



ULAB
UNIVERSITY OF LIBERAL ARTS
BANGLADESH

Media Studies and Journalism Internship Report

Submitted by:

Noshin Saiyara Sarker

ID:

182012003

Term:

Course Code: MSJ11498 and MSJ11499

Host Organization: WebAble Digital



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Student Information

Name: Noshin Saiyara Sarker

ID: 182012003

Department: Media Studies and Journalism

Major Concentration: Public Relations

Minor Concentration: English

Career Objectives: To learn to create content, understand the best ways to effectively communicate through visual medium, expose myself to the advertising agency culture and see first-hand how advertising and campaigning comes together.

Internship Details

Host Organization: WebAble Digital

My Working Section: Graphic Design

Supervisor: Rafik Un Nabi

Designation: Intern

Start Date: June 1, 2022

End Date: September 1, 2022

Hours per Week: 40+

Total Working Period: 12 weeks

Acknowledgement

This internship semester has been an enormous learning experience for me. I have learned more in these couple of weeks than I have learned in years, and it has been an honor to have gotten the chance to gain so much knowledge and experience with the most welcoming and helpful people.

Firstly, I would like to express my gratitude to art director at WebAble Digital, Rafik Un Nabi, for hiring me, being patient with me while I learned and being an ideal mentor.

I would like to greatly thank Mr. Aminuzzaman Amin, senior lecturer at University of Liberal Arts Bangladesh, for all the thought, effort and consideration he has put into guiding me through each process. I would not have been able to come to this point without his help.

I am extremely thankful to have Mrs. Syeda Sadia Mehjabin, senior lecturer at University of Liberal Arts Bangladesh, as my internship advisor. I was truly blessed to have someone as helpful and kind as her during the end of my journey at ULAB.

I must also thank the people at WebAble, who have made me feel at home since day 1. These are the people who made the experience truly memorable.

And finally, I could not have come this far without the constant support of my family and friends. To them, I express my eternal gratitude.

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: Noshin Saiyara Sarker
ULAB ID: 182012003

Signature _____

INTERNSHIP REPORT APPROVAL FORM

Student Name Noshin Saiyara Sarker ID No. 182012003

Major: Public Relations Year: 2022

Local Phone: +8801704741081 Email: noshin.saiyara.ms@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: WebAble Digital

Internship /Project Report

Topic: _____

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

Advisor APPROVAL

(Please place a Tick)

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

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

Signature: _____

Date: _____

Name: Syeda Sadia Mehjabin

Title: Senior Lecturer

E-mail: sadia.mehjabin@ulab.edu.bd

Phone: +8801713008008

Introduction

For four intense and memorable years at ULAB, I have gathered immense amounts of knowledge and skill about the world of media and communication. One of the major lessons that keeps coming back is communication. In almost every course, we learned about communication from a different perspective. All that was left was to learn from practical experience.

I quickly understood that one of the best places to start was a digital marketing agency. Marketing agencies deal with a vast variety of services, including branding, marketing, advertising and much more. As the world of media and advertising grows, we see people growing more and more aware of the importance of proper marketing. In the age of social media and technology, it is impossible to ignore the impact of well-thought content.

While the first big agencies like Analyzen, Asiatic and Adcomm are surely great examples of agencies that aim to excel, many others have risen to new levels over the years. WebAble Digital is one such agency.

WebAble Digital was founded in 2013 and has two sister companies - Ether and Boro Agency. WebAble's focus is mainly on branding, marketing and other similar fields, while Ether focuses on the technological side, such as programming, and Boro Agency focuses on event planning. WebAble does not only operate in Bangladesh, but also has a branch in Singapore. The agency deals with both local and international clients, such as Shape, Akij Board, Mercedes-Benz, Dell and much more.

At a digital marketing agency, you are exposed to planning, marketing, strategizing, designing, visualizing, content writing and so much more. If boiled down, an agency is entirely about communication. Every task is some form of communication, whether it is planning, strategizing, designing, visualizing or client servicing.

For a student like me, who has studied communication to such depths, it was clear to me that I would fit neatly into a place like this and gather a good amount of valuable experience.

Expectations

From any internship, I expect to learn through practical experience. I expect to use my lessons from the years spent at ULAB and apply them in real life situations to witness how campaigns, marketing and content creation works in reality.

At WebAble, I applied as an intern for graphic design. While I already have some knowledge and experience with design, I expect to learn more. I firstly expect to learn more technical skills - how to better use softwares like Photoshop and Illustrator. More importantly, however, I expect to learn what it is to be a part of a proper workplace and an advertising agency. By dealing with real clients, I hope to have a deeper understanding of the communication process.

I plan to combine my visual learning with my communication lessons and apply them in visual communication. Communication through visual media is a vast world that I have yet to explore and I hope to have a better understanding of what it takes to efficiently communicate with target audiences, understand what visuals and trends work when and for whom and expand my pre-existing knowledge.

Since I have applied at a marketing agency, I believe I can apply almost every skill I have learned during my years somehow or another. The writing courses equipped me for content writing, the campaign courses and projects taught me planning, strategizing and designing, the communication courses equipped me for client servicing and almost every course taught me to research thoroughly. While I am starting with graphic design, I believe my exposure to other tasks in an agency will open up more opportunities for me.

Host Organization

Organization Type: Digital Marketing Agency

Incorporation Status: Private Limited

Company Year of Establishment: 2014

Address: WebAble Bangladesh Limited, Level 4, House 10/A, Road 4, Gulshan 1, Dhaka 1212

Website: <https://webable.digital>

Awards and Accolades:

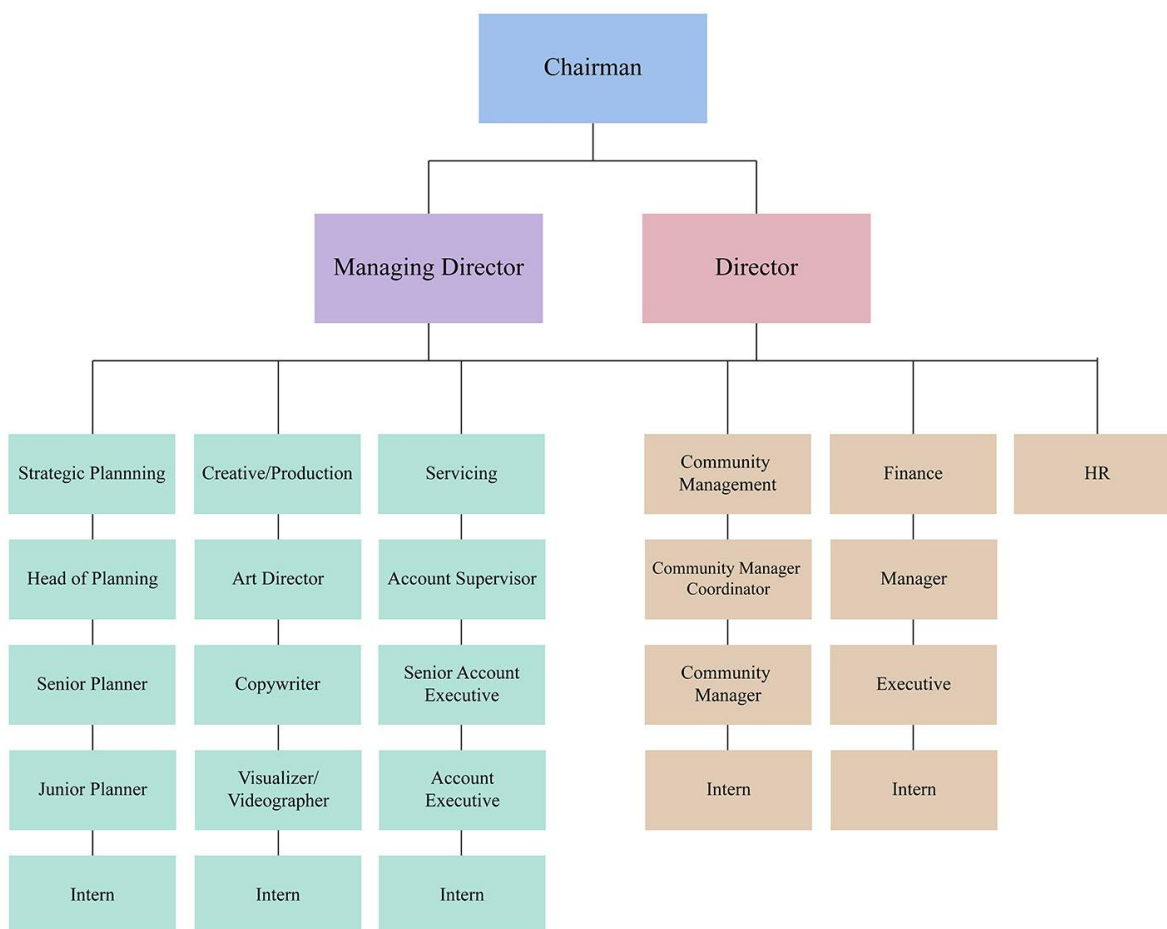
- 2 Commwards in 2022
- 4 Commwards in 2021
- 5 awards at Digital Marketing Awards 2021
- 5 awards at Digital Marketing Awards 2020
- 8 accolades in Digital Marketing Award 2019
- 2 Commwards in 2019
- 3 CMO ASIA award in 2019
- "Digital Agency of the Year" award at The Golden Globe Tigers 2018 and 2017 (Asia)
- "Best Digital Advertising Campaign" award at South Asian Digital Media Awards 2017
- "New Technology in Promotional Campaign" award at Commward 2016
- "Most Influential Digital Marketer in Asia" recognition by World Brand Congress 2015

WebAble Digital Client List:

- Aarong
- Akij
- Bata
- Bombay Sweets
- Chaap Ghor
- Foodpanda
- Gentle Park
- Land O Lakes
- MetLife
- Mir Ceramics
- Partex Furniture
- Pickaboo

- Plan International
- Polar
- SEL
- SMC
- Shape
- Suzuki
- TECNO
- Dell
- Kaspersky
- Mercedes-Benz
- Ruby Cement
- Seven Rings Cement
- Royal Norwegian Embassy
- Beximco

Organogram



Tasks

As an intern, my first and foremost responsibility was to learn. The first week of my internship began with getting to know the workplace and the people, learning to use ClickUp - the software used at WebAble to keep track of tasks, learning how to properly use Google in order to be able to research well and watching several different tutorial videos for Photoshop and Illustrator.

Besides that, my tasks obviously included creating content. Every day I was to come and check ClickUp, where all my tasks would be listed, along with deadlines and other details. I would then create the content assigned to me and upload it online. After some review, I would then make adjustments according to the feedback I received. I was required to communicate effectively with client servicing and take feedback appropriately. While most times, I had to simply understand and accept the feedback, other times I needed to judge for myself whether the feedback was justified or not and communicate properly.

It was also up to me to fill in the gap when any of the other designers were on leave. I was to help take some pressure off whenever possible.

The clients I handled fully were:

- U & Me
- Xtreme
- Amore
- Chaap Ghor

Clients I partially handled were

- TECNO
- SEL
- Sensation

Project Description

Project 1

Project Name: U & Me September content

Client: U & Me

Start Date: 01/09/2022

End Date: 30/09/2022

Project Overview: Scheduled content for the month of September for U & Me's Facebook page

U & Me is another one of the four SMC Condom brands. It is more affordable than Amore, therefore it does not have the strict requirement of the black and gold palette. They do, however, prefer using the colors of their logo - which are black, white, magenta and yellow.

Their tone is slightly lighter and more casual, as their target audience is mainly young people looking for affordable condoms. Occasionally, they add some humor to their content.

Tasks and Responsibilities: For *U & Me*, I needed to make simple posts for September. The visuals needed to be clear, appealing and modern. Sometimes, their content was suggestive, but never anything too provocative.

1st Version:

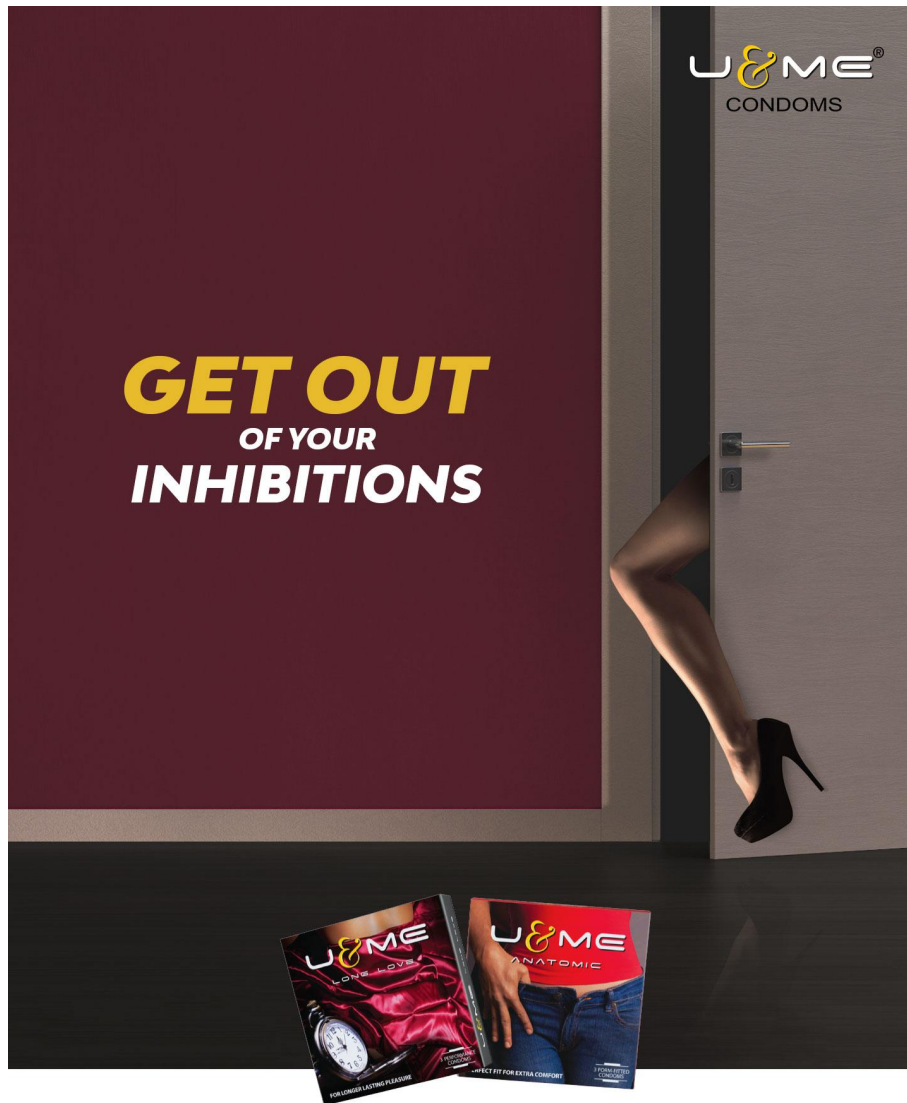


After Feedback:



Feedback: (Verbal) It needs to send the message that the condom will NOT melt, but the melting ice cream suggests otherwise.

1st Version:



After Feedback:



Feedback:

Caption:

Let it all out!

Feedback: Kindly use a different visual. Not appealing at all

Challenges:

Communicating the right tone with audiences was a challenge for me, as U & Me is a brand that is somewhere in the middle, in terms of how direct their tone is.

Sometimes creating an appealing visual was difficult as well, since there was not always the perfect stock image that the post needed. Therefore, multiple images needed to be put together to create one image.

Mistakes:

With U & Me, there were times when I rushed, which led to underwhelming visuals.

Learning:

The experience with U & Me taught me to understand variety in tones among different clients and different audiences.

Project 2

Project Name: Xtreme September content

Client: Xtreme

Start Date: 01/09/2022

End Date: 30/09/2022

Project Overview: Scheduled content for the month of September for Xtreme's Facebook page

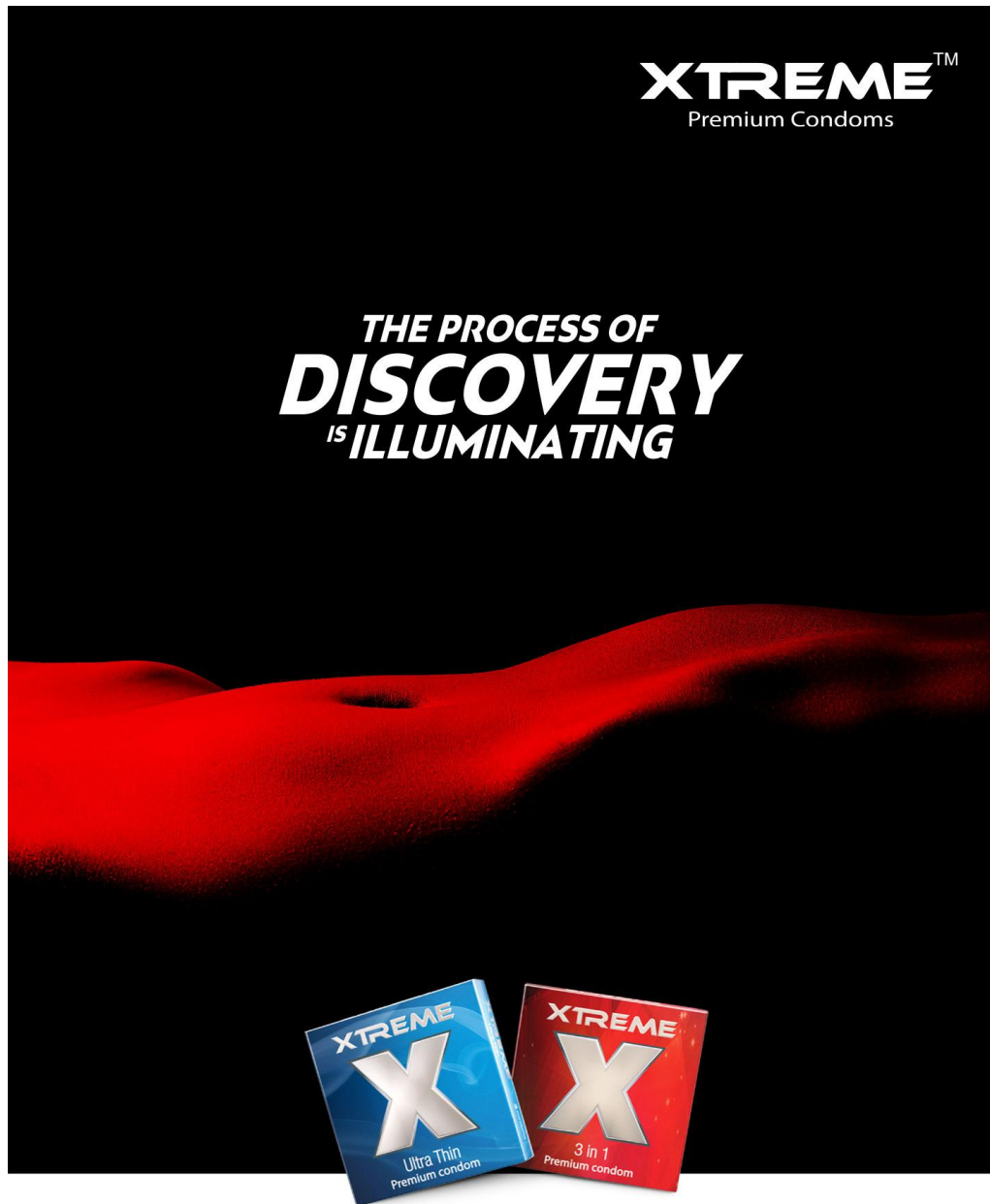
Xtreme's branding can be understood through the name alone. Xtreme is one of SMC's condom brands and markets itself as a more provocative brand. They are more direct with the suggestive content they post, and the innuendos they use. Xtreme is presented as a brand that does not hold back and is not afraid to make it clear what their product is about.

Tasks and Responsibilities:

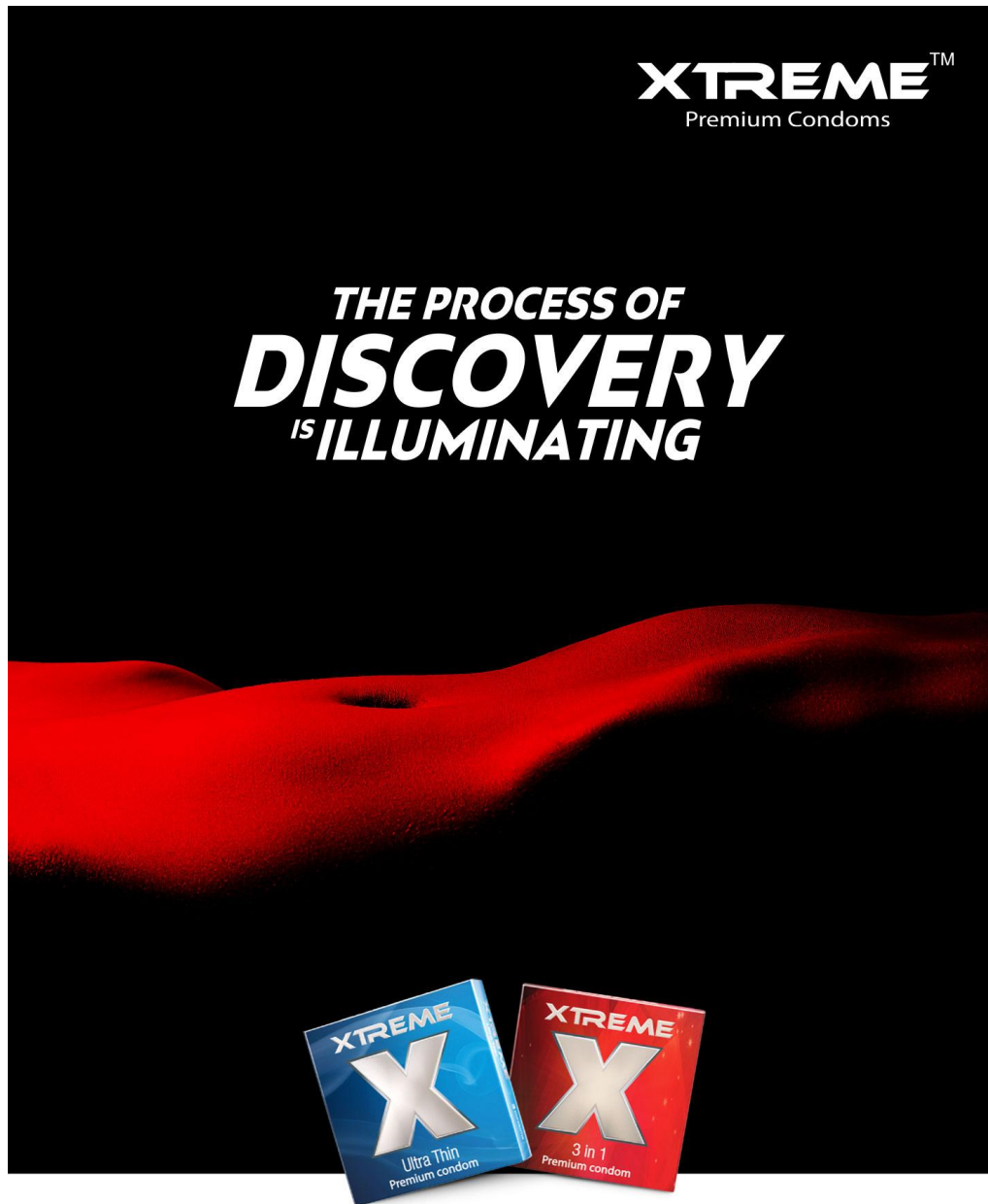
One of my tasks was to understand Xtreme's target audience and tone of message. Next, I had to understand their color theme. I also needed to research their existing content on Facebook and learn exactly what kind of visuals they prefer.

For Xtreme, I made a series of visuals for the month of September. It was up to me to make them on time and not miss the deadline.

1st Version:



After Feedback:



Feedback:

Caption:

Discover slowly but deeply.

Feedback: increase the copy size

1st Version:



After Feedback:



Feedback:**Caption:**

Feels actually nothing!

Feedback: can we use a different background color. Packet
ta hariye geche

Challenges: One of the main challenges I faced was not being able to find the correct stock image. For example, one certain post was about “tossing one’s salad”, and most of the stock images I could find with someone tossing an actual bowl of salad showed children’s hands. This clearly would not have communicated the right message with audiences, so I had to look extremely hard for the perfect photo.

Mistakes: For certain posts, I had trouble with the size of the copy and made it too small. I also had some trouble with color in another post, and made the background color the same as the packaging color.

Learning:

Working with Xtreme taught me to take more time with my work and pay more attention to the little details. Often, the smallest details can make the biggest difference.

Project 3

Project Name: Amore August content

Client: Amore

Start Date: 01/08/2022

End Date: 31/08/2022

Project Overview: Scheduled content for the month of August for Amore's Facebook page

Amore is one of the brands of SMC Condoms. Amore markets itself as a premium brand and is relatively more expensive than the other SMC condom brands. The color of their packaging is black and gold, and they use a combination of these two colors for their social media content as well. The tone of their content is usually more elegant and seductive, without being outright sexual.

Tasks and Responsibilities:

My responsibilities with Amore was firstly to deliver content on time. Since their demands were not too high or specific, I made sure to not spend too much time on each content.

I was to understand exactly what tone they intended to communicate with their audiences and create content accordingly.

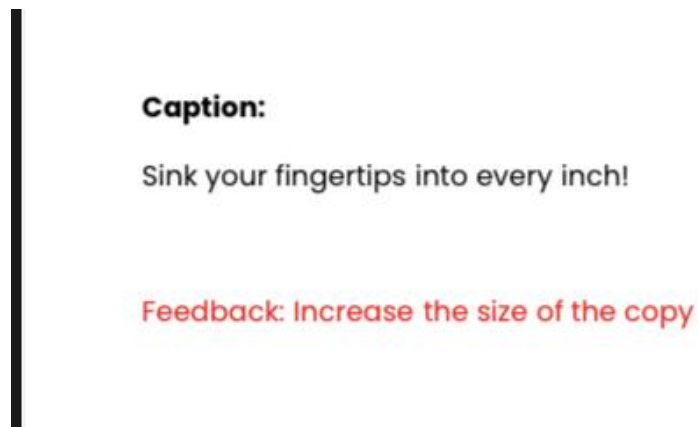
1st Version:



After Feedback:



Feedback:



Challenges:

Again, like Chaap Ghor, Amore's demands were quite specific. They asked for simple visuals in black and gold and elegant fonts. This did not leave much room for creativity. It was frustrating at times, as I believe the brand could reach more people if they increased their standards.

Another mistake I often made at first was with the typography. The font, size, style and color of how something is written in posts greatly determines the tone of the message. It took me some time to understand this.

Mistakes:

There were times when I made the text too small or placed it at the wrong position. While this did not affect the message of the content much, it did make them slightly less visually appealing.

Learning:

Amore was one of the first clients I took on, and it taught me all the basics. It taught me the importance of communication through typography, it taught me the importance of simplicity and it taught me all the essential technical skills needed for design.

Project 4

Project Name: Chaap Ghor August content

Client: Chaap Ghor

Start Date: 01/08/2022

End Date: 31/08/2022

Project Overview: Chaap Ghor scheduled static content for August

Chaap Ghor is a restaurant with several branches in Dhaka. While they have existed for a while, they have not done much marketing to put themselves out there until now. For this, they chose WebAble Digital. After WebAble planned the grand opening event for them, we moved on to regular scheduled static and dynamic posts for their Facebook page.

Tasks and Responsibilities:

Chaap Ghor is a restaurant with a calm, elegant and premium atmosphere and they want that to be reflected in their content. For their content, they wanted to maintain a color palette of black and gold, and wanted to use elegant, cursive fonts. My task was to understand what kind of food content they aimed for, and combine their requirements with the references, samples and images they gave us and create the best possible content with them.

1st version:

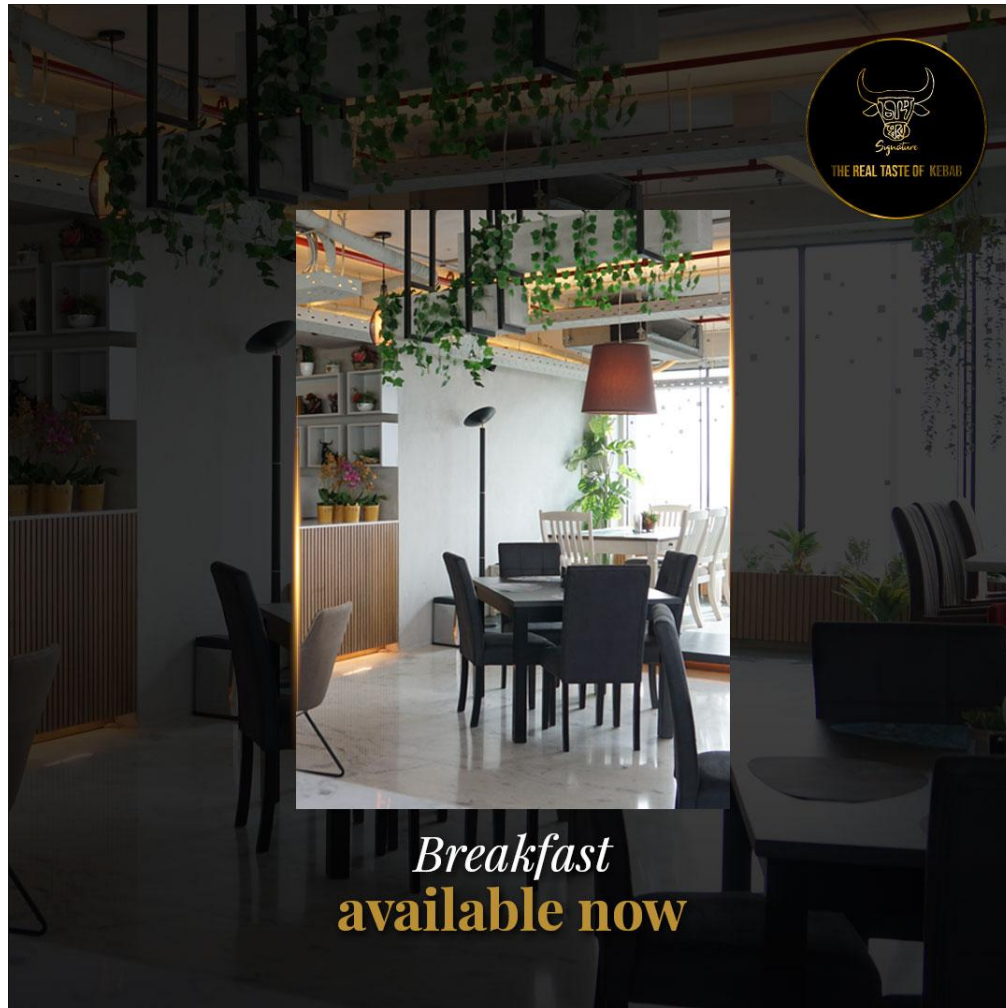


After Feedback:



Feedback: (Verbal) Use images provided by Chaap Ghor.

1st Version:



After Feedback:



Feedback: (Verbal) Change the background and include food photos in it

Challenges:

The main challenge with Chaap Ghor was the lack of decent images to work with. Many of the photos of their food they provided were not of good quality, making it difficult to work with.

There were even times when they simply did not have photos of the food item that a certain post demanded, and so I had to download stock photos and use those instead. I found this to be misleading.

Another challenge was that they were quite specific with the kind of content they wanted, often not leaving much room for improvement or creativity. At times, they demanded designs that were not so visually appealing.

Mistakes:

I did not allow myself to explore as many options as I should have.

Learning:

While working with Chaap Ghor, I learned that while sometimes it is best to simply give the client what they want, sometimes it is best to trust your own judgment. The key element that makes this possible is communication. If we had properly communicated with the client, maybe I would have had more creative freedom.

Project 5

Project Name: TECNO content

Client: TECNO

Start Date:

End Date:

Project Overview: TECNO content featuring phone models

Tasks and Responsibilities:

While I did not handle TECNO entirely on my own, it was my task to make content when my supervisor was not present. Since TECNO is a somewhat demanding client with a tight schedule and frequent feedback, we could not allow for posts to be left undone.

For TECNO, often I had to use photos of models along with photos of their phones, which meant I had to do a lot of retouching. With TECNO being a Chinese brand, they often preferred their models to look a certain way.

1st Version:



After Feedback:



Feedback: (Verbal)

- Retouch model's chin
- Add shadows to fingers
- Change color of logos
- Change "Classy" to "Class"

1st Version:



After Feedback:



Feedback: (Verbal) Try different backgrounds

Challenges:

One big challenge I faced with TECNO was the frequent feedback. Often the feedback seemed unnecessary, and sometimes it seemed downright ridiculous. At some point, I realized there might be a gap in communication, as the feedback was coming to me via a client servicing

executive, and my opinions reached the client through the same person. Therefore some of the meaning of the messages tended to get lost.

Mistakes:

There were instances when it would have been better if I spoke up and made my own opinions clear. I also needed to work on my alignment and placement of text. Additionally, I needed to work on my choice of colors and choose the ones that best match TECNO's brand.

Learning:

With TECNO, I learned that I had a much easier time with the feedback when I could see it directly myself, or when it was explained to me in depth. I also learned that I myself needed to work on my own communication. There were instances when it would have been better if I spoke up and made my own opinions clear.

Project 6

Project Name: SEL content

Client: SEL

Start Date: 01.09.22

End Date: 30.09.22

Project Overview: SEL content featuring SEL buildings

Structured Engineers Limited (SEL) is a real estate company that was mainly handled by my supervisor. When he would be too busy with other clients and projects, I would assist and make some of the content.

Tasks and Responsibilities: For SEL, I researched many real estate ads, SEL and its competitors. I needed to be a little creative with some of their posts, while some were simply images applied to a template. I also needed to learn photo manipulation more, since real estate ads are often creative and require a lot of good manipulation skills.

1st Draft:



 **SEL** SINCE 1983
A House of Total Quality, Trust & Faith
The Structural Engineers Ltd.

 Call us
09666773344

After Feedback:



As
luxurious
as it looks



SINCE 1983
A House of Total Quality, Trust & Faith
The Structural Engineers Ltd.



Call us
09666773344

Feedback: (Verbal) The font should be regular, not bold.

1st version:



After Feedback:



Feedback: Place copy above shrimp and lobster.

Challenges: Photo manipulation has always been a weakness of mine. Luckily, most of the SEL posts I have been assigned require some level of photo manipulation, allowing my work to be genuinely interesting. For me, each post felt like a challenge I was meant to conquer.

Mistakes: I did not fully understand SEL's branding at first, and what kind of visuals they prefer.

Learning: Many of SEL's content required advanced photo manipulation. This allowed me the opportunity to hone this particular skill. I also learned what makes a good real estate ad and campaign.

Project 7

Project Name: Sensation content

Client: Sensation

Start Date: 01.09.22

End Date: 30.09.22

Project Overview: Sensation content featuring SEL buildings

Sensation is one of the most condom brands of Sensation. The posts for Sensation made by WebAble have seen immense success, earning them 113k likes on the page. The posts also won WebAble an award at Commwards this year. Their content is more casual and comedic, and they look very minimal with the use of bright colors.

Tasks and Responsibilities: Sensation was another brand that was not entirely my responsibility. I was required to make a few posts - one was in celebration of WebAble winning an award, and the other was part of a viral Facebook post regarding a 3-seater sofa.

Sensation®
Condoms

Oops!
বেরিয়ে গেলো
(Award)



Sensation®
Condoms

৩ ফ্লেভারের সেনসেশন



Internship Outcome

I also realized how big and significant the world of marketing agencies is. Seeing the many other agencies and their work, the massive impact they can create, has motivated me further to aim higher. This drive in me has never flourished until now.

Achievements

Working at WebAble has led me to have a far better understanding of visual communication. I am now significantly more skilled as a designer than I was before. I also have a far better understanding of the work process. I have created multiple contents that earned me positive feedback. I am also now much faster and more efficient at work than I used to be.

Another achievement, which may not be that significant for many but was for me, is that I was able to be a part of Commwards 2022. Commwards is an award ceremony for marketing agencies, and I could not have asked for a clearer understanding of the vastness of the communication and marketing world. It truly made me feel like I was part of something. My main purpose for doing an internship was to learn. Having never worked in an office before, I have had an immense amount of insecurity and lack of confidence when it came to work. I had always been unsure of how I would perform in a workplace and how well I would fit in. I am extremely fortunate, however, to have had my concerns dismissed. WebAble became my comfort zone during the course of this internship.

At WebAble, I learned more in 3 months than I did in years. I gained valuable lessons from multiple perspectives. I became familiar with how a workplace works, how an agency works and how to communicate and work with other people. This, I believe, is one of the most important factors of my boost in confidence. Even if I had a few rough moments, each moment was a learning experience.

I am in general an introverted person, and for most of my life, I have struggled with not being able to speak up. Working at an agency helped me come out of my shell at least to some extent, and I believe this is only the beginning. I can see myself improving from here.

I also learned how a marketing agency works, which was one of my goals from the beginning. I wanted to witness how the process works in person and while I have a lot more to see and learn, this was an incredibly fulfilling experience.

I also had the opportunity to work with real clients and make actual content that made it to brand Facebook pages. To see my work published anywhere was extremely satisfying. It gave me a whole new level of belief in myself, my skills and my learning skills.

Realizations

The thought of doing a proper job has always intimidated quite a bit. This experience made me realize that all I had to do was exit my comfort zone and have more confidence in myself.

I realized just how important communication is in every part of life - including work. One of the most essential skills needed to work with a team is communication, and I was able to experience that in an actual workplace.

Another one of my most important realizations is that there is something to do for everybody. Everybody is good at something, and almost anyone can find their place in a marketing agency if they have the passion. Creativity, the ability to think outside of the box and knowing how and when to speak up are key qualities that help you excel at a place like this.



Workplace Log

Post anatomy

- * Photo
- * Logo
- * Product
- * Background
- * Tagline
- * Copy

? Humane

Product Brand
Group

Chaap Ahor

- * Dim lights, cozy, tasteful
- * Lots of greenery
- * Sculpture, fountains
- * Two private areas, two balconies
- * Around 15 new items on menu

SEL

- Modern
- Refreshing
- Sanctuary
- Intimate
- Peaceful

Chaap Ahor

Colors — Black

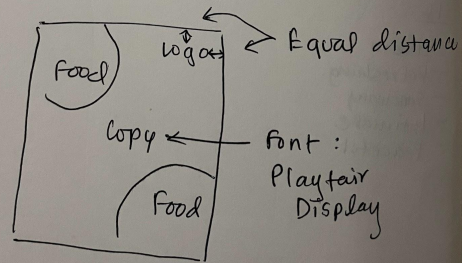
Tone — Elegant

Cursive fonts

* Look up

— Restaurant Ads

* Go through Chaap Ahor photos



Amore

- * Black & White
- * Elegant Font
- * Elegant Visuals

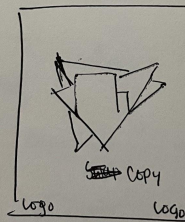
⚠ Do not make logo ~~too~~ too big
Keep it clean and simple.

SEL

- Practice Photo Manipulation
- Look up real estate ads on Pinterest

Feedback:

- Change color of triangle
- Match copy with photo



- * Use templates
- * Create carousel ad

U&ME

- Research Facebook posts
- Colors:
 - Yellow
 - White
 - Black
 - Magenta

Feedback:

- Make copy size bigger
- Use better stock photo

Xtreme

Colors: Red & Blue

- Look for better salad ~~st~~ tossing stock image

* Envato Elements

Feedback:

- Make the size of the copy larger

TECNO

- * ~~Retouch~~ Retouch ~~the~~ models
 - Make skin fairer
 - Reduce warmth
- * Make legs of creative content longer
 - Fix hand
 - Reposition copy
 - ~~Have~~ ^{make} overall design smaller

** Talk to Rafiekhai before redoing design.

- * Retouch Mehrobin's chin —
make it thinner, remove double chin
- * Try different background colors
 - Tecno colors — Blue, white, black

SELF-ASSESSMENT FORM

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

Name of Intern: Noshin Saiyara Sarker

University ID: 182012003

Name of the Institute/Organization:

WebAble Digital

Corporate Office Address:

House 10/A, Road 4, Gulshan 1, Dhaka 1212

Email:

noshin.saiyara.msji@ulab.edu.bd

Web:

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

40+

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

5,000 BDT

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.	5
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)	
9	I demonstrate concern for the welfare of others	5
10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I have the ability to work cooperatively with others	5
12	I have the ability to communicate effectively	4
13	I have increased my ability to be a leader	3
14	I feel more connected to my community	5
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	5

16	I have broadened my critical thinking skills (reasoning, problem solving)	5
17	I have learnt the ability to work independently	5
18	I feel my classroom learning was enriched	5
19	I have the ability to connect academic subject matter to the real world.	5
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
20	I developed specialised technical skills for a specific job function	5
21	I broadened my future employment possibilities	5
22	I received an opportunity to explore a specific career	5
23	I developed realistic ideas about the work world	5
24	I narrowed my future possible career choices.	5
25	What is your average score from this test?	4.84

5. General Comments

I was lucky enough to have had the chance to work at such a welcoming and comfortable company. The experience I have had here surely has opened up infinite possibilities for me. I hope to make a bigger impact and be a part of something bigger in the future.

Signature of Intern

Professional Competencies

My experience at WebAble has taught me not only numerous soft skills, such as adapting to a workplace environment, socializing with colleagues, learning to speak up, and more, but it has also taught me many technical skills as well.

Firstly, I have made an incredible amount of progress in Adobe Photoshop - the primary software used by designers and photo editors. I am now faster and more efficient with it. Despite having had prior experience with photoshop already, so many new and small lessons made an enormous impact.

I also learned to use Adobe Illustrator, which is the most essential design software currently. This is a software I had only learned to use when my courses at ULAB began. I still remember using it for the first time during my first semester, for a poster for MSJ101, which I am still proud of. The skills I had then versus the skills I have now are miles apart.

Another skill I gained was using Google. This may seem like a simple skill to most, something everyone can do. However, I quickly found out that the uses of Google are far more extensive than I knew. This is essential when it comes to research.

ClickUp is another application that I had to learn. It is used to manage and organize tasks. The software allows users to create new tasks, assign them to people, set due dates, track the time, mark it when it is in progress, or when it needs to be reviewed and so on. It is an extremely efficient tool that helps greatly in a workplace.

My ability to participate in teamwork also improved, and this involved communicating properly, understanding the workflow and knowing that we are all part of something together. It is essential when it comes to work.

Concluding Remarks

Working at WebAble Digital has been extremely rewarding and I could not have asked for a better first experience. The guidance, support, hospitality and environment was exactly what I needed to finally step into the professional world and the next phase of my life.

Not only was this experience necessary for my professional development, but also social development. It gave me far more confidence in myself and my own work than ever before, and I can now truly say that I am good at what I do, and about to be even better. It has allowed me the chance to dream for more in the future and achieve success.

I owe it all to the people around me - my family, friends, faculty and colleagues. Without their help, this would not have been possible.