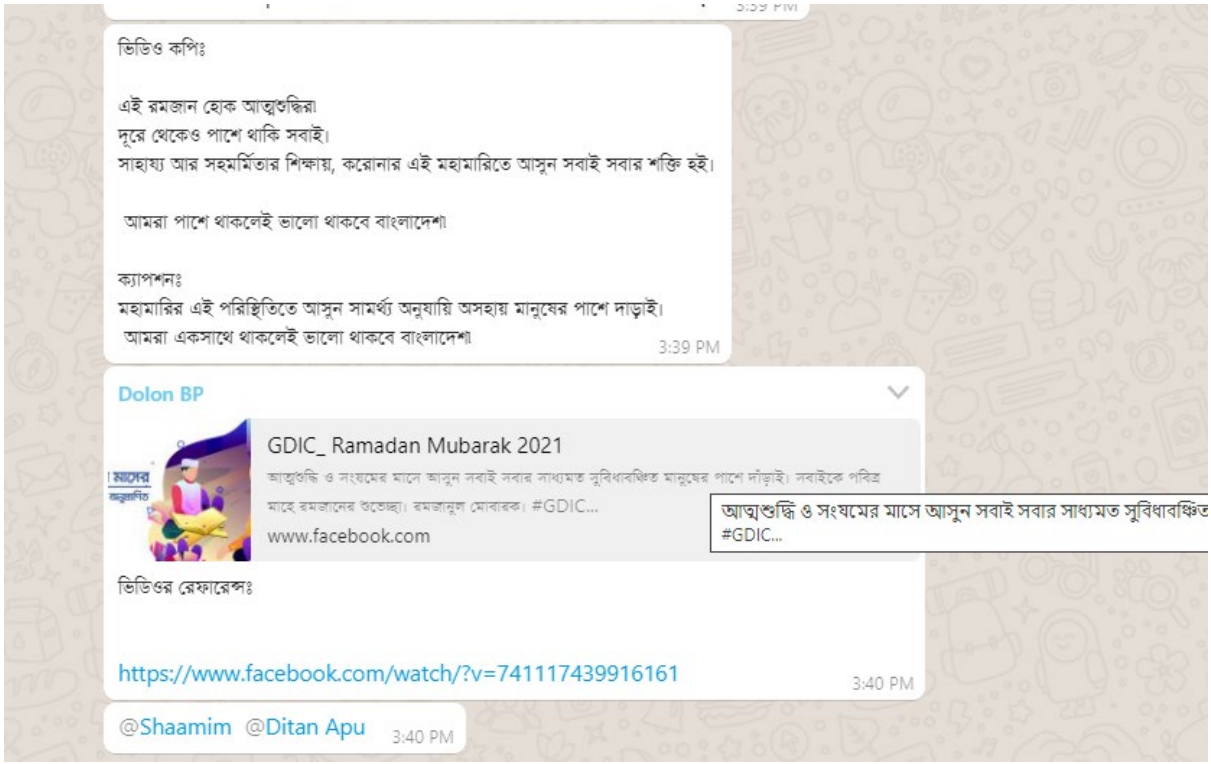


Image 6.1 Copy for Meghna Insurence Company Limited's Ramdan Motion Graphic Video

After sharing a copy with me about the MICL Ramdan motion graphic, We had a meeting with our Director and my supervisor. They explained the concept to me, and I started working quickly.

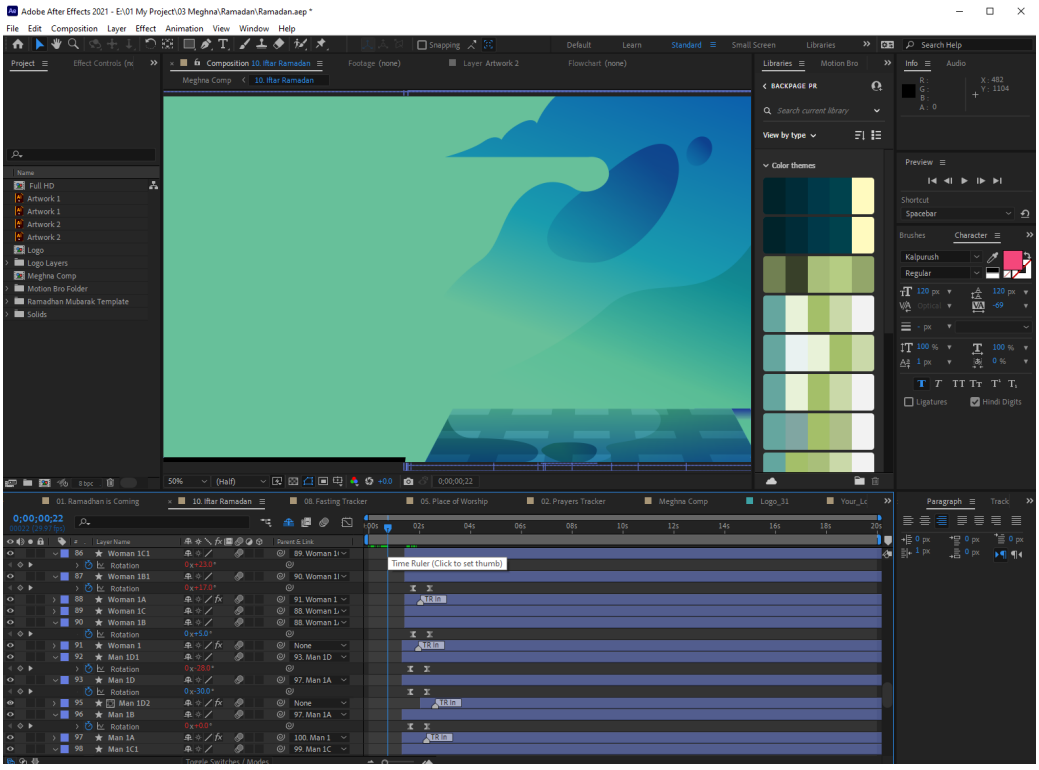


Image 7 6.2 Background Design and Motion in After Effect

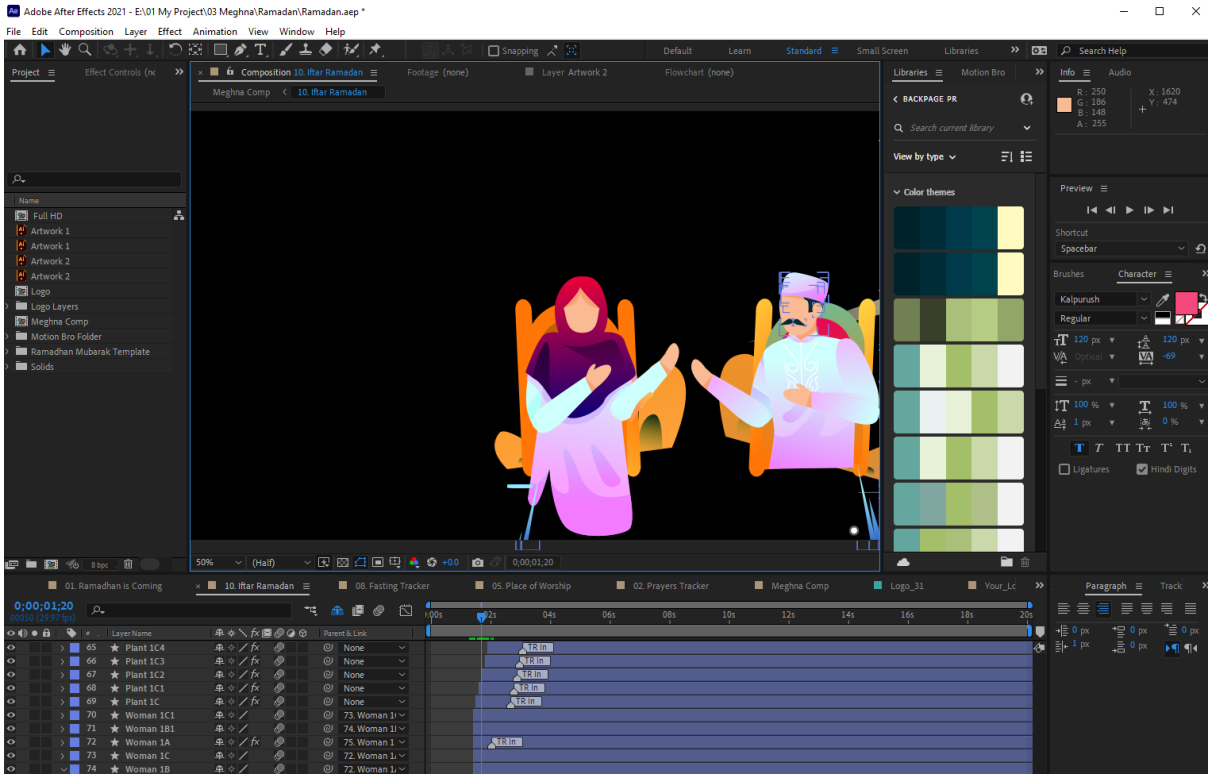


Image 6.3 Character Rigging

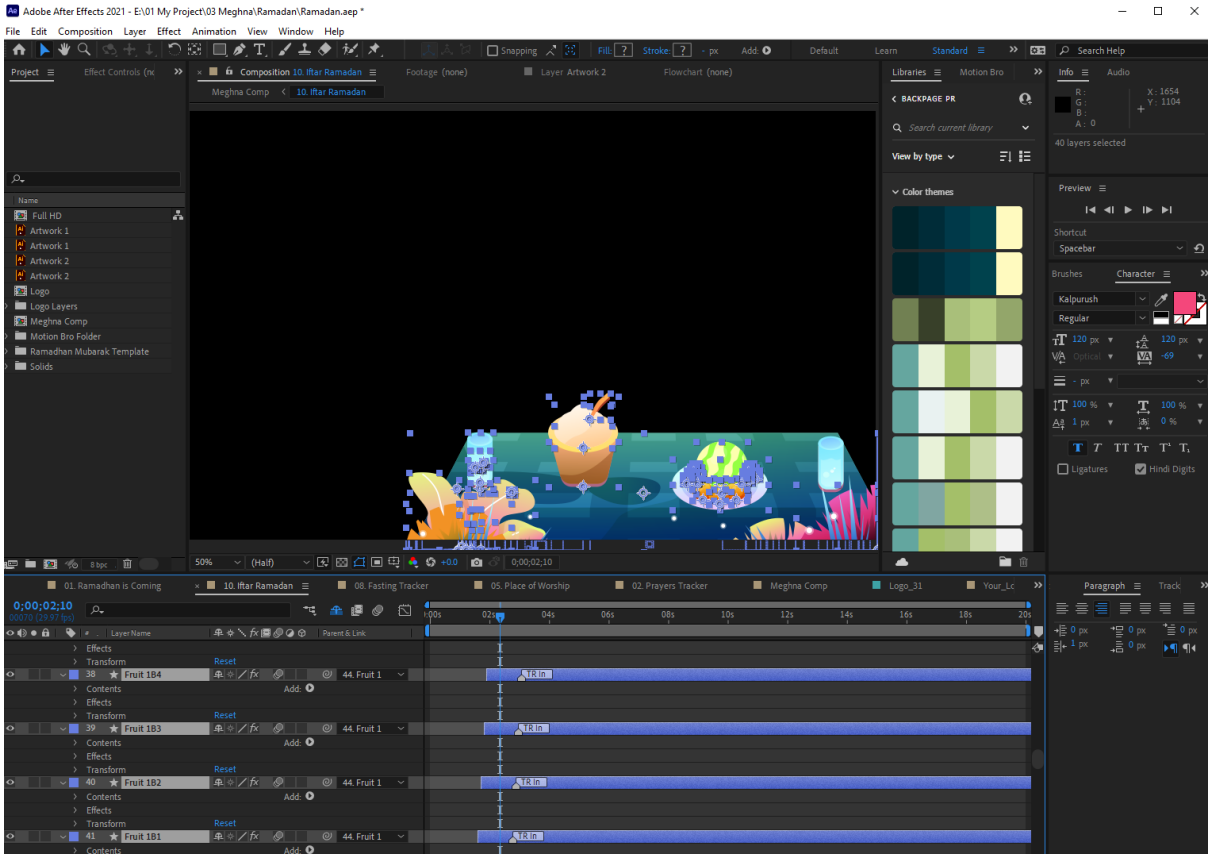


Image 6.4 Table and Other Elements Motion and Rigging

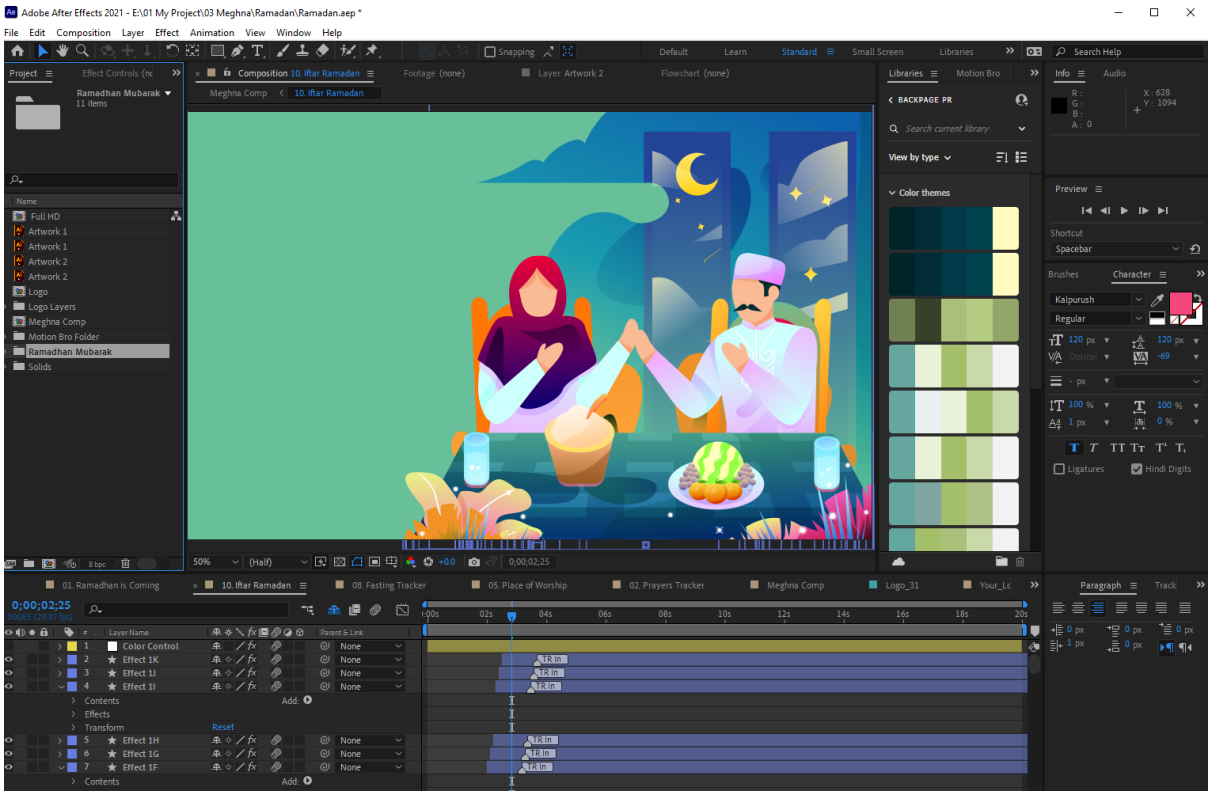


Image 6.5 Final Output of First Sequence

Like the first sequence, I have done two more sequences with text motion. The sequences are shown through screenshots,

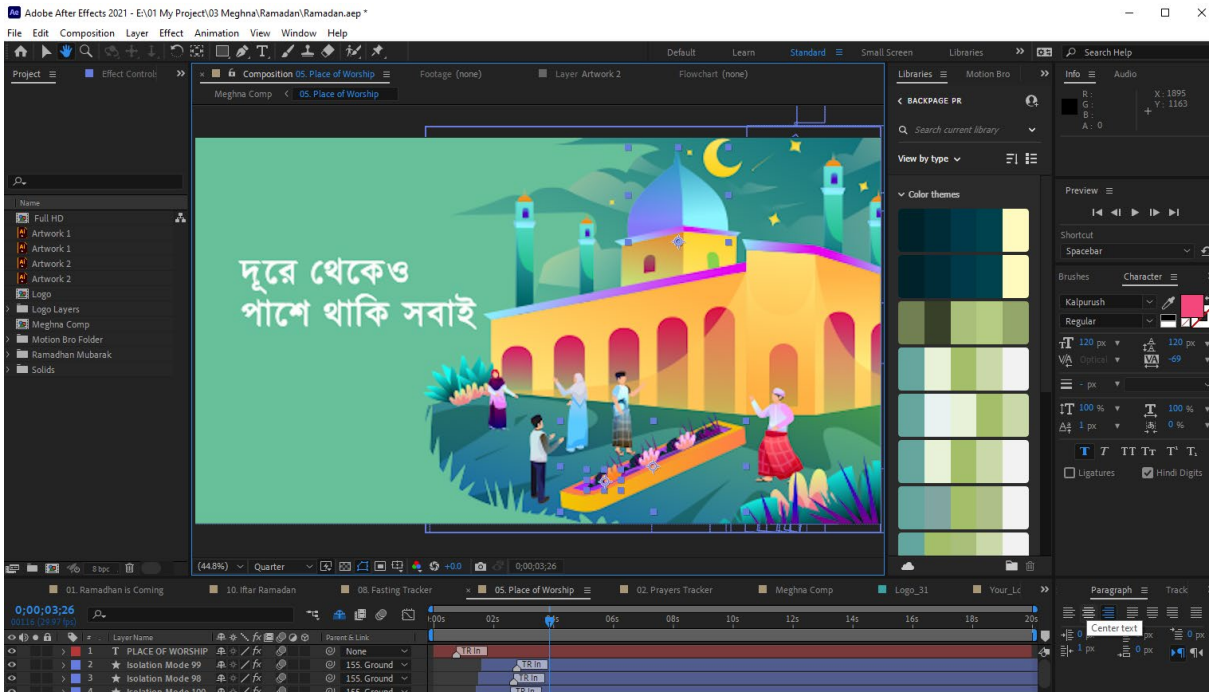


Image 5.6 Second Sequence

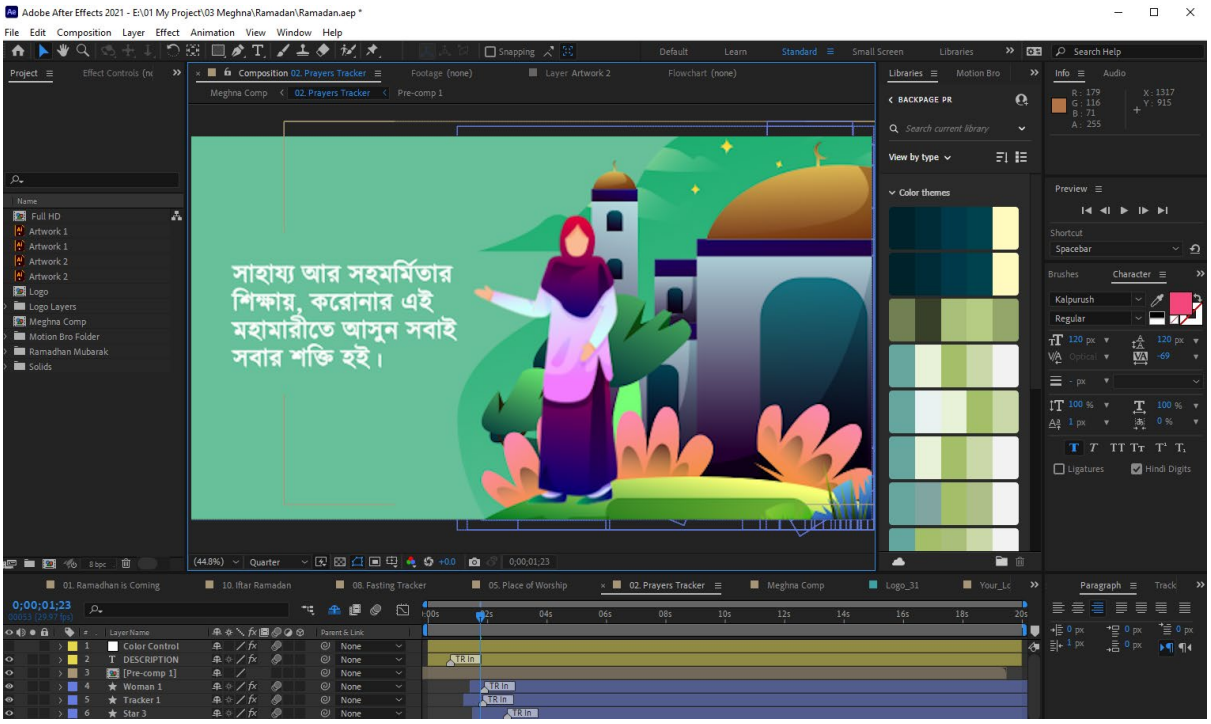


Image 5.7 Third Sequence



Image 5.8 Published work on Facebook

My Mistake:

- At first, I made the font size a little smaller, and then I fixed it after feedback

My Learning:

- How to follow brand guidelines in Motion Graphics
- How to work under pressure

Video Published Link: https://go.shamim.me/Project06

PROJECT 07

Project Name: Graphic Design Work for Meghna Insurance Company Limited (MICL)

Project Details: I have done some graphic designs for Meghna Insurance Company Limited during my internship period. In this project, I will show some of the graphic design content that I create for MICL.

Software I Used for This Project: Adobe Illustrator, Adobe Photoshop

My Task and Responsibilities:

- Read MICL's brand guideline for creative graphic design
- Discuss with a senior executive about ads size and colour things
- Read copy and caption properly
- Create visual static ads
- Export graphic in proper formate and size
- Get feedback from the supervisor and sent it to the senior executive
- Ask Director got feedback
- Sent draft content to WhatsApps group or individual
- Deliver content on time

Before start graphic design, I read their brand guideline and save the colour palette to my Adobe Creative Cloud.

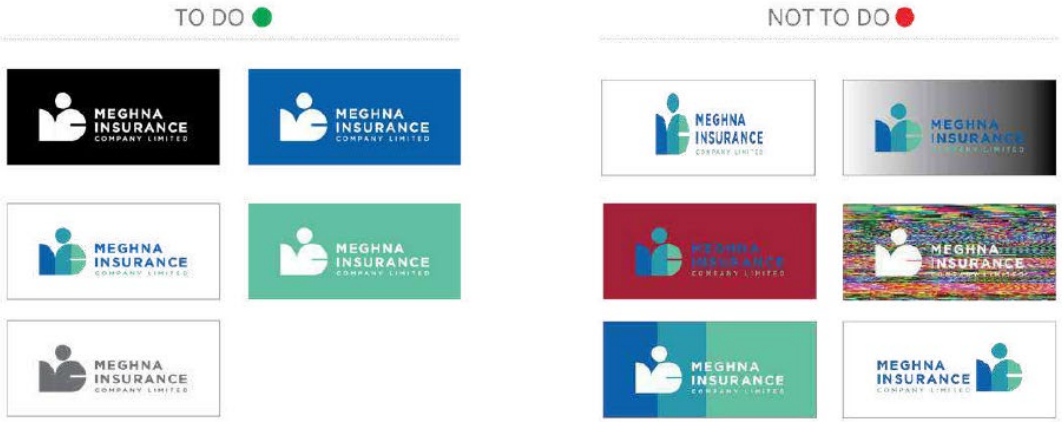
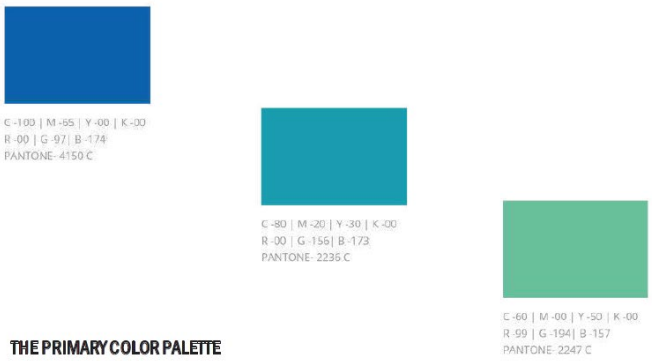


Image 7.1 MICL Logo Guideline for Static Post



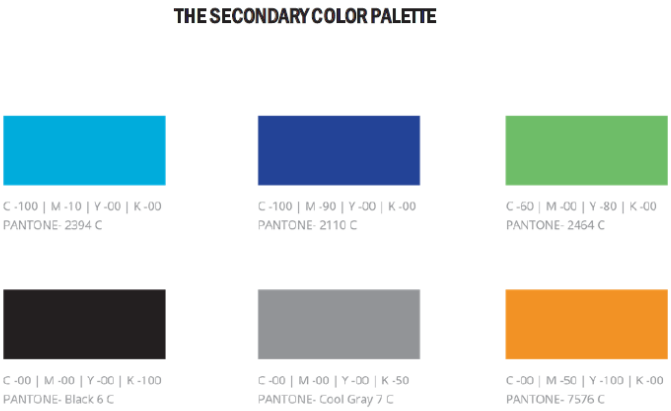


Image 7.2 Color Guides Line

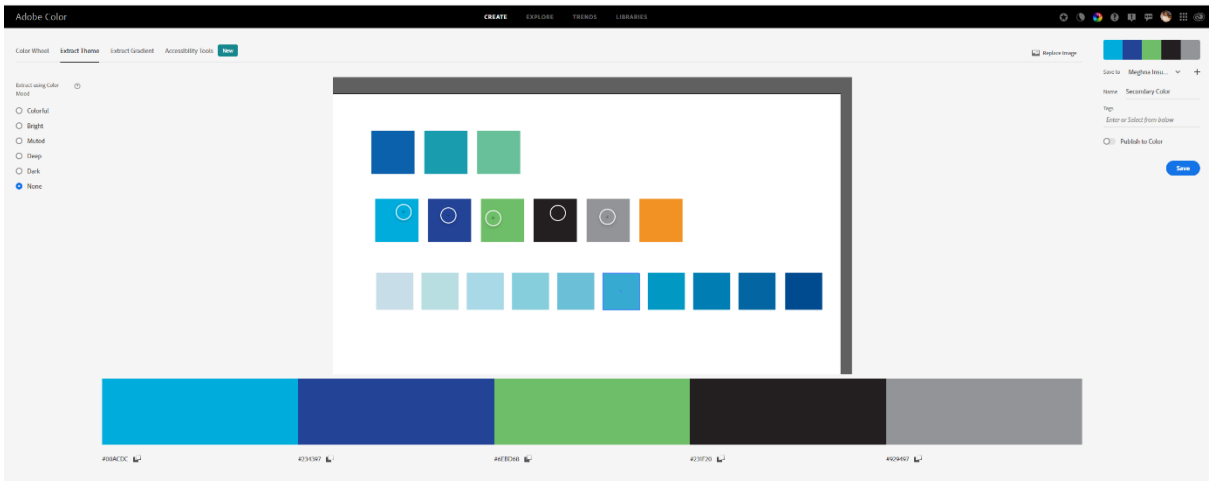


Image 7.3 For my Advantage, I create a colour for MICL using the Adobe Color Picker tool

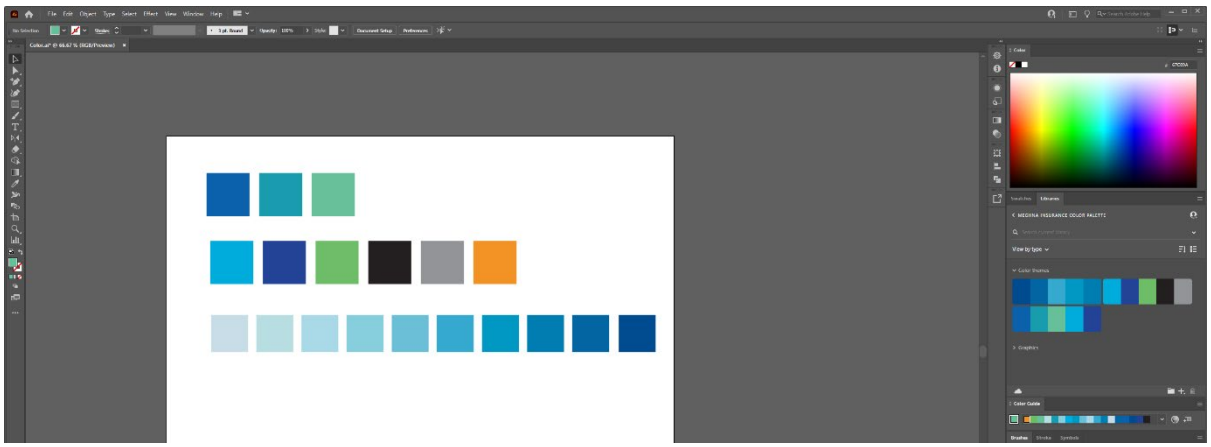


Image 7.4 After creating the colour palette, I save it to my Adobe Creative Cloud Library

1) Static for Pohela Boishakh

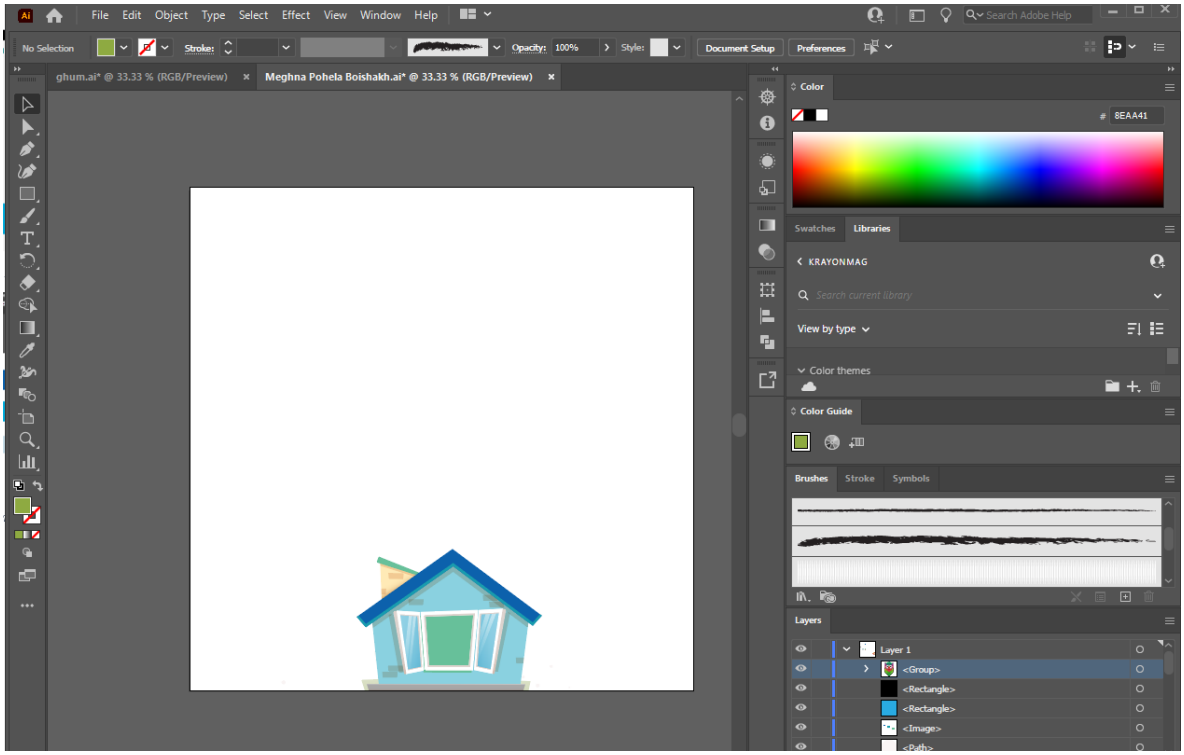


Image 7.1.1 Home Illustration

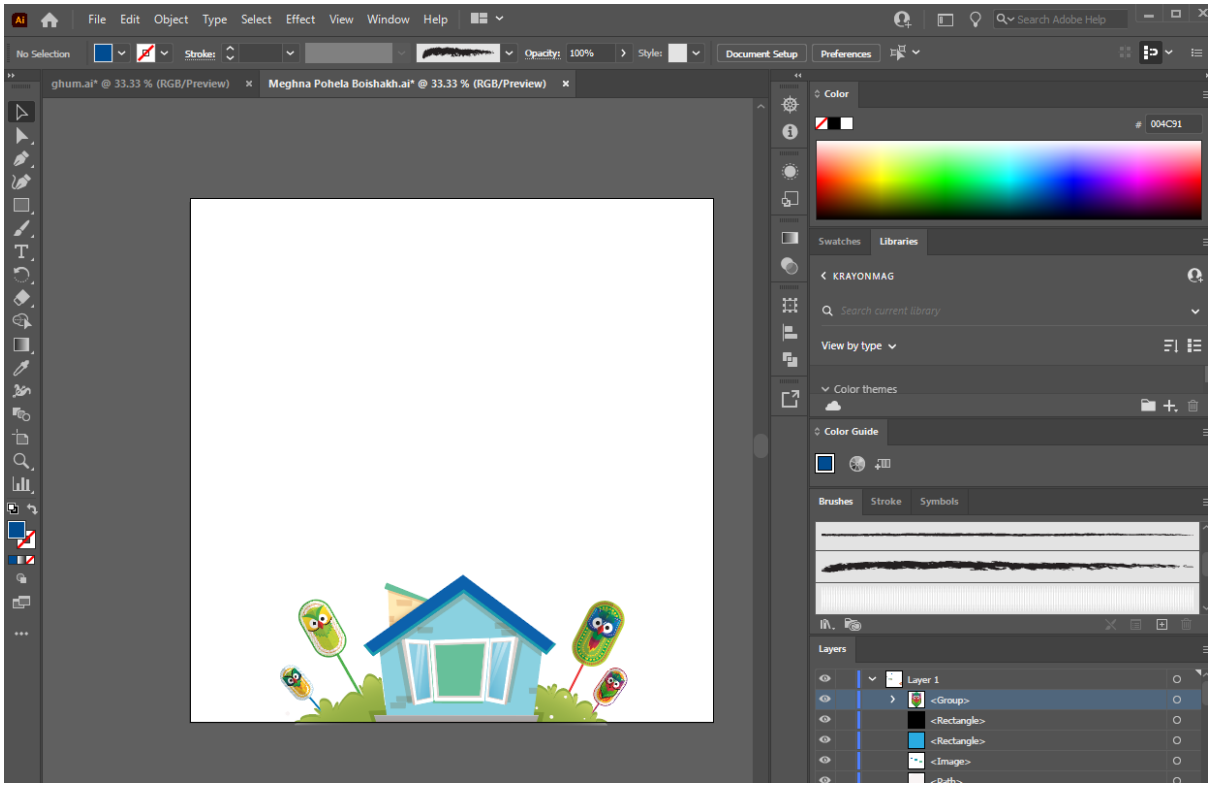


Image 7.1.2 Home with Boishakhi and Other Elements

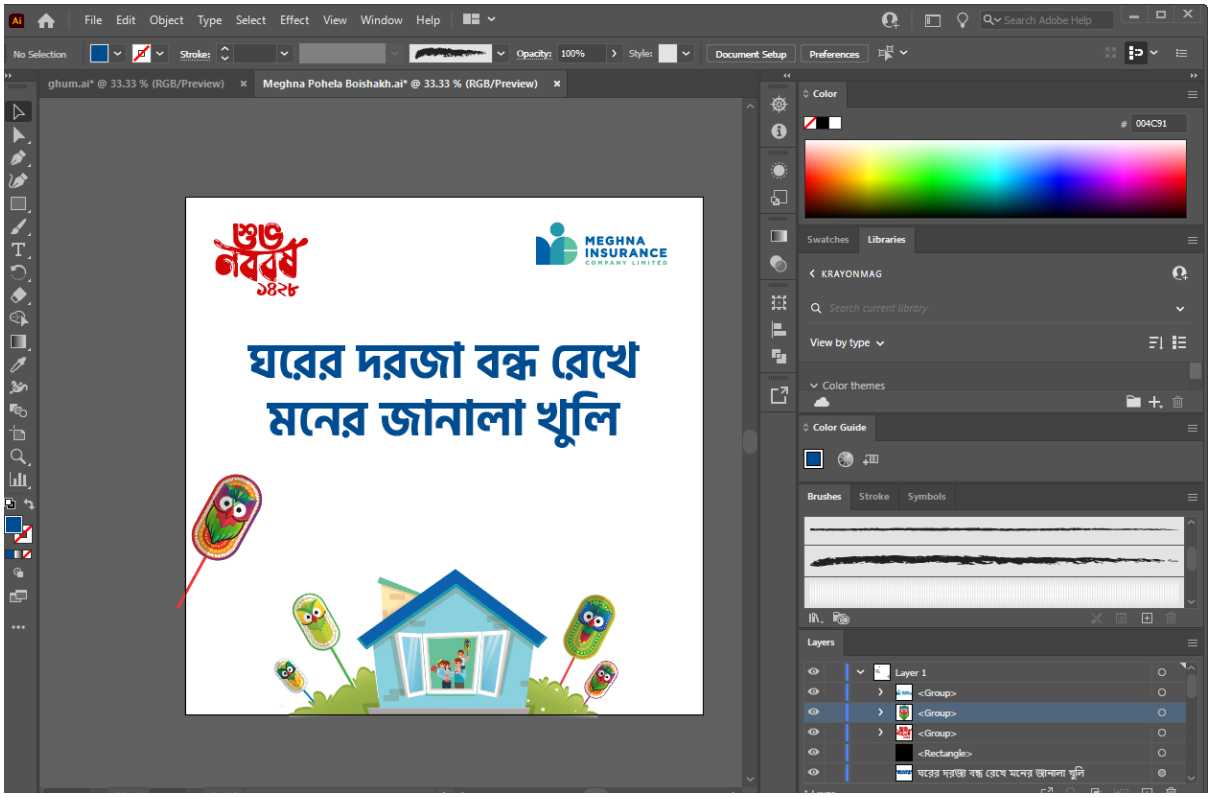


Image 7.1.3 Final Design



Image 7.1.4 Published Work

Some feedback conversation about this project:

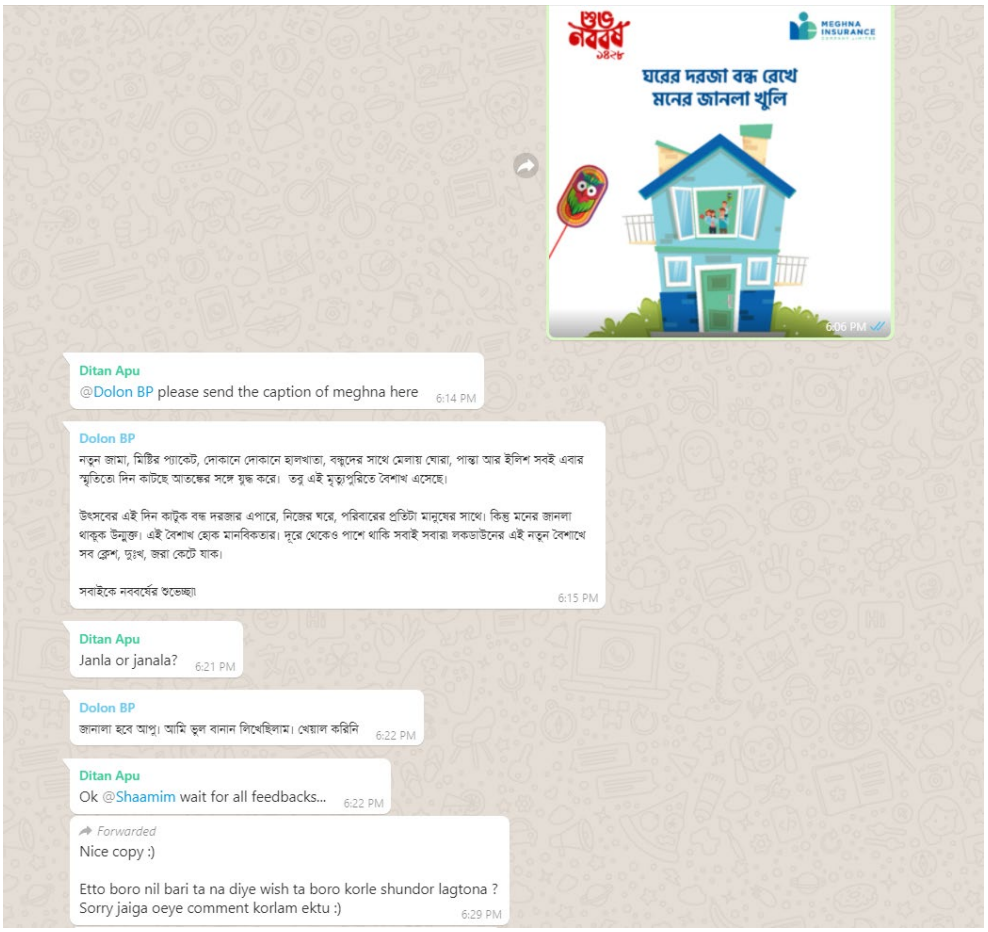




Image 7.1.5 and 7.116 Feedback and approval from Director.

2) Covid Awareness Static

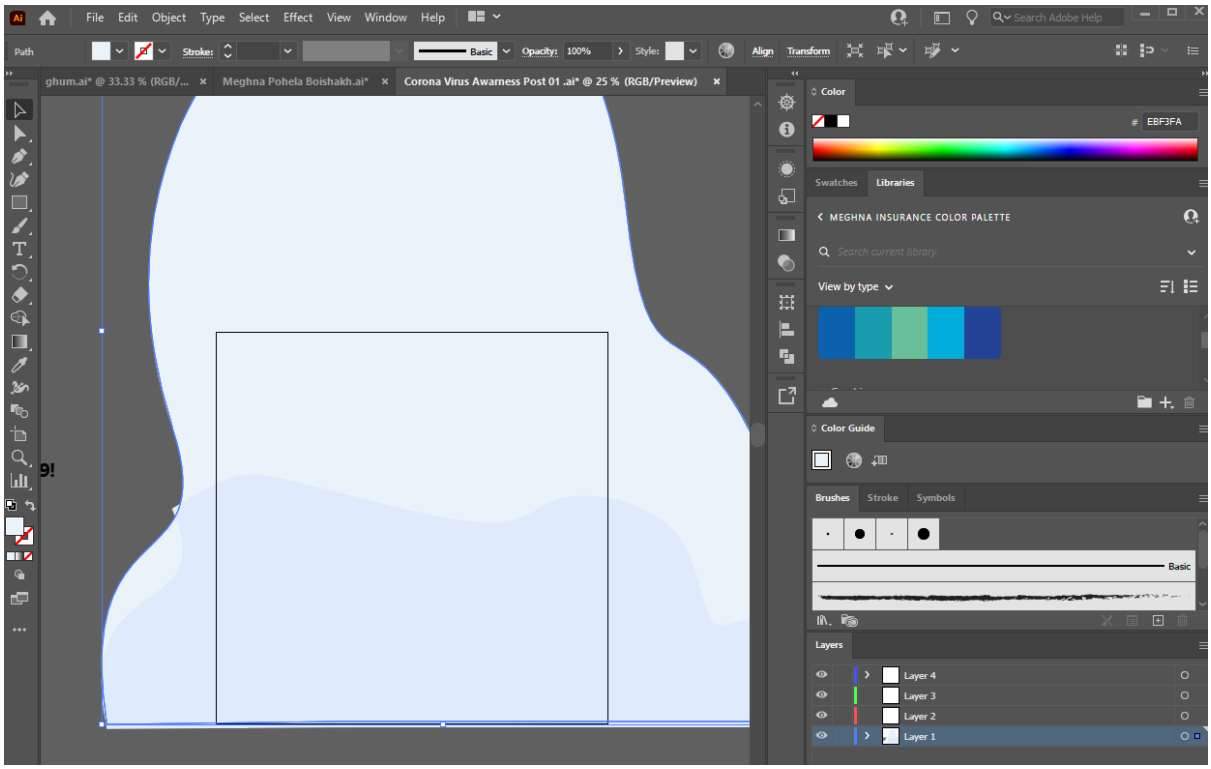


Image 7.2.1 Background for Covid Awareness Post

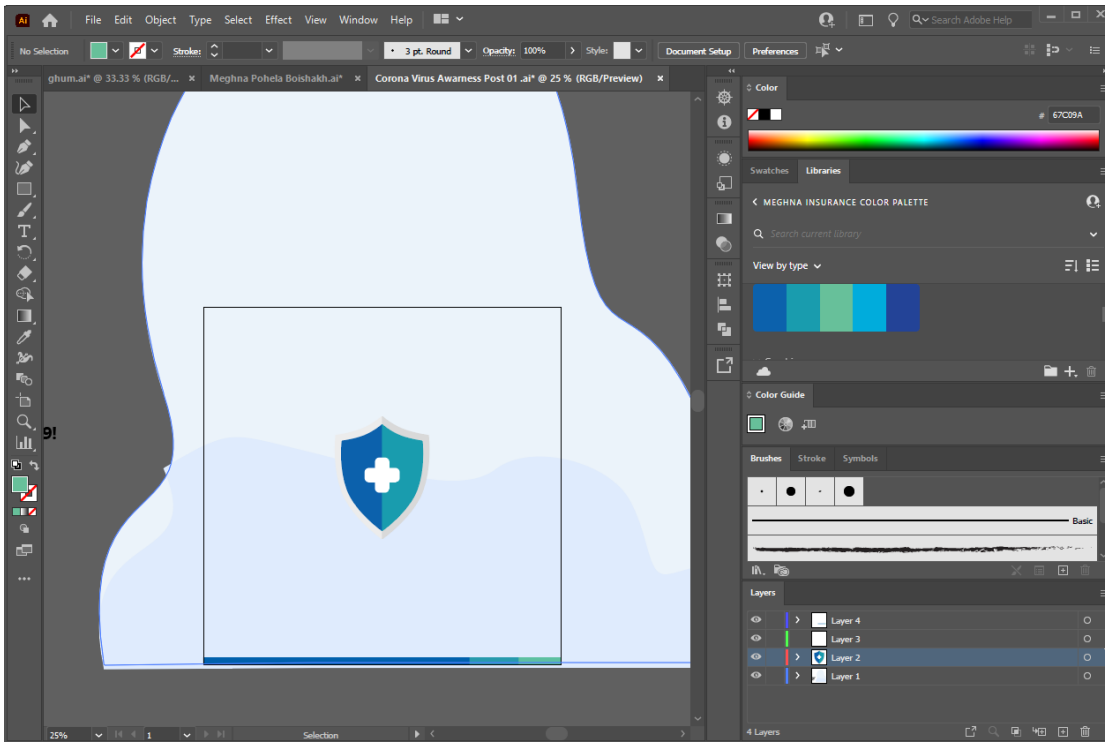


Image 7.2.2 Safty and Insurance Sign

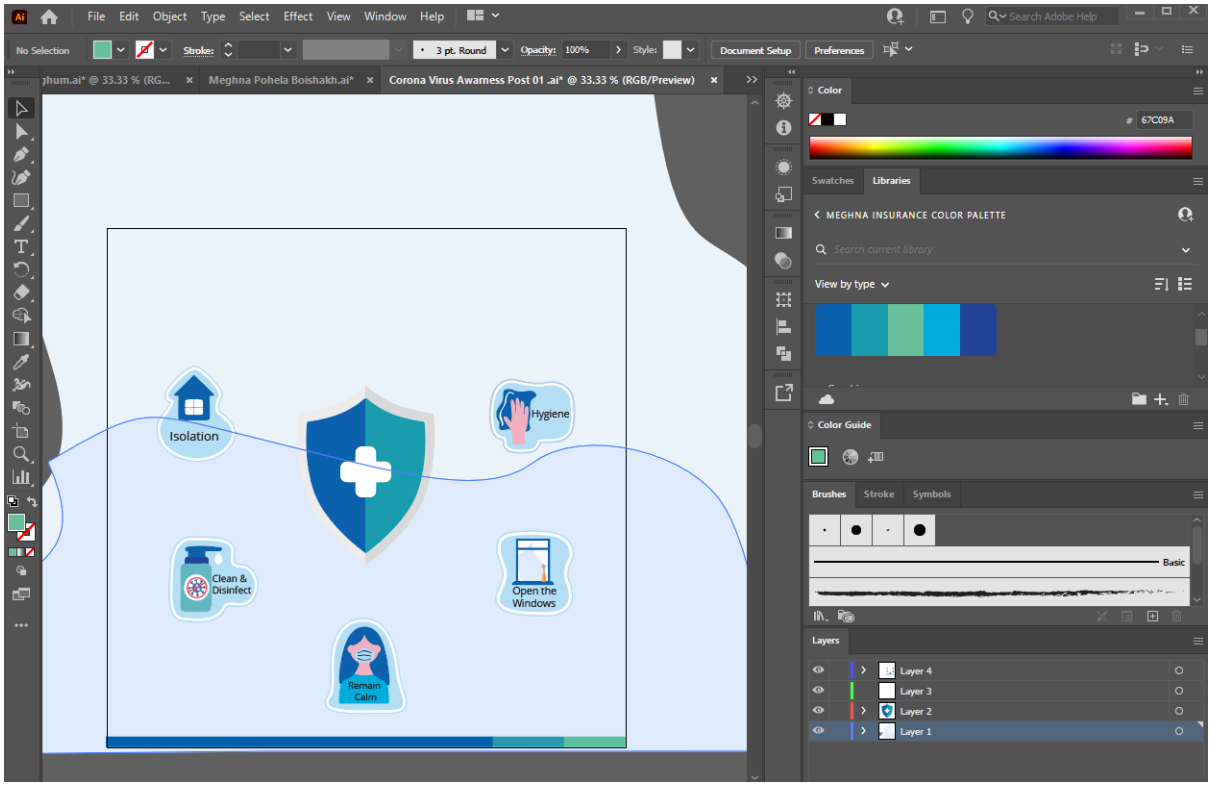


Image 7.2.3 Covid Awareness Icon and Text

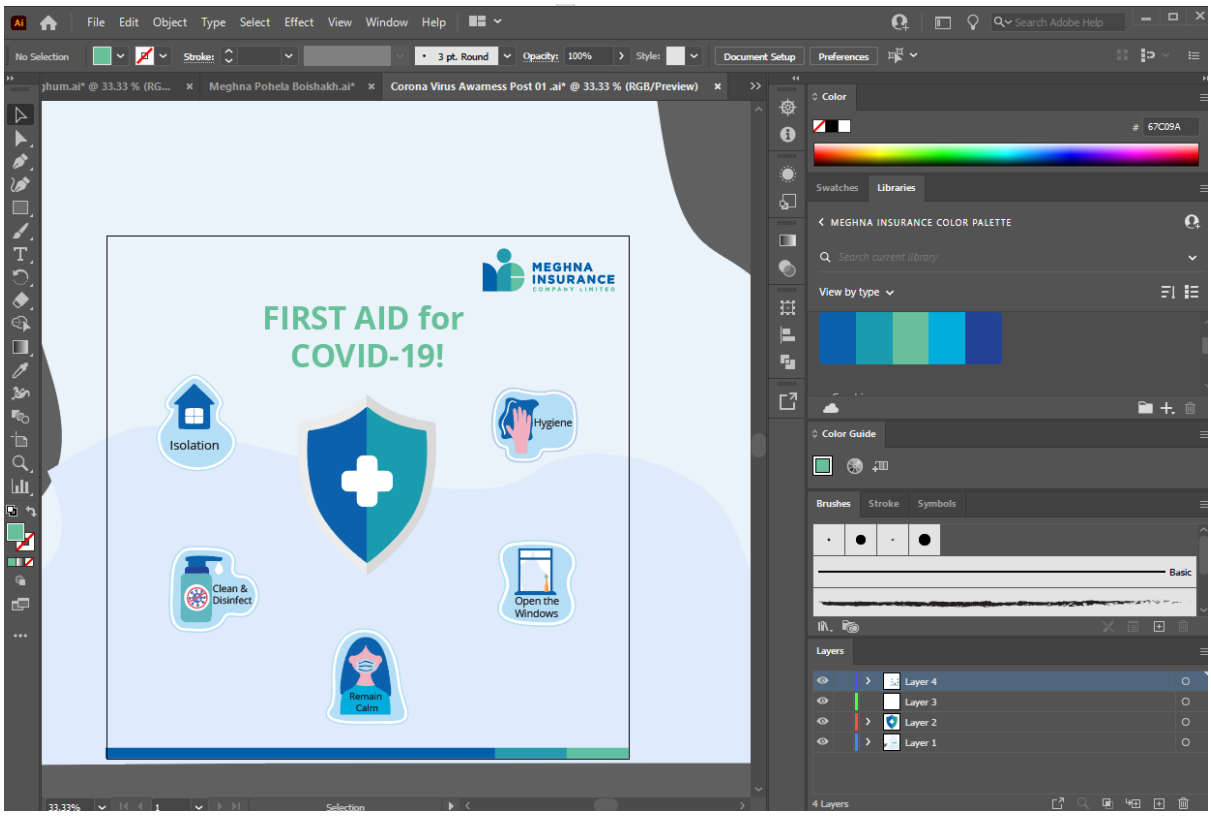


Image 7.2.4 Final Output

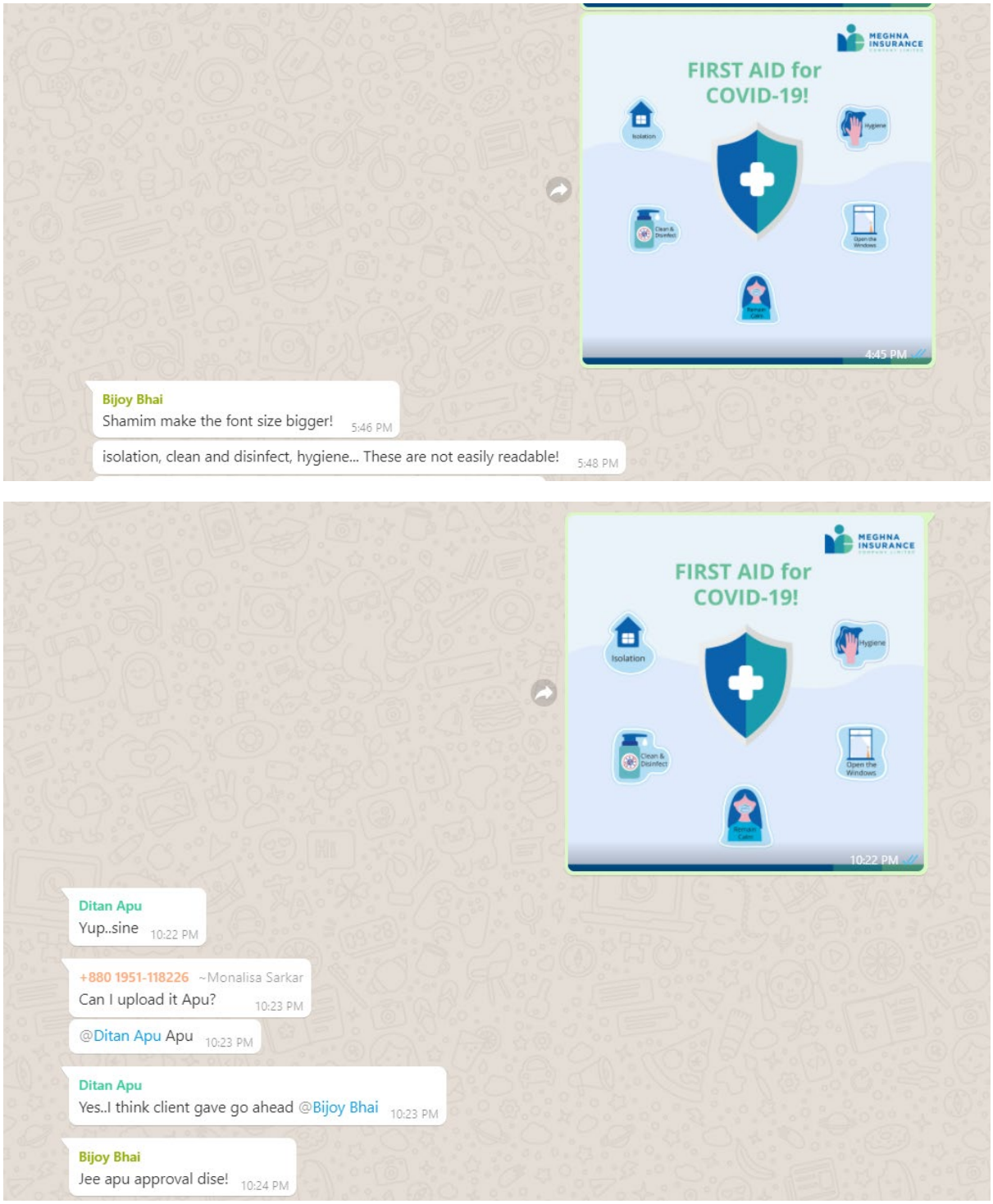


Image 7.2.5 Feedback and Approval

03) Do You Know Static Post

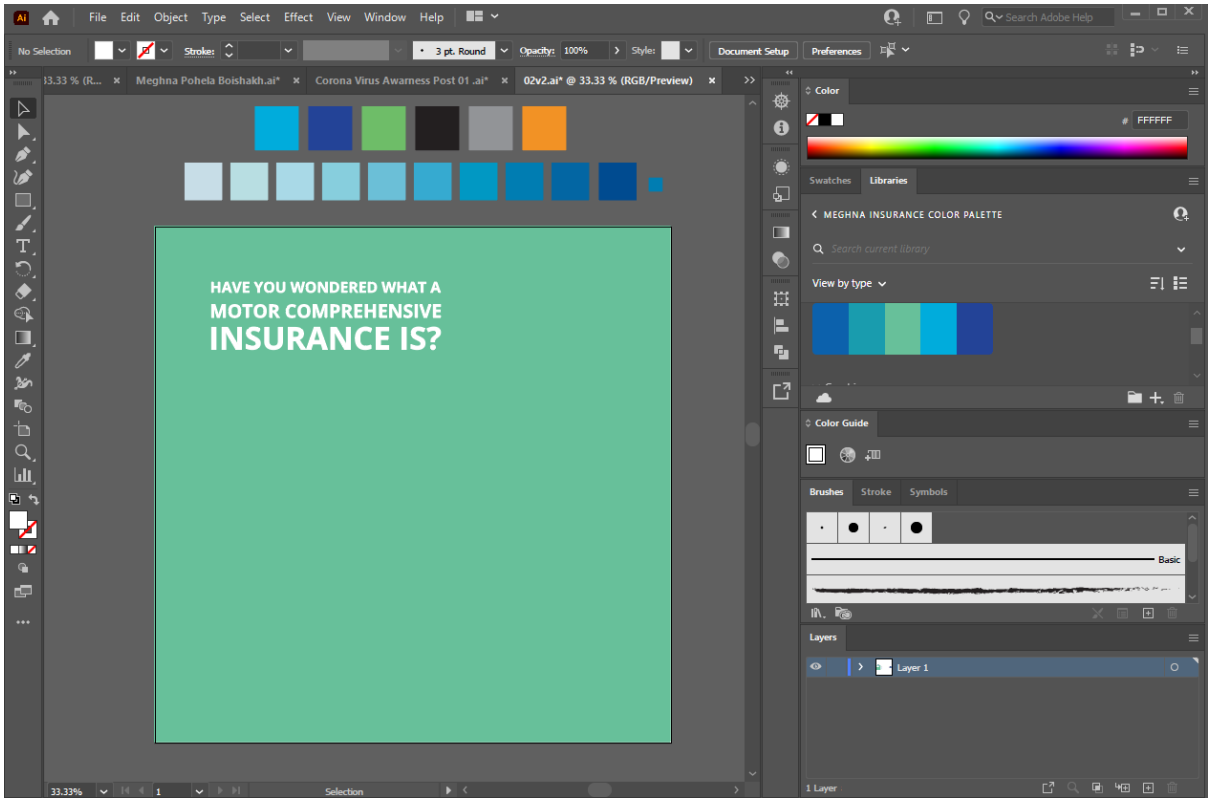


Image 7.3.1 Text and Background on Illustrator

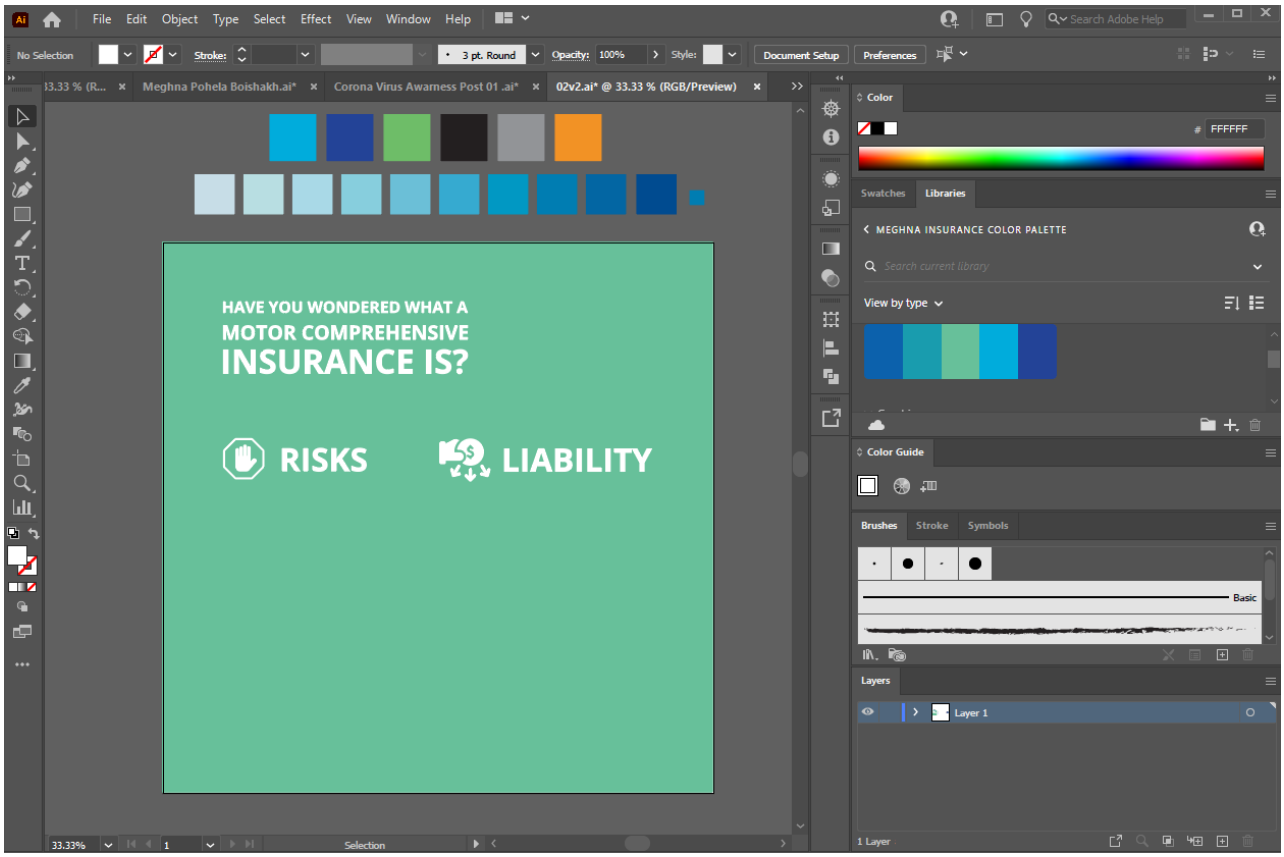


Image 7.3.2 Icon and Text

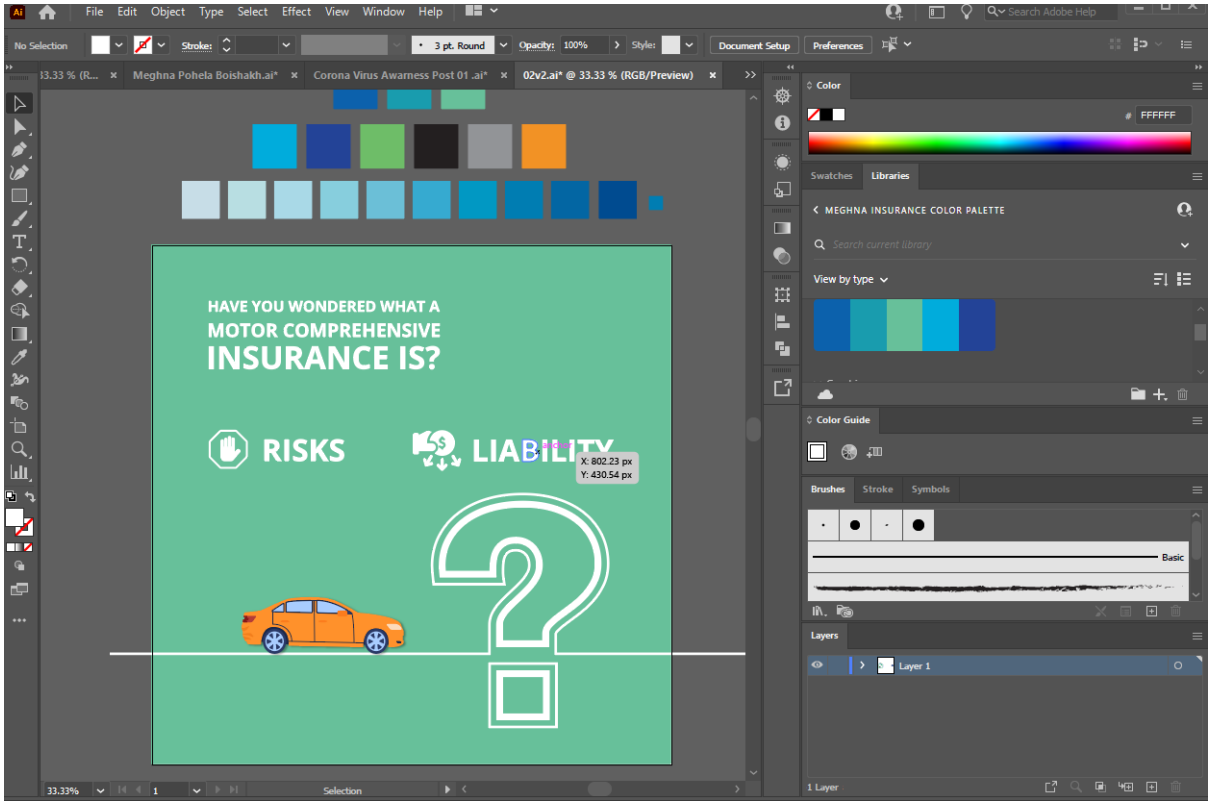


Image 7.3.3 Car and Question Mark

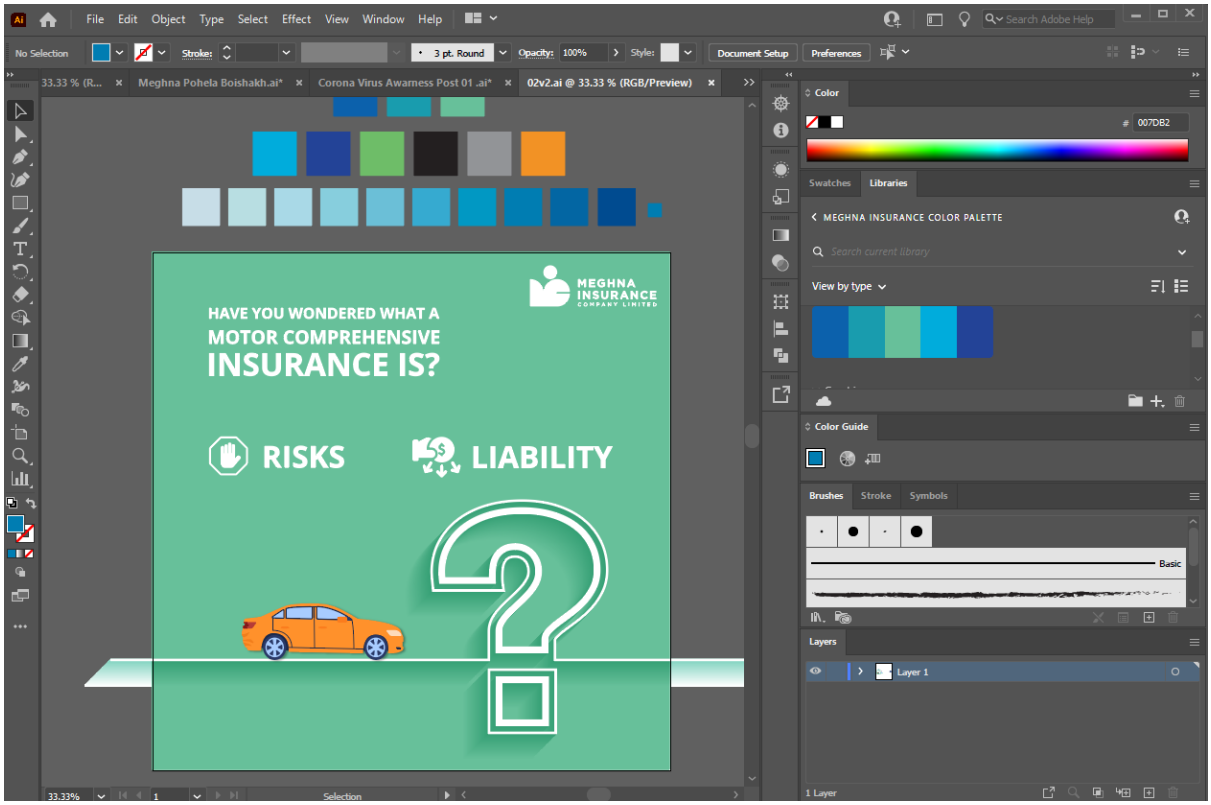


Image 7.3.4 Final Output

Challenges: Working with MICL was challenging for me as I have never worked for such a big company before. After starting their work and with the help of my colleagues, I have completed the job very comfortably.

My Mistake: I have made several mistakes in graphic design with MICL. The mistakes I have made are highlighted below,

- Made font size smaller
- I did not follow the brand guideline last design
- I missed a deadline

My Learning:

- Learned how to deal with the corporate client
- Learned brand guideline
- Learned colour guideline
- Learned logo placing guideline
- Learned press ads formate
- Known about the identify bar

Published Static Creative Link:

1) https://go.shamim.me/Project7.1
2) https://go.shamim.me/Project7.2
3) https://go.shamim.me/Project7.3

PROJECT 08

Project Name: MICL's Pre-Eid Press Ads for Prothom Alo Magazine and MICL's Chairman Eid Greeting Ads for Print Media

Tools/Software I Used for this Project: Adobe Illustrator, Adobe Photoshop

Project Details: I was so nervous about this project because I have never done any print media ads design before. With the help of my supervisor and my Director, I managed to do this project smoothly.

My Task and Responsibilities:

- Collet copy and concept from my supervisor
- Discuss with a senior executive about ads size and colour things
- Read copy and caption properly
- Create visual static ads
- Export graphic in proper formate and size
- Get feedback from the supervisor and sent it to the senior executive
- Transmitted draft content to WhatsApps group or individual
- Sent eps file for print
- Deliver content on time

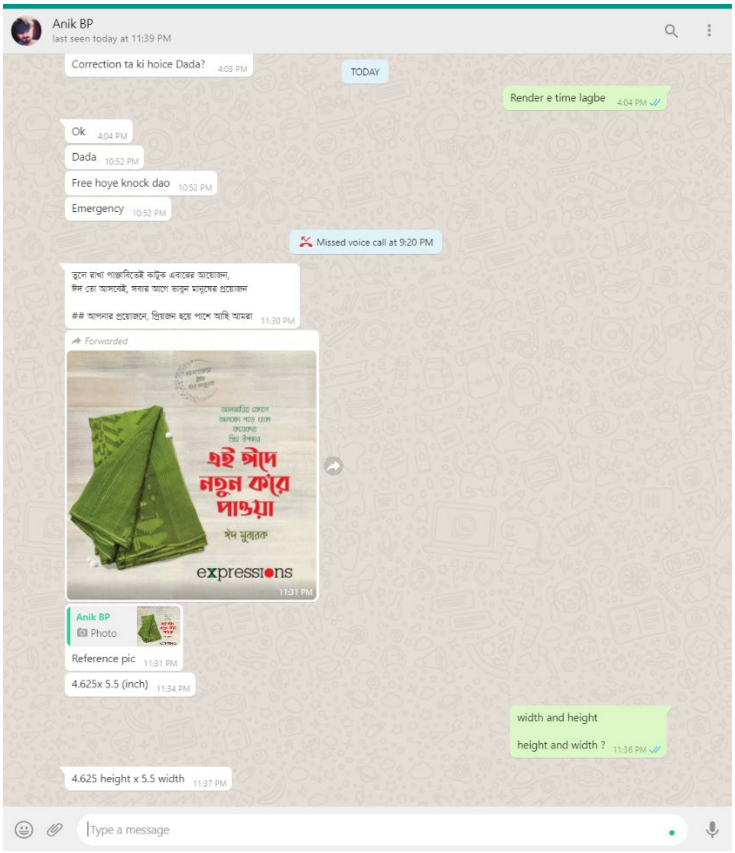


Image 8.1 Copy and Ads Concept

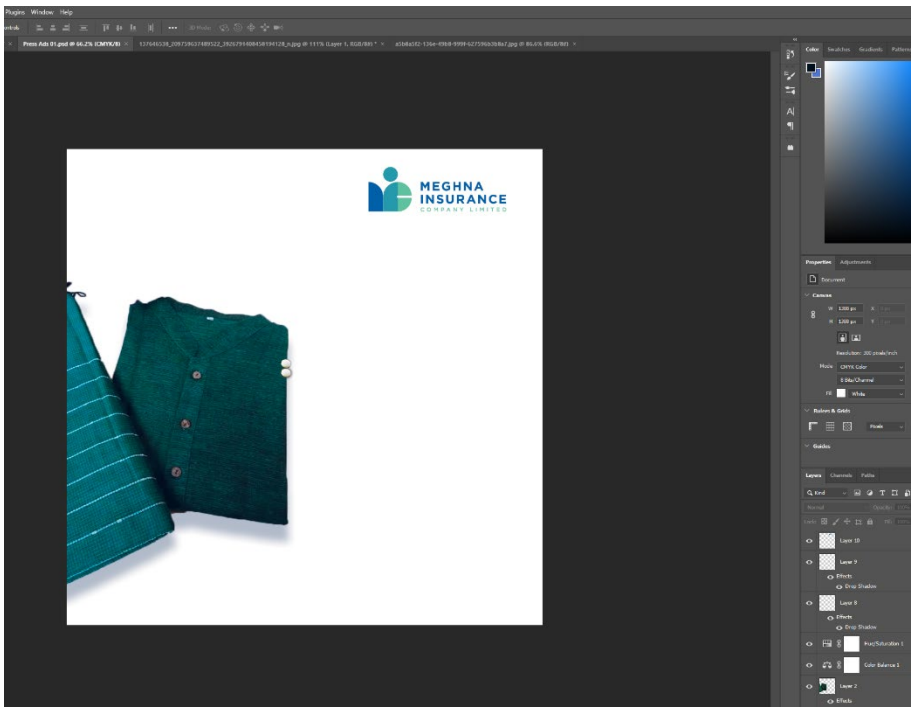


Image 8.2 Very beginning where I started.

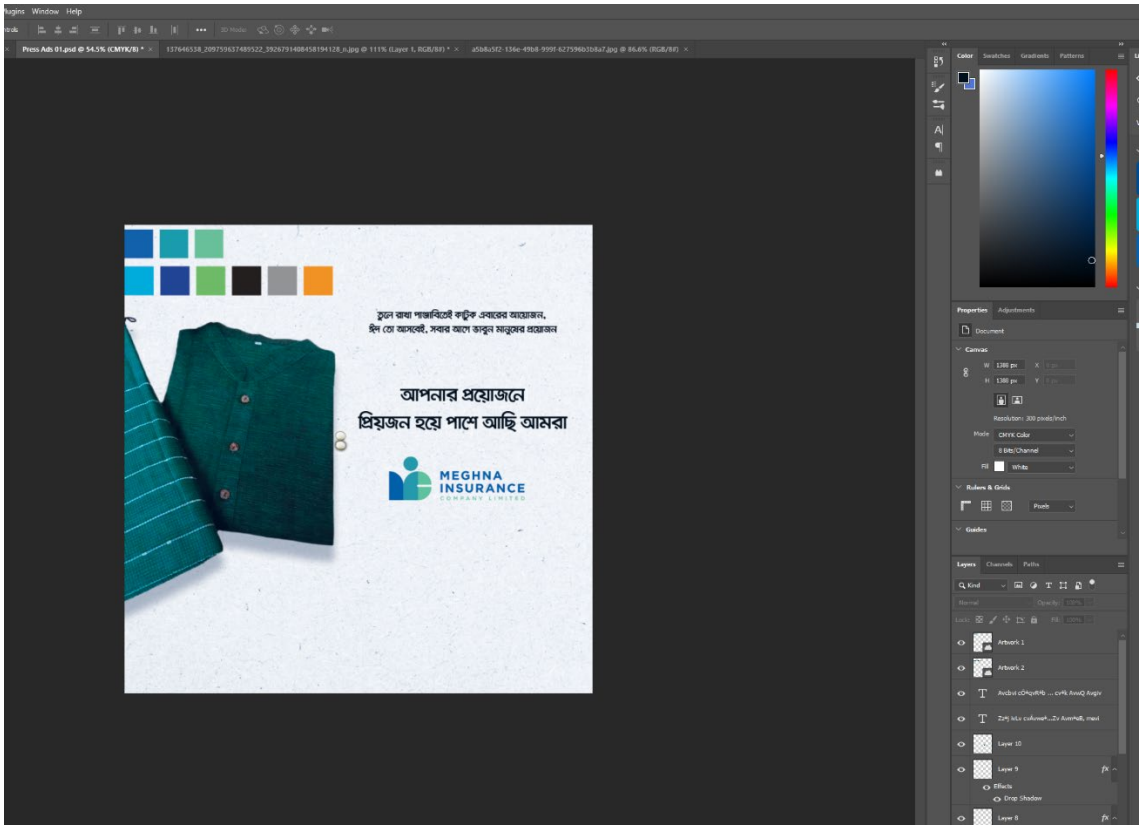


Image 8.3 Middle of The Work



Image 8.4 First Draft Final Output

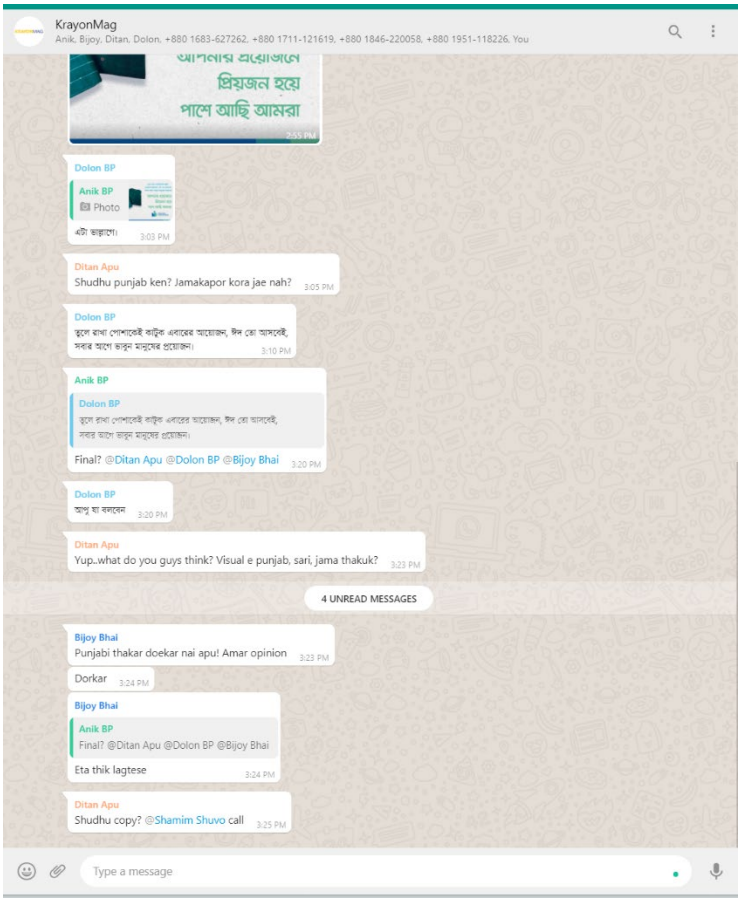


Image 8.5 Feedback After Final Draft

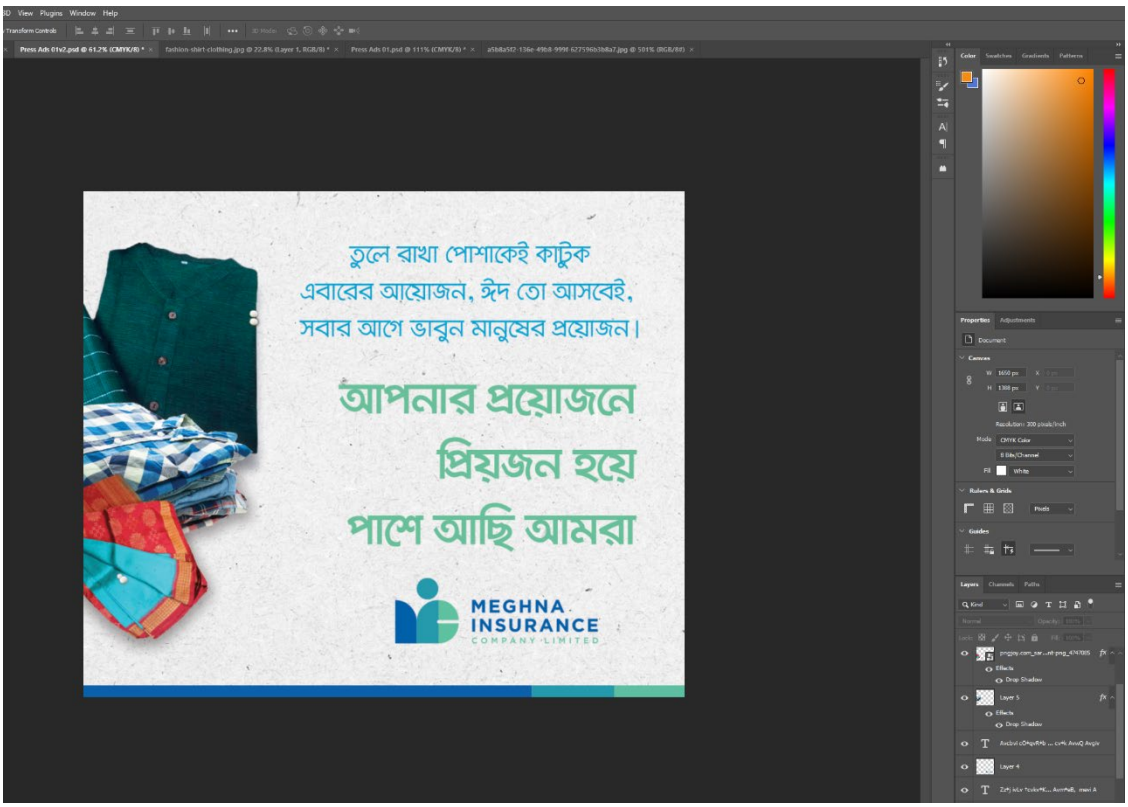


Image 8.6 Correction after feedback

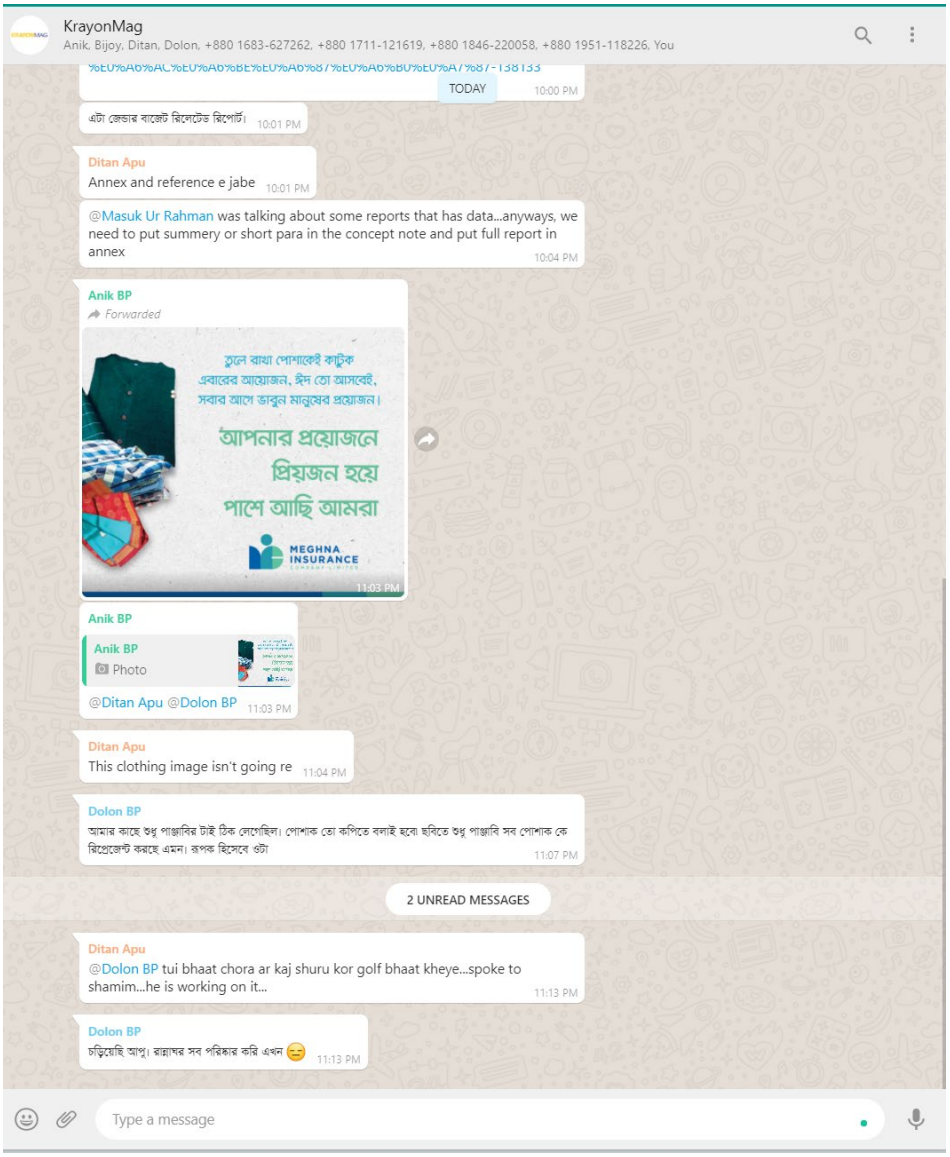


Image 8.9 Feedback after the second correction.

In the second feedback, they asked me to give a vector of masked man also some elements which go with Ramadan and Pandemic instead of cloth. After their feedback, I started working again.



Image 8.10 Illustration of a moon

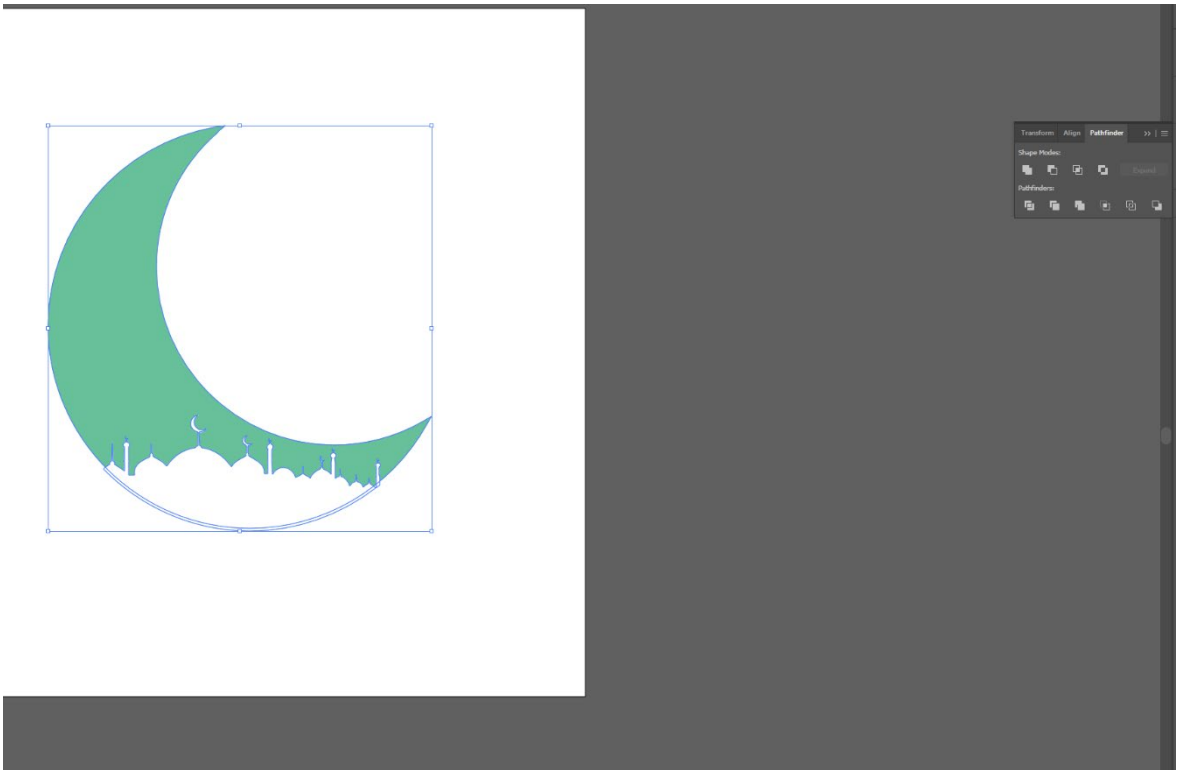


Image 8.11 Final Output of Moon

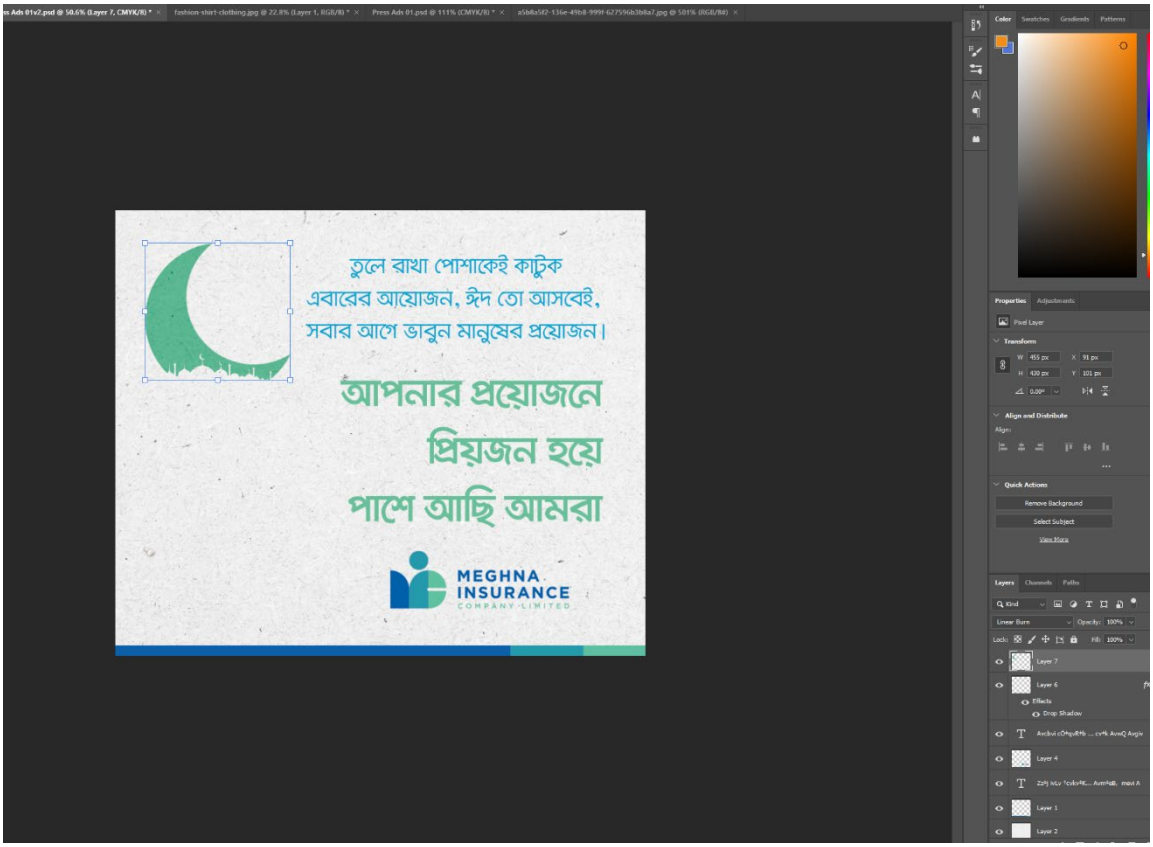


Image 8.12 Moon in the main canvas



Image 8.13 Vector Subject Illustration



Image 8.14 Final Output in the main Artboard in Photoshop



Image 8.15 Before approval, they take my PSD file and change the copy.

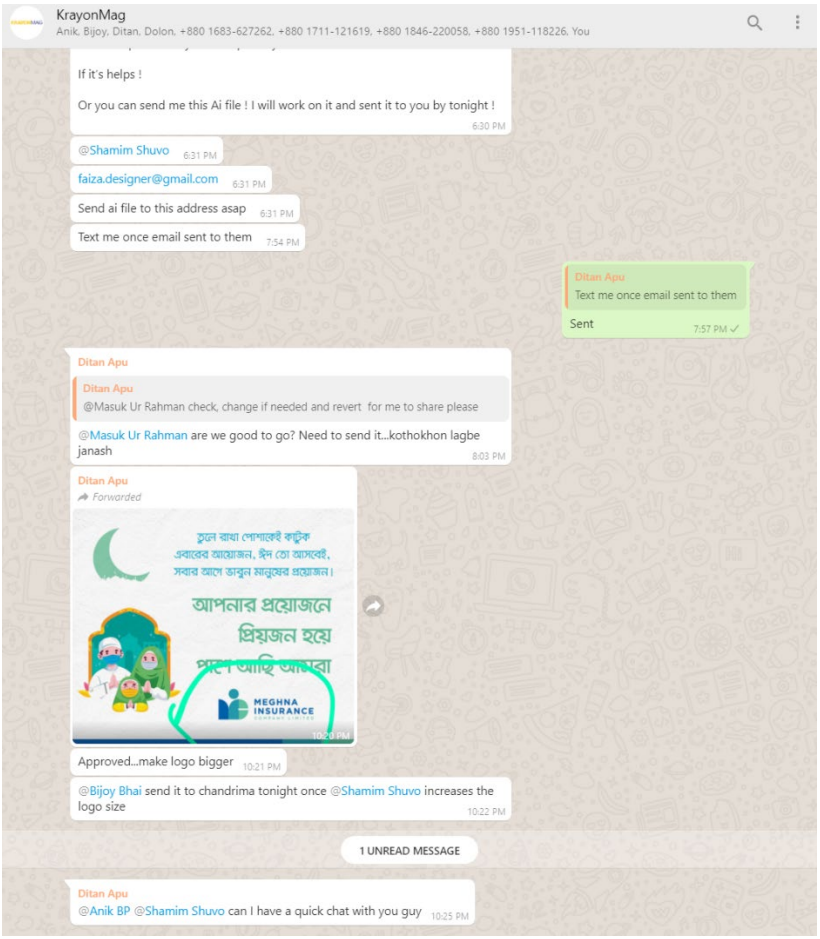


Image 8.16 Finally, this ad got approval from the MICL's Chairman, but later, they change the copy, but the design was the same.



Image 8.17Approved Final Ads Design

Meghna Insurance Company Limited’s Chairman Eid Greeting Ads Design

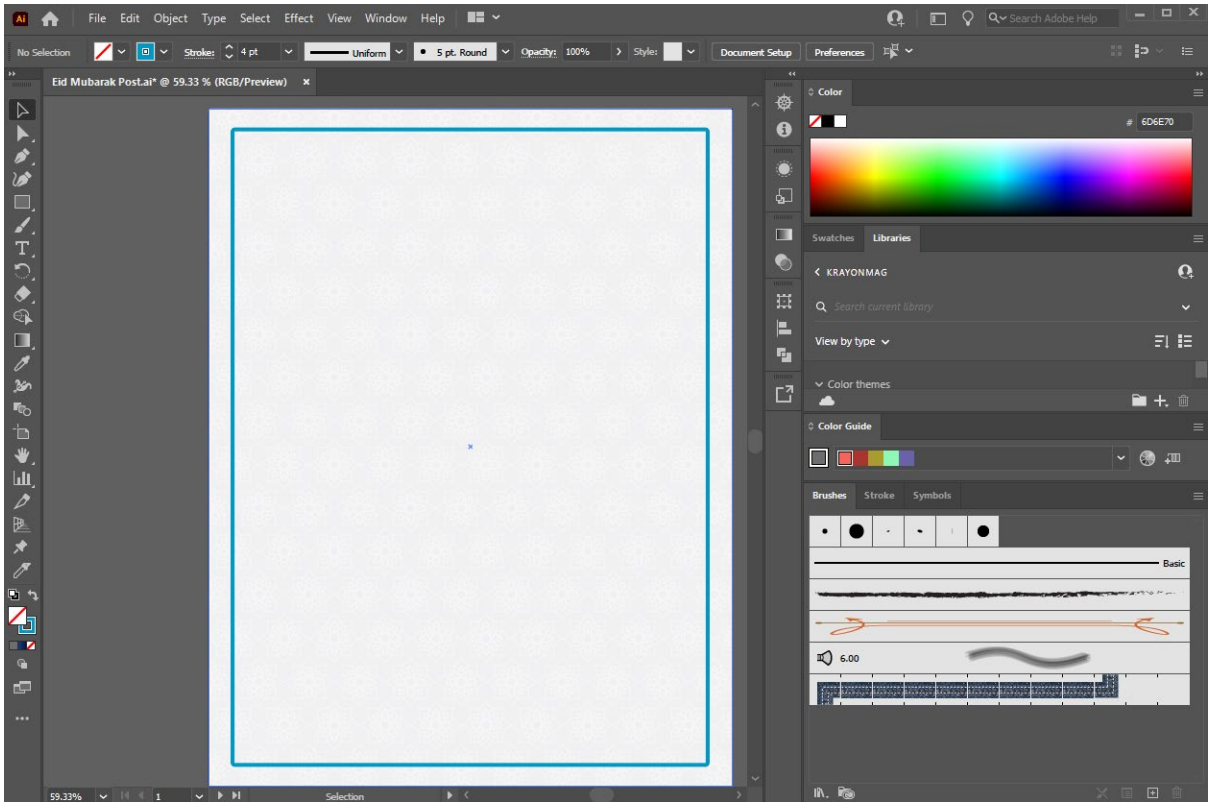


Image 8.18 Creating Background Pattern and Side Square Bar

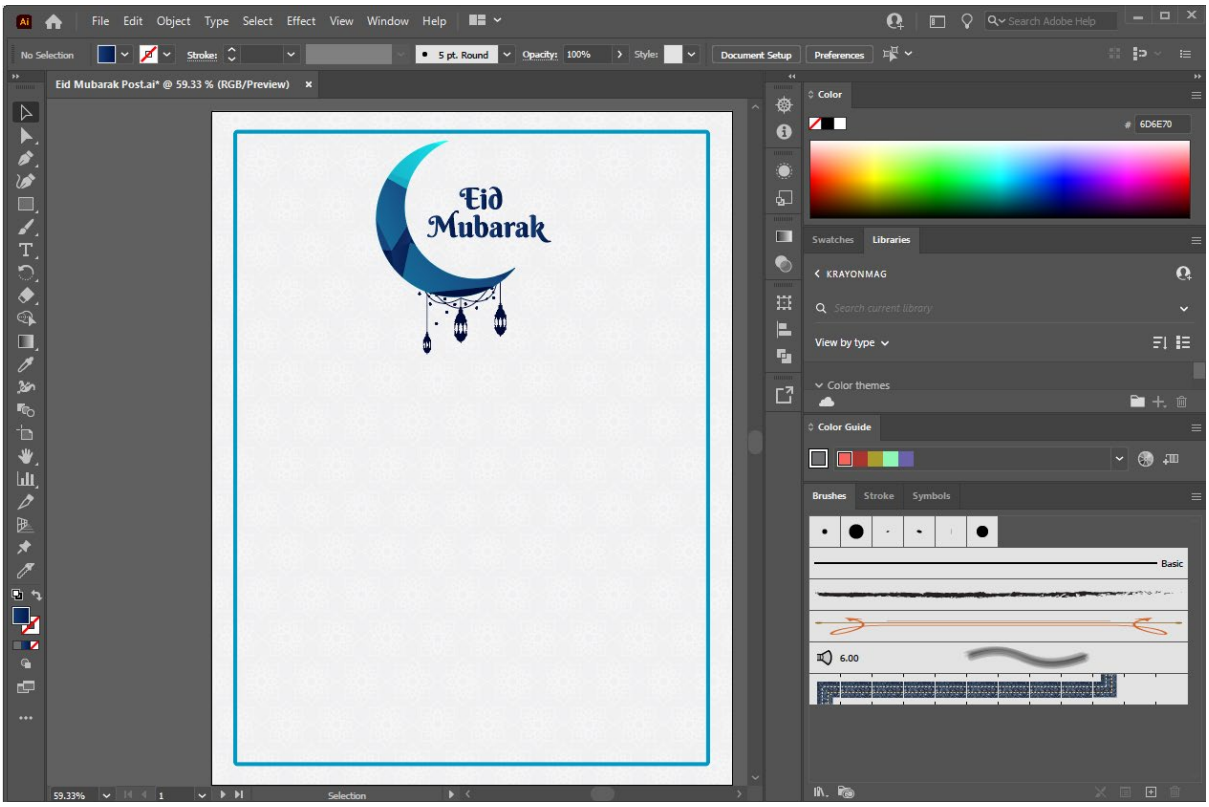


Image 8.19 Chreatting Eid Mubar Typo and Others Elements

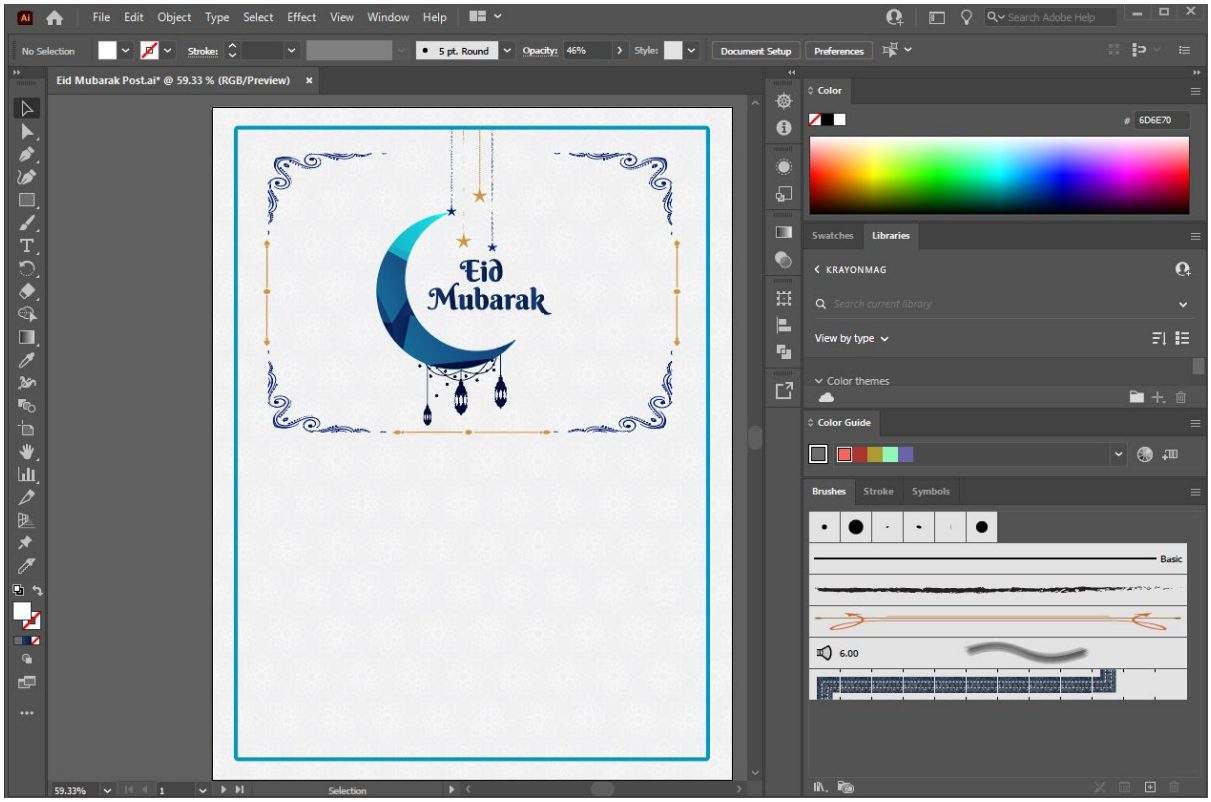


Image 8.20 Add ornaments and other elements

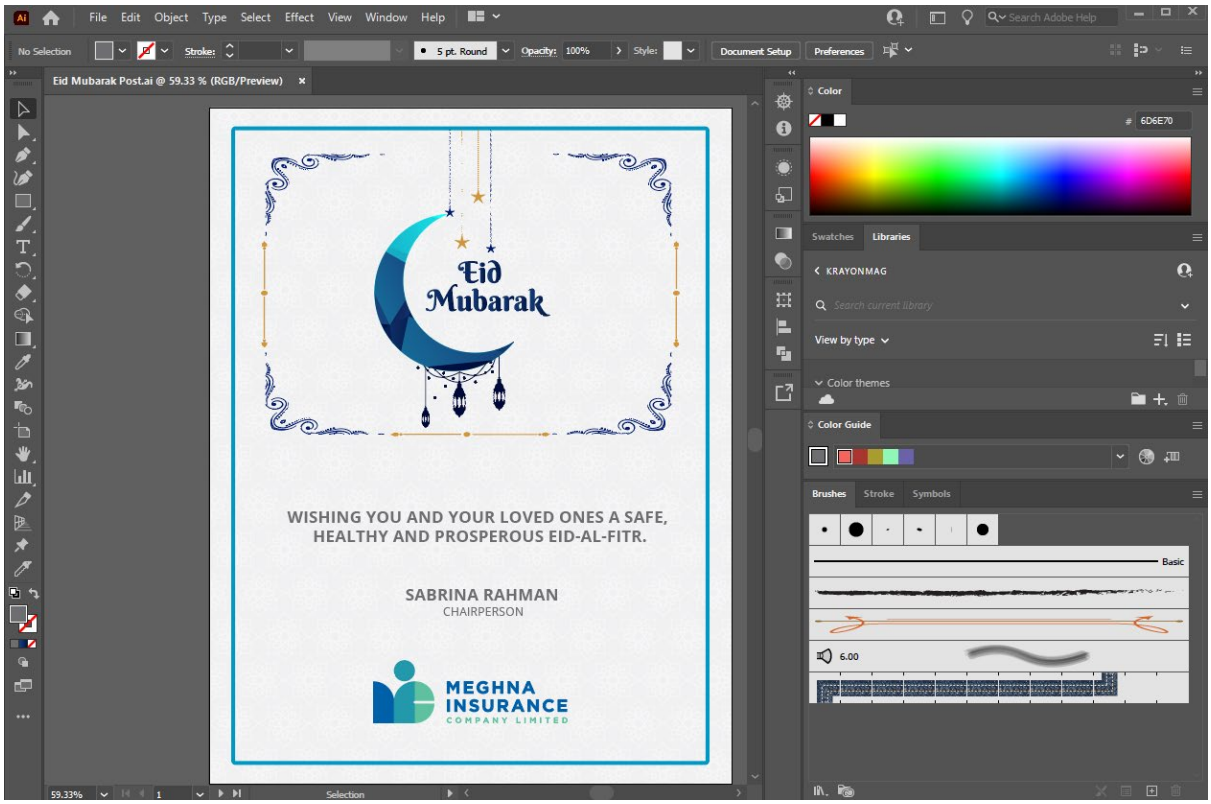


Image 8.21 First Draft

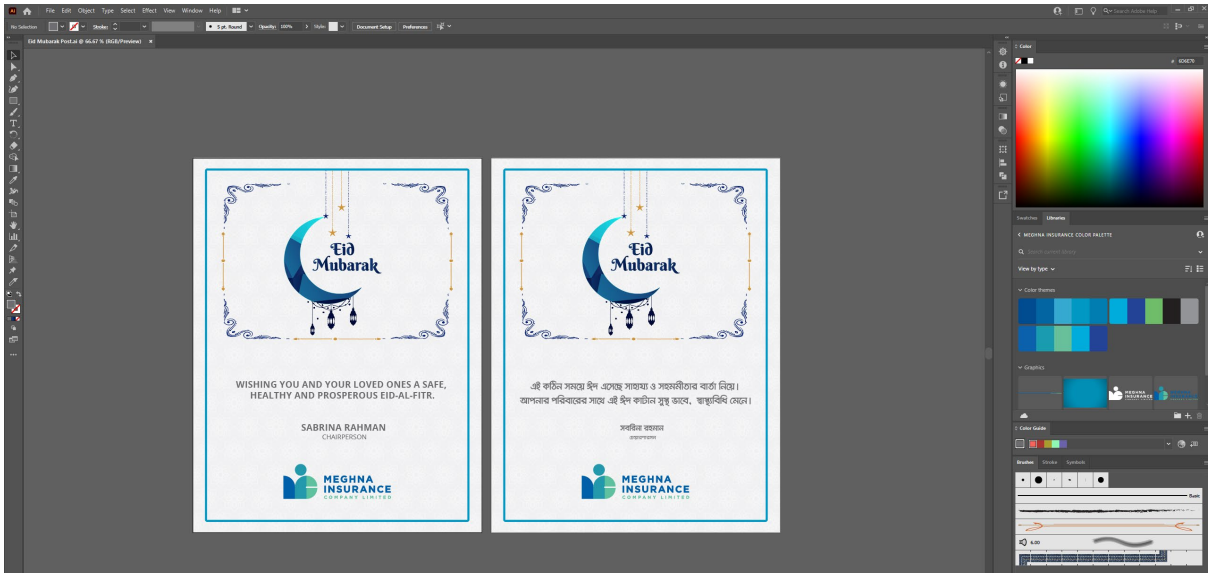


Image 8.22 Final Design English and Bangla Version

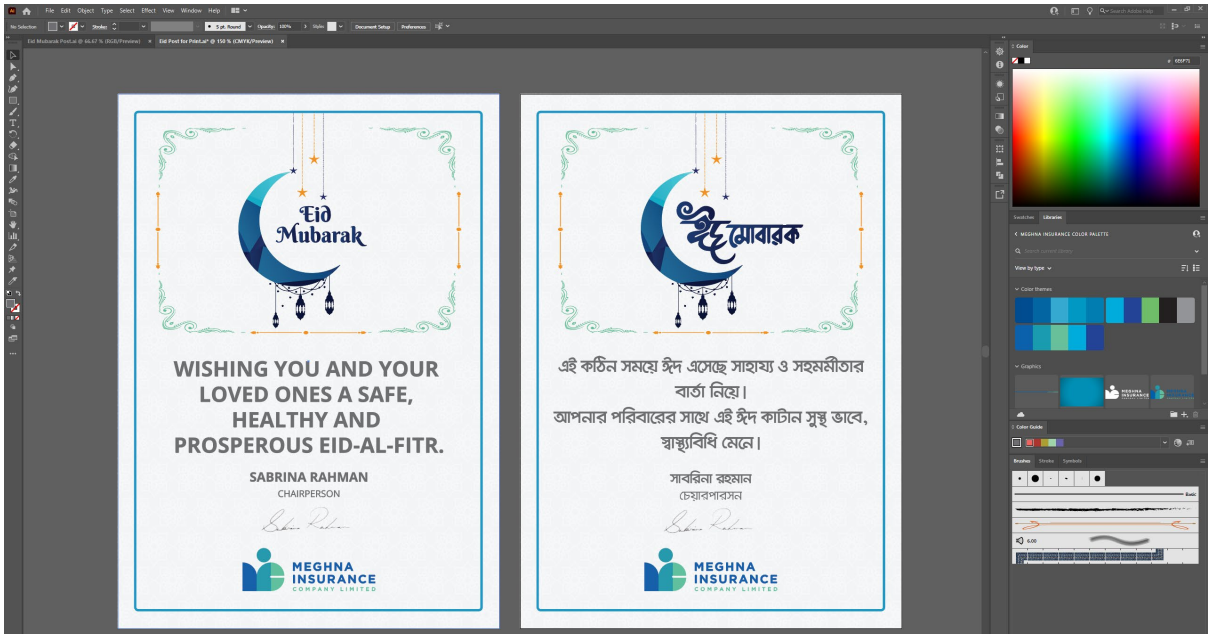


Image 8.23 Final Design After Feedback

Approval and Feedback Conversation

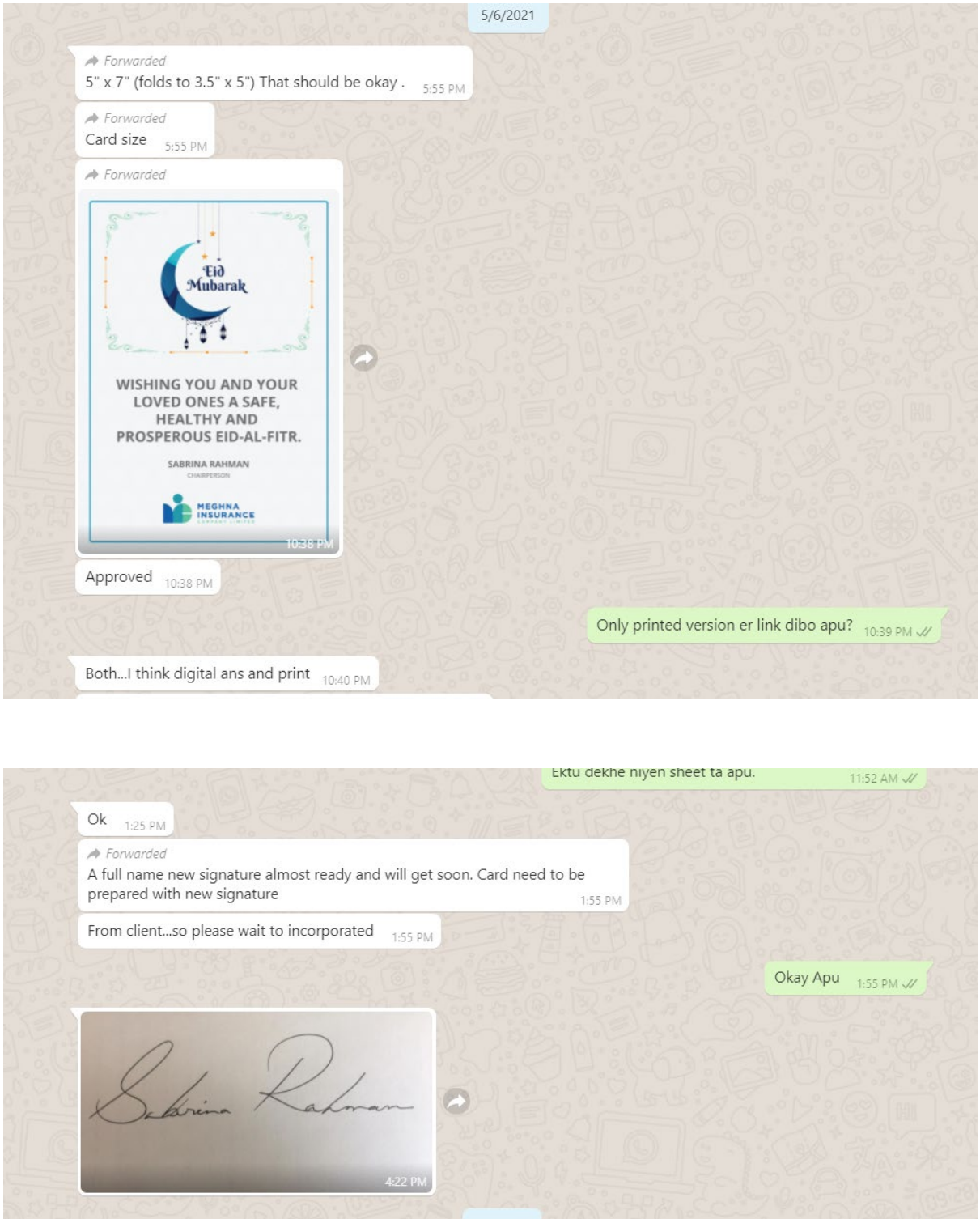


Image 8.24 Conversation with Director about this design and approval and feedback.

Challenges: Doing this design quite challenging for me as I had never worked in print media before. This was my first project as a print media ads.

My Mistake:

- First, I did not use CMYK colour in Photoshop
- I used the low-quality image for the first static

My Learning:

- Learned how to create press ads
- Learned press ads formate
- Learned how to deliver a press ads design
- Improve Graphic Design Skills

PROJECT 09

Project Name: Creative Graphic Design for Krayonmag and Backpage PR

Project Type: Graphic Design

Tools/Software I Used for this Project: Adobe Illustrator, Adobe Photoshop

Project Details: During my internship, I did a lot of graphics design for Backpage and Krayonmag. I have had a good experience doing these graphic design works. I learned a lot of new things I didn't know before.

In addition to the excellent experience, there are also some bad experiences too. I had the experience of being rejected the same project repeatedly while working on my graphics design. Sometimes, I have worked for a long time on a project, but those works have not been published anywhere else.

In this project, I will show some of my favourite project that I have done with Backpage PR and Krayonmag.

My Task and Responsibilities:

- Collect copy and concept from content writer and supervisor
- Read copy and caption properly
- Think visual for design
- Design visual for content
- Export/save graphic in proper formate and size
- Sent draft content to WhatsApps group or individual
- Deliver content on time
- Get feedback from supervisor or Director

9.1) Mnemonic Design for Krayonmag's writeup and other things collection brochure



Image 8.1.1 Created 'স্বাধীনতা' Typography using Illstator's Pen Tool

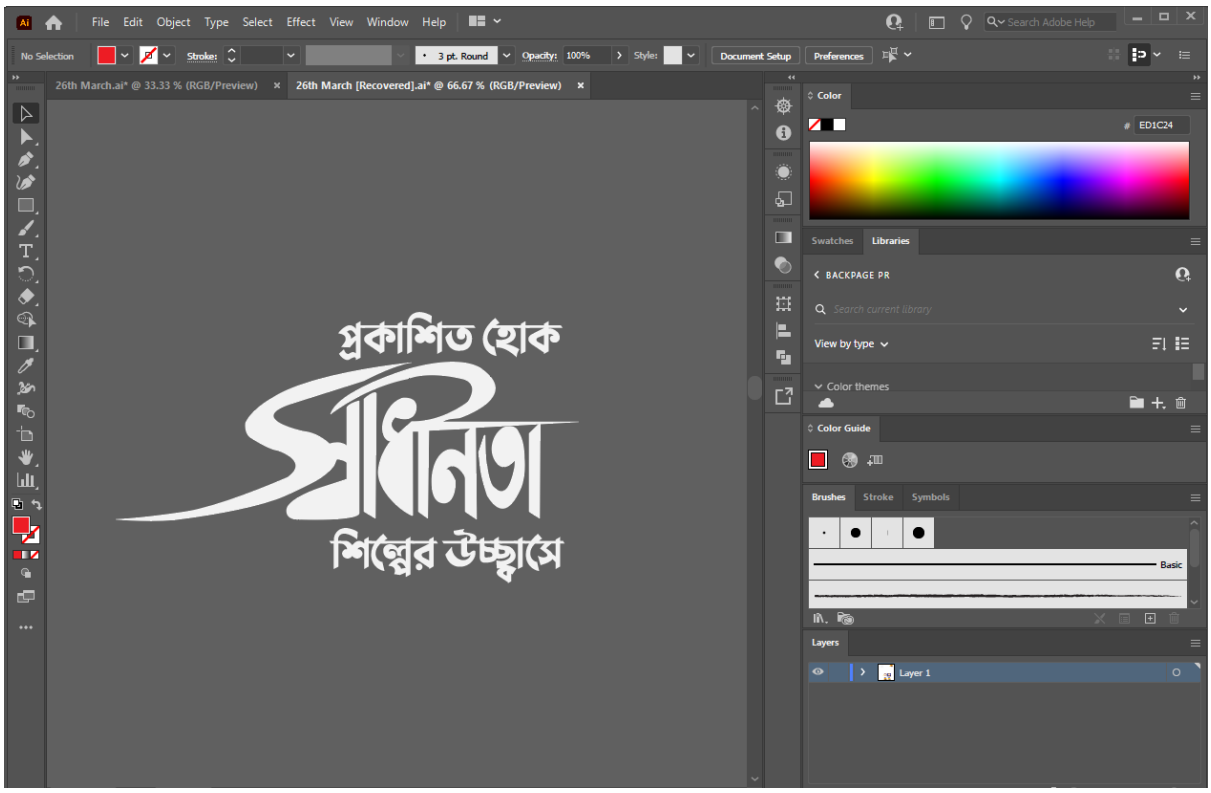


Image 9.1.2 Fulfil the word with regular font

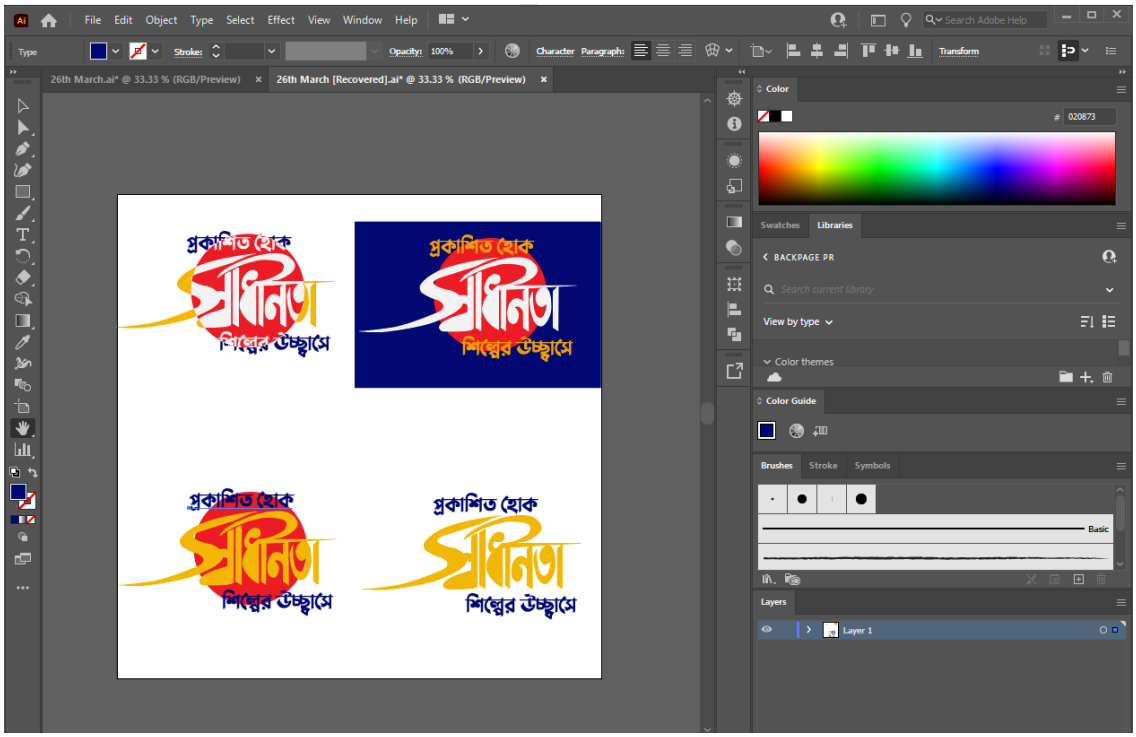


Image 9.1.3 Final Design of Mnemonic with four Option

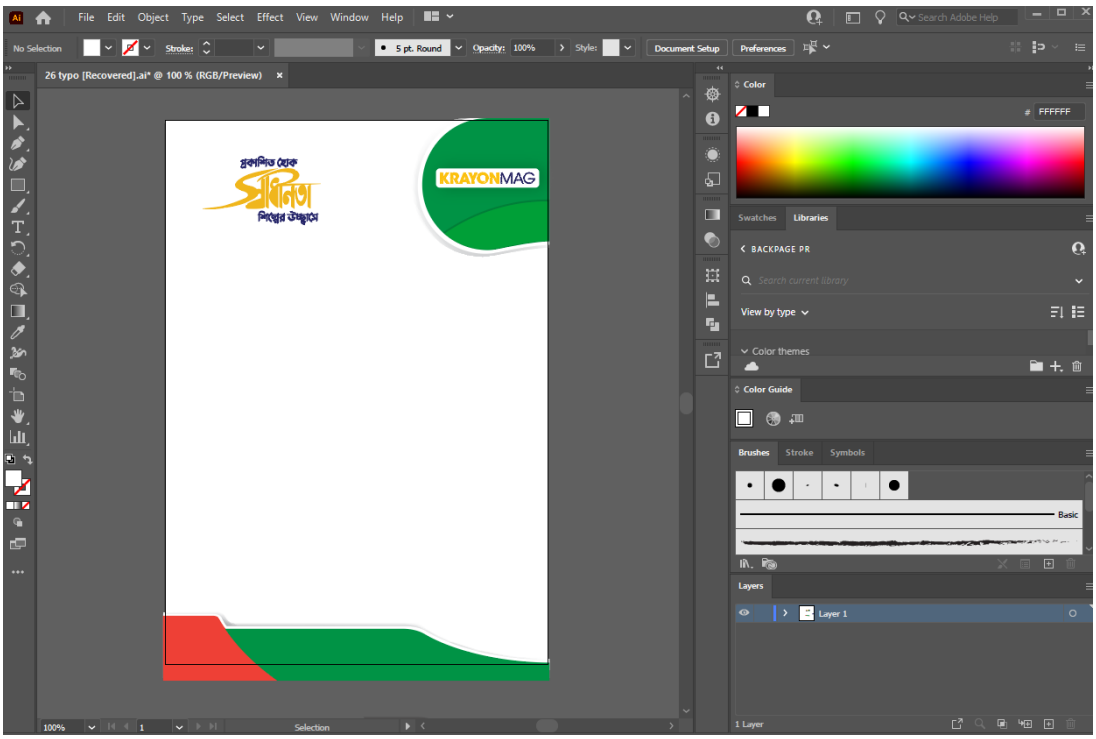


Image 9.1.4 Brochure Design

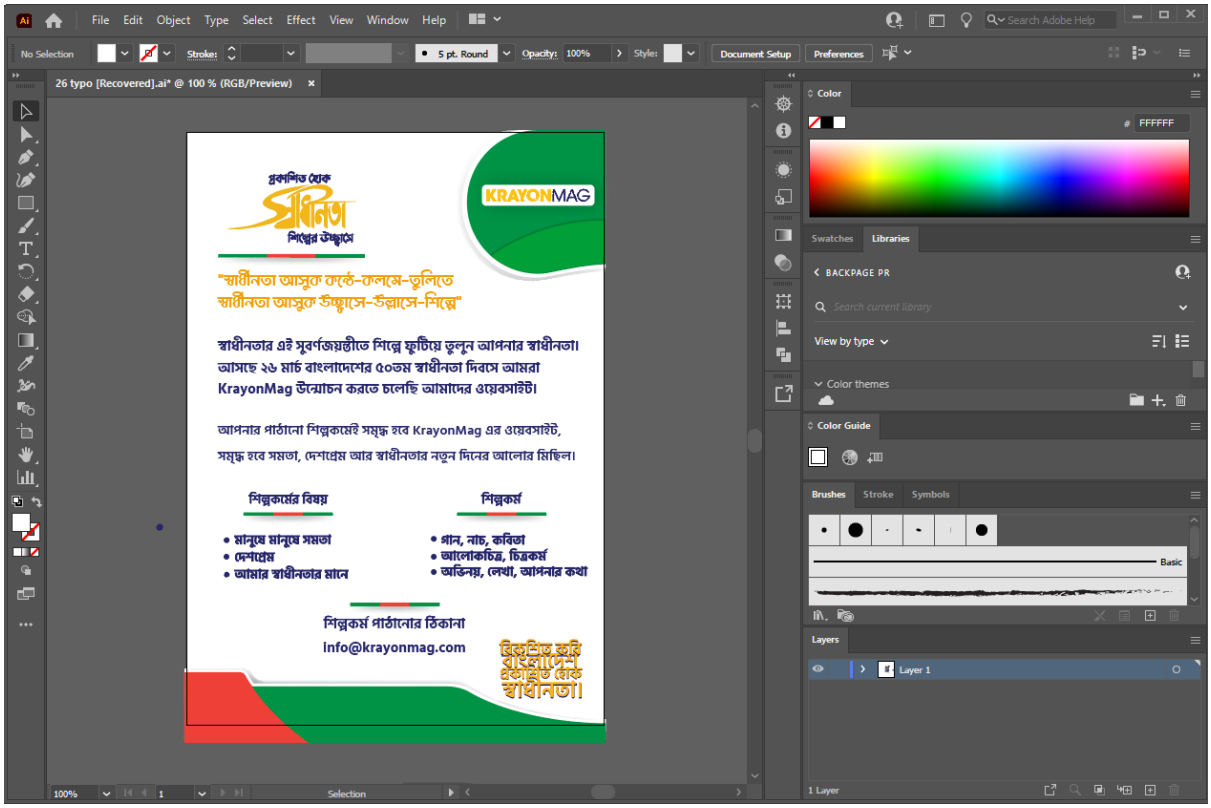


Image 9.1.5 Final Output of Brochure

9.2) Quotes Static for Krayonmag

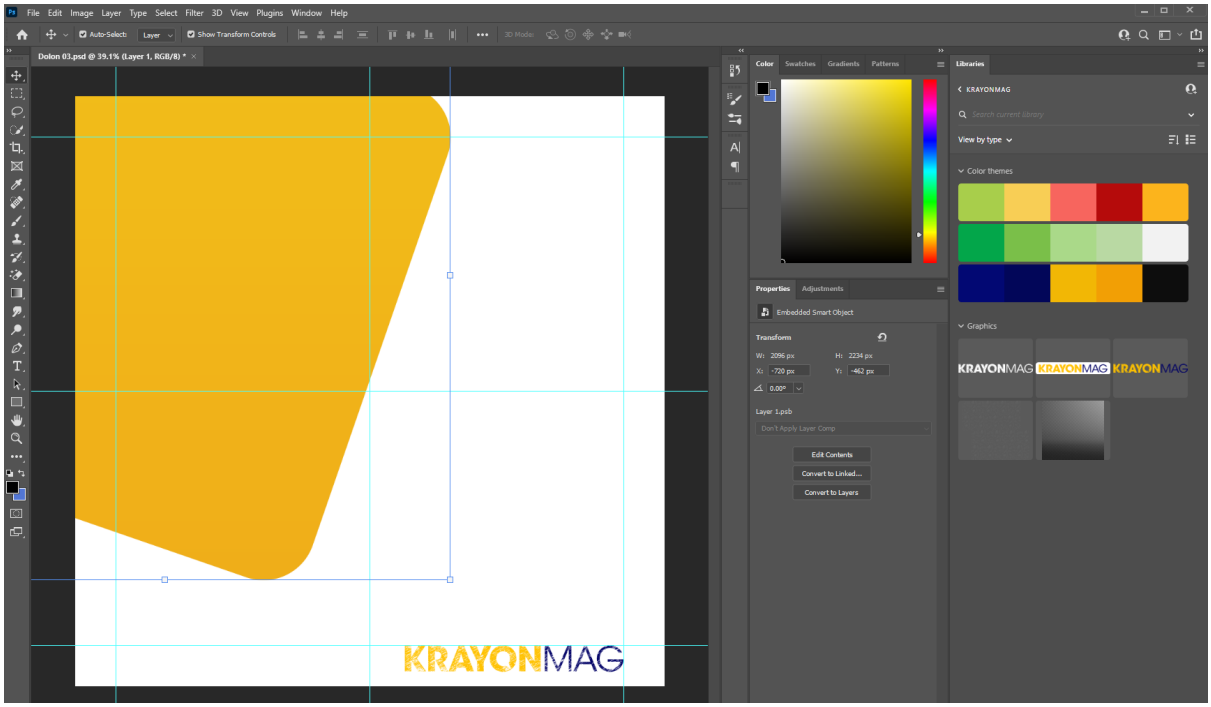


Image 9.2.1 Created shape using Rightangle tool



Image 9.2.2 Text and image showing in the Artboard

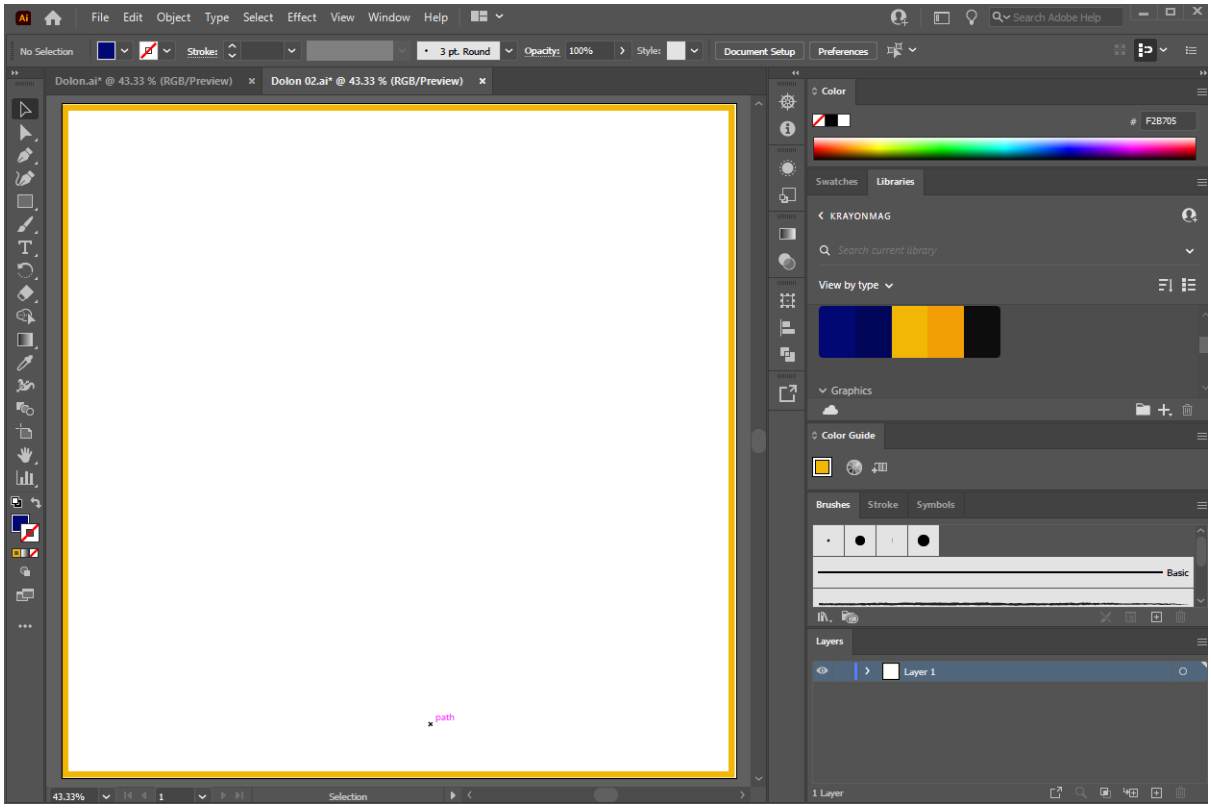


Image 9.2.3 Artboard with sidebar

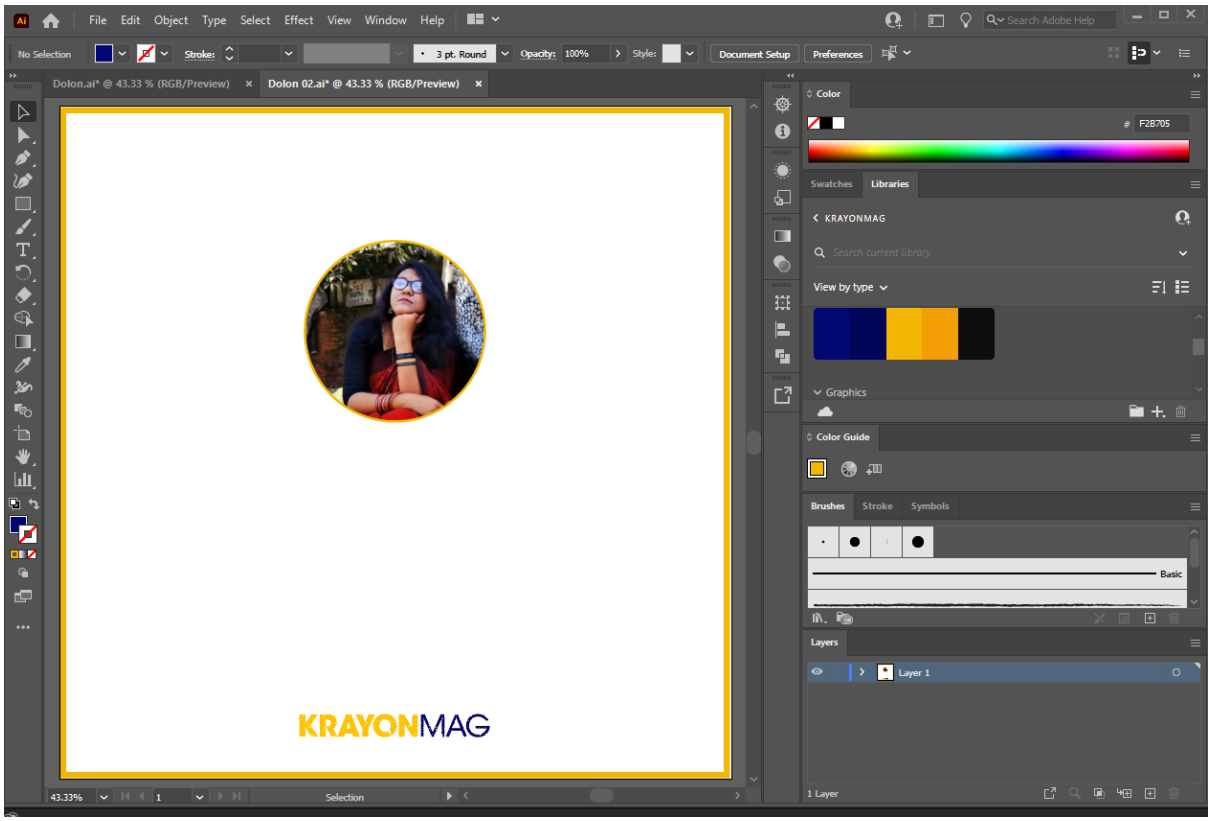


Image 9.2.4 Creating circle image

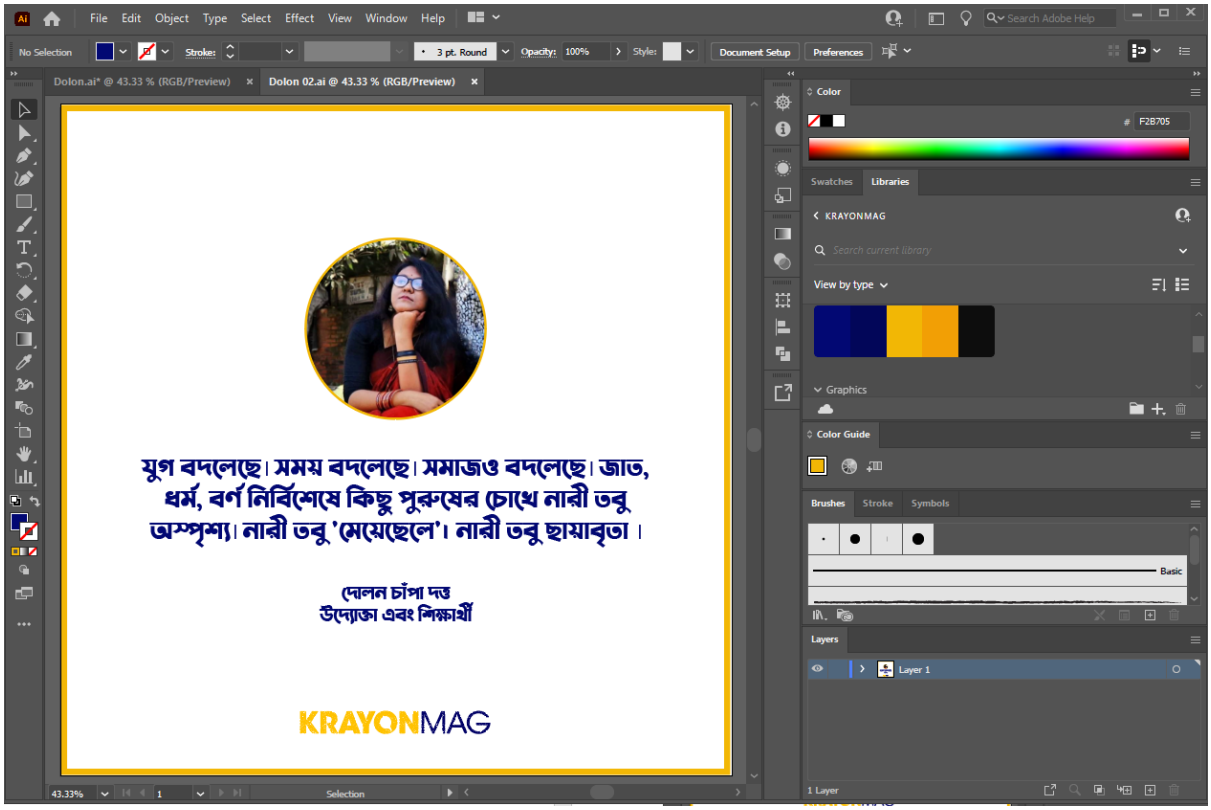
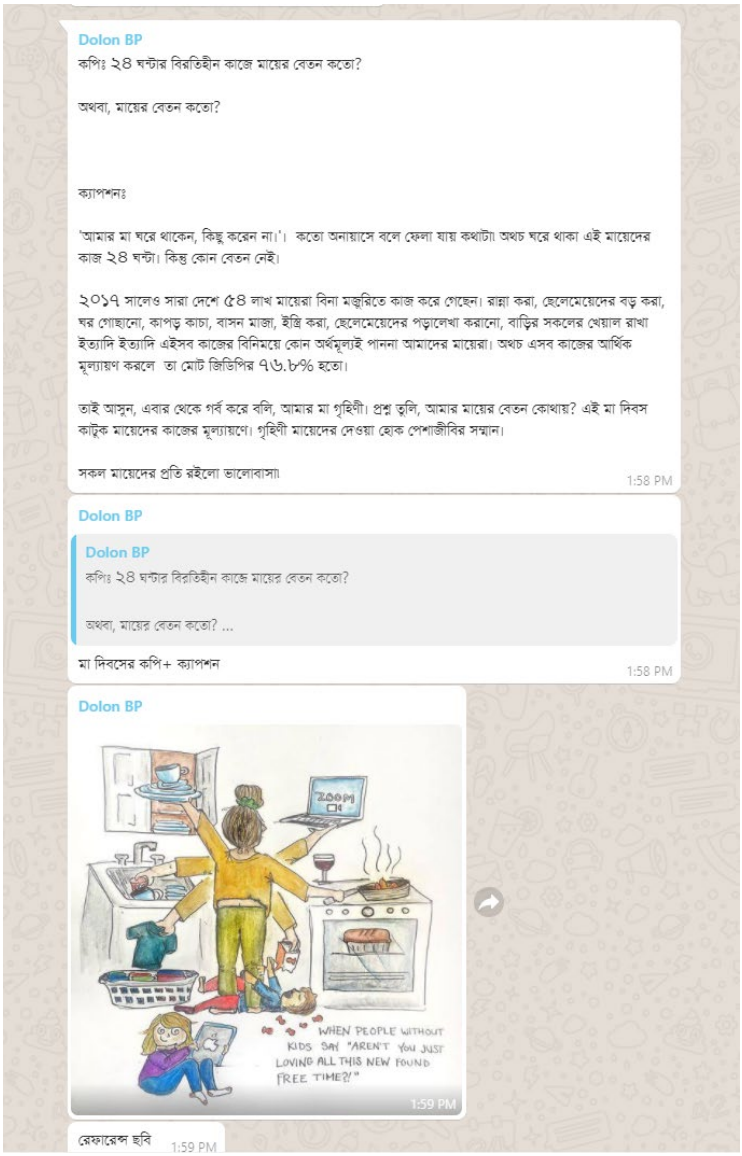
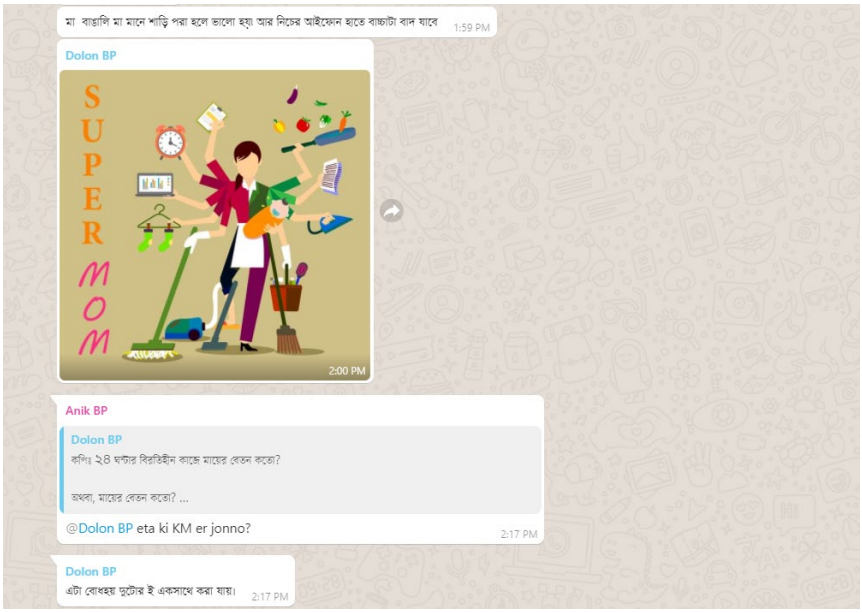


Image 9.2.5 Final Output of Design

9.3) Mother’s Day Creative for Backpage PR and Krayonmag





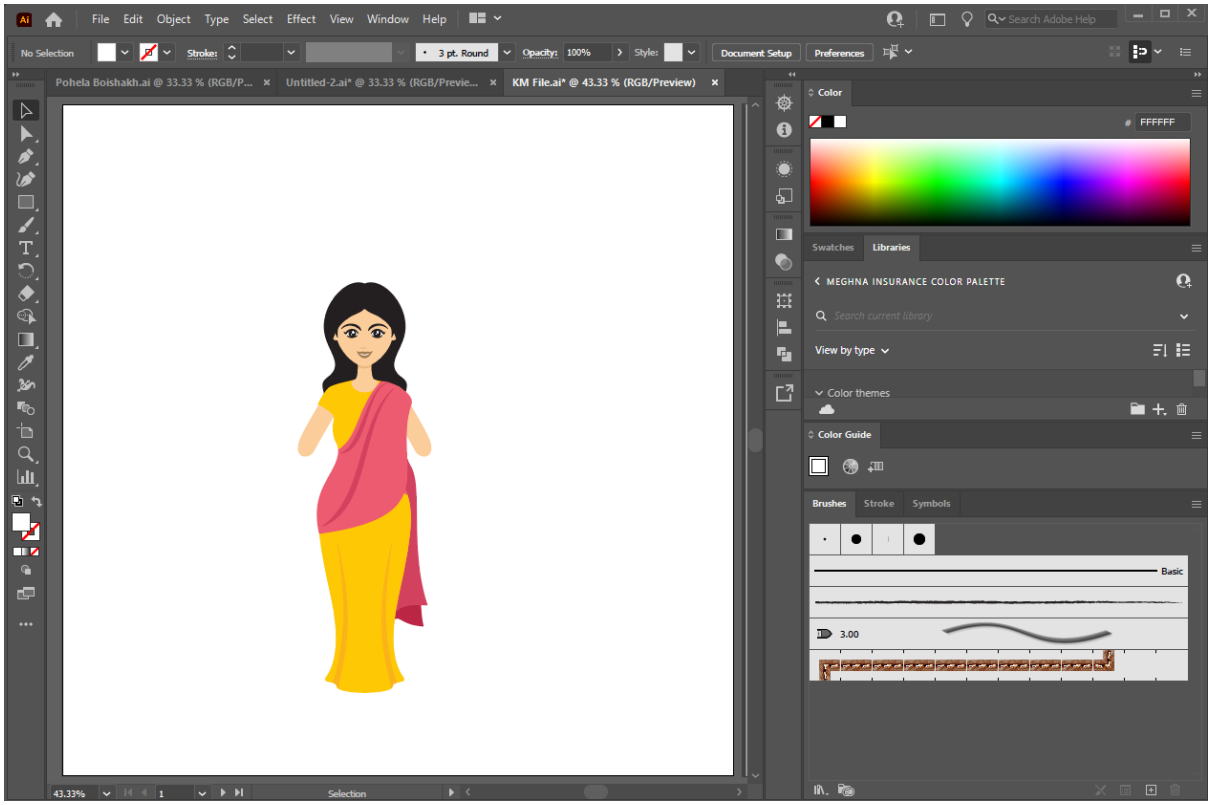


Image 9.3.1 Character Design

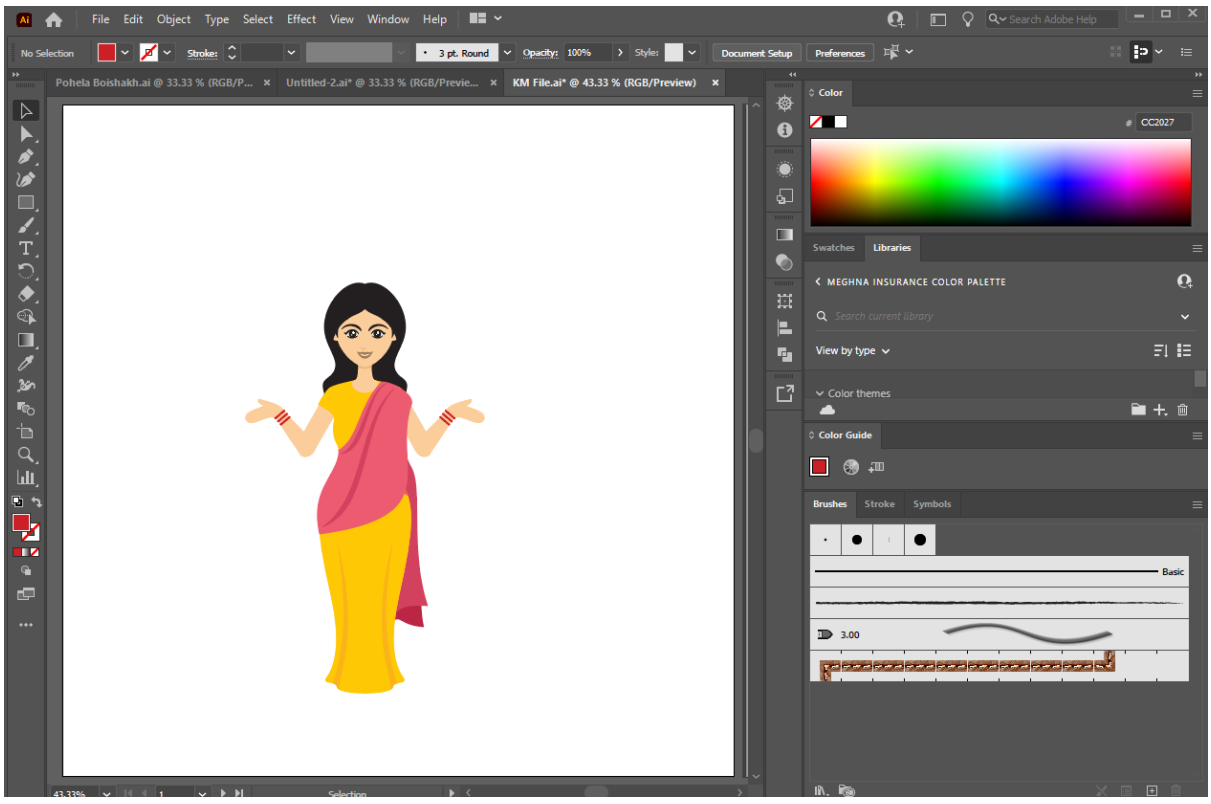


Image 9.3.2 Final Character

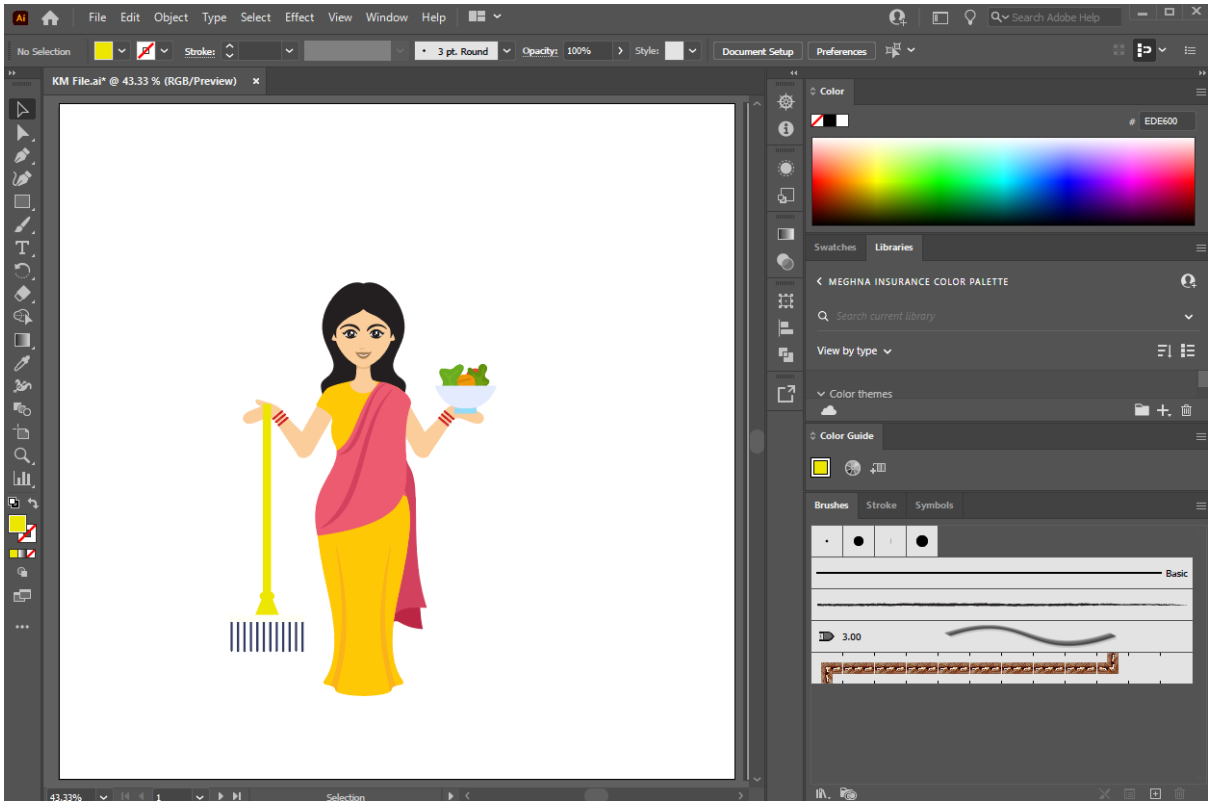


Image 9.3.3 Character with Other Elements

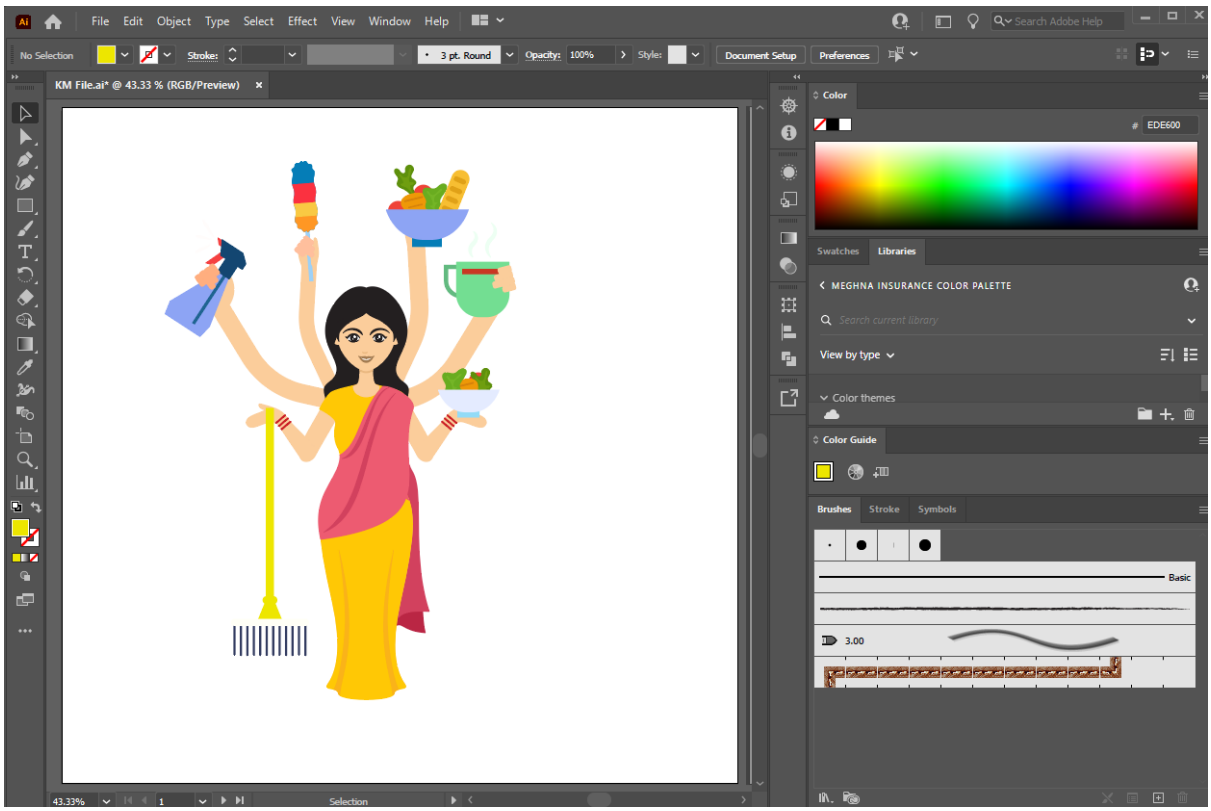


Image 9.3.4 Drew Character with Multiple Hand

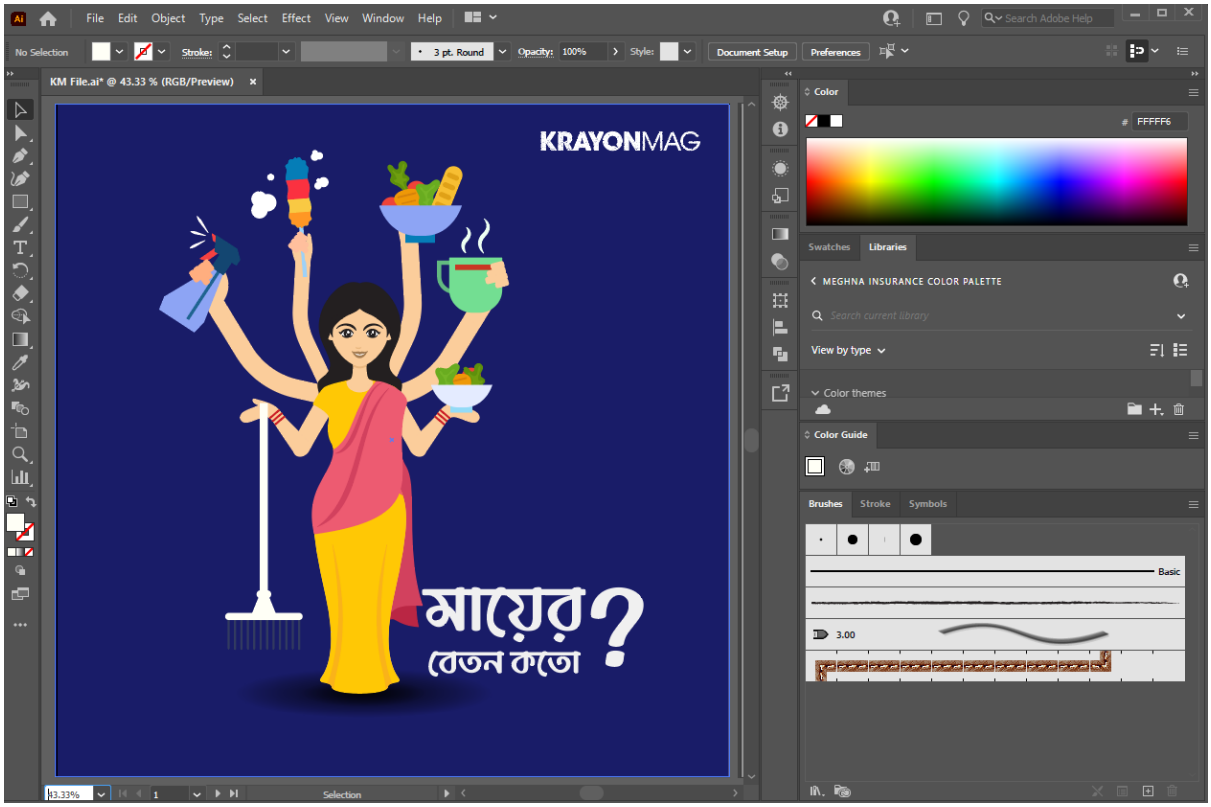


Image 9.3.5 First Draft of Design

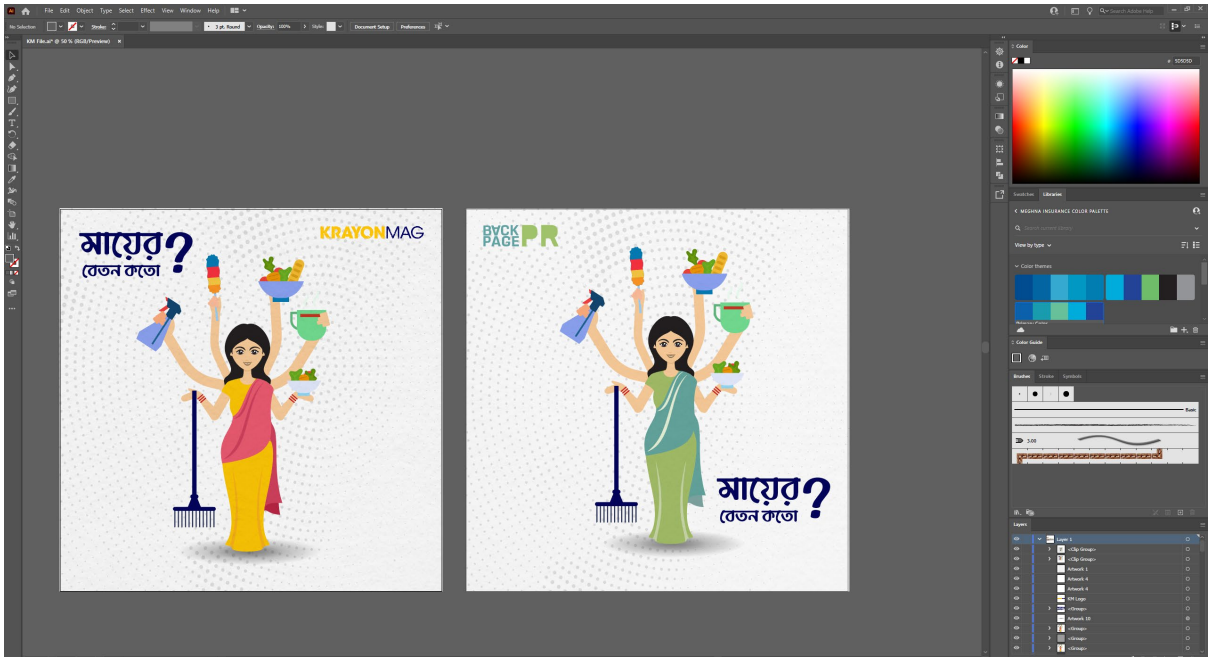


Image 9.3.6 Different Color for Krayonmag and Backpage PR

9.4) Eid Awareness Post for BackPage PR

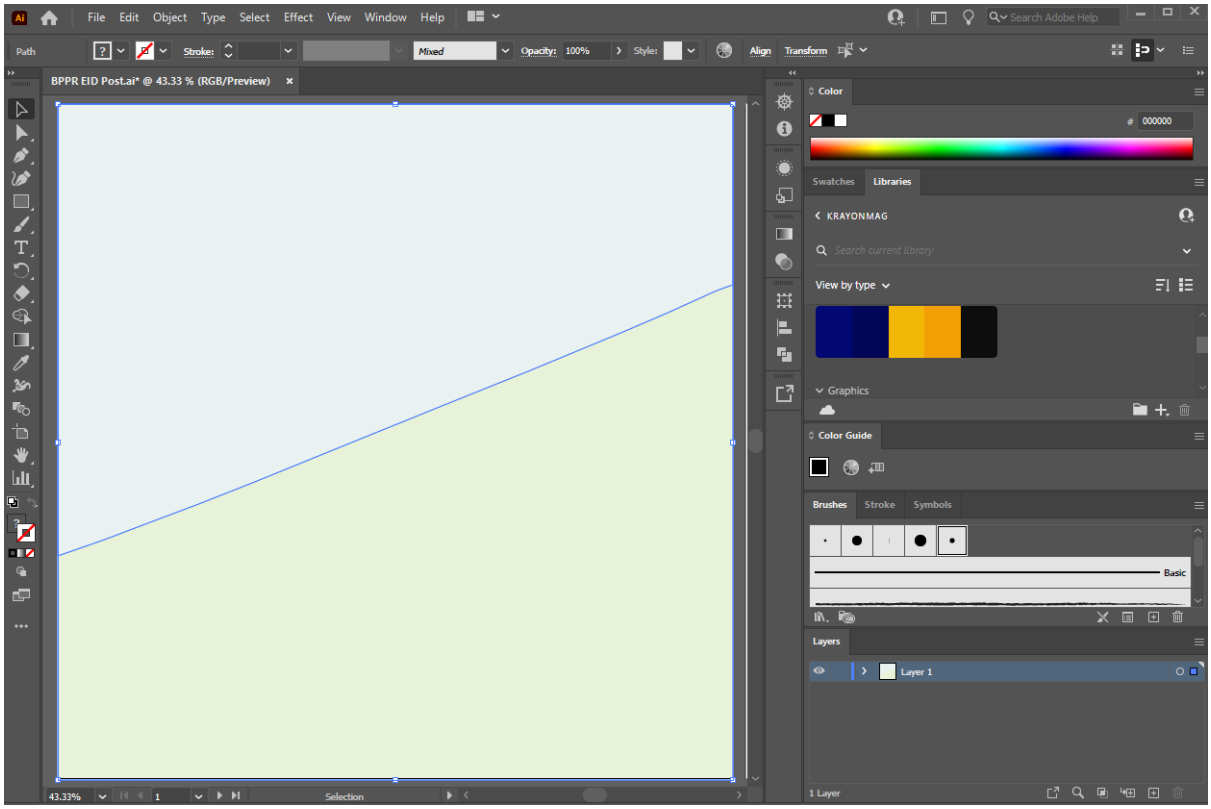


Image 9.4.1 Creating Background on Artboard

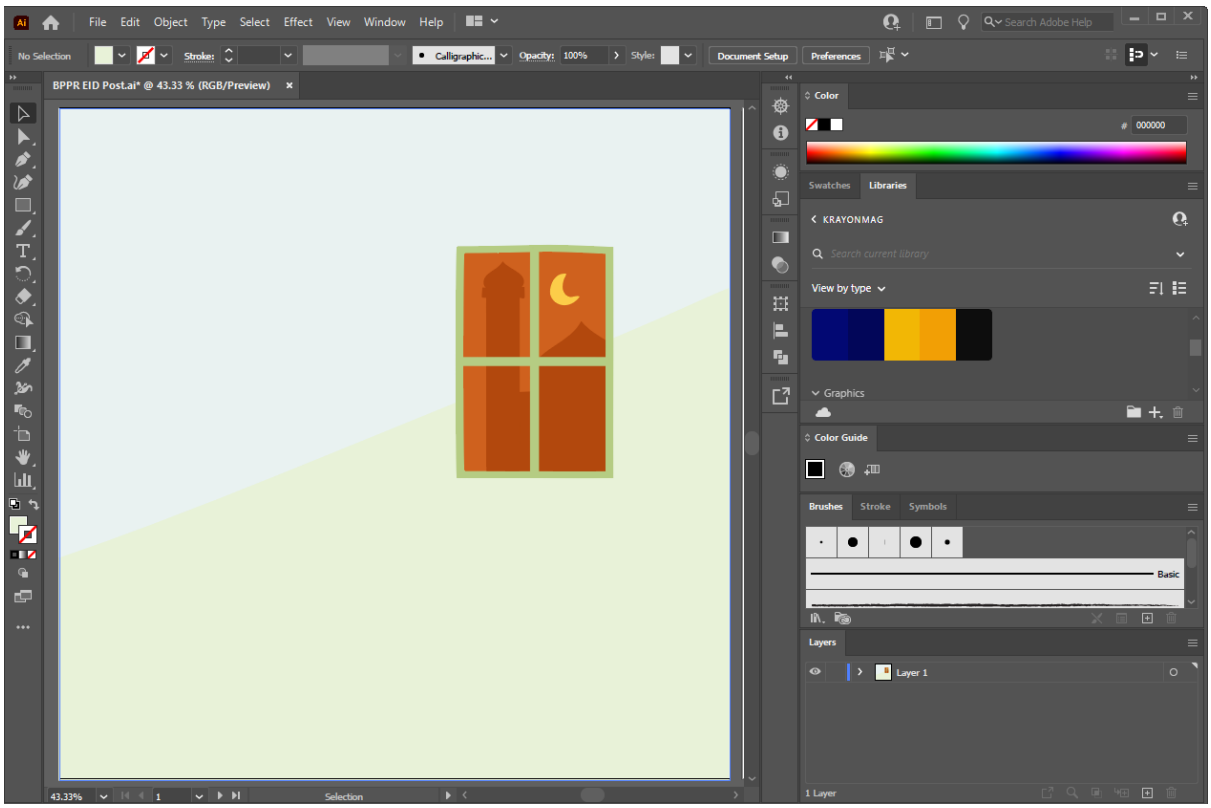


Image 9.4.2 Making a Window

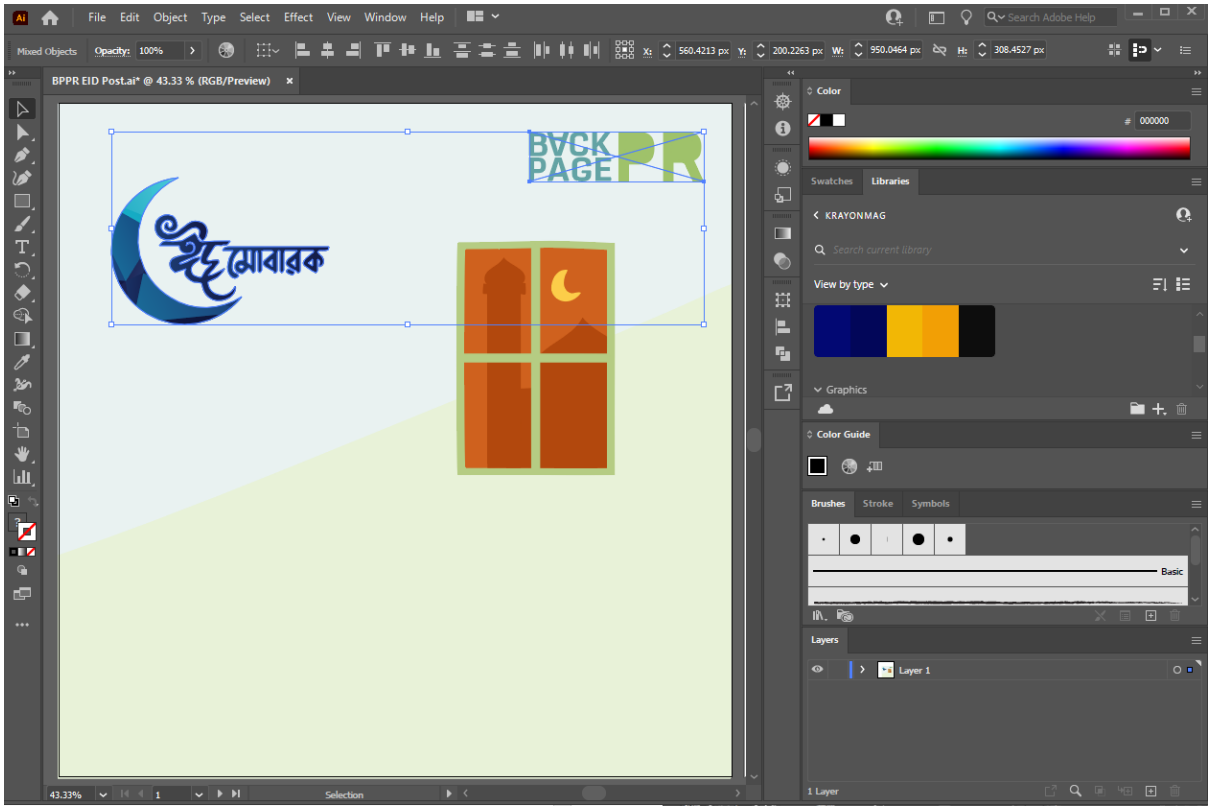


Image 9.4.3 Palaced Eid Mubarak Mnemonic

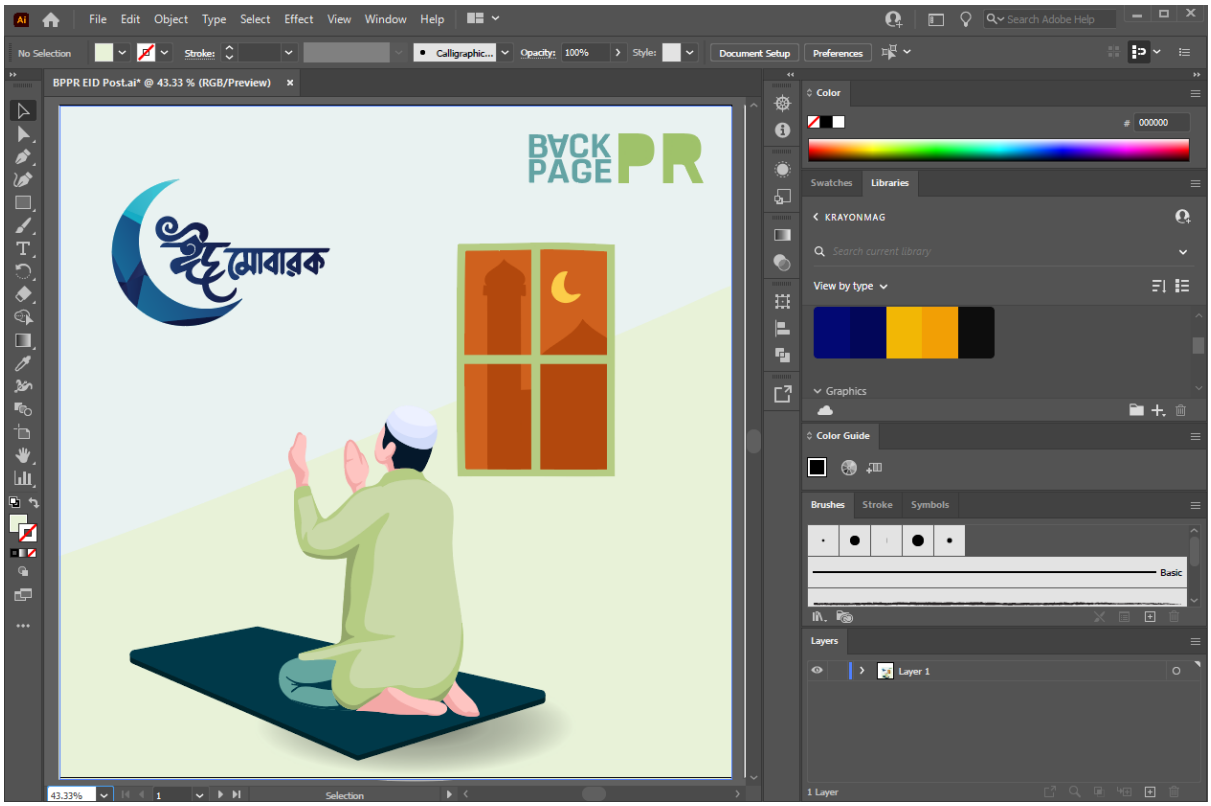


Image 9.4.4 Drawn a man who is praying

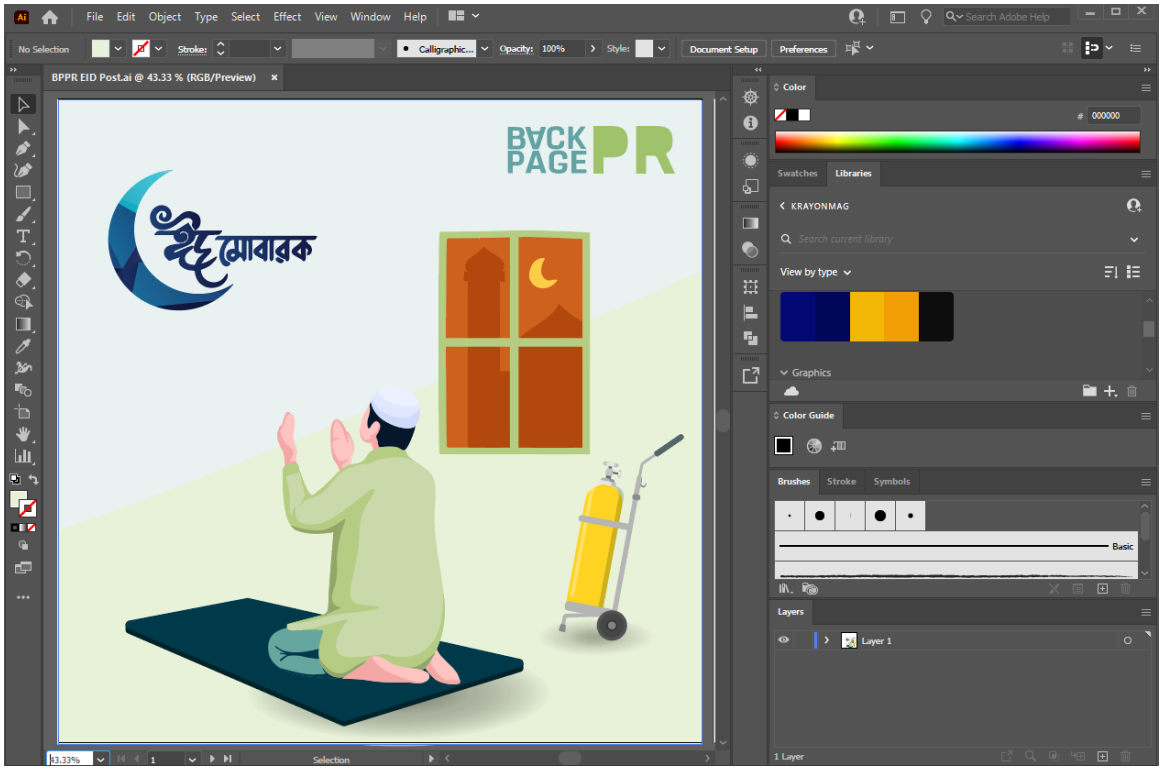


Image 9.4.5 Final Output



Image 9.4.6 Published Work on Facebook

9.5) May Day Static Post for Krayonmag

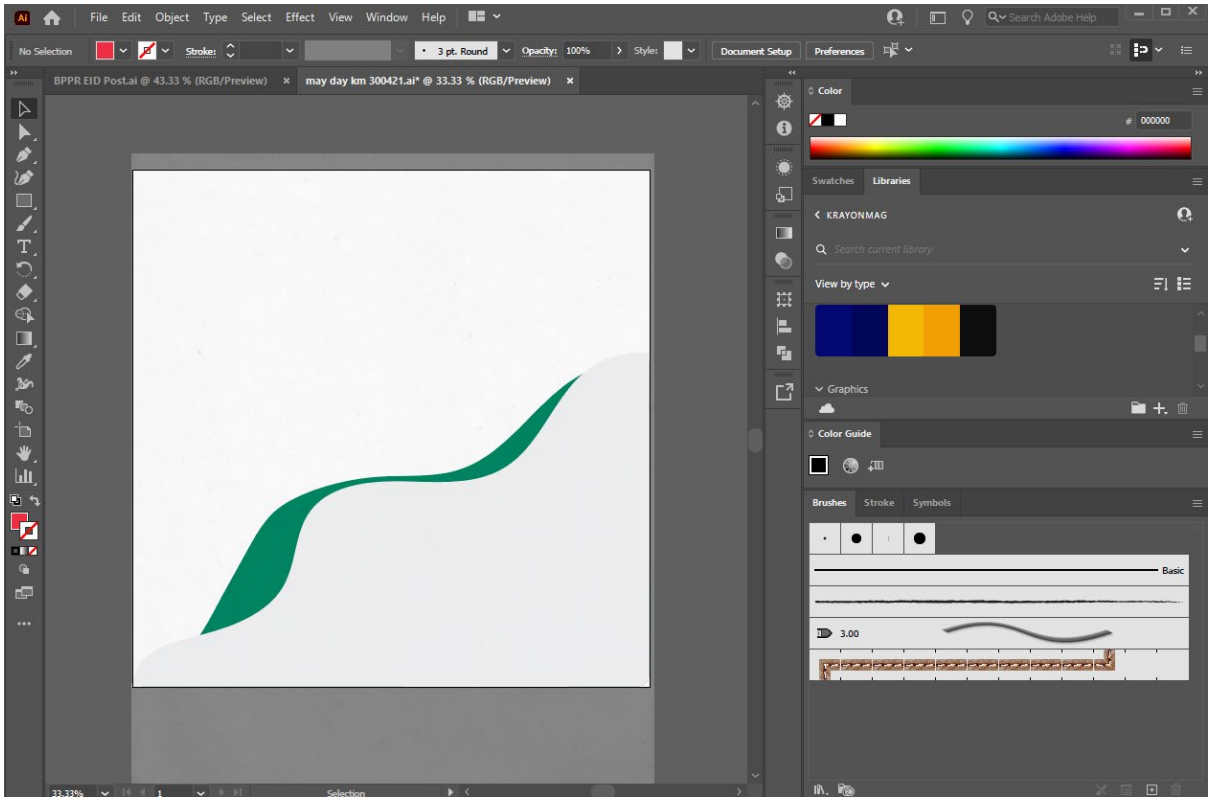


Image 9.5.1 Created Background Shape

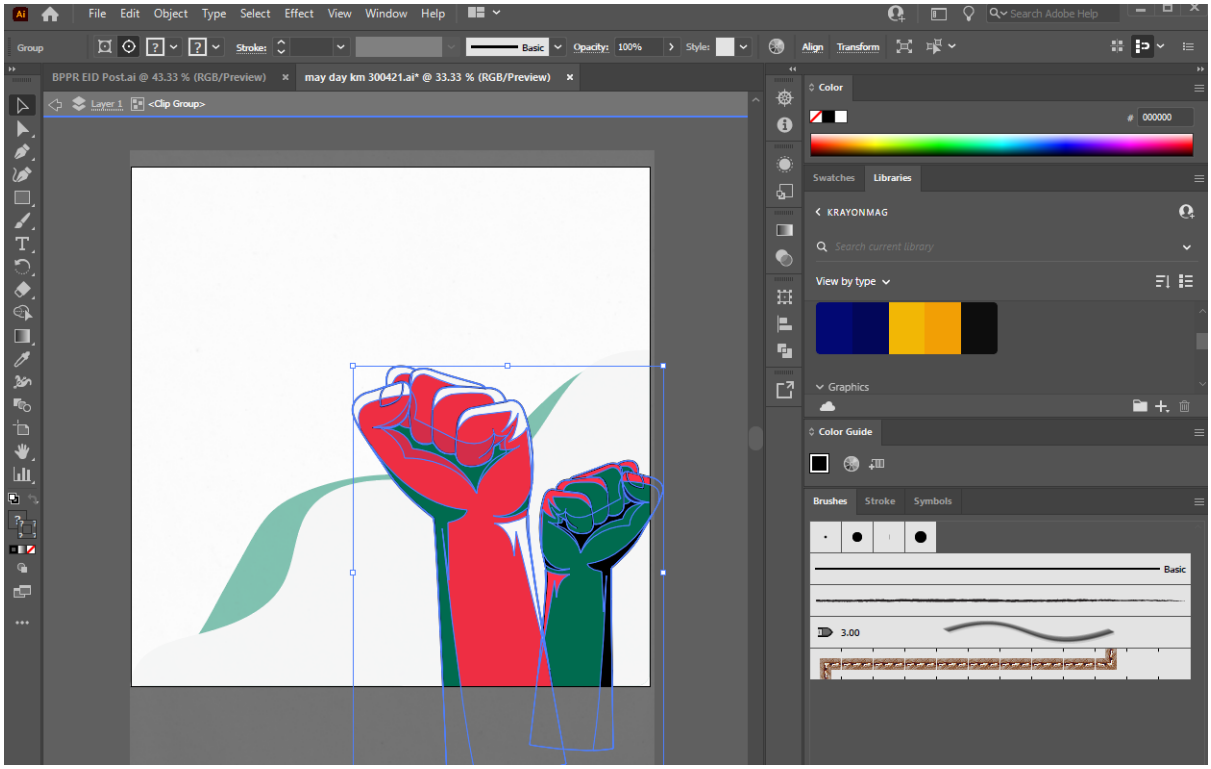


Image 9.5.2 Created Green and Red Hand which Represent Bangladeshi Worker

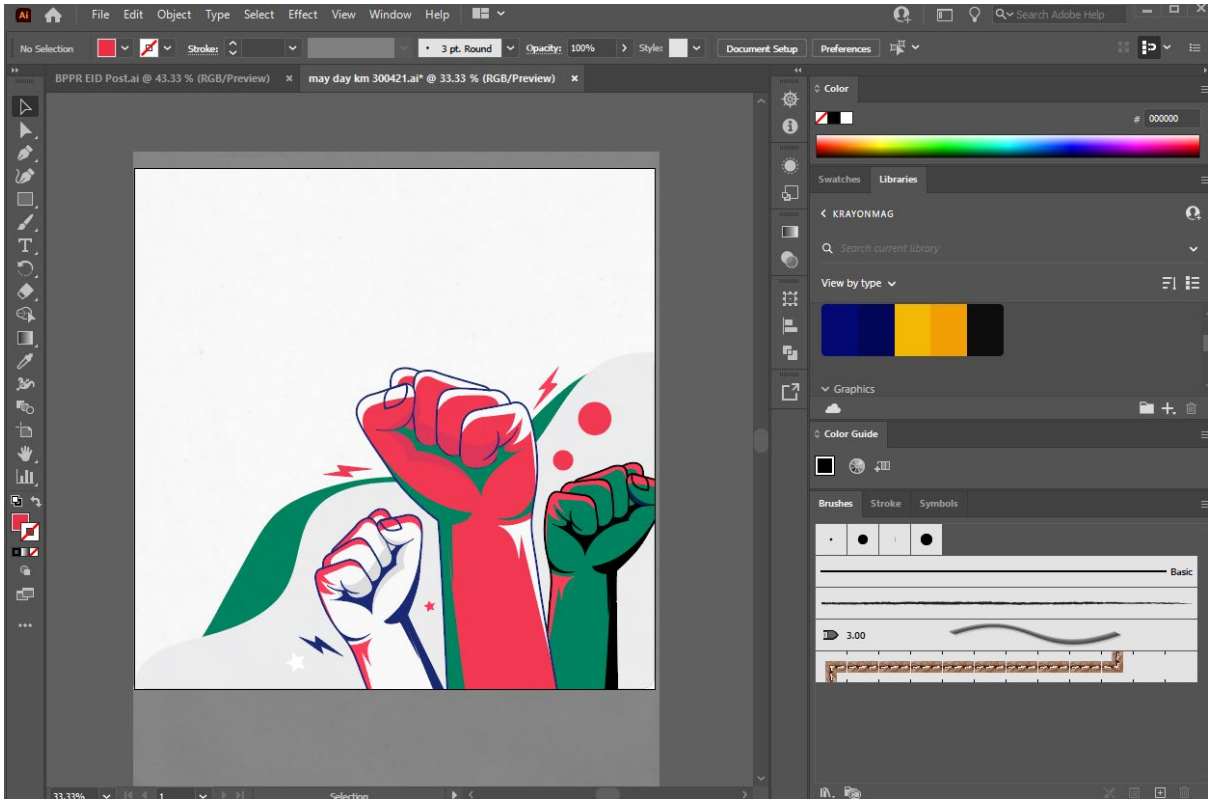


Image 9.5.3 Blue and Red colour hand represented Chicago's worker

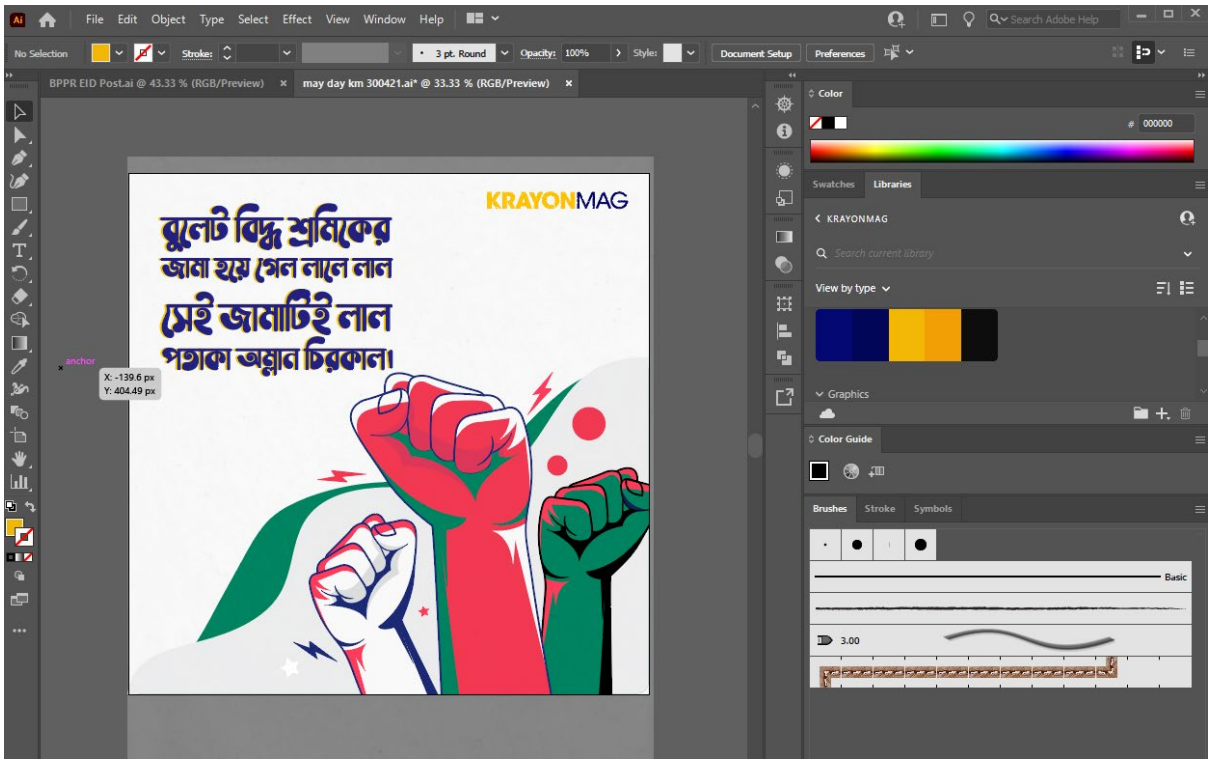


Image 9.5.4 Final Output

My Mistake:

- Made font size smaller
- Forget to Alignment the text and elements

My Learning:

- Learned how to save shadow in Adobe libraries and use it later
- Learned about SVG formate exporting
- Improved graphic design skills
- Improved pen tools skills
- Improved visual thinking
- Improved time management

Published Work Link:

1. https://go.shamim.me/Project9.1
2. https://go.shamim.me/Project9.2
3. https://go.shamim.me/Project9.3
4. https://go.shamim.me/Project9.4
5. https://go.shamim.me/Project9.5

PROJECT 10

Project Name: Motion Graphic for Krayonmag, Backpage PR and Meghna Insurance Company Limited

Project Type: Motion Graphic

Tools/Software I Used for this Project: Adobe After Effect, Adobe Premiere Pro, Adobe Illustrator, Adobe Photoshop

Project Details: During my internship, I did many motion graphics for Backpage and Krayonmag and the client. I have had a good experience doing these graphic design works. I learned a lot of new things I didn't know before.

In addition to the excellent experience, there are also some bad experiences too. I had the experience of being rejected the same project repeatedly while working on my graphics design.

In this project, I will show some of my favourite project that I have done with Backpage PR and Krayonmag.

My Task and Responsibilities:

- Collect copy and concept from content writer and supervisor
- Read copy and caption properly
- Think visual for motion design
- Design character, elements and background for motion graphic
- Export/save graphic in proper formate and size
- Export video in proper formate
- Export Video at the appropriate ratio
- Sent draft content to WhatsApps group or individual
- Deliver content on time
- Get feedback from supervisor or Director

10.1) Motion Graphic Video for Pokhela Boishakh (for Krayonmag and Backpage PR)

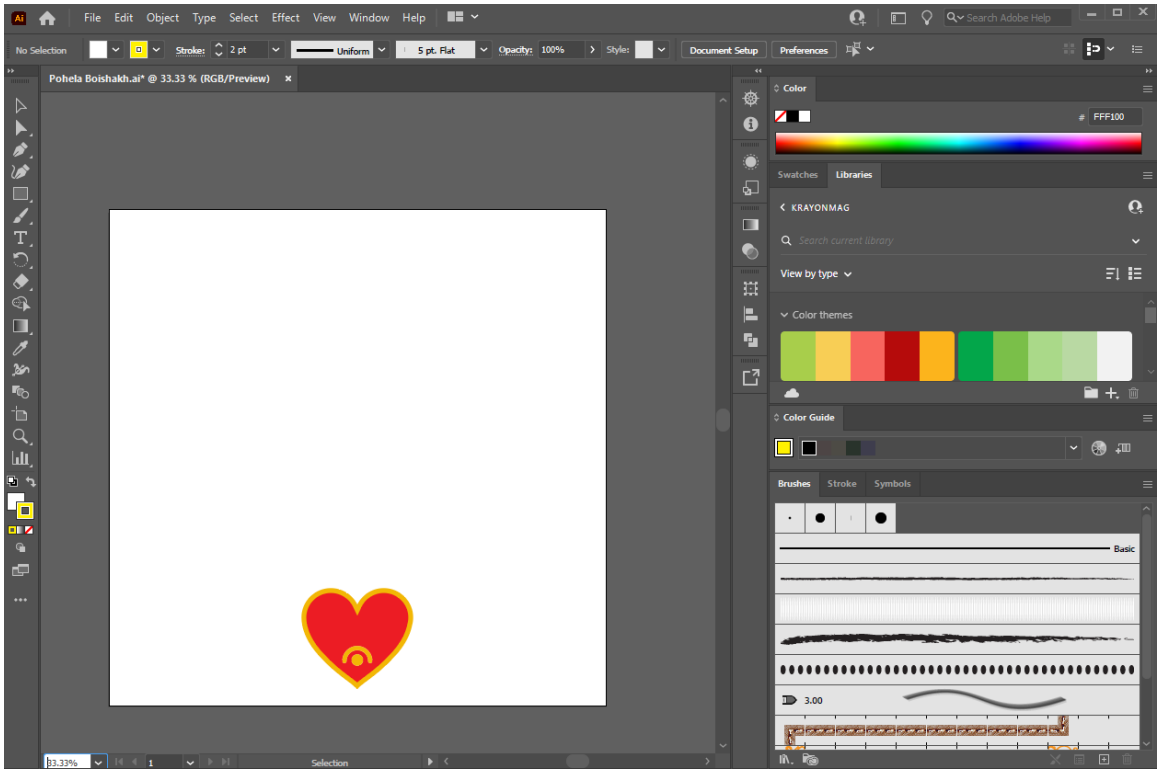


Image 10.1.1 Illustration Alpana with the shape tool

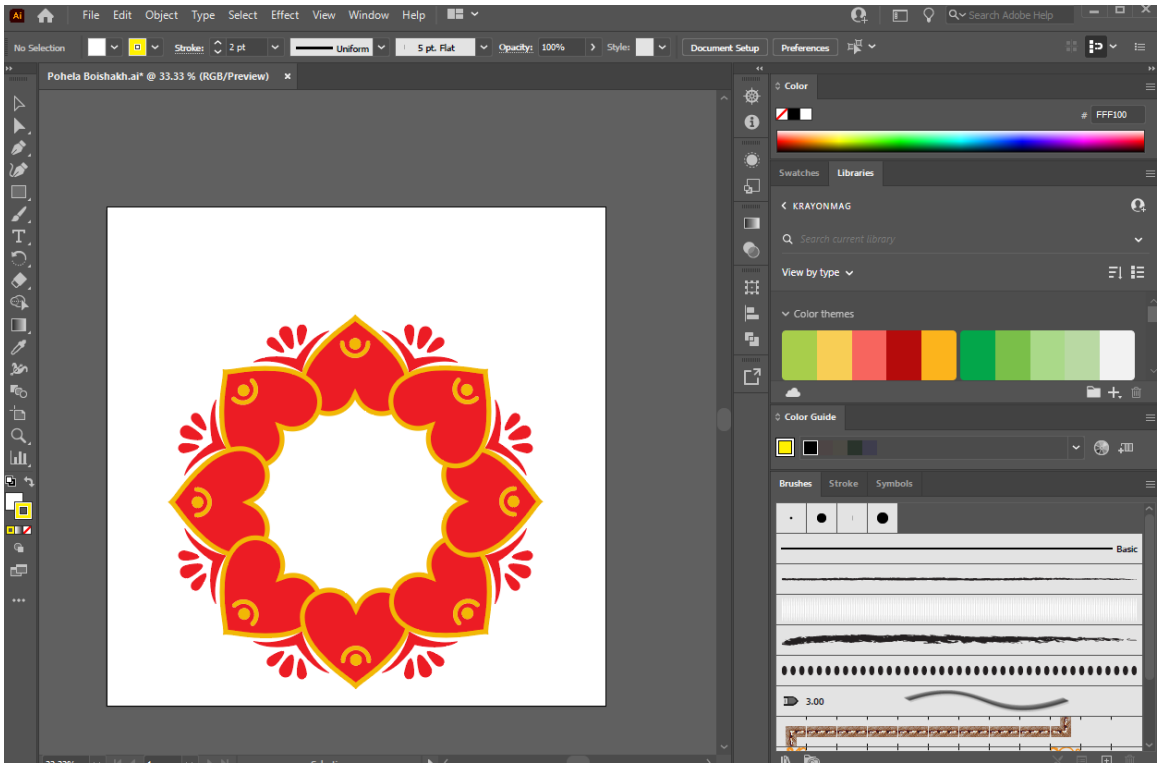


Image 10.1.2 Created Pattern using drew Alpana

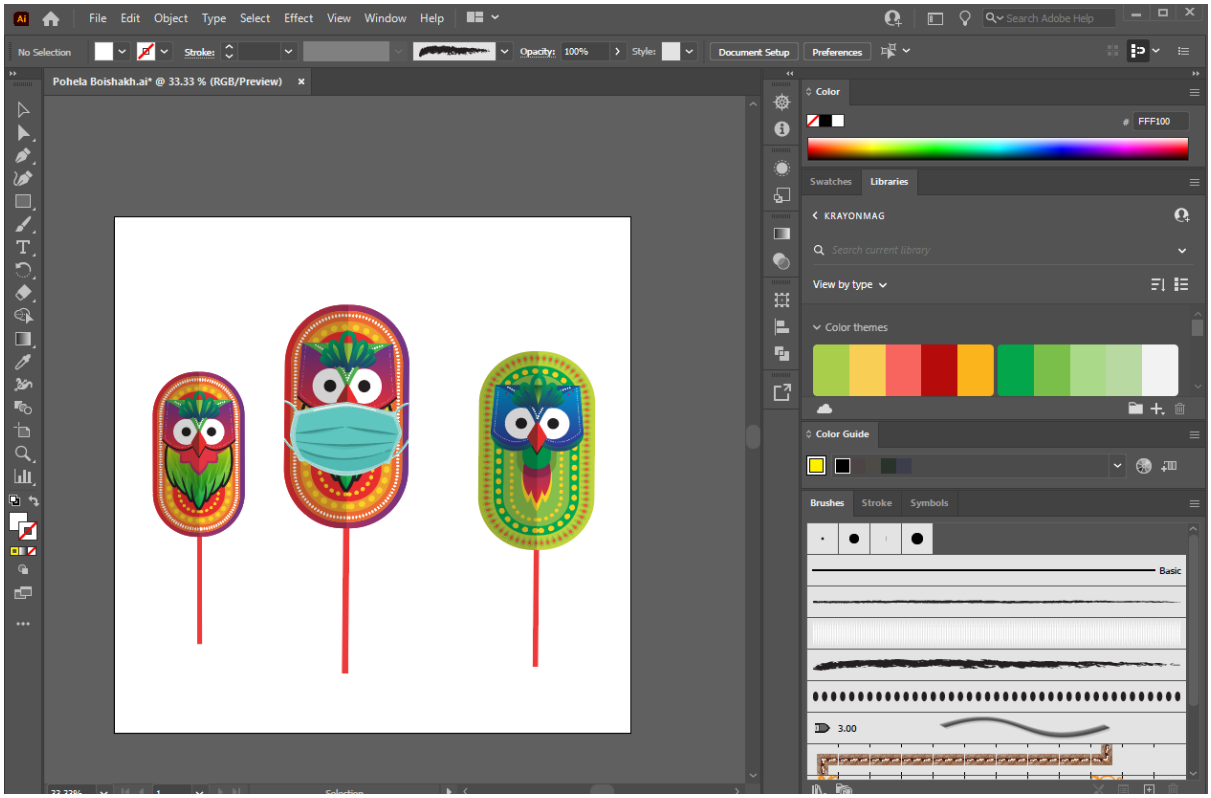


Image 10.1.3 Drawn Pecha

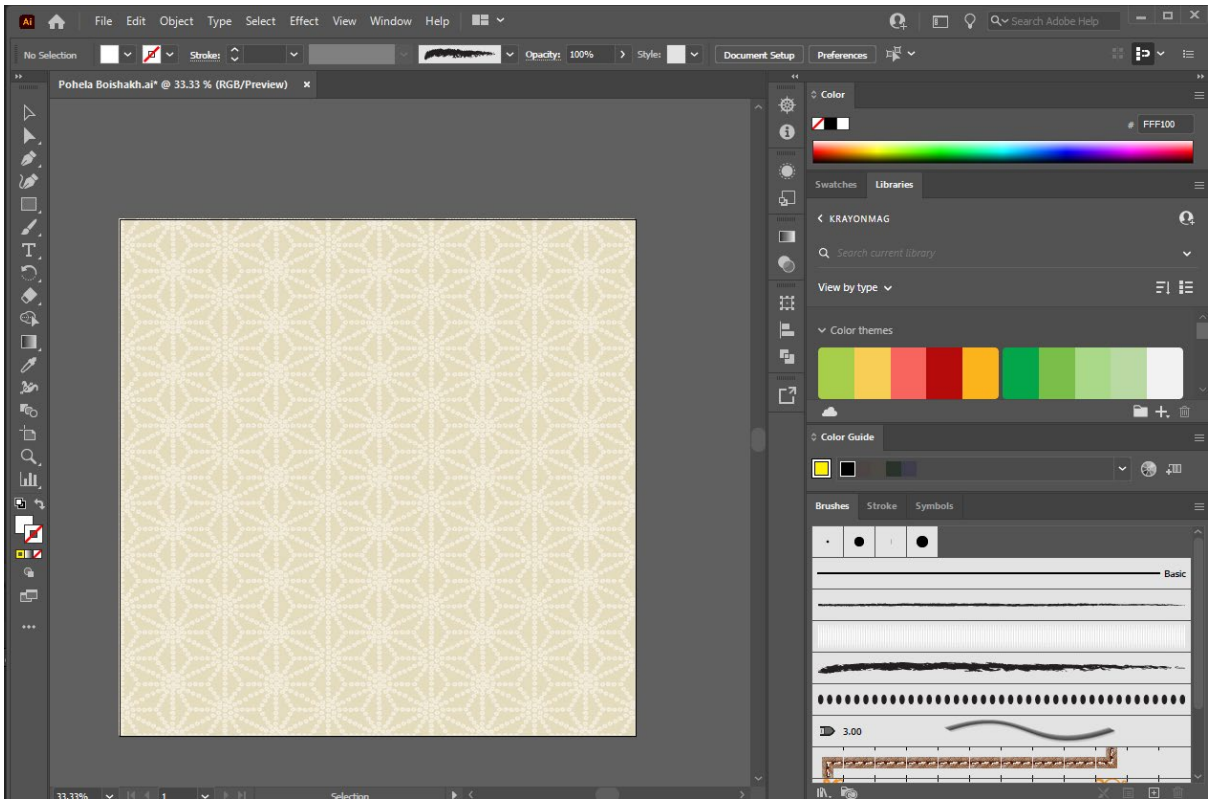


Image 10.1.4 Background Pattern

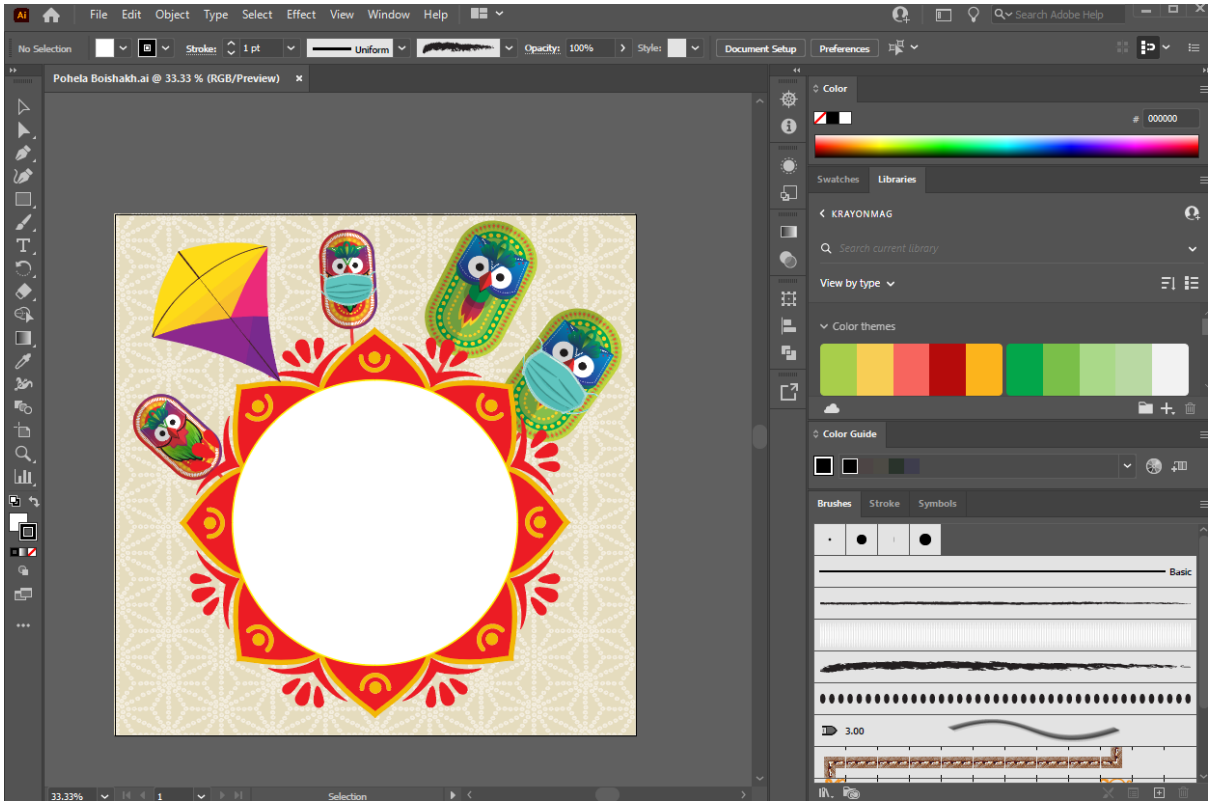


Image 10.1.5 Final output in Adobe Illustrator

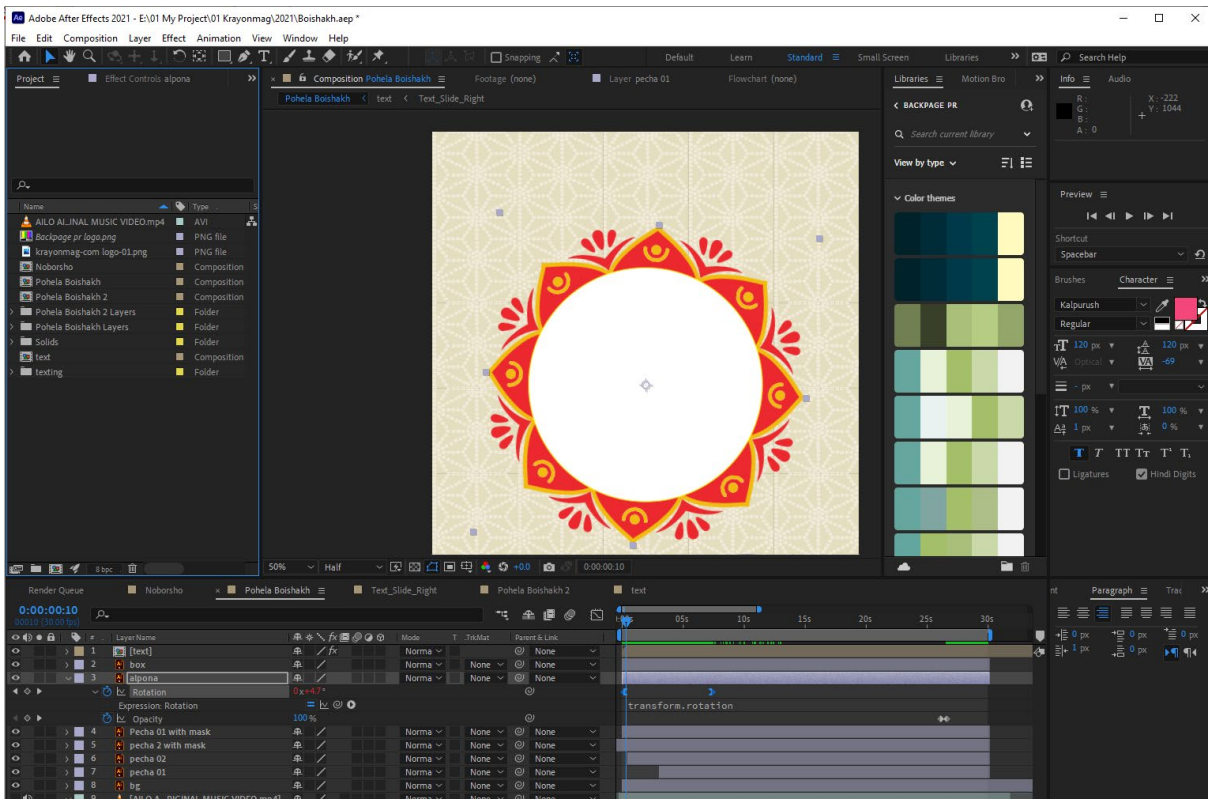


Image 10.1.6 Drawed Illustration in Adobe After Effect

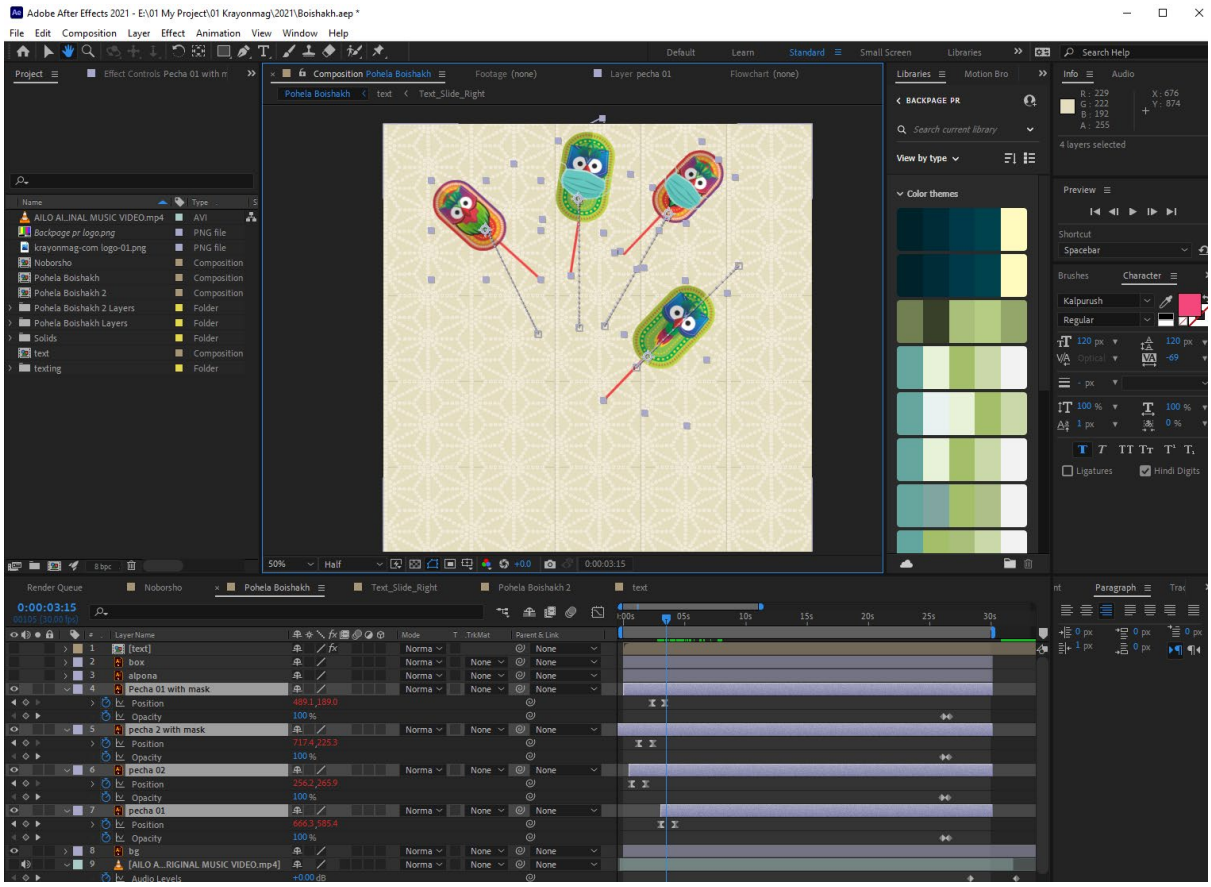


Image 10.1.7 Animated Pecha in After Effect

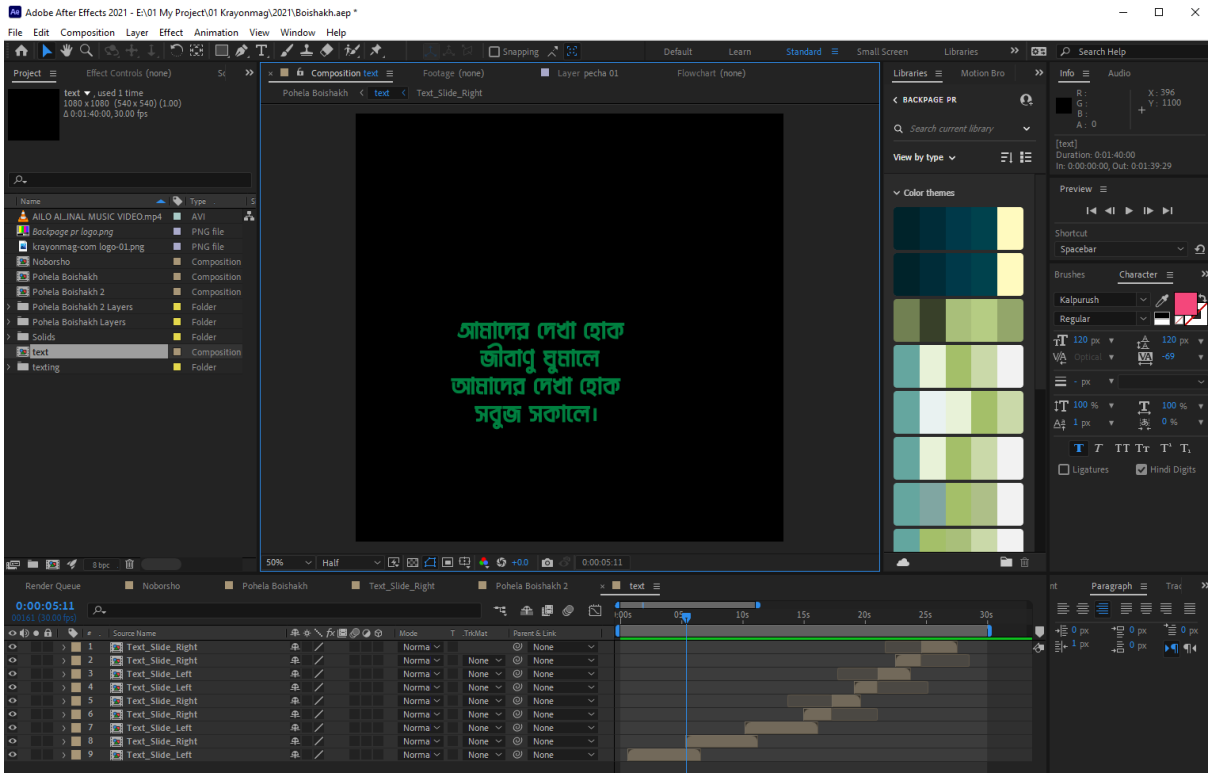


Image 10.1.8 Creating Text Motion and Text Masking

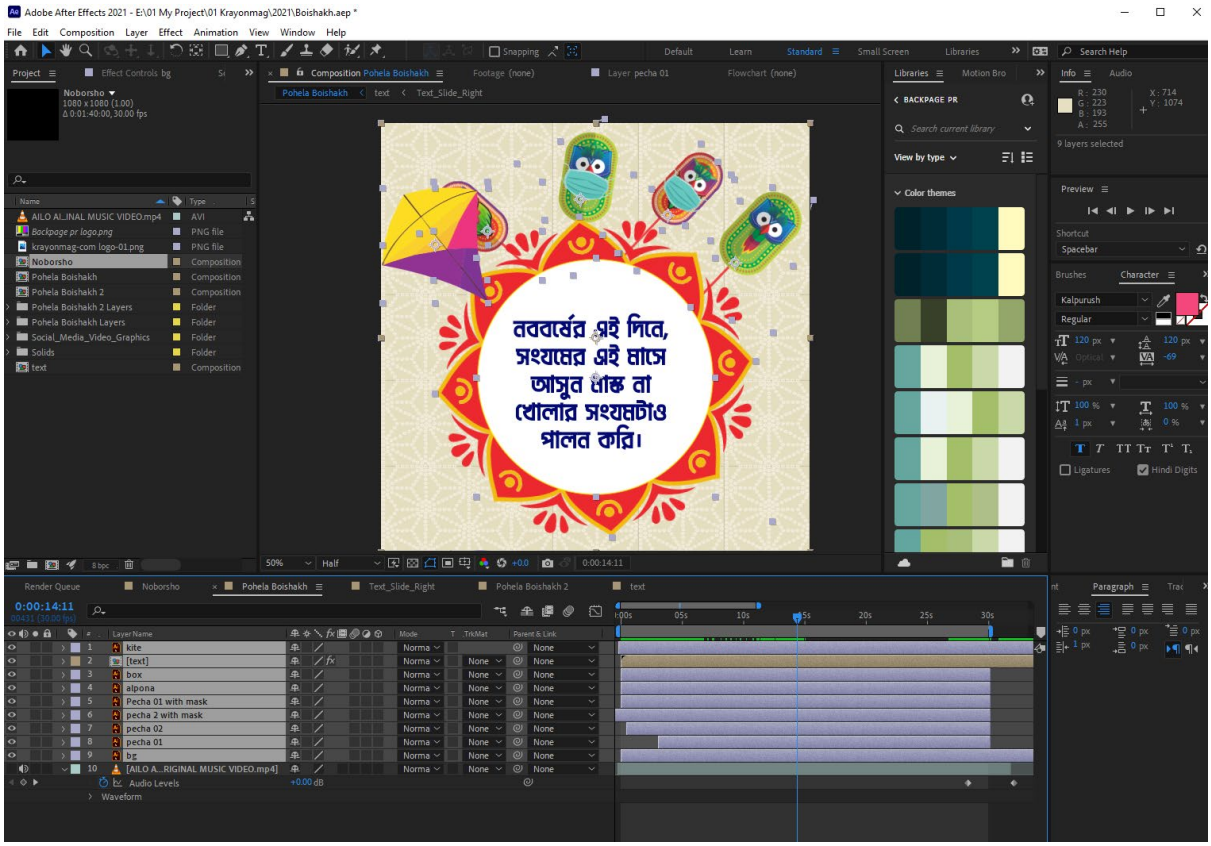


Image 10.1.9 Final Motion Graphic Output

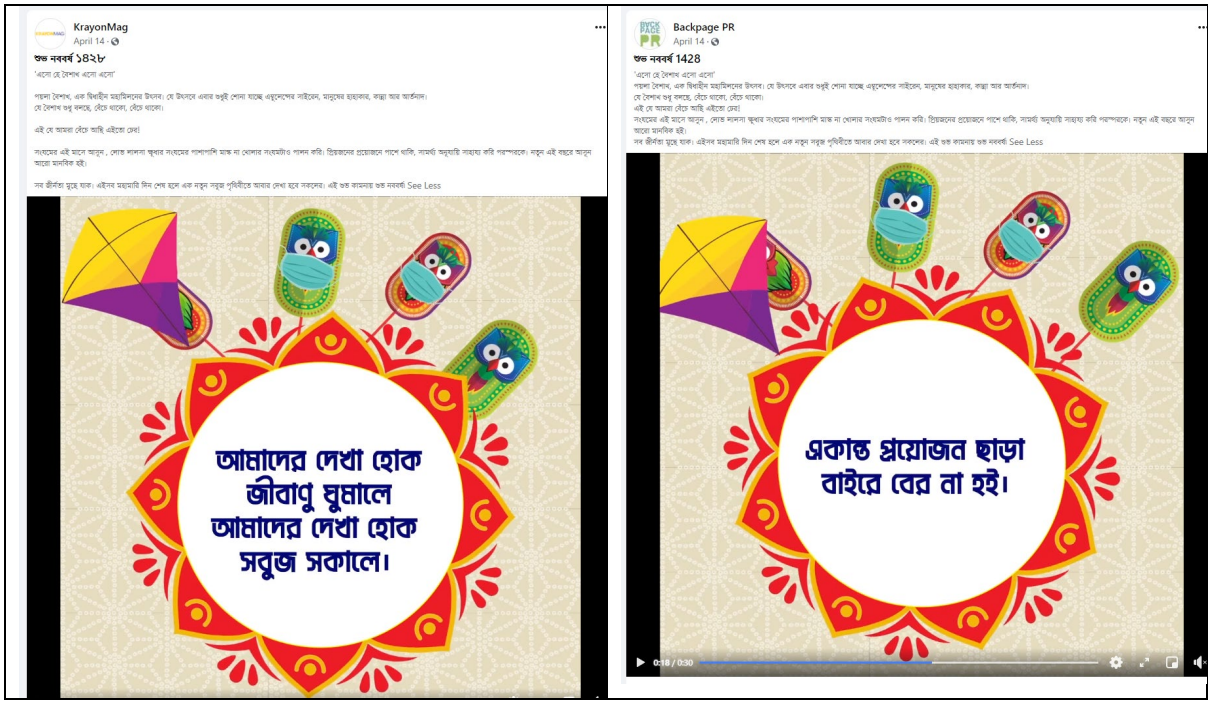


Image 10.1.10 Uploaded video on Krayonmag and Backpage PR

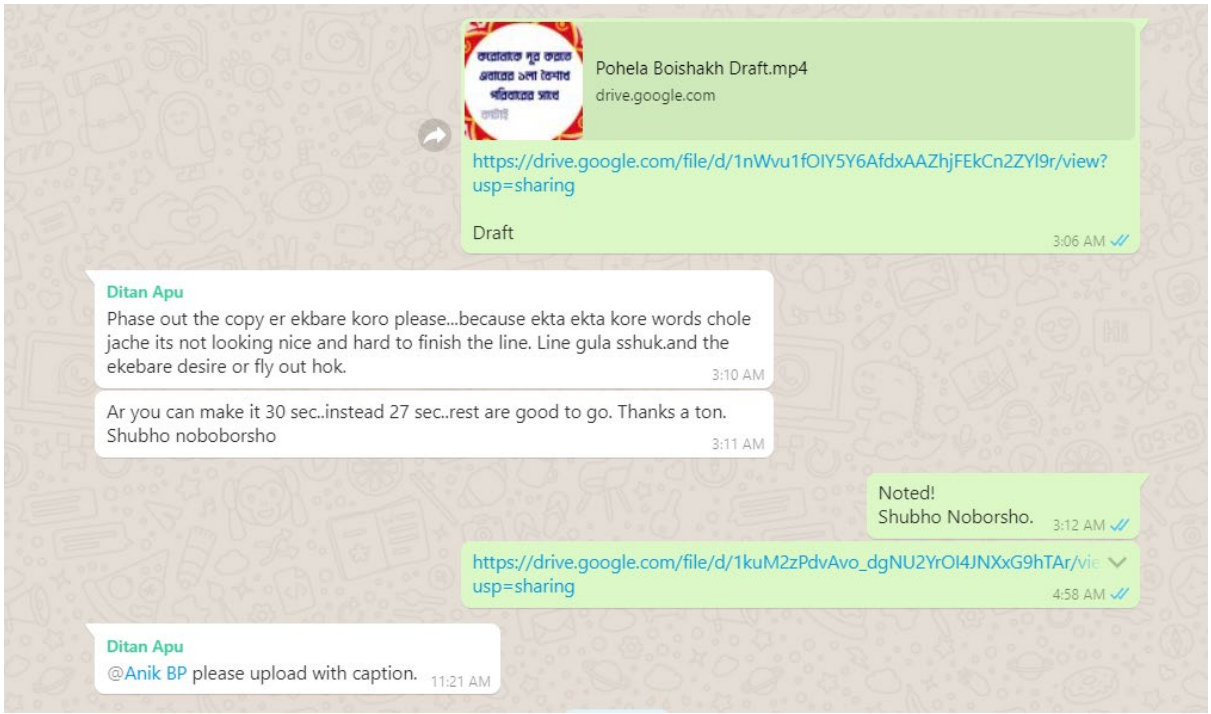


Image 10.1.11 Feedback and Approval from Director

10.2) Slideshow Motion Video for Meghna Insurance Company

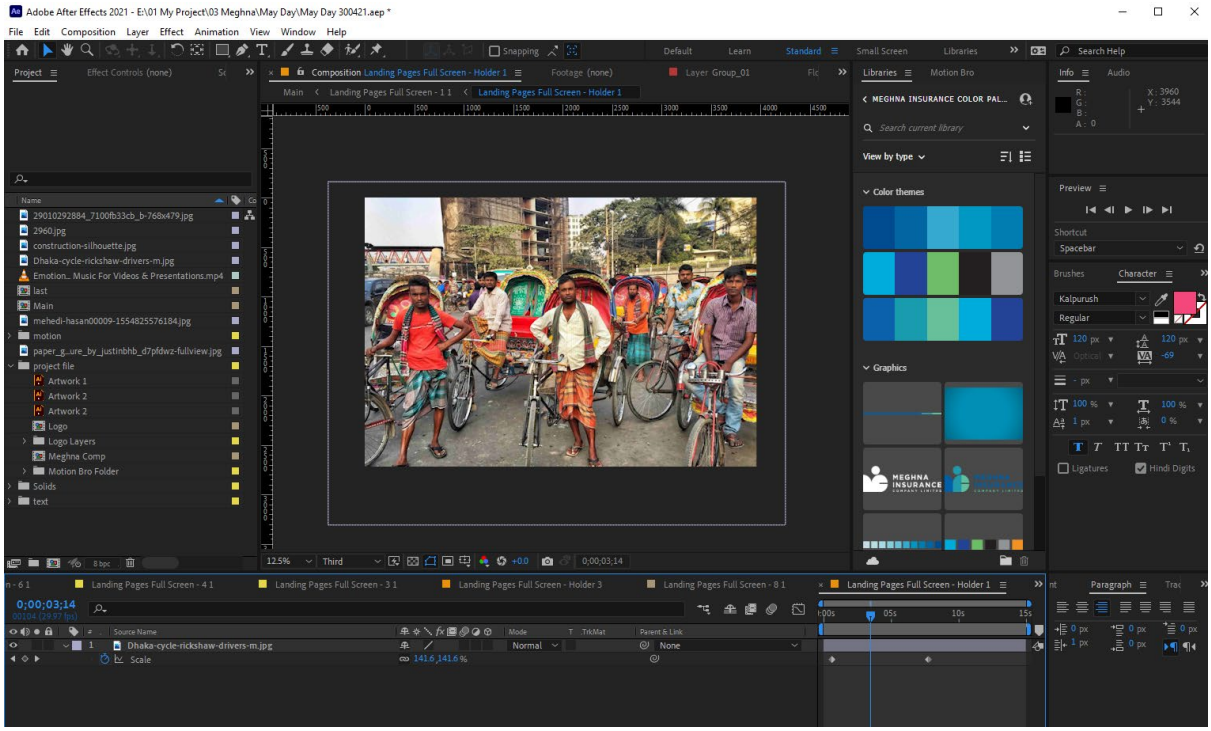


Image 10.2.1 First Slideshow Image Scaling

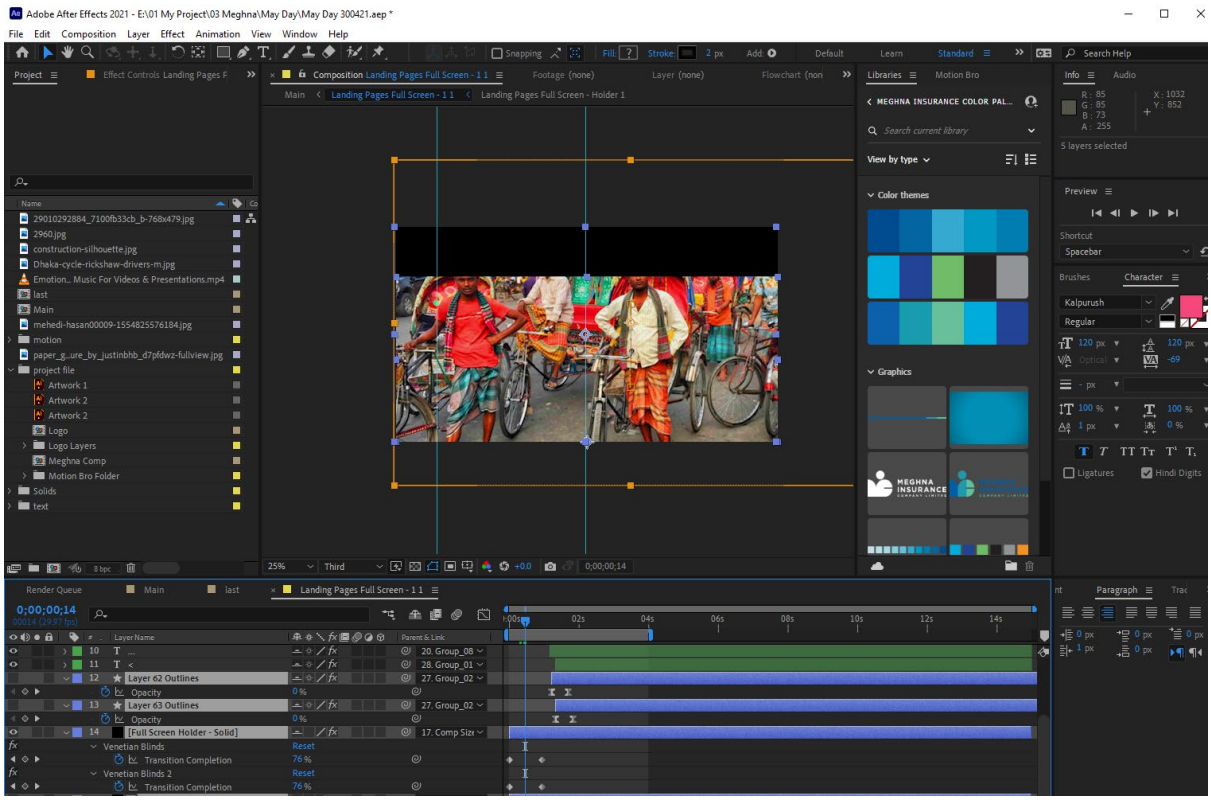


Image 10.2.2 Motion Positioning of The Image

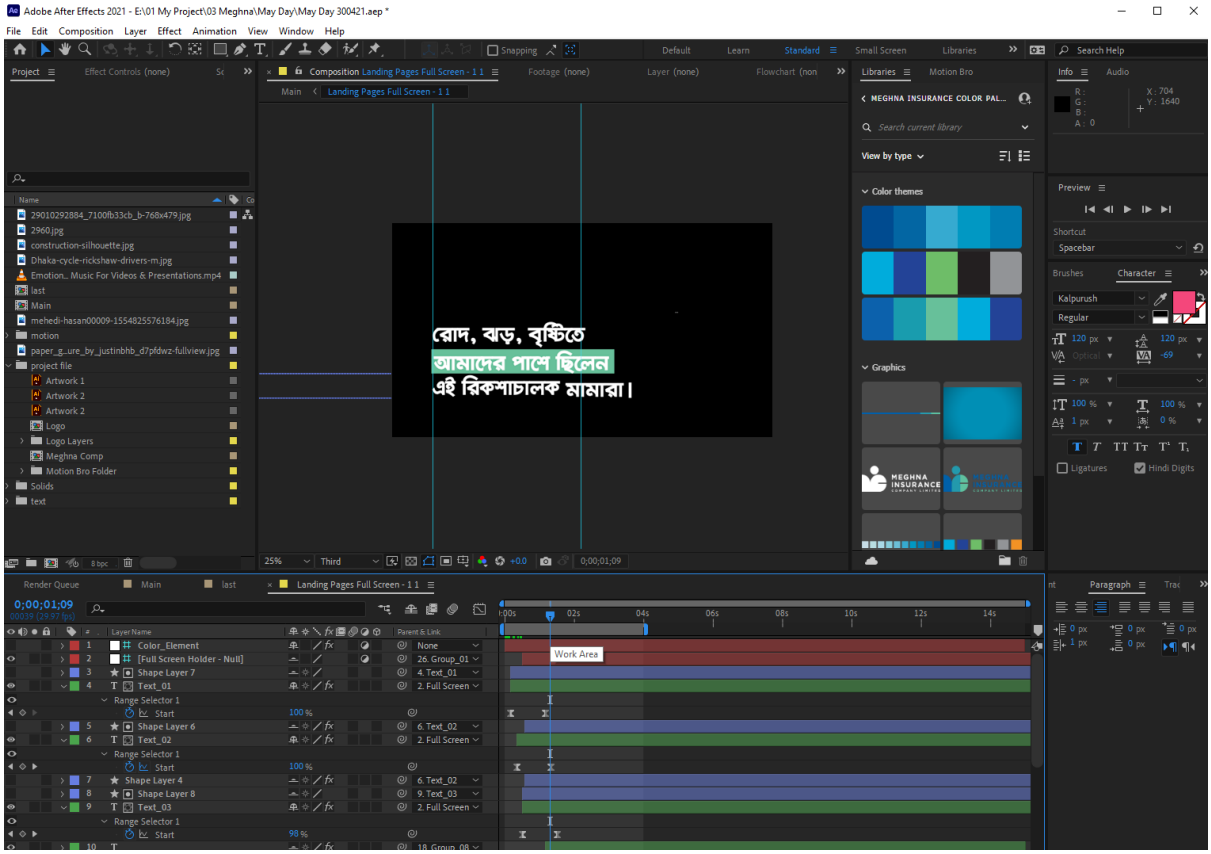


Image 10.2.3 Text Motion suing Text Animation Presets

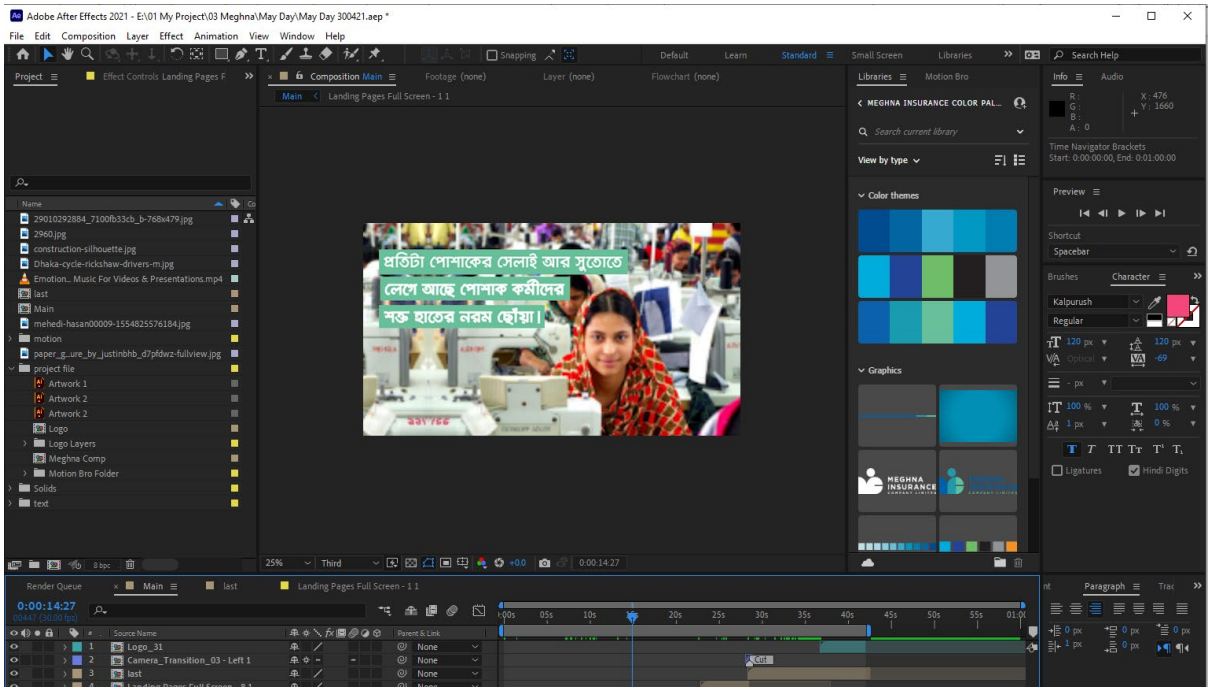


Image 10.2.4 After Effect Main Composition

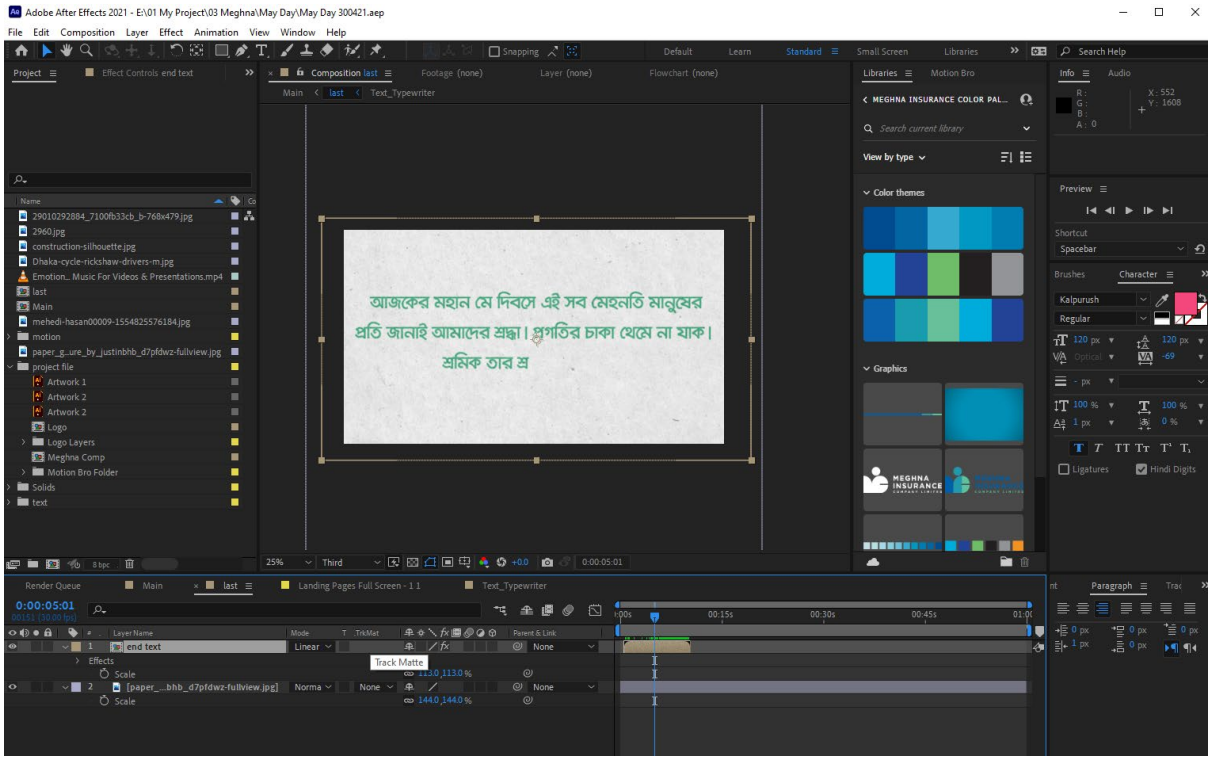


Image 10.2.5 Ending Text Composition

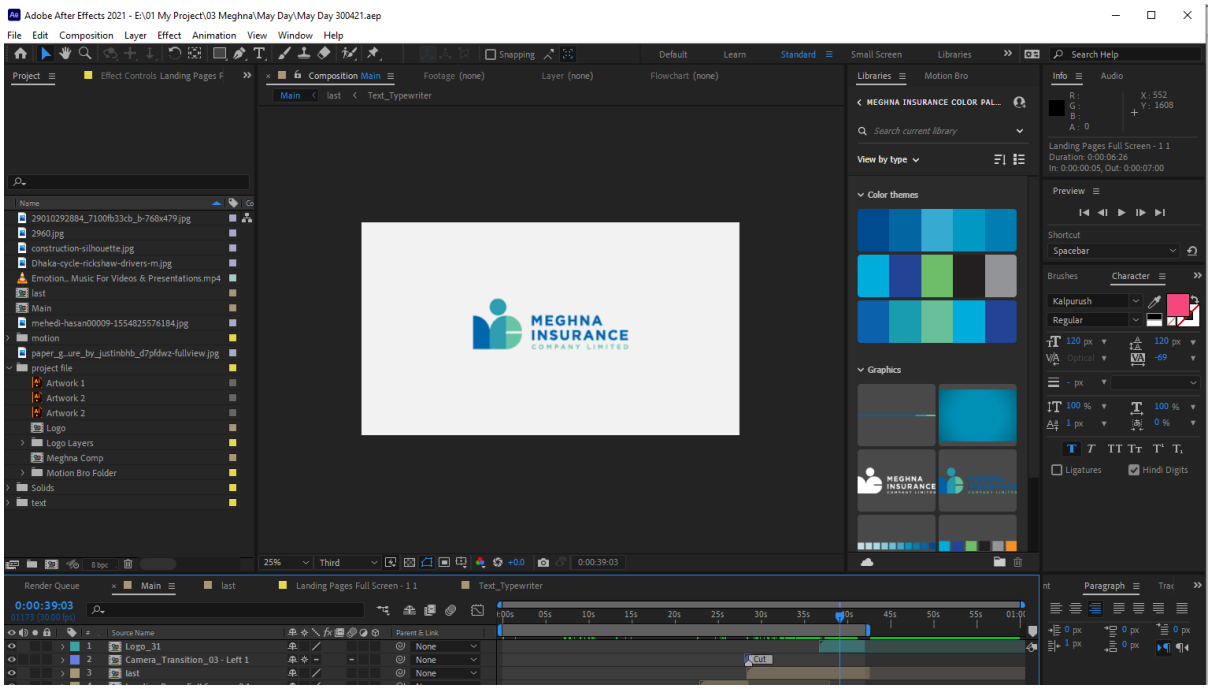


Image 10.2.6 Ending Logo Reveal

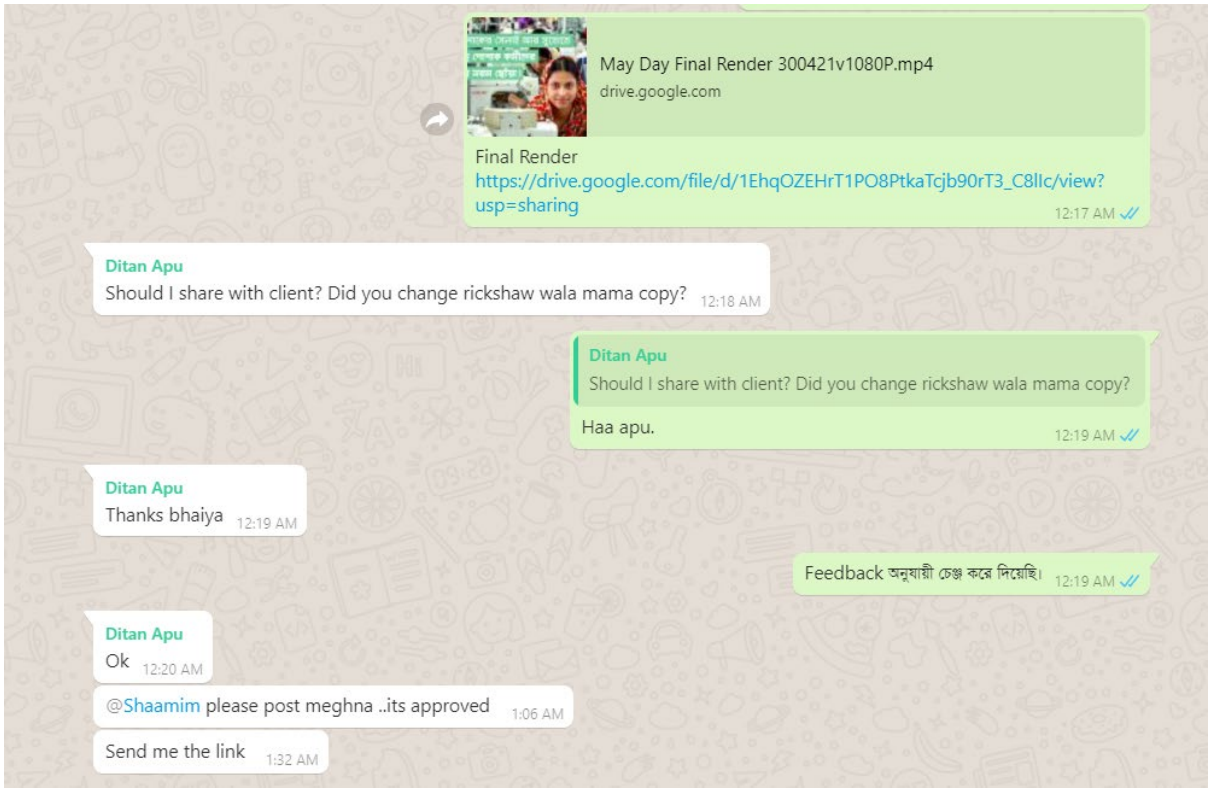


Image 10.2.6 Feedback and Approval from Director

Challenges: I did not face any significant challenges in this project. However, This work had to be delivered in a very short time.

My Mistake:

- Made font size smaller
- Forget to Alignment the text and elements
- Forget about brand guideline

My Learning:

- Learned how to modify Presets animation text in my way
- Improved wiggle effect skills
- Improved motions graphic skills
- Improved graph editor skills

Published Work Link:

1. https://go.shamim.me/Project10.1
2. https://go.shamim.me/Project10.2

INTERNSHIP OUTCOME

During my internship, I tried to do all kinds of work that they gave me. Out of a strong desire to learn all types of work, I have always tried to do all the assigned job. I have learned a lot of new things through internships with BackPage PR.

The skills that I have been able to develop by doing an internship with the BackPage PR highlighted below:

- I have learned how to work as a team.
- I have learned how to finished a motion graphic video in a short time with viewers readable.
- Learned how to make a video eye-catchy.
- Learned How to focus on multi-project at the same time.
- Learned how to create print media ads
- How to manage time by being punctual.
- I have understood the role of a creative executive.
- How to take the real-time challenge.
- I have acquired knowledge about the role of a digital media agency.
- Got a new communication sector.
- I have learned time management in the professional sector.

SELF-ASSESSMENT FORM

MSJ043

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

Name of Intern: Md. Samim Sharif

University ID: 161012071

Name of the Institute/Organization:	Backpage PR
Corporate Office Address:	Flat 302, House 15, Road 128, Gulshan 1, Dhaka, Bangladesh 1212
Email: azam@backpagepr.com	Web: www.backpagepr.com

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

48 Hours

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

Yes, 20,000 BDT per month.

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.	4
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.	4
5	I can recognize my personal strengths.	5
6	I can recognize my personal weaknesses.	5
7	I have a sense of personal achievement.	5
8	I have the ability to persevere in difficult tasks	5
NO	CRITERIA (Social/Interpersonal Impact)	5
9	I demonstrate concern for the welfare of others	4
10	I can be understanding and appreciative of people with diverse backgrounds	4
11	I have the ability to work cooperatively with others	4
12	I have the ability to communicate effectively	4
13	I have increased my ability to be a leader	4
14	I feel more connected to my community	4

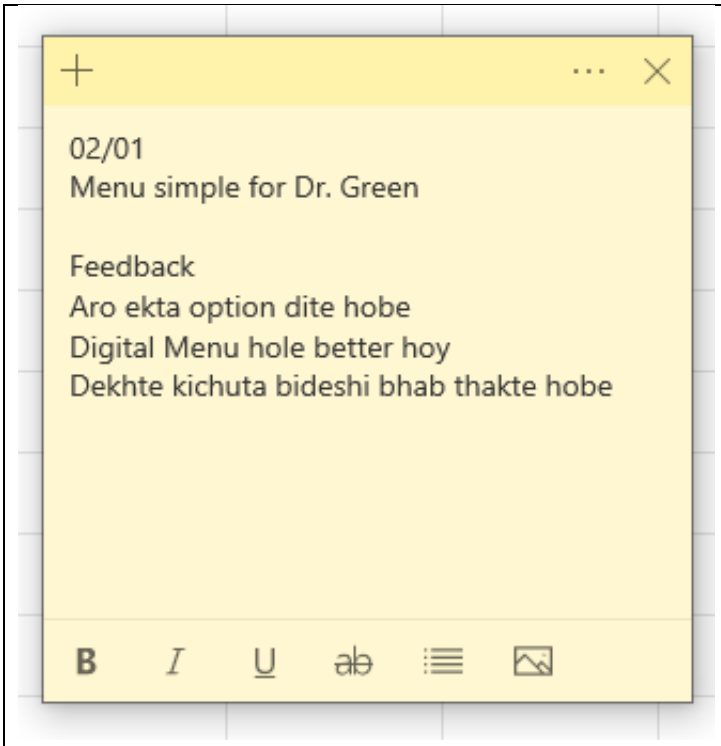
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	5
16	I have broadened my critical thinking skills (reasoning, problem solving)	4
17	I have learnt the ability to work independently	5
18	I feel my classroom learning was enriched	4
19	I have the ability to connect academic subject matter to the real world.	5
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
20	I developed specialized technical skills for a specific job function	5
21	I broadened my future employment possibilities	4
22	I received an opportunity to explore a specific career	4
23	I developed realistic ideas about the work world	5
24	I narrowed my future possible career choices.	2
25	**What is your average score from this test?**	4.4

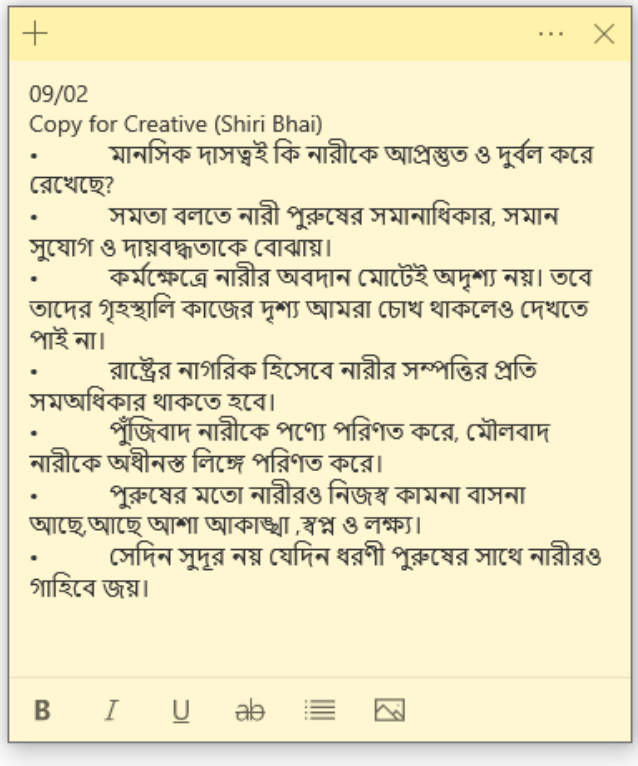
5. General Comments

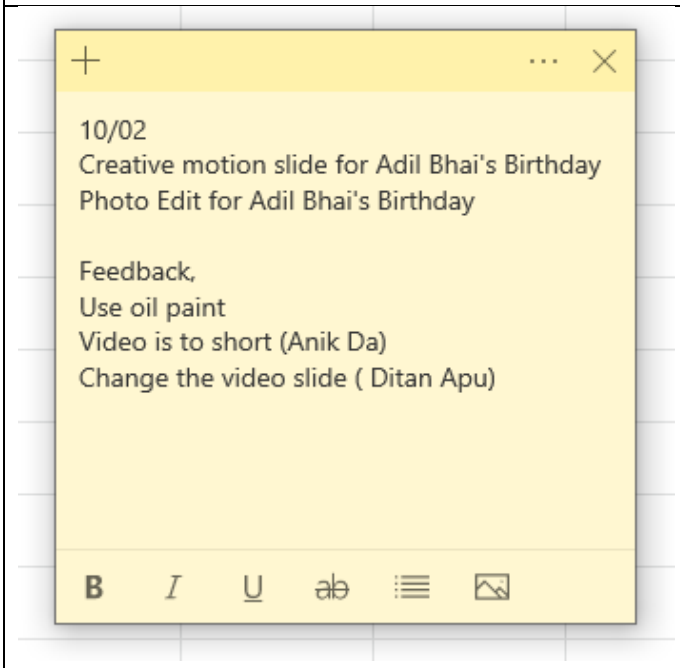


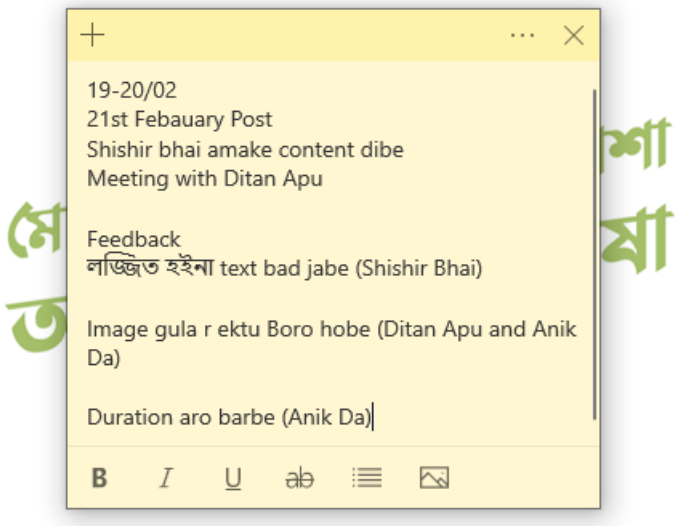
Signature of Intern

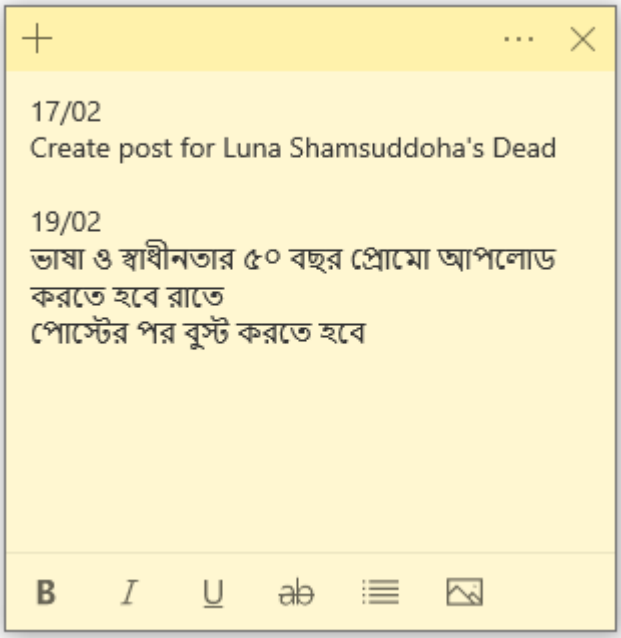
WORKPLACE LOG

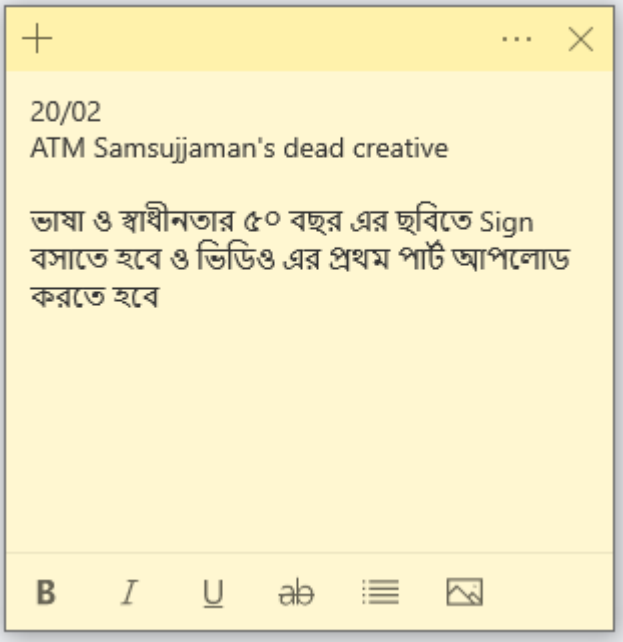


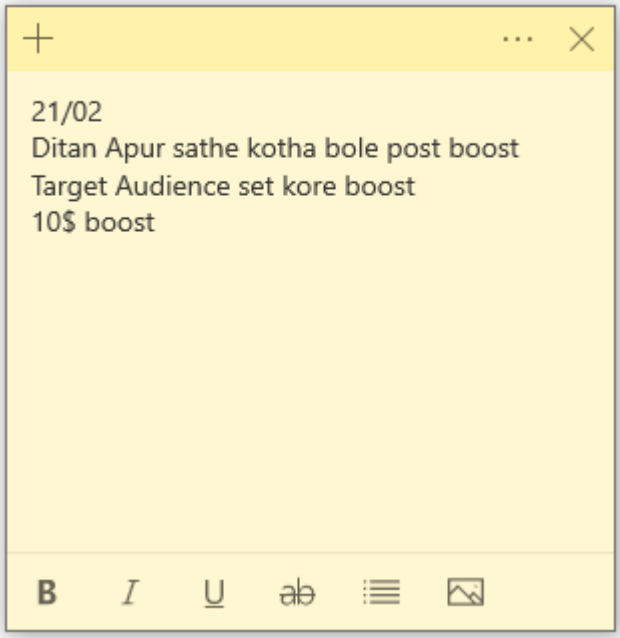


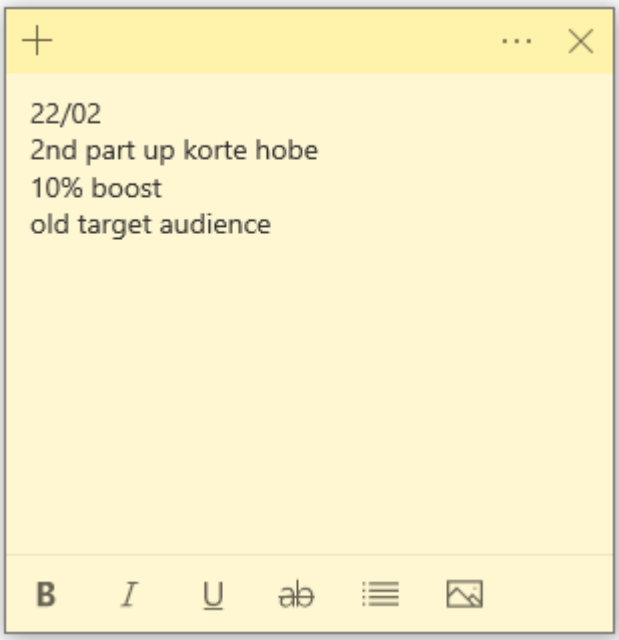


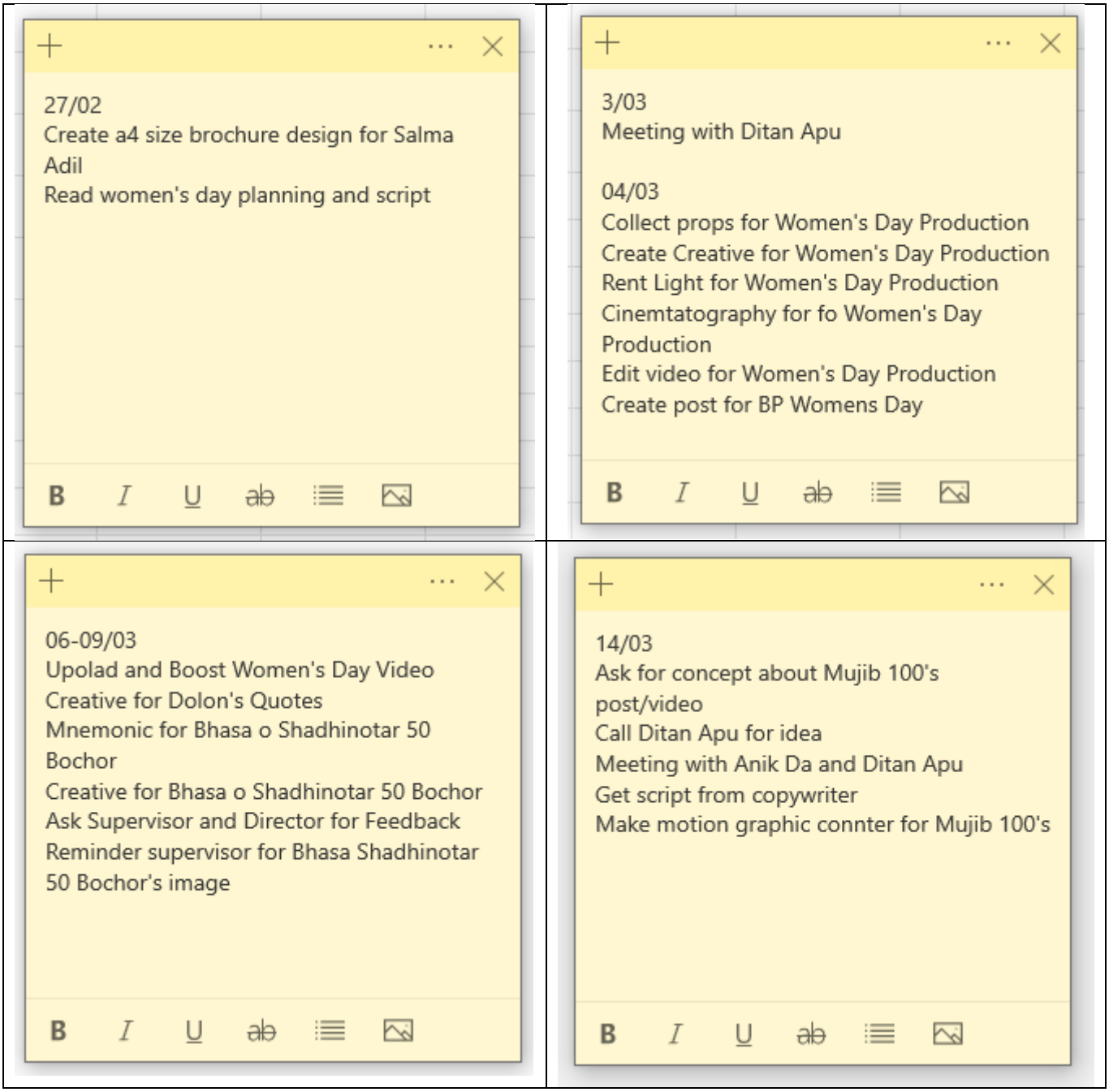


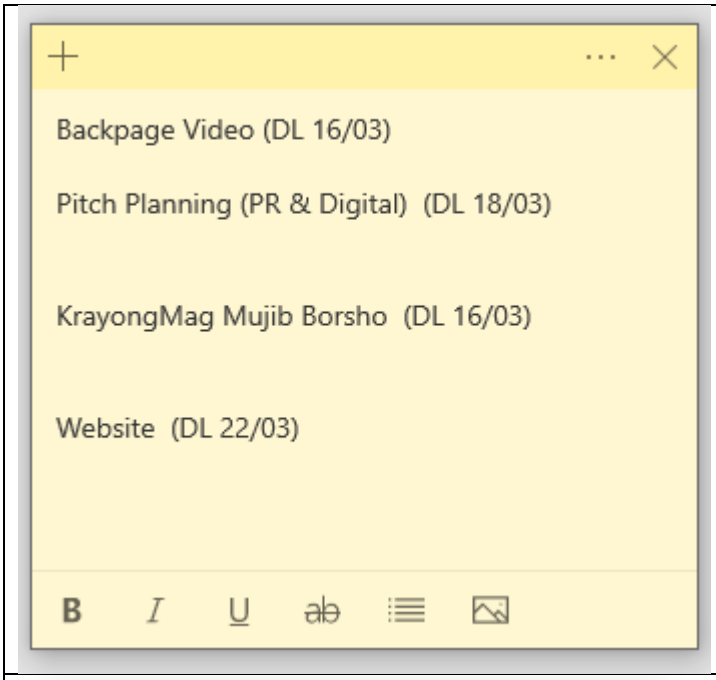

17/02
Create post for Luna Shamsuddoha's Dead
19/02
ভাষা ও স্বাধীনতার ৫০ বছর প্রোমো আপলোড করতে হবে রাতে
পোস্টের পর বুস্ট করতে হবে

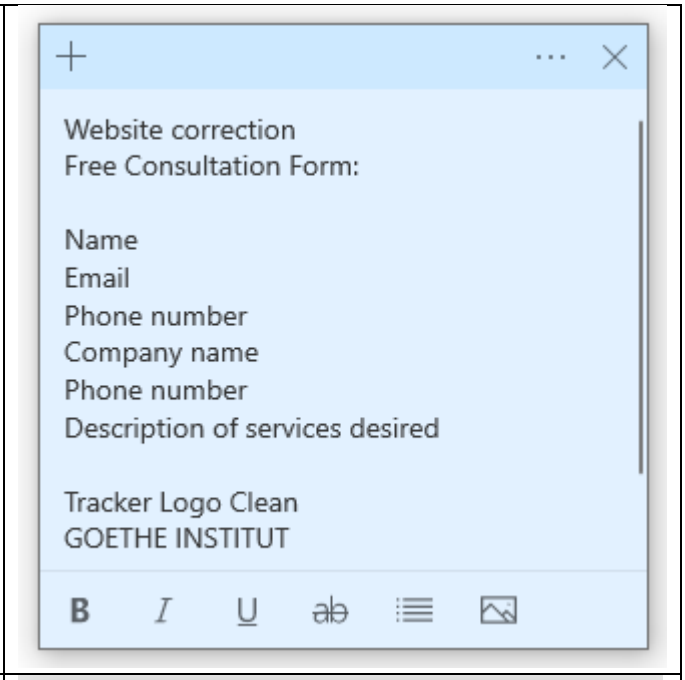

20/02
ATM Samsujjaman's dead creative
ভাষা ও স্বাধীনতার ৫০ বছর এর ছবিতে Sign বসাতে হবে ও ভিডিও এর প্রথম পার্ট আপলোড করতে হবে

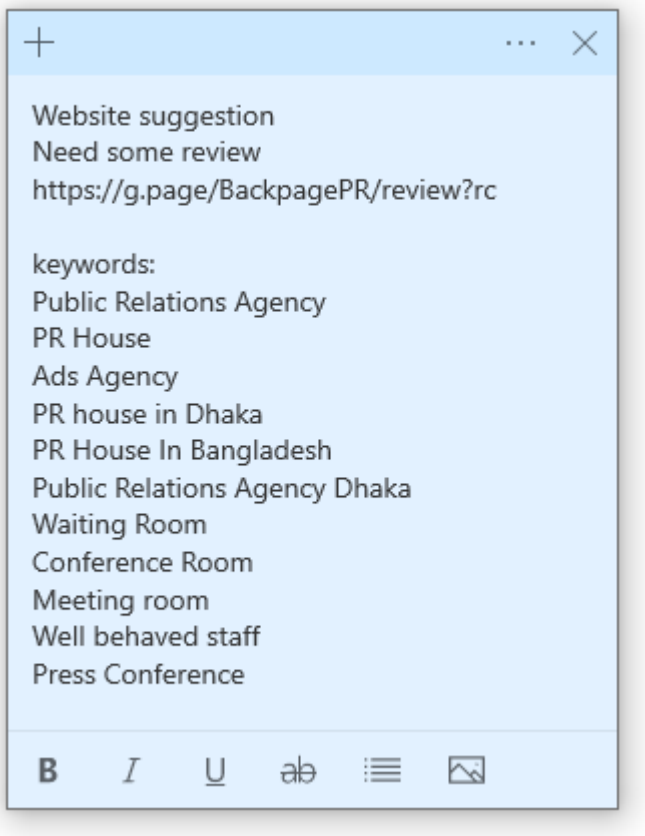

21/02
Ditan Apur sathe kotha bole post boost
Target Audience set kore boost
10$ boost

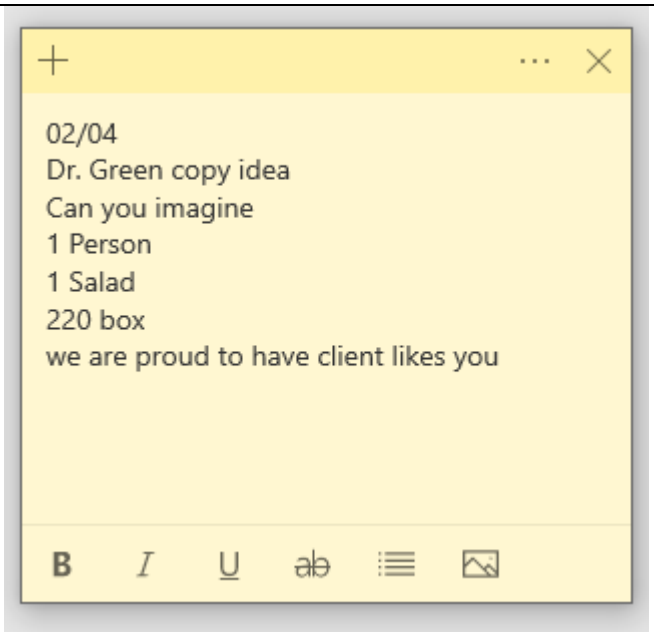

22/02
2nd part up korte hobe
10% boost
old target audience


27/02
Create a4 size brochure design for Salma Adil
Read women's day planning and script
3/03
Meeting with Ditan Apu
04/03
Collect props for Women's Day Production
Create Creative for Women's Day Production
Rent Light for Women's Day Production
Cinemtatography for fo Women's Day Production
Edit video for Women's Day Production
Create post for BP Womens Day
06-09/03
Upolad and Boost Women's Day Video
Creative for Dolon's Quotes
Mnemonic for Bhasa o Shadhinotar 50 Bochor
Creative for Bhasa o Shadhinotar 50 Bochor
Ask Supervisor and Director for Feedback
Reminder supervisor for Bhasa Shadhinotar 50 Bochor's image
14/03
Ask for concept about Mujib 100's post/video
Call Ditan Apu for idea
Meeting with Anik Da and Ditan Apu
Get script from copywriter
Make motion graphic connter for Mujib 100's


Backpage Video (DL 16/03)
Pitch Planning (PR & Digital) (DL 18/03)
KrayongMag Mujib Borsho (DL 16/03)
Website (DL 22/03)


Website correction
Free Consultation Form:
Name
Email
Phone number
Company name
Phone number
Description of services desired
Tracker Logo Clean
GOETHE INSTITUT


Website suggestion
Need some review
https://g.page/BackpagePR/review?rc
keywords:
Public Relations Agency
PR House
Ads Agency
PR house in Dhaka
PR House In Bangladesh
Public Relations Agency Dhaka
Waiting Room
Conference Room
Meeting room
Well behaved staff
Press Conference


02/04
Dr. Green copy idea
Can you imagine
1 Person
1 Salad
220 box
we are proud to have client likes you

04/04
Meeting Head of Media

Meghna Insurance

Pokhela Boishakh

হালখাতা Highlited

ক্যাম্পিং স্যানিটাইজেশন

ক্রেয়ন ম্যাগ

10/04
Meghna Post
Pohela Boishak Post
Ramadan Mobarak Post
Corporate angel

Krayonmag Motion Graphic

Mongol Sufajatra

Mask
shootmezimzalabim

12/04
Copy for MICL
কপিঃ
১) ঘরের দরজা বন্ধ রেখে, মনের জানলা খুলি

ক্যাপশনঃ নতুন জামা, মিষ্টির প্যাকেট, দোকানে দোকানে হালখাতা, বন্ধুদের সাথে মেলায় ঘোরা, পান্তা আর ইলিশ সবই এবার স্মৃতিতে। দিন কাটছে আতঙ্কের সঙ্গে যুদ্ধ করে। তবু এই মৃত্যুপুরিতে বৈশাখ এসেছে।

উৎসবের এই দিন কাটুক বন্ধ দরজার এপারে, নিজের ঘরে, পরিবারের প্রতিটা মানুষের সাথে। কিন্তু মনের জানলা থাকুক উন্মুক্ত। এই বৈশাখ হোক মানবিকতার। দূরে থেকেও পাশে থাকি সবাই সবার।
লকডাউনের এই নতুন বৈশাখে সব ক্লেশ, দুঃখ, জরা কেটে যাক।

সবাইকে নববর্ষের শুভেচ্ছা।

Concept for KM
আমাদের দেখা হোক জীবাণু ঘুমালে,
আমাদের দেখা হোক সবুজ সকালে।

করোনাকে দূর করতে এবারের ১লা বৈশাখ পরিবারের সাথে কাটাই ঘরের মধ্যে। নববর্ষের এই দিনে, সংযমের এই মাসে আসুন মাস্ক না খোলার সংযমটাও পালন করি। একান্ত প্রয়োজন ছাড়া বাইরে বের না হই।

মহামারীর শেষে নতুন এক সবুজ পৃথিবীতে দেখা হবে সকলের। সেই শুভ কামনায় শুভ নববর্ষ ১৪২৮

Here is the monthly wise workplace log (work tracker) that I have done internship period with Backpage PR and Krayonmag including clinets works.

Febauary

Delivery Date	Item	Catagory	Qyt	Duration
	February			
2-Feb-2021	Dr. Green Menu Sample	Creative	3	
13-Feb-2021	creative Creative	Creative	2	
13-Feb-2021	Creative Motion	Motion Video	1	13 Sec
15-Feb-2021	Adil Bhai's Birthday Photo	Creative	1	
16-Feb-2021	Adil Bhai's Birthday Video	Motion Video	1	33 sec
17-Feb-2021	Adil Bhai's Birthday Video	Motion Video	1	30 Sec
17-Feb-2021	Luna Shamsuddoha's Post	Creative	1	
19-Feb-2021	ভাষা ও স্বাধীনতার ৫০ বছর প্রোমো (Upload and Boost)	Social Media		
20-Feb-2021	21st february motion video	Motion Video	1	1:22 sec
20-Feb-2021	ATM Samsujjaman Post	Creative	1	
21-Feb-2021	21st february motion video upload and others			
21-Feb-2021	ভাষা ও স্বাধীনতার ৫০ বছর Story Post Creation	Creative	1	
18-Feb-2021	ভাষা ও স্বাধীনতার ৫০ বছর (Upload & Boost)			
	ভাষা ও স্বাধীনতার ৫০ বছর (Upload & Boost)			
	ভাষা ও স্বাধীনতার ৫০ বছর Sign Creation	Creative	5	
23-Feb-2021	Dr. Green Motion Video	Motion Video	1	20 Sec
28-Feb-2021	Salma Adil's Creative	Creative	1	

Works that I have done in February

March

Delivery Date	Item	Catagory	Qyt	Duration
	March			
1-Mar-2021	Production Plan fo Women's Day Video			
4-Mar-2021	Collect props for Women's Day **Production**			
5-Mar-2021	Create Creative for Women's Day Production	Creative	1	
5-Mar-2021	Rent Light for Women's Day Production			
6-Mar-2021	Cinemtatography for fo Women's Day Production	Cinnematography		
7-Mar-2021	Edit video for Women's Day Production	Video	1	01:59 Sec
8-Mar-2021	Create post for BP Womens Day	Creative	1	
8-Mar-2021	Upolad and Boost Women's Day Video	Social Media		
9-Mar-2021	Creative for Dolon's Quotes	Creative	2	
11-Mar-2021	Mnemonic for Bhasa o Shadhinotar 50 Bochor	Creative	2	
13-Mar-2021	Creative for Bhasa o Shadhinotar 50 Bochor	creative	1	
16-Mar-2021	Motion for Shekh Mujibar Rahman	Motion Graphic	1	20 Sec
16-Mar-2021	Motion for Shekh Mujibar Rahman Recreation	Motion Graphic	1	24 Sec
19-Mar-2021	creative banner for iCan Foundation	Creative	1	
22-Mar-2021	Creative for Dolon's Quote 2	Creative	1	
22-Mar-2021	Akik Ullah Khan's Dead Post	Creative	1	
25-Mar-2021	26th March Post for BP	Creative	1	
31-Mar-2021	Creative for Trans Day	Creative	1	

List of the work that I have done in March

April

Delivery Date	Item	Catagory	Qyt	Duration
	April			
1-Apr-2021	Collect all file for KM website	Website		
3-Apr-2021	Sample Creative for Meghna Insurance	Creative	2	
8-Apr-2021	Edit video for Dr. Green	Video	1	01:20 Sec
13-Apr-2021	Creative for MICL	Creative	1	
13-Apr-2021	Creative for BPPR Ramadan Mubarak	Creative	1	
13-Apr-2021	Motion Graphic for KM Boishakhi	Video	1	31 Sec
14-Apr-2021	Upload Boishakhi Video	Social Media		
16-Apr-2021	Creative for KM Voice Day	Creative	2	
16-Apr-2021	Upload Voice Day Creative	Social Media		
17-Apr-2021	Creative for KM Kobari's Dead	Creative	1	
17-Apr-2021	Upload Kobari's Post	Social Media		
17-Apr-2021	Creative for KM 50 Years Mujib Sarkar	creative	1	
19-Apr-2021	Creative for MICL Covid Update	Creative	1	
19-Apr-2021	Creative for MICL Insurance Post	Creative	1	
19-Apr-2021	Creative for MICL Insurance Post	Creative	1	
22-Apr-2021	Animation for MICL Ramadan	Animation	1	21 Sec
24-Apr-2021	Creative for KM Ramadan Help	Creative	1	
24-Apr-2021	Upload Ramadan Help post	Social Media		
26-Apr-2021	Boost Ramadan Help Post	Boost		
25-Apr-2021	Creative for MICL Print Ads	Creative	1	
25-Apr-2021	Resize photo for KM Website	Website		
27-Apr-2021	PDF to Doc for Pitching	Extra		
28-Apr-2021	Combine doc file for pitching	Extra		
29-Apr-2021	Help Nijhor to write pitching	Extra		
29-Apr-2021	Creative Photo for KM Website	Creative	2	
29-Apr-2021	Creative for MICL Marine Insurance	Creative	1	
29-Apr-2021	Upload MICL Marine Insurance Post	Social Media		
30-Apr-2021	Video for MICL May Day	Video	1	42 Sec
30-Apr-2021	Creative for KM May Day	Creative	1	

List of the work I have done in April

May

Summary

Help to review your work and efficiency in specific period. You can edit and copy it from here, or export it into different formats based on your needs.

This Month

All Lists All Tags

May 1 - May 31

Completed

- [May 23] Darft (2 Design 5 Version)
- [May 23] Draft
- [May 22] Draft
- [May 22] Creative For MICL (Our Services)
  - [May 22] Daft
- [May 22] Creative for MICL (Do You Know?)
  - [May 22] Daft
  - [May 22] Revision 01
- [May 21] MICL Services Post
- [May 21] MICL Did you Know Post
- [May 9] KM EID Motion Post
- [May 8] Rabindranath Creative Post
  - [May 8] Draft
  - [May 8] Revision
- [May 8] Mother Day Post for KM
  - [May 6] Darft
  - [May 8] Revision 01
  - [May 8] Revision 02
  - [May 8] Draft
  - [May 8]
- [May 8] Meeting with Supervisor
- [May 8] Mother Day Post for Backpage
- [May 6] Eid Greeting Post for MICL 01
  - [May 6] Draft
  - [May 6] Revision 01
  - [May 6] Revision 02
- [May 6] Eid Greeting Post For MICI 02
- [May 6] Backpage EID Post
- [May 6] Mothers Day Post for MICL
  - [May 6] Draft
  - [May 6] Revision 02
  - [May 6] Revision 01

Undone - In Progress

- [10%] Creative For MICL (Don't let your dreams burn to ashes)

Completed work in May

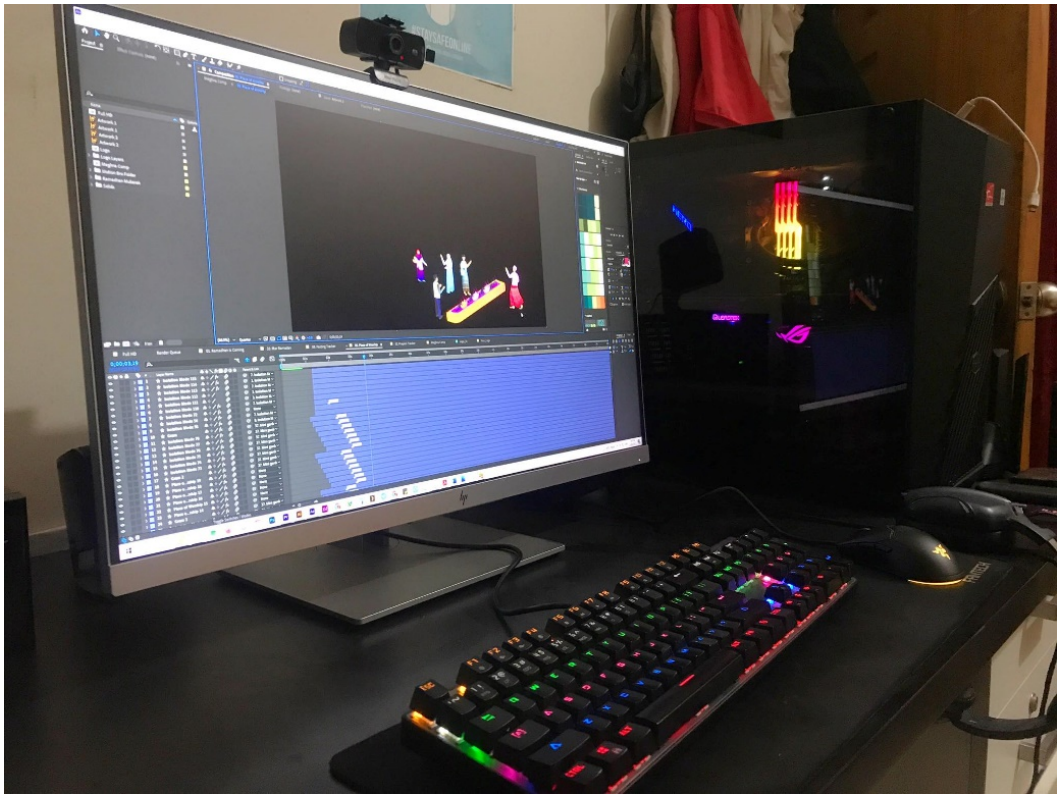
PROFESSIONAL COMPETENCIES

Backpage PR offered me the chance to explore myself and let me work in my manner. It has allowed me to work with freedom. Here at Backpage PR, there are many skills that I have picked up, for example:-

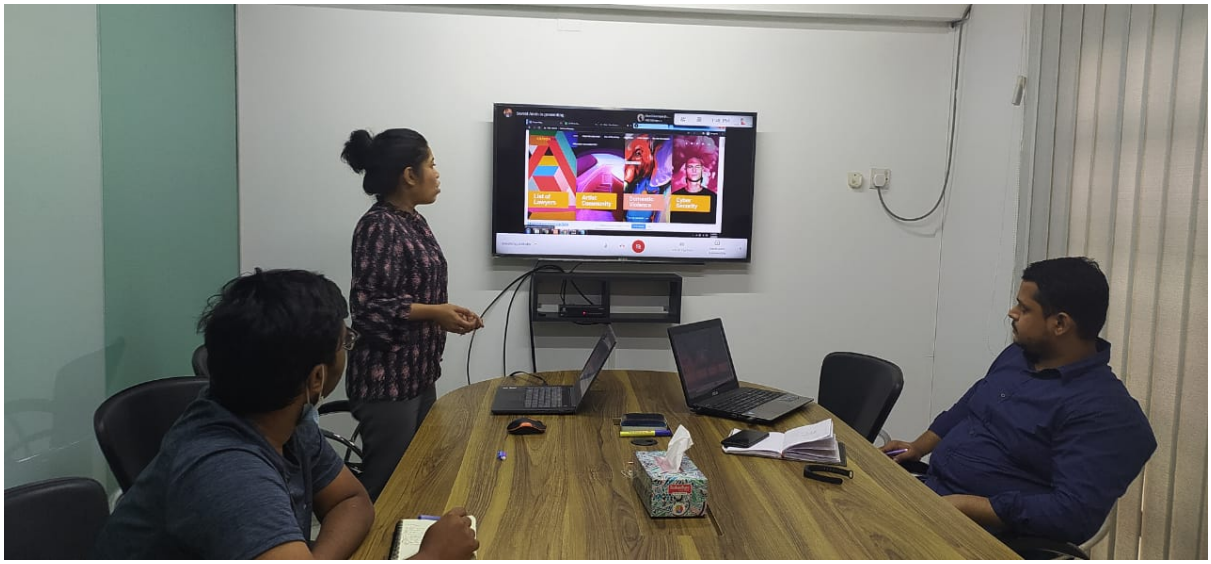
- Good teamwork skill
- Interpersonal Skill
- Video Editing Skill
- Improved Graphic Design Skills
- Improved Video Editing Skills
- Improved Motion Graphis Design Skills
- Improved Sound Editing Skills
- Time management
- Deal with clients
- Web developing skill
- Learned About Proper way of social media page management system
- Improved Facebook Detailed Targeting System
- Proper way of Digital Marketing
- Working under pressure
- Strategizing
- Multi-tasking
- Improve SEO Skills
- Learn Goole Listing Services

APPENDIX

My Home Panel Setup and Office Meeting



My homework setup. Here I have compilated all of my projects.



Meeting In the office with Director



During office meeting

Worked on Dr Green Social Media and Menu card post



Opening Post for Dr Green

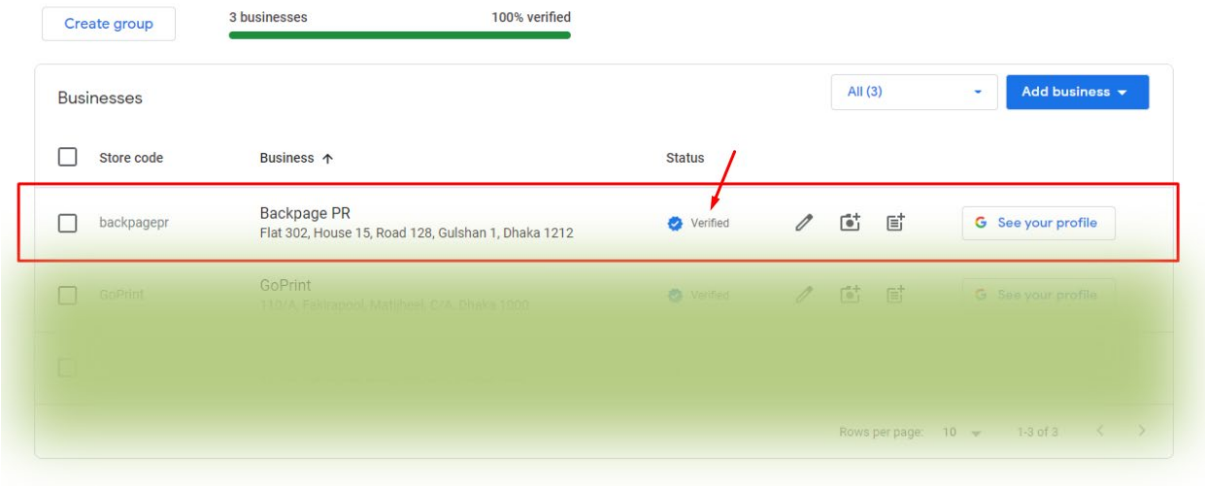


Logo Reveal post for Dr. Green

Box wrapping Sticker design for Dr Green



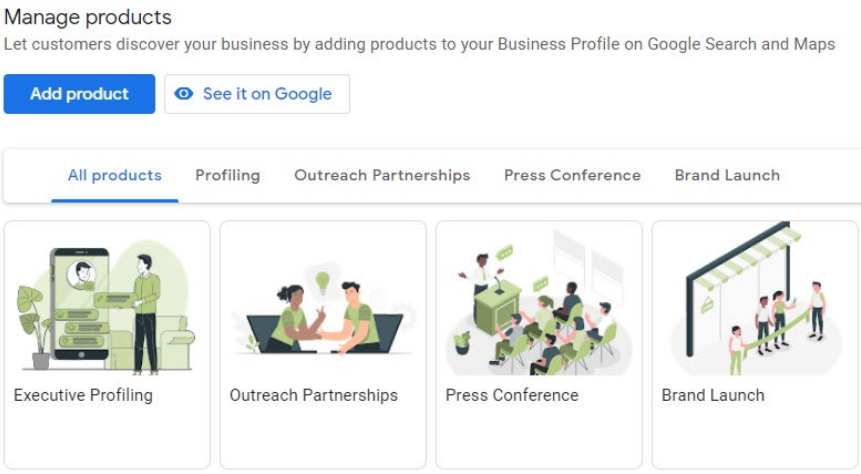




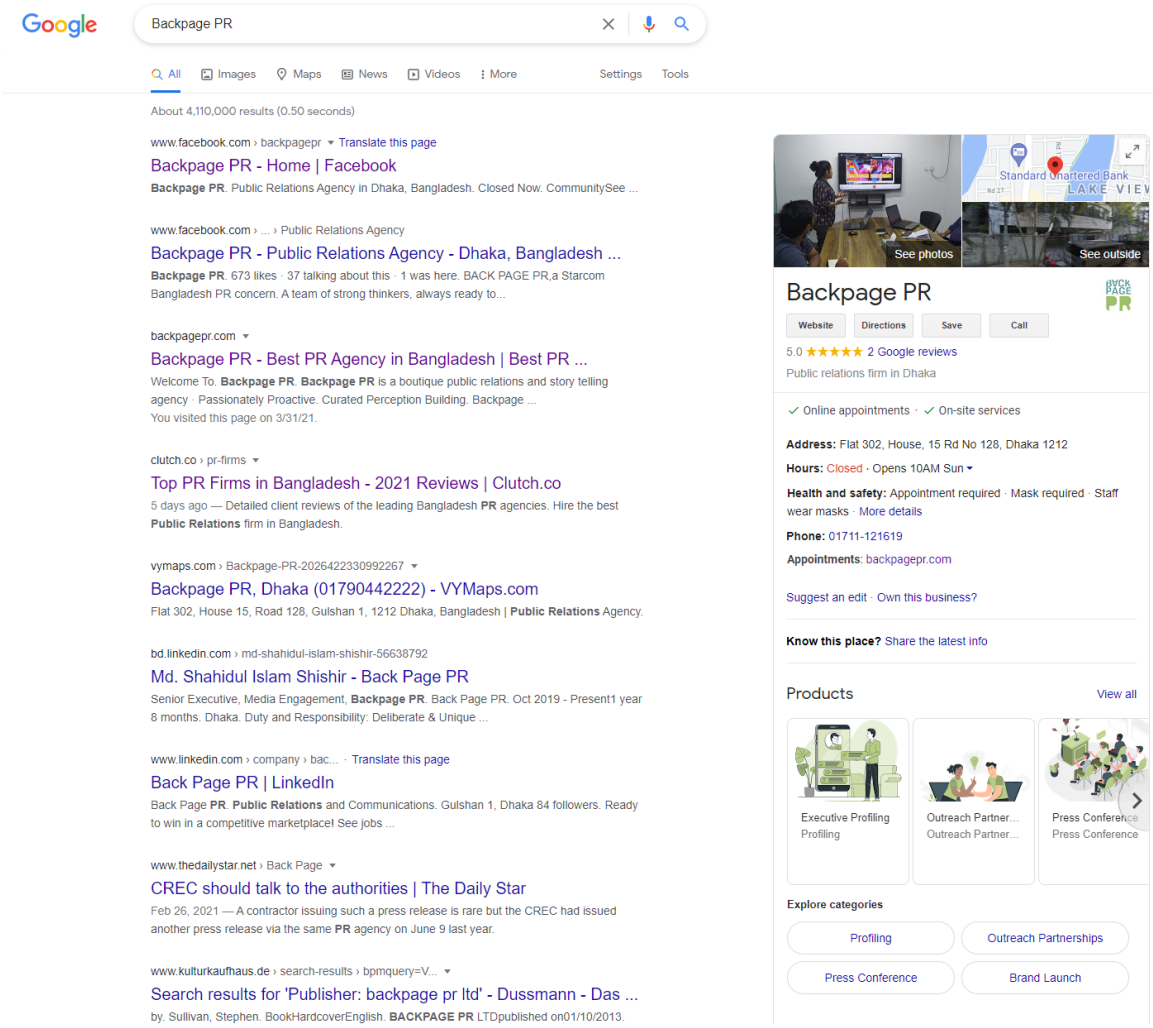
Verified Google My Business Listing on Google Maps



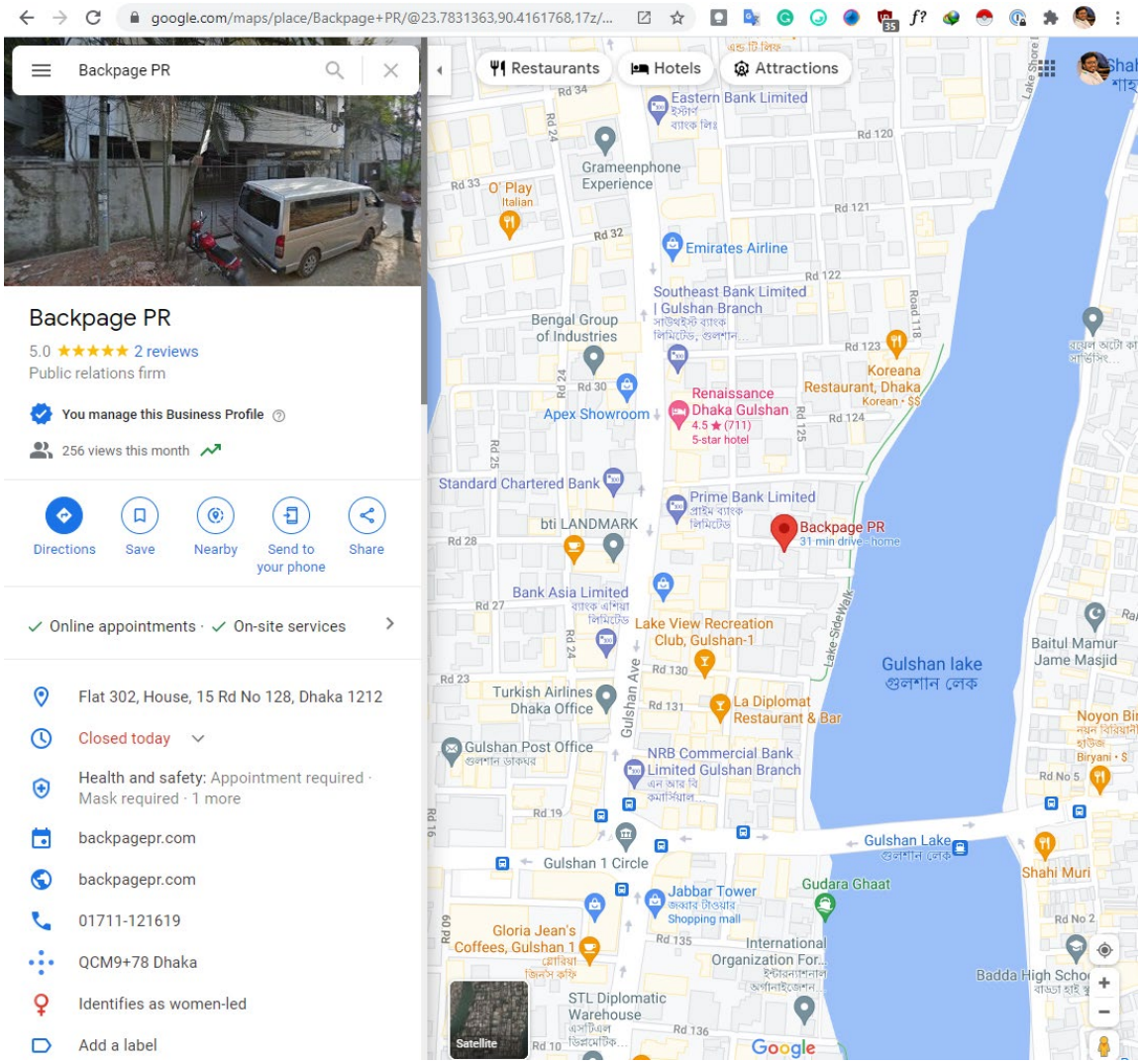
Google My Business Insight (It will help to grow up the business)



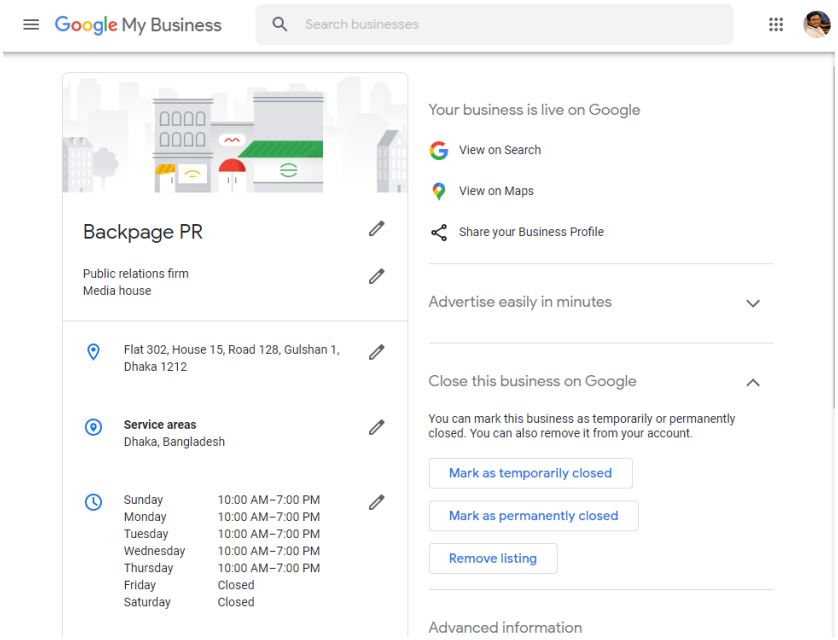
Product Creation on Google My Business



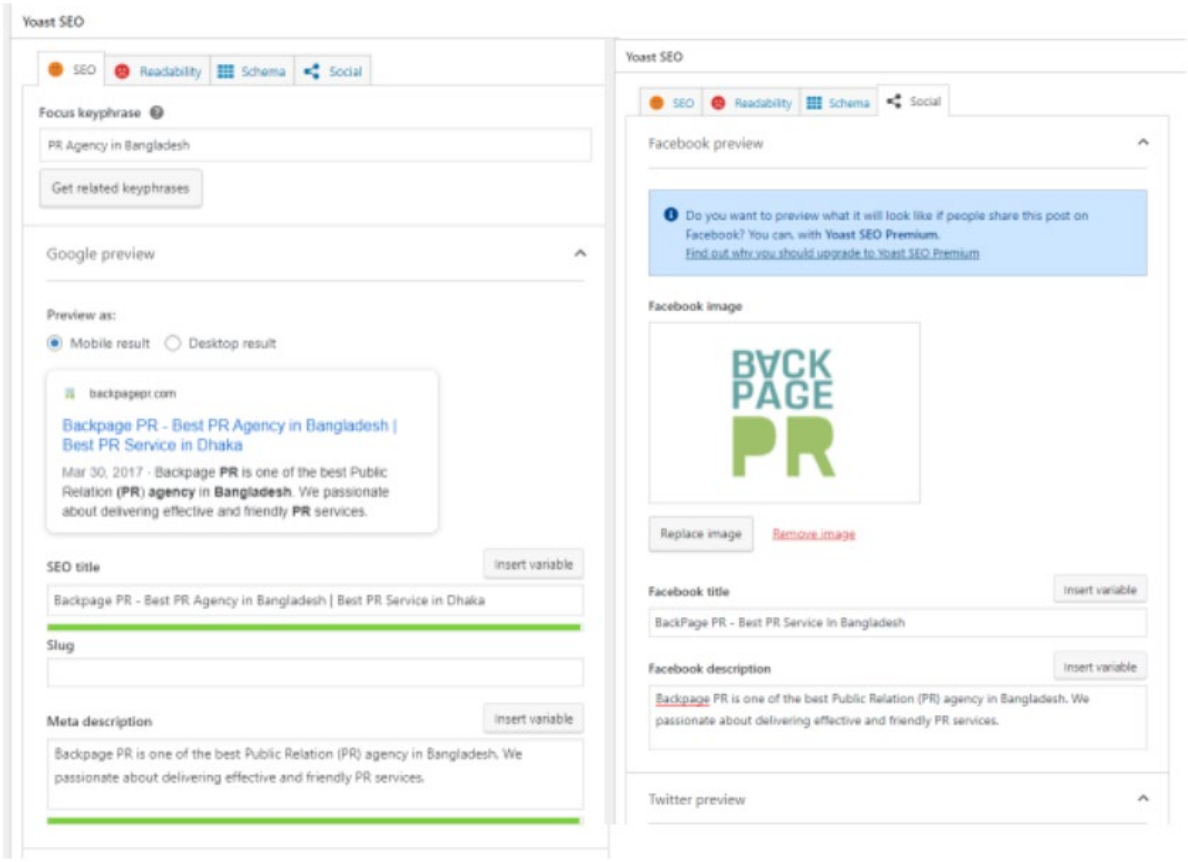
Backpage PR Listing on Google Search



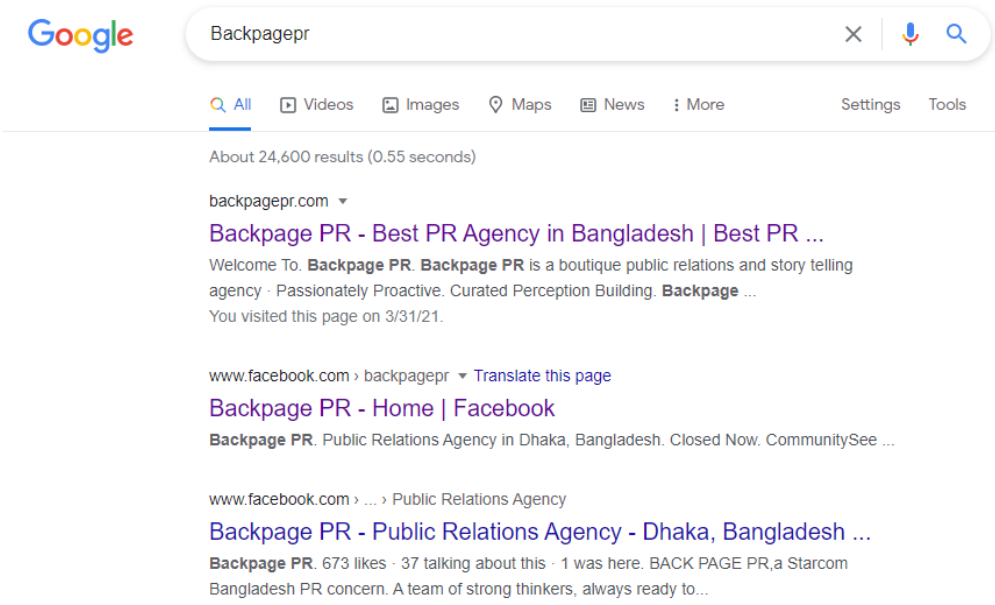
Backpage PR listing on Google Maps



Backpage PR listing Management on Google My Business



WordPress SEO using Yoast SEO Plug-In



SEO result on Google Search

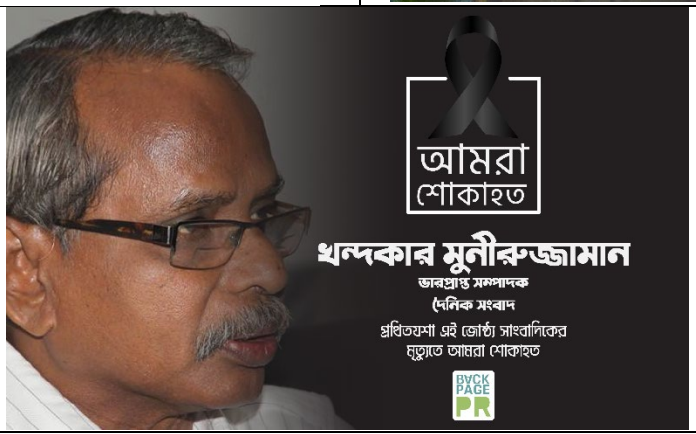
Condolence Message Static Post



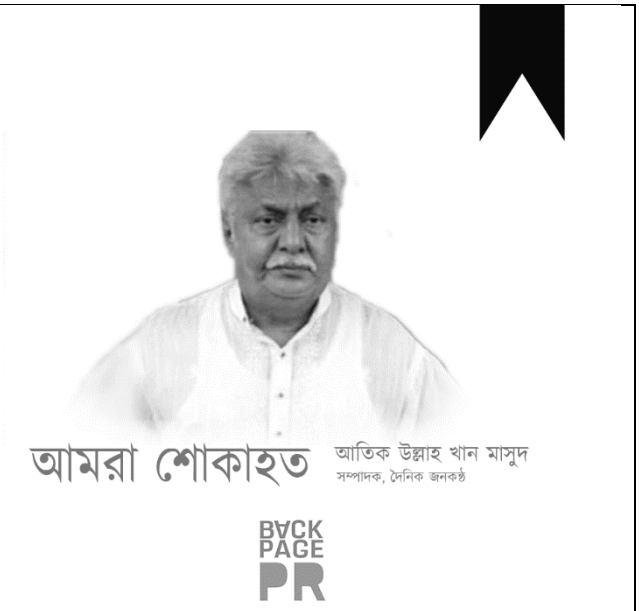


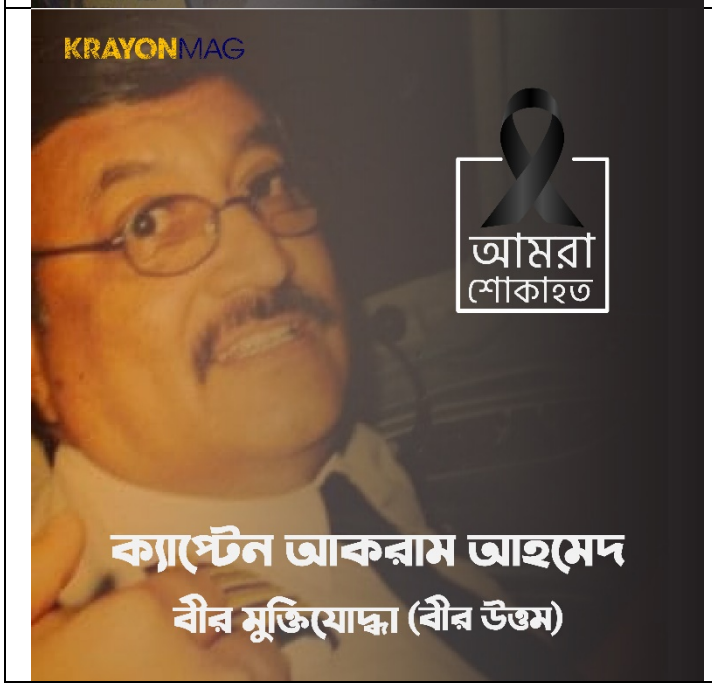








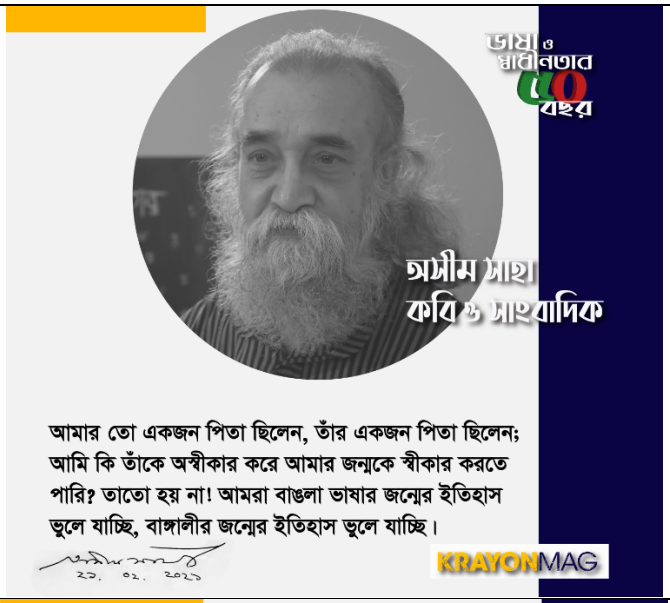


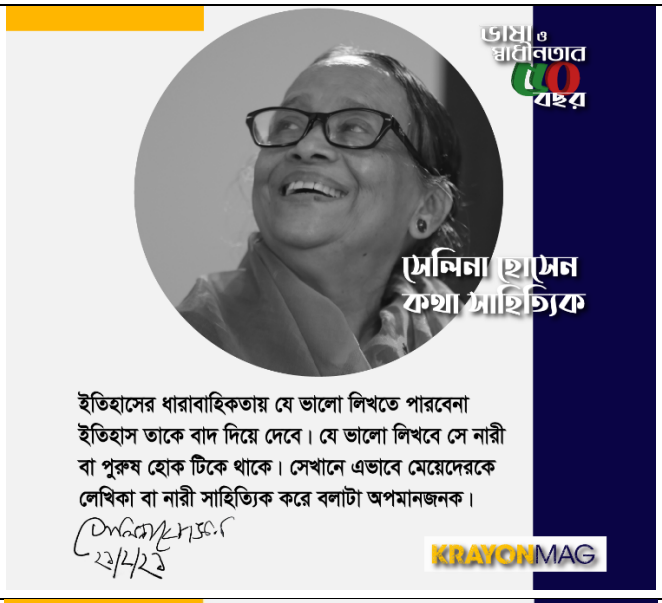


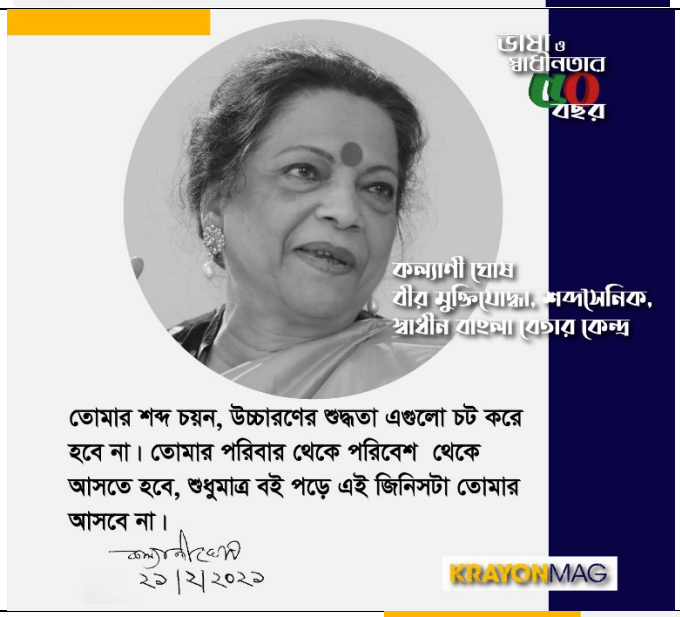


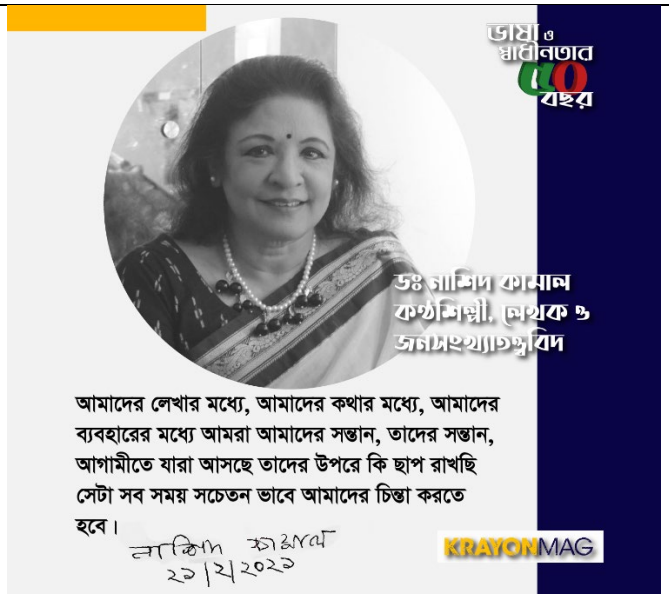
These are the condolence message post I have created for Backpage PR and Krayonmag. Other than that, I also created two video condolence message video for them.

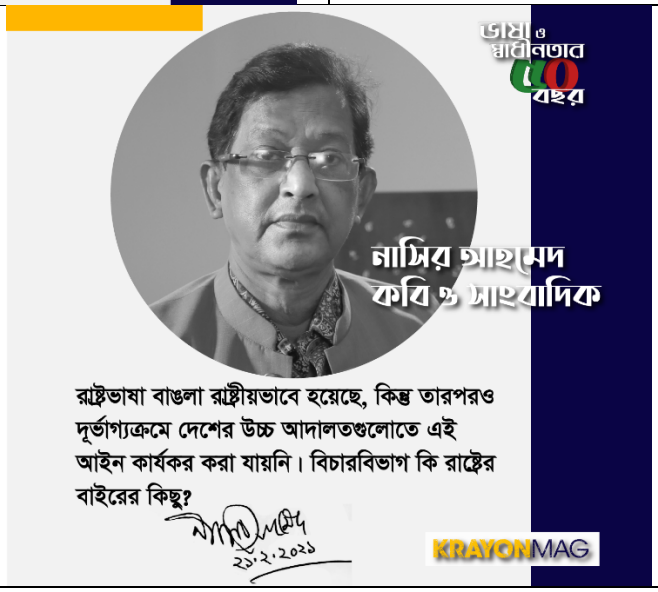
Quotes static design for "ভাষা ও স্বাধীনতার ৫০ বছর"

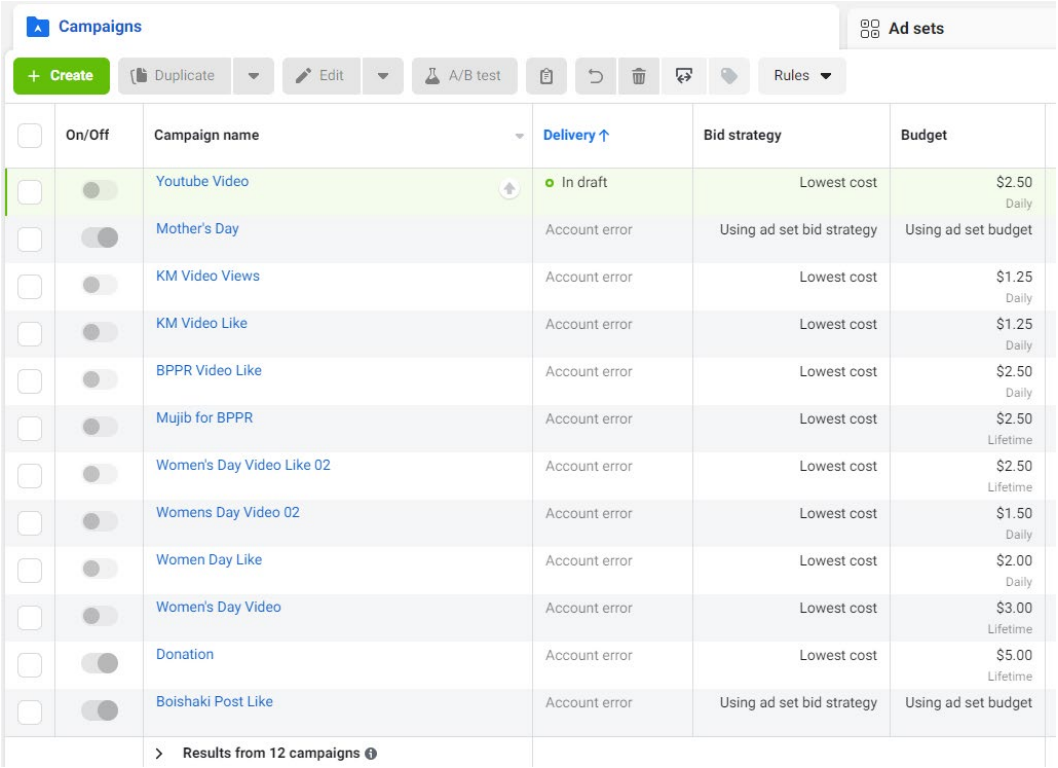












Campaigns | Ad sets

Create | Duplicate | Edit | A/B test | Rules

On/Off	Campaign name	Delivery	Bid strategy	Budget
	Youtube Video	In draft	Lowest cost	$2.50 Daily
	Mother's Day	Account error	Using ad set bid strategy	Using ad set budget
	KM Video Views	Account error	Lowest cost	$1.25 Daily
	KM Video Like	Account error	Lowest cost	$1.25 Daily
	BPPR Video Like	Account error	Lowest cost	$2.50 Daily
	Mujib for BPPR	Account error	Lowest cost	$2.50 Lifetime
	Women's Day Video Like 02	Account error	Lowest cost	$2.50 Lifetime
	Womens Day Video 02	Account error	Lowest cost	$1.50 Daily
	Women Day Like	Account error	Lowest cost	$2.00 Daily
	Women's Day Video	Account error	Lowest cost	$3.00 Lifetime
	Donation	Account error	Lowest cost	$5.00 Lifetime
	Boishaki Post Like	Account error	Using ad set bid strategy	Using ad set budget
	Results from 12 campaigns			

Facebook Campaigns Ad sets

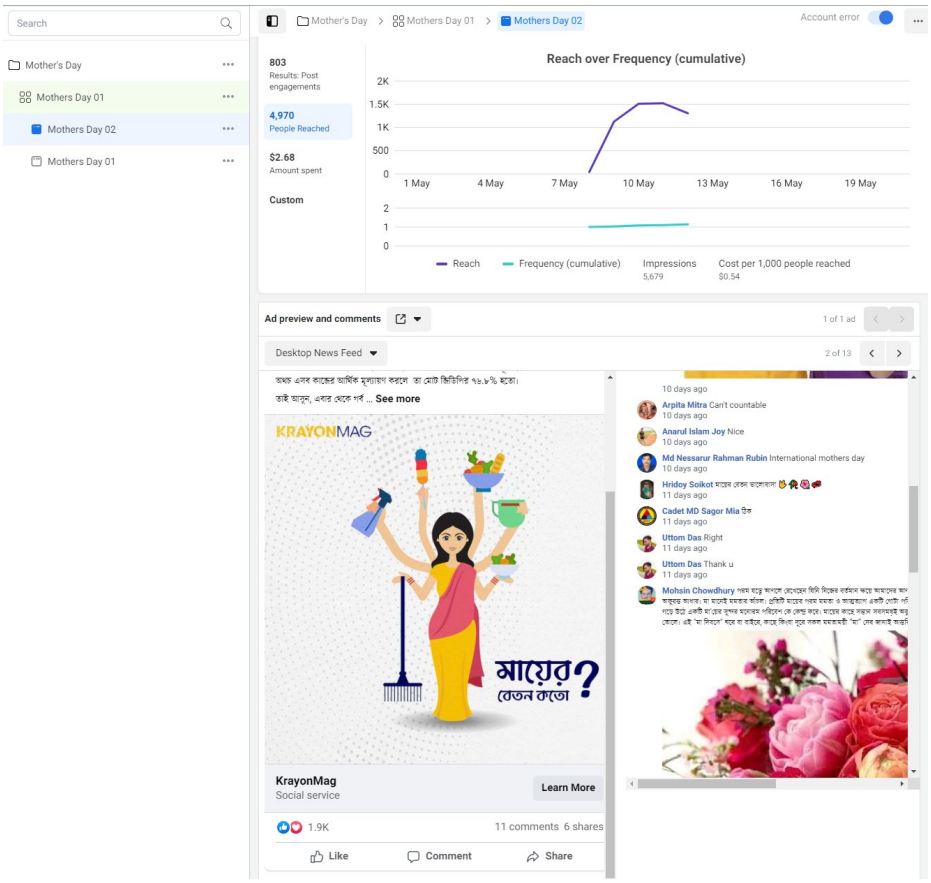
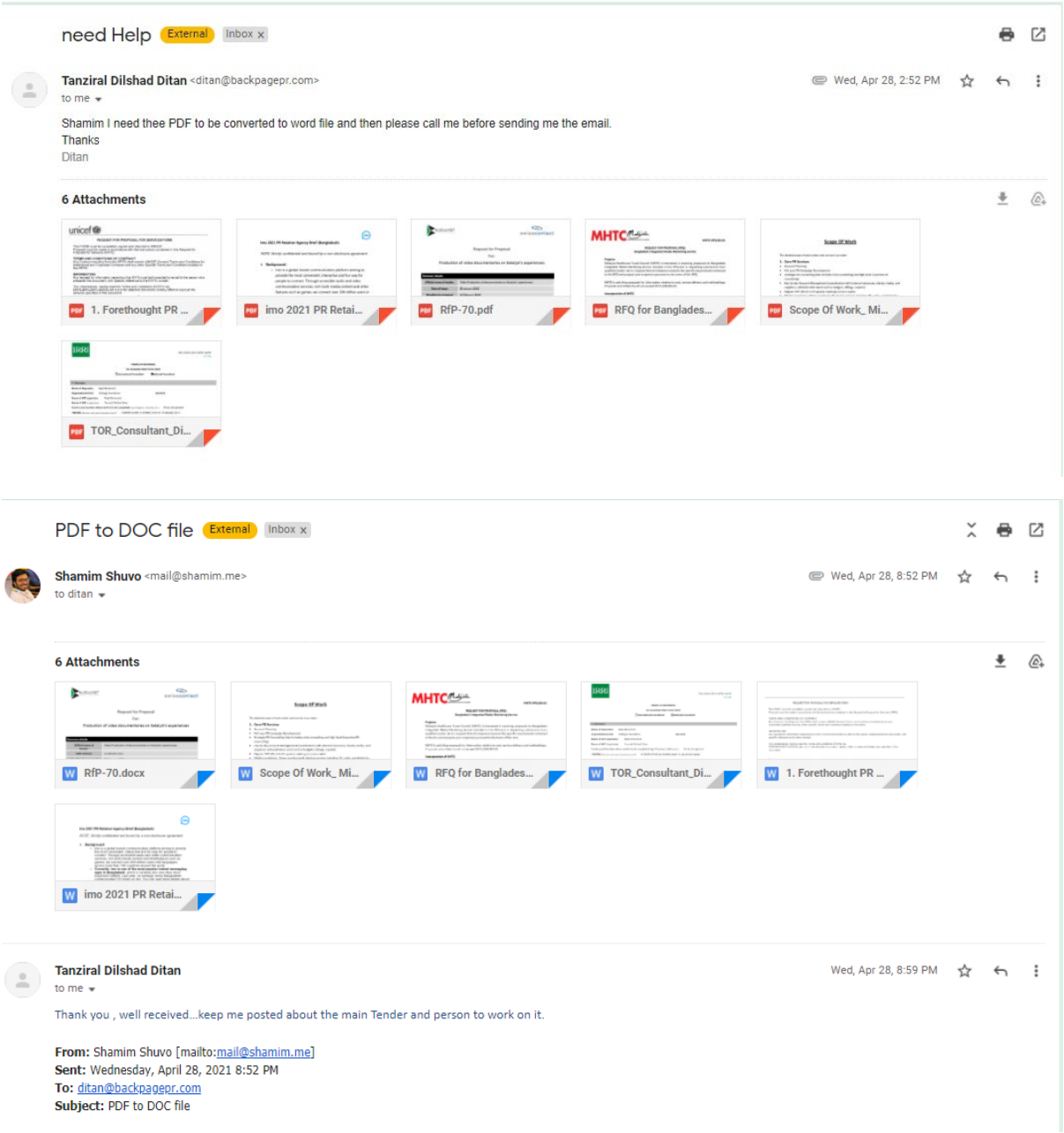
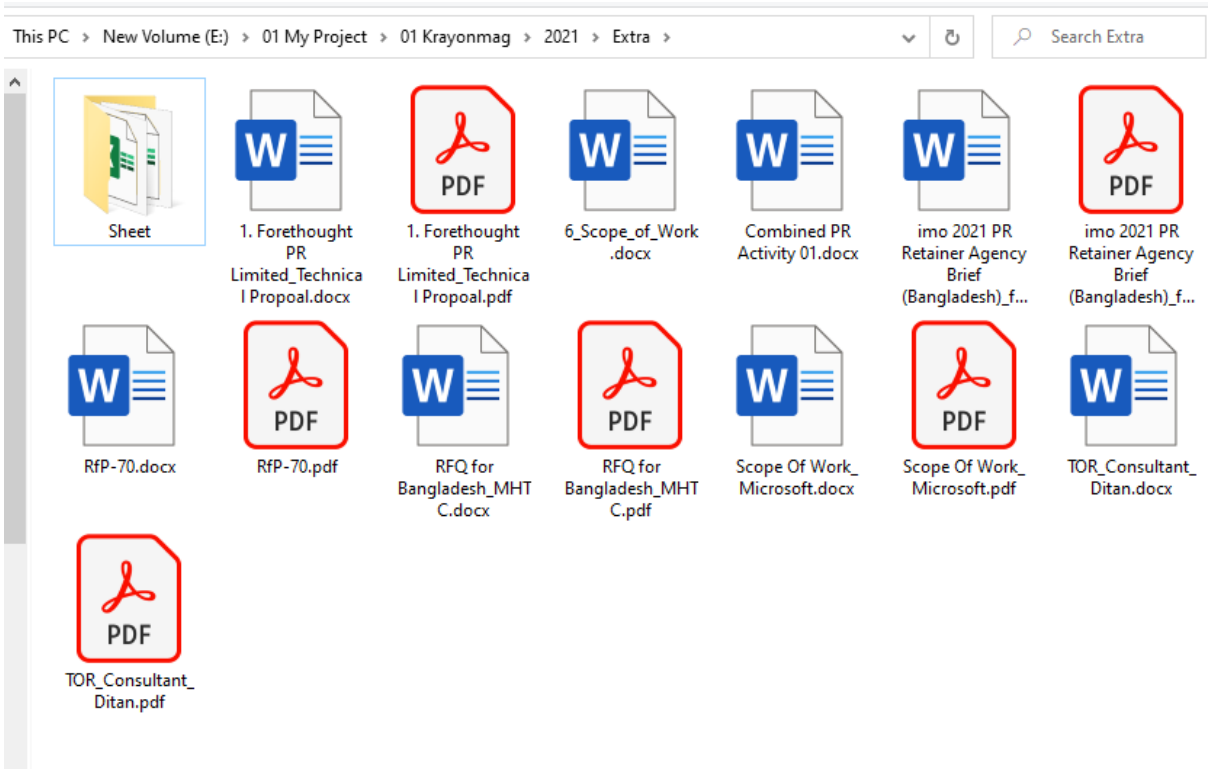


Image 11 Performance of a Facebook Static post Ads-Set

Proposal for Startup Bangladesh Limited (File and Text Margin and PDF to DOC creation)



Exchange emails with the director

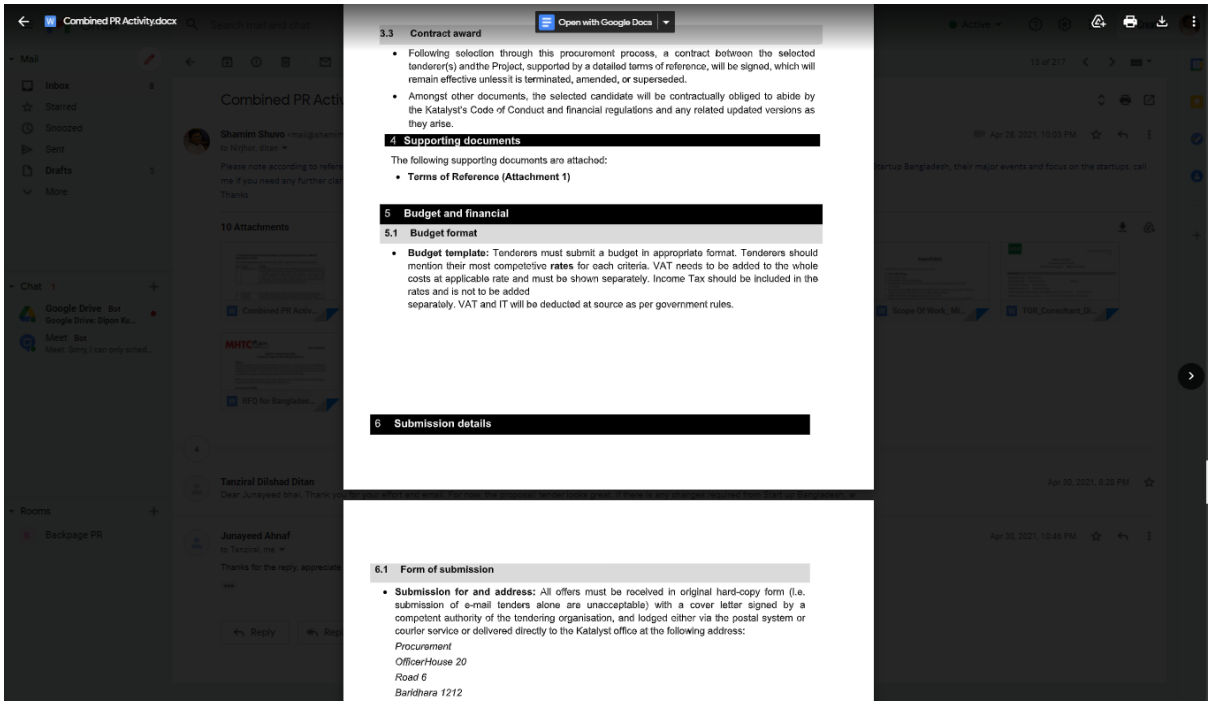


PDF to DOC File

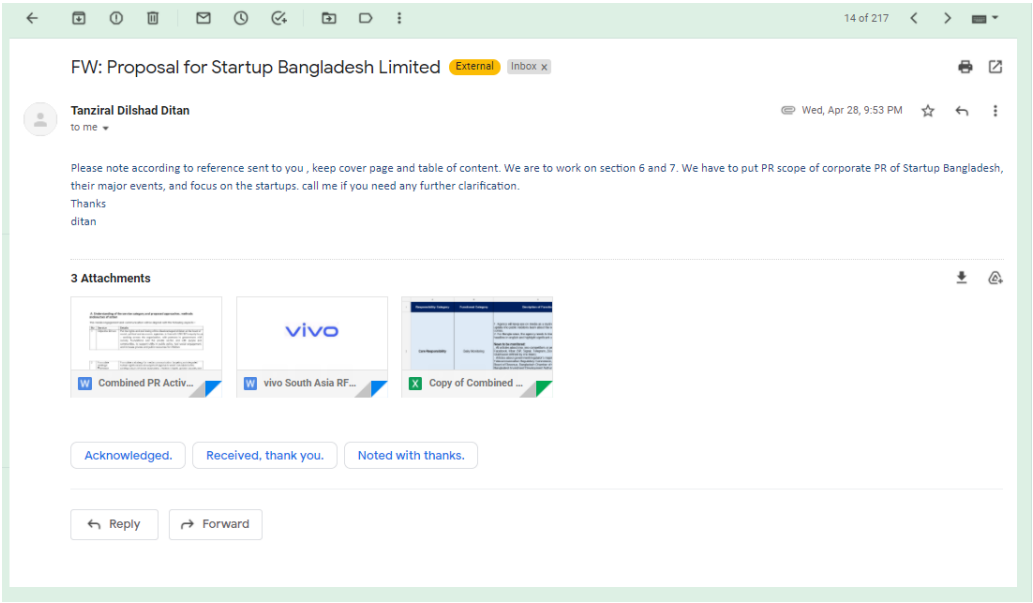
Copy of Combined PR Activity 02.xlsx — Open with

	A	B	C	D	E	F
1	Responsibility Category	Functional Category	Decription of Function	Unit	Quantity Total (monthly)	KPI (Monthly/Issue based)
2	Core Responsibility	Daily Monitoring	1. Agency will keep eye on media as a routine of their task and update imo public relations team about the news whenever it comes. 2. For Bangla news, the agency needs to translate the article headline in english and highlight significant ones for imo PR team **News to be monitored:** - All articles about imo, imo competitors or peers (Whatsapp, Facebook, Viber, BiP, Signal, Telegram, Zoom, Tiktok, Likee, Clubhouse defined by imo team) - Articles about government/regulator's major policies (Bangladesh Telecommunication Regulatory Commission, ICT Division, National Board of Revenue, Bangladesh Chamber of Commerce, Bangladesh Investment Development Authority, Bangladesh Computer Council, Bangaldesh Association of Software and Information Services. Access to information etc. - Articles about the tech industry	Job	30	Instant Update. It is expected that agency will share one news updates every working day. If agency misses any critical and crisis news, they may be penalized by 1%. -Media Monitoring will be sent to client along with competitors news (if any) by 11:30 am every morning (working days) Online coverages will be shared as and when its uploaded -Monthly report will have competitor analysis - 3rd Party Monitoring team will track competitors news, industry news,(only one clipping per headline) however there are huge numbers of ICT reports and articles generated each day, going through all and sending in 11:30 am report will not be possible. BP will submit if such important article, report publish as and when require. -3rd party monitoring team tracks news with key words, in case those words are not in the headline, monitoring will not get it and there are timesone or two news gets missed. It's very common in the monitoring industry of Bd and since there isnt any full proof system to ensure Instant Update or 100% coverage submission all the time, BP will not agree with any penalty on retainer fee. -Please specify, how many reports, formats of the reports are required in a month such as weekly, and monthly means 5 reports in a month as that will reflect on retainer fee.
3	Core Responsibility	Social Media Monitoring	1. PR agency will monitor social media to find any news regarding imo and let imo know right away if anything shows up. 2. News to be monitored: imo, Whatsapp, Facebook, Viber,BiP, anything assigned by imo PR team.	Job	30	This is a digital agency's scope of work, whih is track by an app and they charge client seperatly outside of the retainer fee. BP does not coordinate or supervise that as its done by Clients themselves or their digital agency
4	Core Responsibility	PR Planning and Strategic consultation	1. Support in planning monthly/quarterly/yearly/CSR/campaign/need based PR plan; provide strategic counsel as needed 2. Plan and propose an execution plan of two big PR activities each year. 3. Conduct bi-weekly meetings to catch up and share market insights, prepare meeting agenda and share meeting recap; provide daily updates to keep client posted of project progress 4. Provide monthly performance reports by 10th of each month, one semiannual report and one annual report. Semiannual report and annual report shall include industry analysis, market insights and own performance analysis to guide next steps.	Job	As and when required	1. Agency should propose effective PR plans on need basis and proactively. Silence in this part may impose 2% penalty in retainer. - BP will only agree with this panelty if its subject to be implemented upon agency, client discussion and with eough documentation that BP team has not taken the initative, if BP has taken initative, followed up, reminded client and due to other priorities of client, BP has not been able to deliver will not be penalized 2. imo should have 55% of positive SOV (share of voice) on media exposure in camparison of its competitors. Agency should measure the performance and plan to ensure target SOV. - Agreed for incomparison with local dispatch 2(A). Achieving monthly 50% of target PR will be considered as good performance. -agreed, however BP has to know and confirm monthly total deliverable (press release, article, interview: TV/ Radio/Print), oped, industry report , etc 2 (B). Achieving monthly 40% to 49% PR target acheivement cause 2% of penalty. - Subject to further discussion as no. of PR planning and stategic consultation monthly should be mentioned if there is any penalty involved. 2 (C). Performance below 40% will have 4% negative implication on reetainer. - Can't agree unless the no. of plans and consultations are specified as it has to be in check and balace and practical 3. Any kind of sevice under this scope should be delivered within given deadline. SOV: Positive media exposure comparison among all competitors. Measurement scale can be gained from PR value data searched on Meltwater.

Combined PR Activity Excel



Combined PR Activity after convert PDF to DOC



Mail from Director

Mothers Day Creative for Meghna Insurance Company Limited













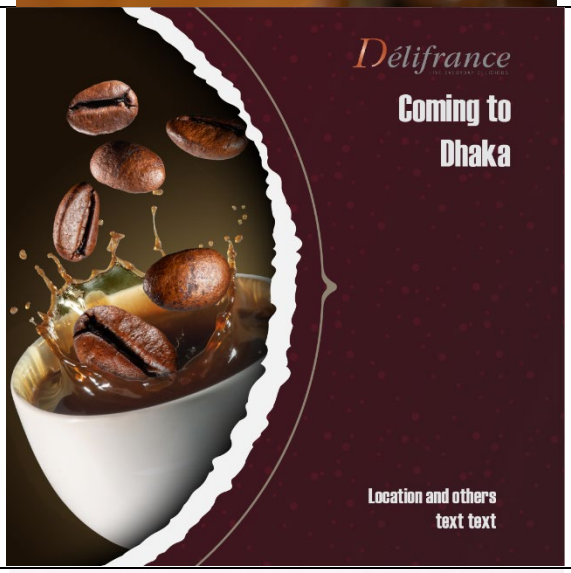
I created the first two creative for MICL with the references image given to me, but those have been rejected. Then I created the Last four. The first one was approved for upload.

I also work for Backpage PR's Digital Pitching Proposal Design for 'Delifrance.'

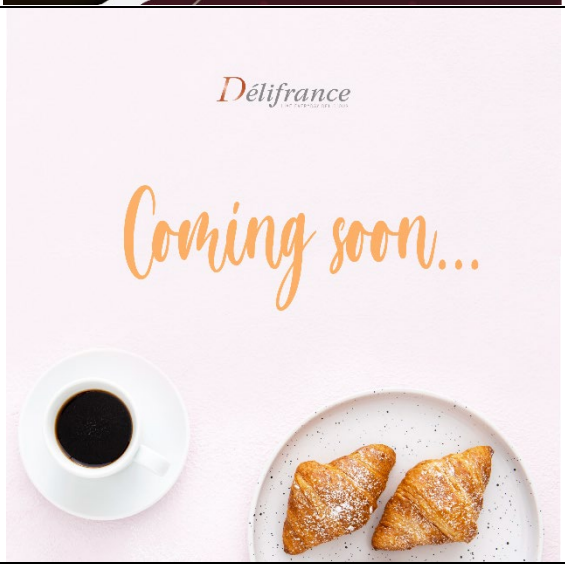








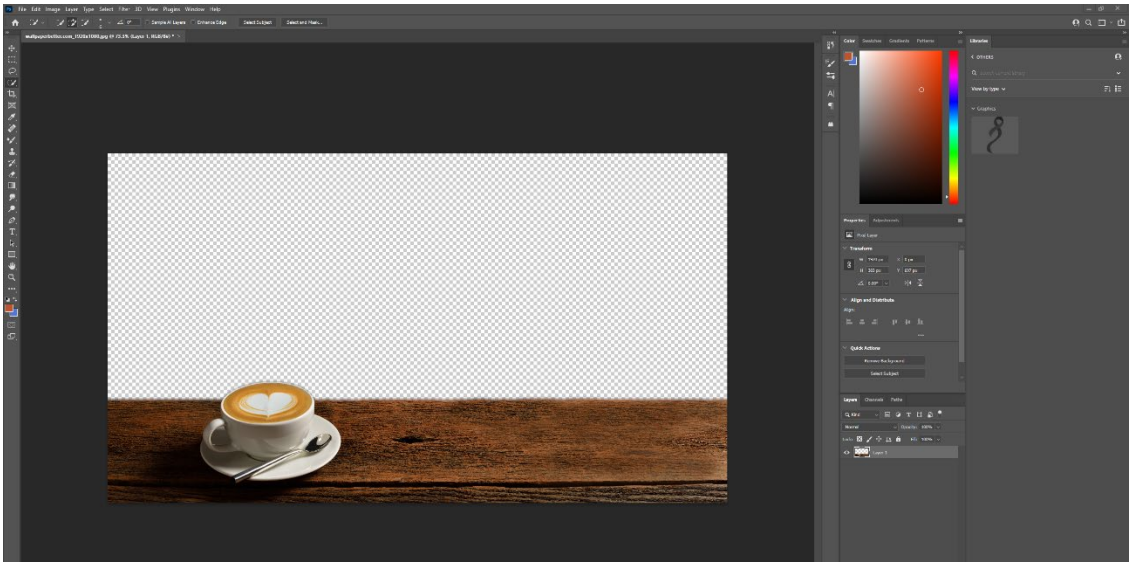


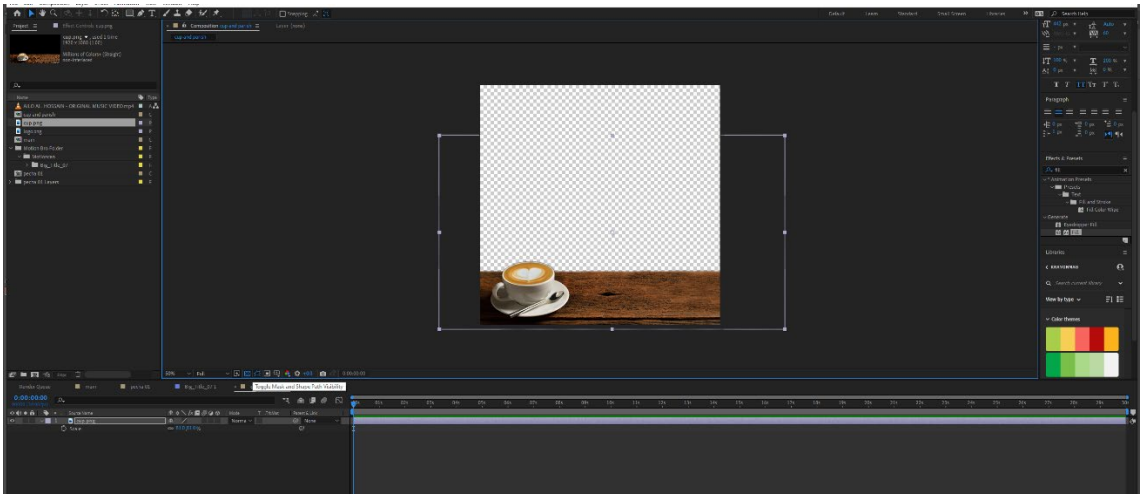


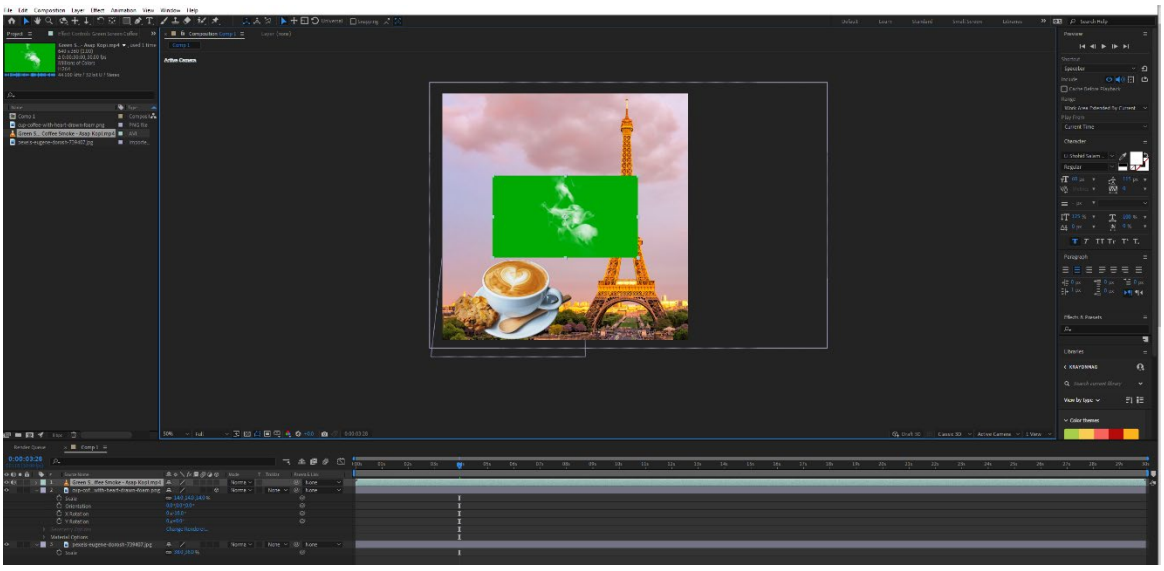


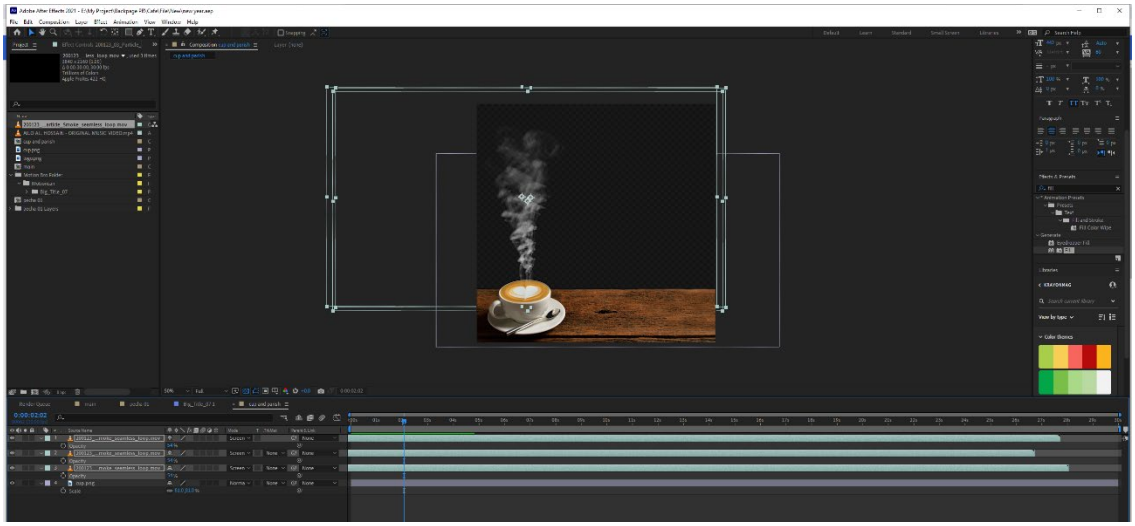
These are the sample of my graphic design work for Delifarne pithiching.

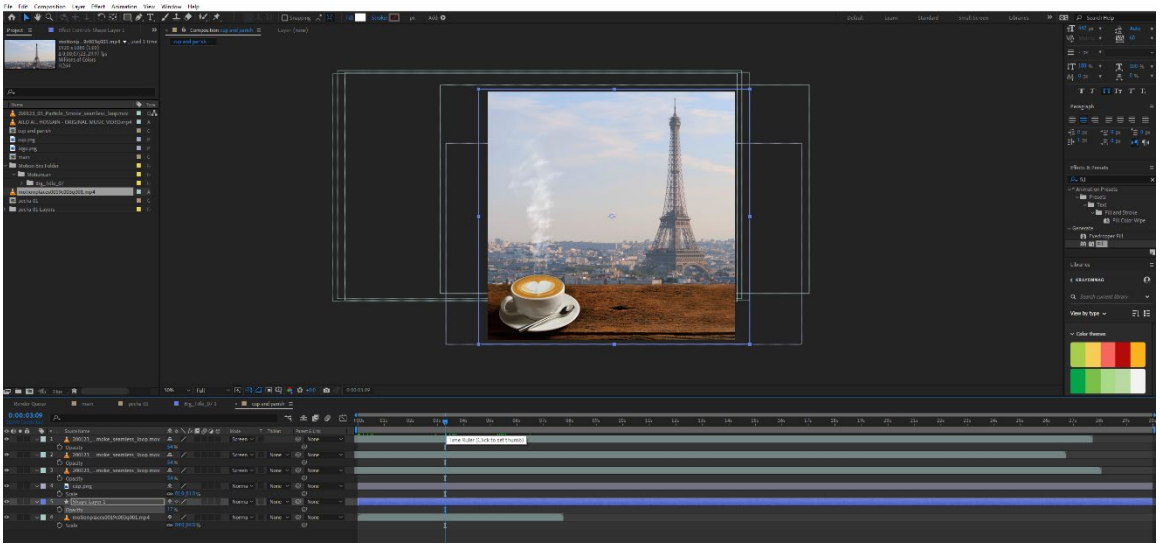
Motion Graphic For Delifrance

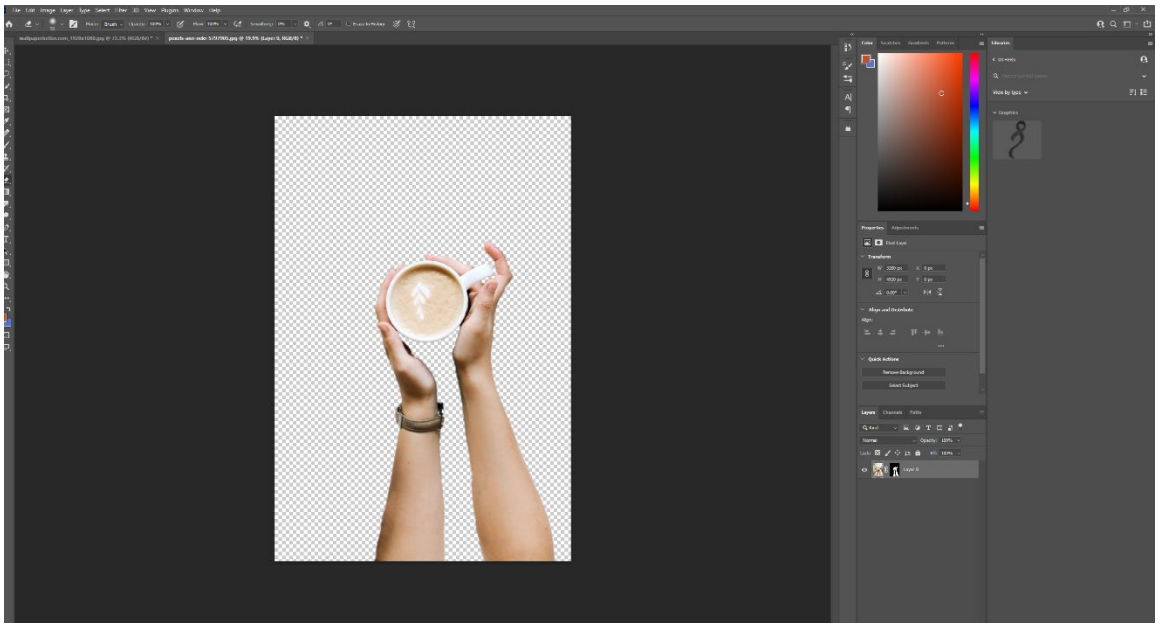


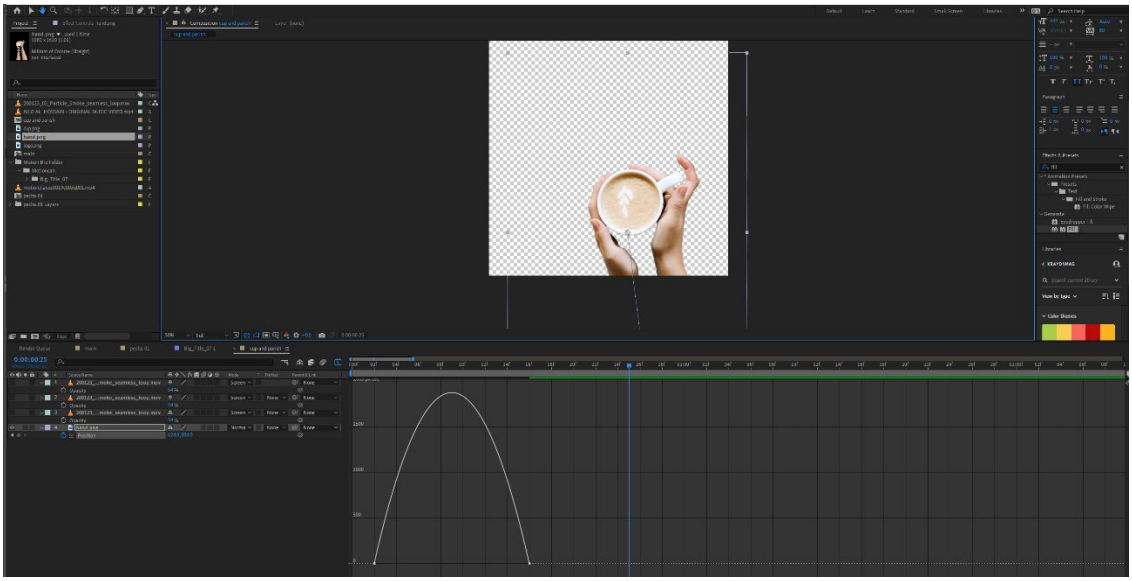


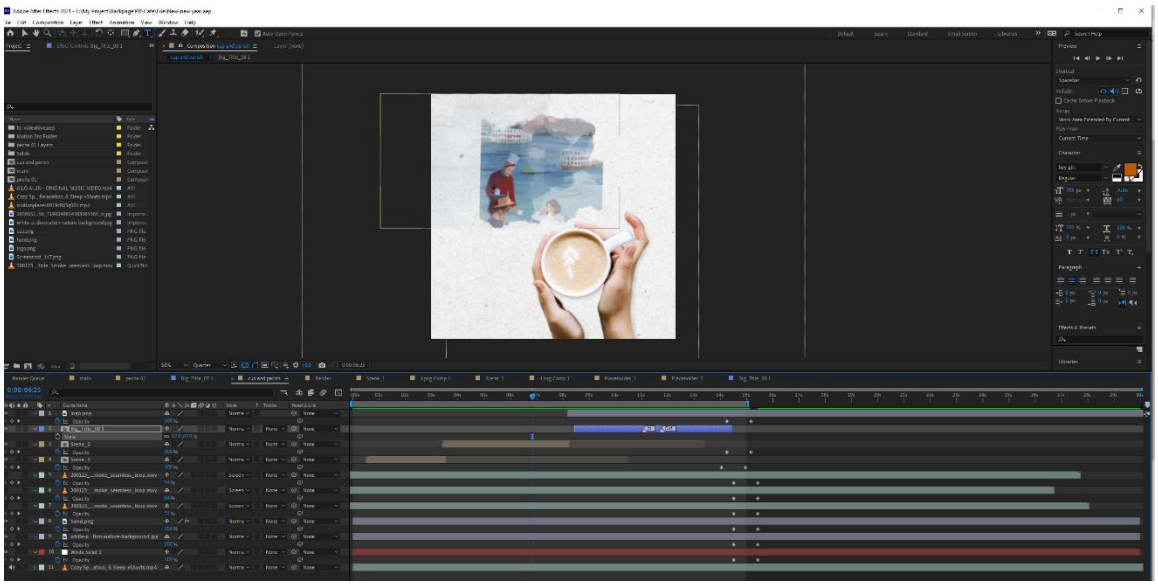












I have three motion graphic video and many graphic designs for Delifarnce digital pitching. You will find the work that I have done for Delifrance in this link:

https://go.shamim.me/BPDELIFRANCE