



Department of Media Studies & Journalism

Internship Project

Submitted by:

Name: Abdullah Abu Sayeed Prosun

ID: 201012036

Course Code: MSJ 11498

Host Organization: 10 Minute School



Table of Contents

Student Details	3
Internship Details.....	4
Acknowledgment.....	5
PLAGIARISM DECLARATION.....	6
INTERNSHIP REPORT APPROVAL FORM.....	7
Introduction.....	8
Expectation and Objectives.....	9
Host Organization.....	10
Organogram.....	11
Tasks.....	12
Project Details Type A.....	13
Project -1.....	14
Project -2.....	23
Project Details Type B.....	28
Project -3.....	29
Project-4.....	34
Project -5.....	40
Project -6.....	44
Project -7.....	51
Project -8.....	56
Internship outcome	61
SELF-ASSESSMENT FORM.....	63
Professional Competence.....	65
Workplace Photographs.....	66
CONCLUDING REMARKS	70

Name	Abdullah Abu Sayeed Prosun
Student ID	201012036
Department	Media Studies and Journalism Department (MSJ)
Major Concentration	Public Relations
Minor Concentration	Business Administration
Career Goal	The goal is to contribute to a PR agency as a creative professional, working behind the camera to craft impactful visual stories and innovative content that connect brands with their audiences.

Internship Details

Host Organization	10 Minute School
Address	Level 1, 107/B, Road-08 Mohakhali DOHS, Dhaka
Web	https://10minuteschool.com/
Host Organization Supervisor	Atikur Rahman, Deputy Manager, Media
Internship Area	Intern, Media
Internship Start Date	01-10-2024
Internship End Date	31-12-2024
Average Working Hour	08 Hours
Weekly Working Hour	32 Hours
How many Weeks	12 Weeks

Acknowledgment

I would like to begin by expressing my heartfelt gratitude to the Creator and all those who have supported me throughout my university journey. Their encouragement and belief in me have played a significant role in my personal and academic growth.

I am truly thankful to my university, department, and faculty for their continuous support. They have provided me with invaluable opportunities and resources that have prepared me for the challenges of the professional world. Their commitment to student development has been instrumental in helping me build the confidence to apply for an internship at a prominent media organization.

I am deeply appreciative of the guidance and mentorship I received during my internship. The insights and support from my internship supervisor, Syeda Sadia Mehjabin Mam, were crucial in navigating my responsibilities and expanding my skill set. The timely feedback and encouragement provided made my experience both enriching and rewarding.

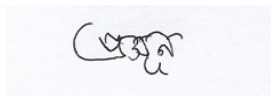
I would also like to express my gratitude to the team at 10 Minute School, where I interned. Their willingness to assist and guide me throughout my time there allowed me to take on responsibilities with confidence. The collaborative and supportive environment made my learning experience seamless and enjoyable. I am especially grateful to Atikur Rahman (Deputy Manager), Farhan Shahriar Choudhury (Assistant Manager), Ahmed Fardin (Senior Executive), Shahin Islam (Senior Executive), Ibrahim Bin Faruque (Executive), Hasib Uddin (Senior Executive), Asif Hossain (Manager), Jabir Misbah (Manager), and Saif Majhar (Senior Executive). They made my journey more memorable and enjoyable, teaching me valuable lessons that will benefit me in my future endeavors.

Finally, I owe my deepest thanks to my family for their constant love, support, and understanding. Their encouragement has been my strongest pillar, and without them, this journey would not have been possible.

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 acknowledgment (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: Abdullah Abu Sayeed Prosun
ULAB ID: 201012036

Signature:





MSJ042

INTERNSHIP REPORT APPROVAL FORM

Student Name: Abdullah Abu Sayeed Prosun

ID No. 20102036

Major: Public Relations

Year: 2024

Local Phone: 01954807596

Email: abdullah.sayeed.msj@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: 10 Minute School

Internship /Project Report

Topic: _____

Semester (Tick one): ☐ Spring 2024 ☐ Summer 2024 ☒ Fall 2024

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: _____

Introduction

This report reflects my experiences as a video editing intern at 10 Minute School, a leading online education platform in Bangladesh. During my internship, I had the opportunity to contribute to the production of high-quality educational and promotional content. My role involved editing videos, enhancing visual elements, and ensuring alignment with the organization's branding and storytelling objectives.

As an aspiring creative professional, my internship at 10 Minute School allowed me to sharpen my technical skills in video editing and motion graphics while gaining hands-on experience with industry-standard tools such as Adobe Premiere Pro and After Effects. I was also able to explore the creative process, from conceptualization to post-production, under the guidance of an experienced team.

This internship not only deepened my understanding of video production workflows but also provided a unique insight into how impactful content is crafted to engage diverse audiences. Through this experience, I developed a stronger sense of responsibility, creativity, and collaboration, which will serve as valuable assets in my professional journey.

Expectations and Objectives

Expectations:

During my internship at 10 Minute School, I expected to gain hands-on experience in professional video editing and content creation. My goal was to work in a dynamic environment where I could enhance my technical skills using industry-standard tools like Adobe Premiere Pro and After Effects. Additionally, I anticipated learning from experienced professionals, understanding video production workflows, and contributing to creating impactful content that resonates with a diverse audience.

Objectives:

1. **Enhance Technical Skills:** Develop proficiency in advanced video editing techniques, motion graphics, and visual storytelling.
2. **Understand Professional Workflows:** Gain insight into the end-to-end video production process, from pre-production to post-production.
3. **Collaborate Effectively:** Work closely with team members to ensure the production of high-quality content that aligns with the organization's vision.
4. **Contribute Creatively:** Use creative thinking to edit videos that are engaging and meet the standards of a leading educational platform.
5. **Prepare for Future Opportunities:** Acquire practical knowledge and experience to build a strong foundation for a career in media and content production.

Host Organization

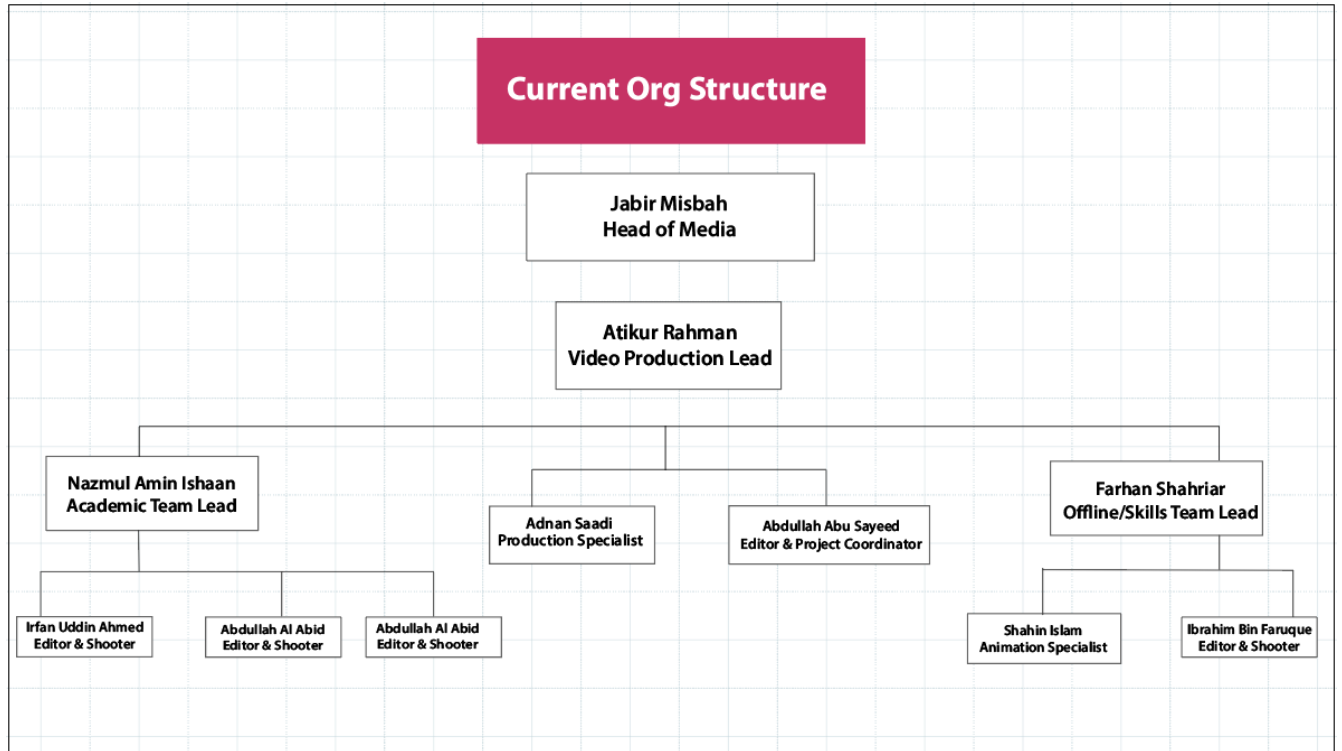
10 Minute School, founded by Ayman Sadiq in 2015, is the largest and most accessible online educational platform in Bangladesh. As a pioneer in the EdTech industry, it has transformed the way students learn by providing innovative and engaging educational content. With over 4.7 million users and teaching more than 10 million students daily across its platforms, 10 Minute School has established itself as a leader in the digital education landscape.

The organization employs over 300 people nationwide and collaborates with 500+ educators and 2,500+ contributors to deliver high-quality learning experiences. Guided by its vision of eliminating geographical and economic barriers to education, 10 Minute School is committed to empowering over 40 million students in Bangladesh with access to world-class educational resources.

10 Minute School offers a collaborative work environment where individuals can engage with talented engineers, product managers, content experts, and marketers. Employees are encouraged to grow professionally and personally under the mentorship of experienced leaders while contributing to impactful projects that make a difference in the lives of millions.

With its mission to enable learning anytime, anywhere, for everyone, 10 Minute School continues to innovate and lead the EdTech revolution in Bangladesh, creating opportunities for all learners to achieve their potential.

Organogram (10 Minute School, Media Team)



Tasks

During my internship at 10 Minute School, I engaged in a variety of tasks that provided me with hands-on experience in video editing, content creation, and project coordination. My journey began with editing course videos, where I worked on three comprehensive courses consisting of 165 videos, ensuring they adhered to the organization's quality standards.

Following this, I moved on to the CME (Content Marketing Engine) team under the Video-Production department. In this role, I managed the editing of free content for 10 Minute School's Facebook page and YouTube channel. This included creating testimonials, reels, short videos, and IELTS mock test videos. Also, I have to take care of three projects.

Key tasks and accomplishments included:

- Editing 8 reels, 5 short videos, and 5 IELTS mock test videos, tailored for social media and educational outreach.
- Attending and assisting during video shoots, including filming an entire free course playlist independently.
- Participating in ideation and planning meetings to brainstorm creative content ideas.
- Involvement in the feedback process to refine and enhance video quality based on team inputs.
- Collaborating in content planning sessions to align production goals with the organization's vision.

This internship not only enhanced my technical expertise in video editing but also exposed me to the broader aspects of content creation, including shooting, planning, and teamwork. These experiences significantly contributed to my professional growth and prepared me for future challenges in the field.

Project Details (Project A)

In my role as a Project Coordinator at 10 Minute School, I successfully oversaw a range of educational content projects, ensuring timely delivery while maintaining exceptional quality standards. My responsibilities included developing and managing project workflows, coordinating cross-functional teams, and setting up systems to streamline production processes. By effectively managing timelines and resources, I ensured smooth collaboration among content creators, designers, and developers, while also addressing challenges such as tight deadlines and evolving project scopes. Utilizing tools like Google Sheets, google doc and google slides, I implemented structured tracking and reporting systems that enhanced team efficiency and transparency.

My role required strong communication, problem-solving, and organizational skills to manage multiple projects simultaneously while aligning them with the company's mission to make education accessible for all.

Project 1

Project type: Dynamic Ad

Project Title: Tactical Ads on Barshik Porikhkha Sesh

Project Overview:

Objective:

The primary goal of this project was to generate leads for the Spoken English Junior segment at 10 Minute School's offline centers. The campaign was strategically timed to target school students, as their final exams had just ended in Bangladesh.

Description:

The marketing team provided a comprehensive brief detailing the content requirements to appeal to parents and students. This included specifications such as the type of content, aspect ratios, target audience, and deadlines. My role as the project manager for the media team involved overseeing the creation of promotional materials, coordinating with relevant stakeholders, and ensuring the content aligned with the campaign's objective.

Key deliverables included:

- Engaging video content tailored to social media platforms and digital ads.
- Creative thumbnails and captions to drive clicks and engagement.
- A final compiled document summarizing all deliverables and ensuring alignment with the campaign's goals.

My Responsibilities:

- 1. Understanding the Project Brief:**
 - Analyzed the marketing team's requirements, focusing on content that would appeal to students and their parents.
 - Assessed deadlines and planned the production timeline accordingly.
- 2. Stakeholder Meetings and Coordination:**
 - Conducted brainstorming sessions with copywriters to develop compelling scripts highlighting the Spoken English Junior course's benefits.
 - Coordinated with the production team to execute video shoots and edits.
 - Worked with the creative team to produce attention-grabbing thumbnails and captions.
- 3. Supervision of Content Production:**
 - Ensured scripts were aligned with the target audience's preferences and marketing objectives.
 - Supervised the video editing process to maintain high-quality output.
 - Reviewed and refined thumbnails and captions for maximum engagement.
- 4. Compilation and Handover:**

- Compiled all campaign assets, including videos, thumbnails, and captions, into a comprehensive document.
- Delivered the finalized materials to the marketing team within the specified deadline.

Project Details:

Content Code: EC04PD01

Contact Persons:

Team Name Stakeholder
Marketing: Abdullah Al Nahid
Content: Munzereen Shahid
Media Project Coordinator: Abdullah Abu Sayeed Prosun
Copywriter: Tazrian Sultana
Post: Ibrahim Bin Faruque
Production: Saadi

Content Overview:

Product: Spoken English Junior

Objective: Lead Gen

Content Title: Tactical Ads on Barshik Porikhkha Sesh

CTA: Book Now

Format, length & ratio of the content: 1:1(15-20 Sec)

Target Audience: (CNT& MKT)

- Parents aged 30-35, Siblings (18-26)
- Want their children/Siblings to learn English
- Maintain Socio-Economic class A/B
- Prefers offline Education
- Decision makers can influence the decision

How the product fits in his/herlife:

- After The Annual Exam, children have the opportunity to learn English in their free time through an enjoyable ambiance
- Special Care for their child through 1 to 1 Consultation ଏବଂ Speaking Test
- Parents Meeting ଏବଂ Progress Report to provide regular updates on their child's education

Creative Suggestions: (If any) (CNT& MKT)

Content Tone/Voice: Aspirational

Key Message Suggestions:

Visual Style: In the Centre Presence of the kids

Showcasing Elements: Multimedia Classrooms & Centres

MS Should be present as the hook

Approval Contacts: (CNT& MKT)

Stakeholders:

Content: Avipsu

MKT: Souvik

Media: Prosun

Content Delivery Details

Content Status	Ready to Go Live ▼
Frame.io Link:	https://f.io/9LF96Q2c
Content Link:	https://drive.google.com/drive/folders/1LaxWjna7FPuos3a0094W_PA0eDBJ7Int?usp=sharing
Thumbnail Link:	https://drive.google.com/drive/folders/1HZQpn5ykbUmY80Ms9xfaEzeT3h8GyNqJ?usp=drive_link
Thumbnail Copy:	স্কুল ছুটি!!!
Caption:	Headline: 📢 ছুটিতে মজা করে শিখবো ইংরেজি Description: অফলাইনে ফ্রি Spoken English ক্লাস করতে ক্লিক করুন 🙌 Caption: 📢 বার্ষিক পরীক্ষার এই ছুটিতে আপনার সন্তানকেও ইংরেজি শেখাতে পারেন বিভিন্ন লার্নিং অ্যাক্টিভিটি, গেইম ও কুইজের মাধ্যমে, মজায় মজায়! 🙌 🙌 আমাদের ইংলিশ সেন্টারের ঢাকা ও চিটাগাং এর সকল ব্রাঞ্চে চলছে Spoken English ফ্রি ক্লাস! তাই আজই রেজিস্ট্রেশন করতে কিংবা সিট বুক করতে ক্লিক করুন এই ভিডিওতে। 📍 ব্রাঞ্চ লোকেশন জানতে অথবা বিস্তারিত তথ্যের জন্য যেকোনো সময় কল করুন 16910 নম্বরে।

Image 1.1: Delivery doc with caption

Script:

Before:

20 Sec Version Ad

অডিও	ভিজ্যুয়াল
বার্ষিক পরীক্ষার এই ছুটিতে আমরা ইংরেজি শিখবো মজায় মজায়!	MS বলবে। MS বলার সাথে সাথে ব্যাকগ্রাউন্ডে বাচ্চাদের Yayyyy চিয়ারিং সাউন্ড হবে।
বিভিন্ন লার্নিং অ্যাক্টিভিটির মাধ্যমে স্পোকেন ইংলিশ শেখার জন্য আপনিও আপনার সন্তানকে নিয়ে চলে আসুন আমাদের ঢাকা ও চিটাগং ব্রাঞ্চের ফ্রি ক্লাসে।	ছোট ছোট লার্নিং অ্যাক্টিভিটি ক্লিপস দেখাবো এবং ঢাকা ব্রাঞ্চ লোকেশন ও চিটাগং ব্রাঞ্চ লোকেশন দেখাবো ম্যাপে। লাস্টে CTA & Outro যাবে।

MS ভয়েসওভারে, প্রিপোজিশন গেইমস, ভোকাবুলারি কুইজ, প্রজেন্টেশনসহ নানা রকম লার্নিং অ্যাক্টিভিটির সাহায্যে আমাদের স্টুডেন্টরা এভাবেই রেডি হচ্ছে ভবিষ্যতের জন্য।	Clips of student activities in EC
নতুন বছরে আপনার সন্তানকে এমন Learning by Doing এর মাধ্যমে স্পোকেন ইংলিশ শেখাতে চলে আসুন আমাদের মিরপুর, মগবাজার, পান্থপথ, উত্তরা আর চিটাগং ব্রাঞ্চের ফ্রি ক্লাসে।	MS talking to the camera + Location popups
ফ্রি ক্লাসের সিট বুক করতে ক্লিক করো এই ভিডিওতে অথবা যেকোনো সময় কল করো 16910 এই নাম্বারে। (Students angle) ফ্রি ক্লাসের সিট বুক করতে ক্লিক করুন এই ভিডিওতে অথবা যেকোনো সময় কল করুন 16910 এই নাম্বারে। (Parents angle)	এবং শেষে একটা ফ্রি ক্লাসের সামনে এসে দাঁড়াবে। এবং final CTA বলে ক্লাসে ঢুকে যাবে।

20 Sec version

অডিও	ভিজ্যুয়াল
নতুন বছরে নতুন উদ্যমে আমরা শেখাচ্ছি স্পোকেন ইংলিশ। বিভিন্ন লার্নিং অ্যাক্টিভিটির সাহায্যে, প্র্যাকটিস করতে করতে।	সেন্টারে গিয়ে শুট করবো।

SEJ Updated Ads Clip

Smartly ইংরেজিতে কথা বলছে আমাদের Spoken English Junior প্রোগ্রামের স্টুডেন্টরা।

আপনার সন্তানও confidently ইংরেজিতে কথা বলা শিখবে আমাদের সাথে।

ফ্রি ক্লাস চলছে আমাদের ঢাকা ও চিটাগাং এর সকল ব্রাঞ্চে।

Spoken English শেখার জার্নি শুরু করতে জয়েন করুন আমাদের ফ্রি ক্লাসে

ফ্রি ক্লাসের সিট বুক করতে ক্লিক করুন ভিডিওতে বা কল করুন 16910 নম্বরে।

After:

After Barshik Porikkha- Ad

40 Sec version Ad

অডিও	ভিজ্যুয়াল
স্কুল ছুটিইইইই !	Fish-eye লেন্সে ক্লাসরুমে। বাচ্চারা ও MS একসাথে বলবে
MS: বার্ষিক পরীক্ষার ছুটিতে আমাদের স্টুডেন্টরা মজায় মজায় শিখছে ইংরেজি!	MS talking to the camera + Location popups
চলো আমরা একটা স্টোরি কমপ্লিশন গেম খেলি/ let's start a story completion game. Student 1: I love vacation. Student 2: Especially when it's winter. Student 3: We are planning to visit my village. Teacher: Fantastic keep on going! Student 4, 5, 6 ফাস্ট ফরওয়ার্ডে চলে যাবে।	বাচ্চারা roulette এর মতো দাঁড়িয়ে/বসে স্টোরি কমপ্লিশন গেইম খেলছে ল্যান্ডস্কেপ ক্লাব সেট-আপে

এরকম প্রিপোজিশন গেইমস, ভোকাবুলারি কুইজ, প্রেজেন্টেশনসহ নানা রকম লার্নিং অ্যাক্টিভিটির মাধ্যমে ওরা ইংরেজি জড়তা কাটিয়ে উঠছে এই ছুটিতেই।	Clips of student activities in EC
এই বক্সে আপনার সন্তানকে এমন <i>Learning by Doing</i> এর মাধ্যমে স্পোকেন ইংলিশ শেখাতে চলে আসুন আমাদের ঢাকা ও চিটাগং ব্রাঞ্চের ফ্রি ক্লাসে।	MS talking to the camera + Location popups
ফ্রি ক্লাসের সিট বুক করতে ক্লিক করুন এই ভিডিওতে অথবা যেকোনো সময় কল করো 16910 এই নাম্বারে।	এবং শেষে একটা ফ্রি ক্লাসের সামনে এসে দাঁড়াবে। এবং final CTA বলে ক্লাসে ঢুকে যাবে।

Facebook Post Link: <https://fb.watch/woShDfS0-g>

My Challenges:

1. **Tight Deadlines:** Ensuring the timely production of all content while coordinating with multiple teams under a tight deadline was a significant challenge.
2. **Balancing Quality and Speed:** Maintaining high-quality standards in videos and creative assets while adhering to the fast-paced schedule required constant supervision and iteration.
3. **Target Audience Engagement:** Crafting content that effectively appealed to both students and their parents was complex and required additional brainstorming.

My Mistakes:

1. **Initial Script Delays:** The first draft of the script lacked clarity, which led to revisions and a delay in the overall production timeline.
2. **Overlooking Feedback Channels:** In the early stages, the feedback process between teams was not streamlined, leading to redundant revisions.
3. **Underestimating Creative Team Timeline:** Misjudging the time required for thumbnail and caption creation caused last-minute adjustments.

My Learnings:

1. **Importance of Clear Communication:** Effective communication with all stakeholders is crucial to minimizing delays and misunderstandings.

2. **Process Optimization:** Streamlining feedback channels and setting clear expectations for all teams can save time and ensure smoother workflows.
3. **Flexibility in Planning:** Being adaptable and proactively addressing unforeseen challenges is essential to meet deadlines without compromising quality.

Project 2

Project Type: Dynamic Ad

Project Title: Ghore Boshe Spoken English Dynamic Ad - Housewives

Project Overview:

Project Title: Dynamic Ad – Housewives

Objective:

The primary objective of this project was to drive conversions by promoting a spoken English course specifically tailored for housewives. The campaign aimed to inspire confidence in speaking English through simple, step-by-step lessons, highlighting flexibility in learning around household schedules.

Description:

The campaign focused on creating dynamic ad content showcasing how housewives can overcome the fear of speaking English and improve their skills conveniently from home. The marketing brief outlined content requirements in three aspect ratios: 1:1, 9:16, and 16:9, targeting semi-urban and urban housewives aged 18-40. The content emphasized relatable scenarios and practical learning benefits, designed to connect emotionally with the audience and resonate with their lifestyles and aspirations.

The target audience included housewives interested in speaking English, basic grammar for communication, and self-improvement content, accessed through various digital touchpoints.

My Responsibilities:

1. Understanding the Brief:

- Analyzed the marketing brief to identify target audience preferences and campaign objectives.
- Planned content creation strategies to align with the specified aspect ratios and digital touchpoints.

2. Coordination and Collaboration:

- Conducted meetings with the copywriting team to develop relatable scripts tailored for housewives.
- Worked closely with the production team to create dynamic and engaging video content.
- Collaborated with the creative team to design visually appealing thumbnails and captions.

3. Supervising the Production Process:

- Ensured the video content portrayed relatable, real-life scenarios aligned with the target audience's lifestyle.
 - Provided feedback to enhance content quality and emotional connection.
4. **Final Compilation and Delivery:**
- Organized all content assets, including videos and supporting materials, into a comprehensive document.
 - Delivered the finalized campaign materials to the marketing team for distribution across appropriate channels.

Project Details:

Content Brief	Content Code : NAP9V1
Ghore Boshe Spoken English Content Code - NAP9V1	Collaborative Team Information: Name: Contact Person: Project Overview: Project Title: Dynamic Ad - Housewives Objectives: Conversion Briefing: Women (Housewives) practicing English confidently at home. Showcase how they can finally overcome the fear of speaking English through simple, step-by-step lessons. Emphasize the flexibility to learn anytime, around household schedules. Ratio of the content: 1:1, 9:16, 16:9 Target Audience: (CNT & MKT) Age: 18-40 Behaviors: Housewives Lifestyle: Semi-urban, Urban Interests: Speaking English, Speaking Test, Grammar Digital Touchpoints: Learn speaking English, Basic Grammar for speaking English, How much grammar is needed for spoken English, Speaking English for professionals, watching self-improvement videos, watching videos of how to be a good speaker and wants to improve spoken english Income: 5k

Image 2.1: Content Brief

Ideation & Script

Content Code : NAP9V1

Dialogue	Visual	References
1. Script Link: https://docs.google.com/document/d/1i0moz0vmL2Kza2CjvqSBscDQ0Kpm_EVfLb8w77kvE/edit?tab=t.0		

Image 2.2: Ideation and Script

Content Delivery

Content Code : NAP9V1

Content title	GBSE Dynamic Ad - Housewives
Frame.io Link	https://f.io/dYQLN12x
Content Link	https://drive.google.com/drive/folders/1OyDKzWfWjhy5foBjzq7X1H-93AB4DeLF?usp=sharing
Thumbnail Link	https://drive.google.com/drive/folders/1P5IR9RRBH0LjBJR-DwA8v-F4lkqDWvr?usp=sharing
Thumbnail Copy	সবার জন্য ঘরে বসে Spoken English
Caption	Headline: সবার জন্যই Spoken English 🇬🇧 Description: ঘরে বসে শেখা শুরু করতে ক্লিক করুন এখানে 📌 Caption: এ যুগে ইংরেজি জানতে হবে সবারই! অফিস কিংবা বাসা, ডেইলি লাইফের বিভিন্ন পরিস্থিতিতে প্রয়োজনীয় ইংরেজি বাক্যগুলো শিখুন মুনজেরিন শহীদের গাইডলাইনে, ঘরে বসেই! জয়েন করুন দেশের সবচেয়ে জনপ্রিয়, "ঘরে বসে Spoken English" কোর্সে। প্রায় ২ লক্ষ শিক্ষার্থীর মতো ইংরেজি বলা শিখে এগিয়ে থাকুন জীবনের সকল ক্ষেত্রে! সহজভাবে ইংরেজিতে কথা বলা শিখতে কোর্সে রয়েছে: 📌 বাস্তব উদাহরণসহ ইংরেজিতে কথোপকথনের ৭০টি লেকচার ভিডিও 📌 নিজেকে যাচাই করার জন্য ৯০ সেট কুইজ 📌 প্রতিটি ভিডিওর সাথে প্রাসঙ্গিক নোট 📌 শব্দ শেখার জন্য ৫৭টি ভোকাবুলারি ফ্ল্যাশকার্ড 📌 ঘরে বসে Spoken English কোর্সে ভর্তি হতে ক্লিক করুন ভিডিওতে বা কল করুন 16910 নম্বরে!

Image 2.3: Delivery Doc with Caption

Note:

This project was part of a time-bound ad campaign designed to generate conversions during its active period. As the campaign has ended, the advertisements are no longer available online, and therefore, a link to the ads cannot be provided.

My Challenges:**1. Relating to the Target Audience:**

- Crafting content for housewives required a deep understanding of their daily routines, aspirations, and struggles. Many housewives juggle multiple responsibilities, such as household chores and family commitments, leaving them limited time for self-improvement activities like learning spoken English.
- It was important to maintain a motivational tone while also addressing their pain points, such as the fear of judgment or lack of confidence in speaking English. Striking this balance in the script and visuals was a delicate and time-consuming process.

2. Aspect Ratio Management:

- Producing content for three distinct aspect ratios (1:1 for Instagram posts, 9:16 for stories/reels, and 16:9 for YouTube or other widescreen platforms) added complexity to the creative process.
- Each ratio required unique adjustments to ensure visuals, text overlays, and key messaging were legible and impactful. For example, text that looked perfect in 16:9 often appeared cramped or illegible in 9:16, requiring rework in the layout.

3. Tight Deadlines:

- Coordinating between different teams, such as copywriters, production, and creative designers, within a limited timeframe required meticulous scheduling.
- Unexpected delays, such as additional time spent refining the script or reviewing thumbnails, compressed the time available for other critical tasks like editing and final delivery. This pressure often led to late nights and last-minute adjustments.

My Mistakes:**1. Underestimating Script Complexity:**

- The initial script focused more on the course's features rather than how it addressed the specific challenges housewives face, such as limited time or fear of failure. This misalignment reduced the emotional appeal of the content.
- Revising the script to include relatable scenarios, like a housewife practicing English confidently in between household chores, took extra time and delayed subsequent production stages.

2. Content Repurposing Delays:

- The original video content was not designed with flexibility for aspect ratio changes, which meant additional editing and repositioning of elements like text and graphics.
- For instance, the 9:16 format required rethinking the layout entirely to keep the housewife's image and text visible without cropping, which caused significant delays.

3. Feedback Loops:

- Stakeholder feedback was collected sporadically, and some key comments were provided late in the process. For example, marketing team inputs about captions or visuals arrived after the videos were nearly finalized, requiring re-edits.
- This inefficient feedback process led to repeated changes and additional stress on the production timeline, highlighting the need for better coordination.

My Learnings:

1. Empathy in Content Creation:

- Understanding the housewives' aspirations and concerns on a deeper level, such as their desire to improve their skills without disrupting their routines, helped create more impactful content.
- Highlighting relatable scenarios, such as using short bursts of free time to learn English, resonated with the audience and added authenticity to the campaign.

2. Efficiency in Multi-Ratio Production:

- Preparing adaptable content from the outset can save significant time. For example, framing the visuals and text in a way that works for all ratios (like keeping the central focus in the middle of the frame) reduces rework later.
- Using tools like aspect ratio templates or grids during the planning phase can help visualize how the content will look across different platforms, preventing layout issues.

3. Streamlining Feedback:

- Establishing a structured feedback process, such as setting fixed review checkpoints for all stakeholders, can help avoid delays and redundant changes.
- Encouraging key decision-makers to provide consolidated feedback at earlier stages ensures smoother workflows and reduces the need for major revisions near deadlines.

Project Details (Project B)

As a Video Editor Intern at 10 Minute School, I contributed to the creation of high-quality educational content by editing and refining video materials under the guidance of senior editors. My responsibilities included organizing raw footage, synchronizing audio and video, and applying basic effects and transitions to enhance visual appeal. Collaborating closely with the content creation team, I worked on adhering to brand guidelines and meeting project deadlines.

I utilized tools like Adobe Premiere Pro and After Effects to ensure polished outputs and maintained project organization using Google Workspace. This role helped me develop foundational skills in video editing, teamwork, and time management, while aligning with the company's mission to make education accessible for all.

Project 3

Project type: Testimonial

Project Title: IELTS - এ 8 Band Score তোলার জন্য মুমতাহিনার প্রস্তুতি!

Project Overview:

Objective:

The objective of this video project is to create an engaging and inspiring testimonial showcasing the journey of a student who scored an impressive 8 in the IELTS exam after completing the IELTS offline course. The video aims to build trust and credibility for the course while motivating potential students to enroll by highlighting the effectiveness of the program and its role in achieving such outstanding results.

Project Description:

This project involves editing a testimonial video that features a student sharing her experiences and success story. The video captures her journey, emphasizing the impact of the IELTS offline course on her achievement. The content includes personal insights, study tips, and the student's appreciation for the course's teaching methods, resources, and support.

The editing focuses on creating a professional, visually appealing narrative by incorporating:

- Clean transitions between clips.
- Subtitles to enhance accessibility.
- Background music that complements the tone of the testimonial.
- CTA Button at the ending.

The final video serves as a marketing asset, reinforcing the course's credibility and encouraging potential students to pursue their IELTS goals with confidence.

My Responsibilities:

1. Editing Footage-Based Content:

- Carefully edited the entire video using the raw footage provided, ensuring a smooth narrative flow. A few strategically placed transition cards were added to enhance the structure and visually break up sections, making the testimonial more engaging.

2. Audio Adjustments and Refinement:

- Reviewed the audio to ensure it was clear and balanced. Although the raw audio was in good condition, I made subtle adjustments, such as normalizing levels and applying slight enhancements to maintain a professional sound throughout the video.
3. **Time Management and Deadline Compliance:**
 - Managed the editing process effectively to deliver the completed video within the stipulated timeline. This involved organizing the workflow, reviewing edits promptly, and ensuring that all necessary elements were included without compromising quality.
 4. **Addressing Managerial Feedback:**
 - Incorporated feedback received from my manager during the panel review process. These refinements included adjusting the pacing and ensuring smooth transitions, aligning the video with the intended tone and purpose.
 5. **Platform-Specific Optimization:**
 - Designed the video with Facebook in mind by formatting it in a 1:1 aspect ratio, maximizing its visual impact for the platform's audience. This included ensuring clarity and appeal on smaller screens while maintaining professional standards.



Image 3.1: Raw Footage

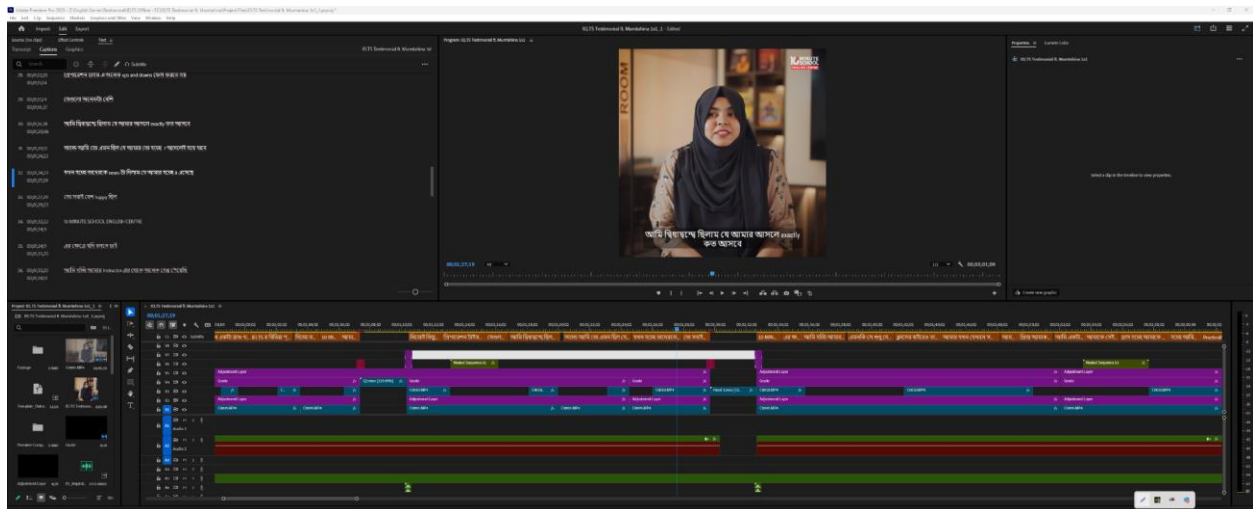


Image 3.2 Color graded and edited

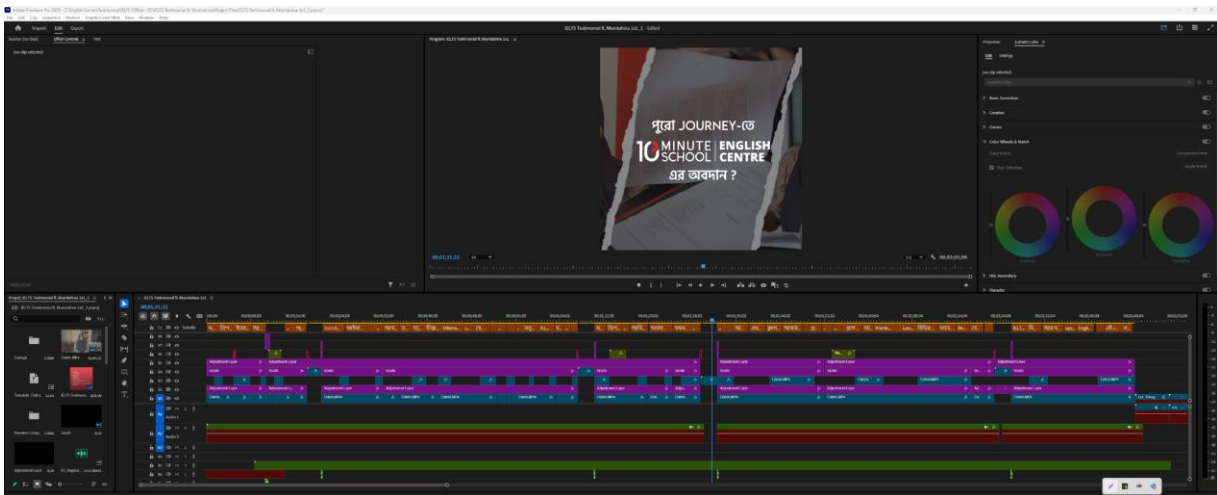


Image 3.3 Transitions in between

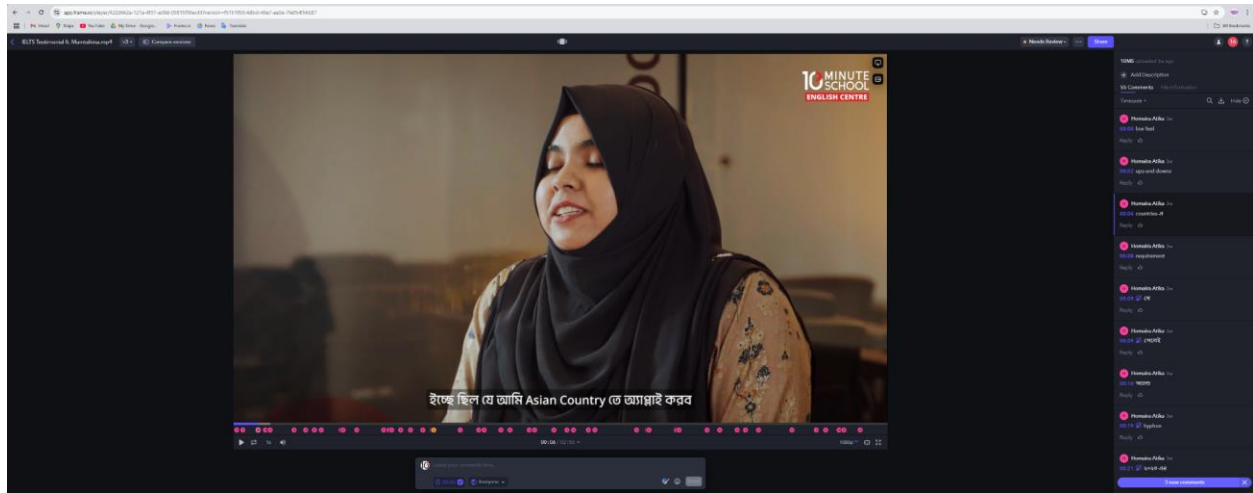


Image 3.4 Feedback on the videos

Facebook Post Link:

<https://www.facebook.com/10msenglishcentre/videos/1238287250565591>

My Challenges:

1. **Maintaining Authenticity:**
Balancing a professional edit while retaining the natural flow of the student's testimonial posed a challenge. Over-editing risked losing the genuine feel of the narrative.
2. **Limited Footage Variety:**
The footage provided for editing had limited variety, requiring creativity to avoid repetition and keep the video visually engaging.
3. **Synchronizing Audio and Visuals:**
Aligning the student's voiceover with relevant visuals and ensuring smooth transitions between talking points was time-consuming and required multiple adjustments.
4. **Effective Highlighting:**
Emphasizing key information, such as the student's score and course features, without overshadowing the testimonial was a delicate task.

My Mistakes:

1. **Overuse of Effects:**

Initially, too many animations and transitions were used, making the video look cluttered and distracting from the message. This had to be scaled back to strike the right balance.

2. **Suboptimal Audio Levels:**

In early drafts, the background music was too loud, making the student's voice difficult to hear. Adjustments were made to ensure clarity.

3. **Inconsistent Branding:**

The first version lacked proper alignment with the course's branding elements, such as logos and fonts. This was corrected to maintain consistency.

4. **Small Spelling Mistakes:**

Minor spelling errors in the on-screen text were overlooked in the initial drafts, requiring additional review and corrections to maintain professionalism.

My Learnings:

1. **Prioritize Storytelling:**

A powerful narrative drives audience engagement. The edits were restructured to ensure the student's story was the centerpiece, supported by visuals and effects rather than overshadowed by them.

2. **Simplicity is Key:**

Subtle transitions and minimal effects can be more impactful than overcomplicated edits. Clean, professional editing resonates better with the target audience.

3. **Efficient Resource Utilization:**

With limited footage, reusing clips creatively and employing dynamic text overlays can keep the content fresh and visually appealing.

4. **Feedback is Valuable:**

Iterative editing based on feedback from peers and stakeholders improved the final product significantly, reinforcing the importance of collaboration.

Project 4

Project Type: Reel

Project Title: Spoken English Junior - Can you Spell?

Project Overview:

Objective:

The goal of this reel was to create a visually engaging and educational piece that showcases a playful yet competitive spelling game. The video was designed to entertain and inspire audiences, particularly young learners and parents, by demonstrating the importance of spelling skills through an interactive and fun format. The ultimate objective was to adapt a long-format gameplay video into a short, vertical reel for social media platforms while maintaining its essence and appeal.

Project Description:

The reel captures the excitement of a spelling challenge where two kids compete against each other under the supervision of an enthusiastic instructor. The original footage, shot in a 16:9 horizontal format, required significant adaptation into a 9:16 vertical format to ensure compatibility with platforms like Instagram Reels and TikTok. This transformation involved careful reframing, scaling, and creative use of effects to retain all critical elements of the gameplay.

Key highlights of the project included:

1. Creative Motion Graphics:

- **Dynamic Scoreboards:** Each child's progress was displayed through animated scoreboards that updated in real-time, keeping the competition engaging and easy to follow.
- **Animated Text Overlays:** Playful and colorful text effects were added to emphasize key spelling words, participant names, and the final winner. These elements were carefully designed to fit within the vertical frame without obscuring the participants.
- **Hook Animation:** A captivating opening animation posed the question, "Can you spell?" to immediately grab viewers' attention.

2. Aspect Ratio Conversion:

- Transforming the 16:9 format into 9:16 was more than just cropping—it involved strategically zooming, repositioning, and scaling footage to ensure the kids and the instructor were always central to the frame.
- Scenes were rearranged to maintain continuity despite the narrower frame, focusing on the most impactful moments of the game.

3. Transitions and Effects:

- Smooth transitions, such as zoom cuts and swipe effects, were used to maintain the flow of the video, especially during shifts between participants or gameplay rounds.
- Visual effects, such as green effects for correct answers and red effects for incorrect ones, added a layer of excitement and dynamism to the video.

4. Educational Tone:

- The video retained an educational theme by focusing on the spelling words and encouraging viewers to test their own skills. Subtle cues in the editing—such as pausing briefly on challenging words—helped reinforce this tone.

5. Condensed Storytelling:

- A 10-minute raw footage was carefully edited into a concise 30-60 second reel, selecting only the most engaging moments while maintaining the context of the game.

6. The Hook:

- The main attraction of the entire reel was the first 10 seconds, where the entire process of the game was creatively broken down. This introduction set the tone for the video by quickly explaining the rules, showcasing the participants, and building excitement with dynamic motion graphics and energetic transitions. This engaging breakdown captured the viewers' attention immediately and encouraged them to stay for the full reel.

My Responsibilities:

1. Creating Visual Effects and Graphics:

- Designed and implemented custom animated transitions, lower thirds, and effects to enhance the visual appeal and ensure smooth segment changes.

2. Frame Adaptation and Continuous Scaling:

- Adapted the original 16:9 video to a 9:16 format, continuously changing frames to focus on the person speaking or responding. This required careful scaling and framing adjustments to maintain visual clarity and focus.

3. Audio Enhancement and Music Synchronization:

- Selected and synchronized upbeat background music to match the energy of the gameplay. Enhanced the audio to ensure clarity and balance between dialogue and background sound.

4. Independent Project Management:

- Managed the entire editing process independently, from conceptualizing the structure to final delivery, ensuring all elements were aligned with the project's purpose and engaging for viewers.

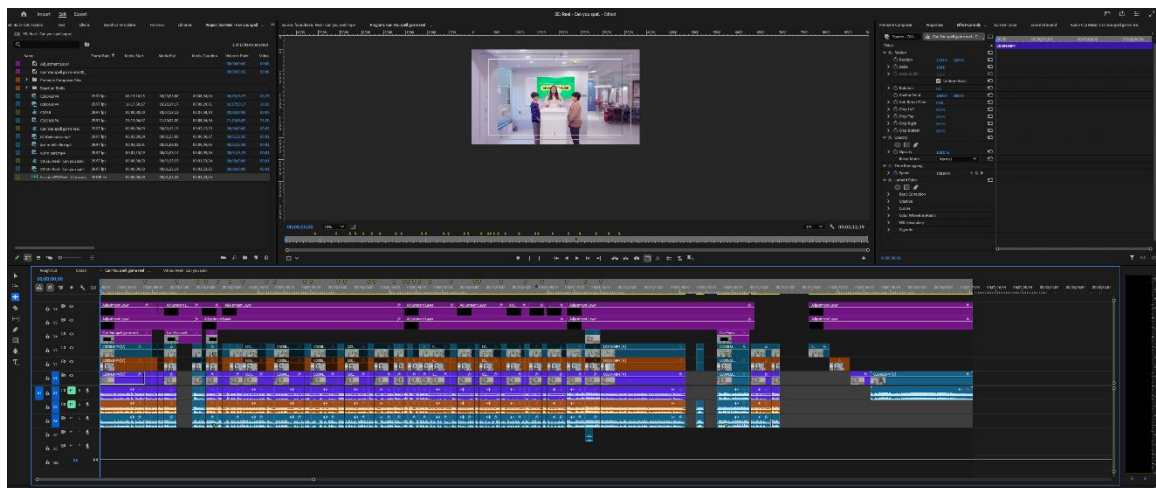


Image 4.1 Raw Footage Rough Cut and Color Graded

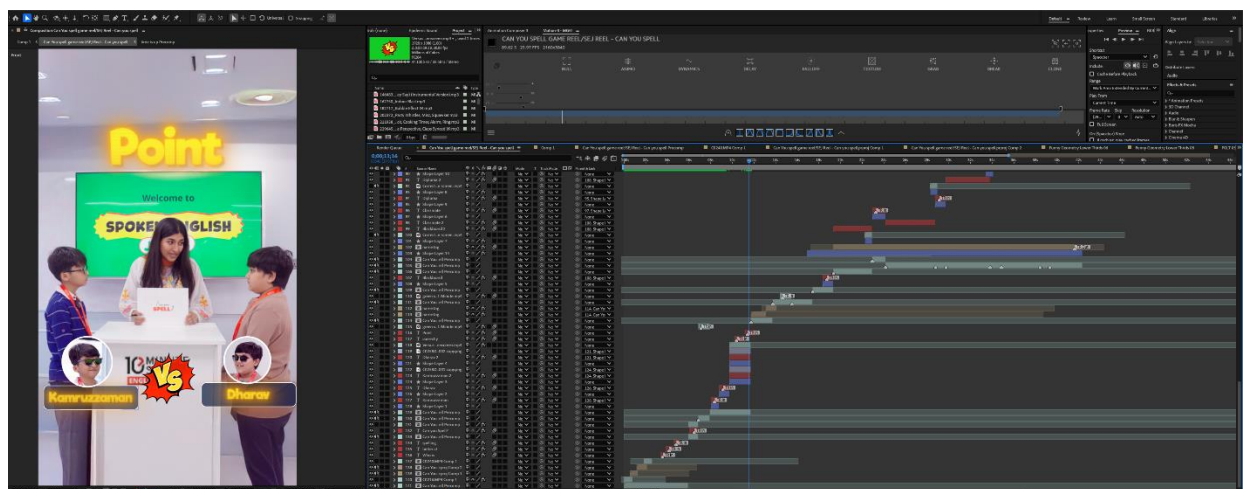


Image 4.2 Final Reel with Motion Graphics

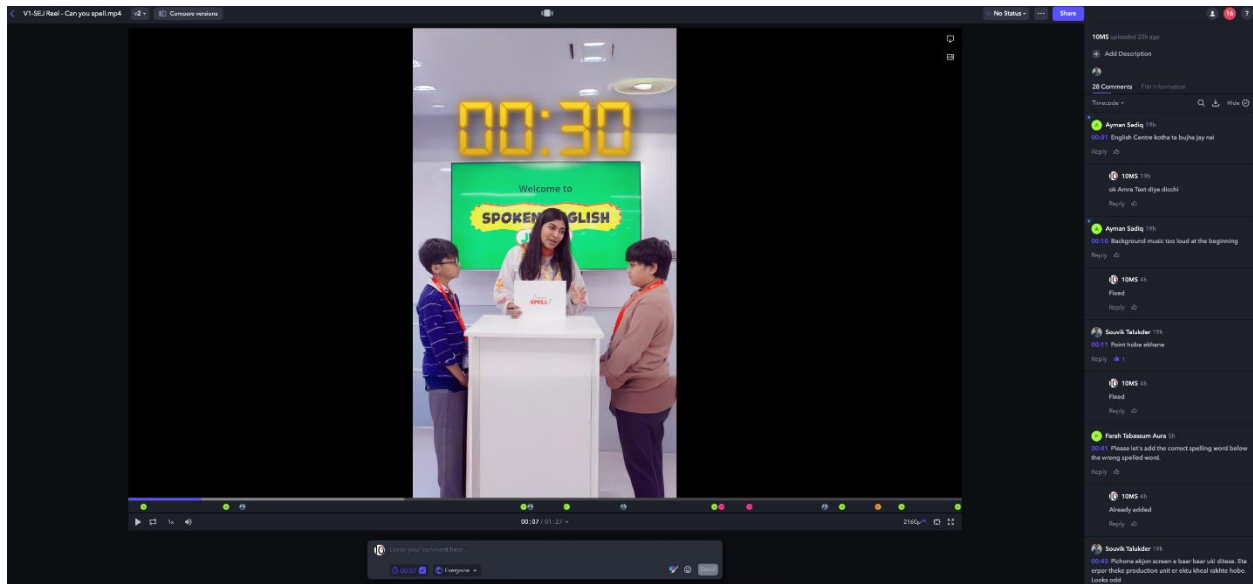


Image 4.3 Feedback and Response on Frame.io

Facebook Post Link:

<https://www.facebook.com/share/r/12GZVvu3TxU/>

My Challenges:

1. Aspect Ratio Transformation:

Transforming from 16:9 to 9:16 required constant frame adjustments to ensure that the kids and instructor stayed within the frame. This was particularly difficult during scenes with dynamic movements, as re-scaling and repositioning had to be done meticulously to avoid cutting off key visuals.

2. Managing Long Footage:

Editing down a 10-minute sequence into a concise reel was challenging. Selecting the most impactful and relevant moments while maintaining a coherent storyline demanded careful planning and multiple iterations.

3. Maintaining Educational Tone:

Striking the right balance between adding engaging effects and retaining the educational tone required careful judgment. Overuse of flashy graphics risked detracting from the core learning aspect of the video.

4. **Feedback Incorporation:**

Feedback from multiple panel reviews often required revisiting edits to adjust effects, improve transitions, and correct errors, including spelling mistakes that were initially overlooked.

My Mistakes:

1. **Framing Errors:**

In the early versions, parts of the instructor's gestures and participants' reactions were occasionally cropped out due to scaling issues. This required rework to perfect the framing.

2. **Overloading Effects:**

The initial drafts featured an overuse of animations and transitions, which cluttered the screen and made the reel feel chaotic. Simplifying the effects improved the overall flow.

3. **Spelling Errors in Graphics:**

Minor spelling mistakes in the animated text were overlooked in the earlier drafts. These errors were flagged during panel reviews and corrected in subsequent iterations.

4. **Inconsistent Timing:**

Some transitions and animations were slightly off-sync with the participants' dialogue and gameplay moments. Adjusting the timing was necessary to align visuals and audio seamlessly.

My Learnings:

1. **Mastering Aspect Ratios:**

Converting between aspect ratios requires a thorough understanding of composition and framing. Pre-visualizing how scenes fit into a different format is crucial for efficient editing.

2. **Streamlined Effects:**

Less is more when it comes to motion graphics in educational content. Subtle enhancements are more effective in maintaining the focus on the narrative without overwhelming viewers.

3. **Efficient Storytelling:**

Working with long footage taught the importance of prioritizing impactful moments and structuring them into a cohesive and engaging reel, while maintaining the storyline's integrity.

4. **Feedback is Invaluable:**

Incorporating feedback, especially when it comes from multiple sources, significantly

improves the final product. The spelling mistake feedback, in particular, highlighted the importance of rigorous text reviews.

5. **Attention to Detail:**

Small errors like spelling mistakes can undermine the video's professionalism. Thorough checks of all text, graphics, and timing are essential for polished results.

Project 5

Project Type: English Centre Showcase Video

Project Title: Moghbazar Branch Video

Project Overview:

Objective:

The goal of this project was to create a visually appealing and informative video that showcased the Moghbazar branch of the 10 Minute School English Centre. The video aimed to highlight the branch's facilities, ambiance, and overall environment, giving viewers a clear sense of what to expect when visiting the location. It was designed to evoke interest and establish credibility through professional visuals and subtle motion graphics.

Project Description:

The video was a 16:9 ratio, 10-minute showcase with a clean and professional aesthetic. It primarily consisted of well-captured footage, presented with smooth transitions, zoom-in and zoom-out effects, and minimal motion graphics to maintain a focus on the visuals. The absence of voice-over emphasized the visual storytelling, creating a seamless flow of footage that allowed the environment to speak for itself.

Key highlights of the project included:

1. Cinematic Frame Adjustments:

- Strategic use of zoom-in effects to draw attention to key details such as classrooms, study areas, and the reception.
- Smooth zoom-out transitions to provide a broader view of the branch's layout and design.
- Frame adjustments ensured every scene appeared dynamic, even without voice-over narration.

2. Minimal Motion Graphics:

- Subtle title cards and labels sourced from Envato Elements were used to highlight specific areas, such as "Study Zone," "Reception Area," or "Learning Resources."
- Animated overlays were sparingly applied to maintain a sleek and professional tone, enhancing rather than distracting from the footage.

3. Flow and Structure:

- The video began with an establishing shot of the branch's exterior, followed by a smooth transition into the interior.
- Key areas such as classrooms, library, reception, and breakout spaces were highlighted in a logical sequence to provide a virtual walkthrough.
- Closing shots featured students engaging in learning activities, reinforcing the centre's lively and educational atmosphere.

4. Music and Tone:

- A calm and uplifting background score was added to complement the visuals and sustain viewer interest throughout the 10-minute runtime.
- The tone was kept formal and aspirational, aligning with the brand image of 10 Minute School.

My Responsibilities:

1. Footage Organization and Editing:

- Selected and organized raw footage to create a cohesive and visually engaging showcase of the Mugda branch, focusing on highlighting the environment and key features of the center.

2. Adding Motion Graphics:

- Incorporated minimal motion graphic animations sourced from Envato Elements to complement the video. These were subtly used to maintain focus on the footage while adding a professional touch.

3. Smooth Transitions:

- Ensured smooth zoom-in and zoom-out effects were applied consistently, creating dynamic movement while maintaining a natural flow throughout the video.

4. Purpose-Driven Editing:

- Delivered the final video without a specific stylistic guideline but ensured it effectively communicated the branch's essence and appeal to its target audience.

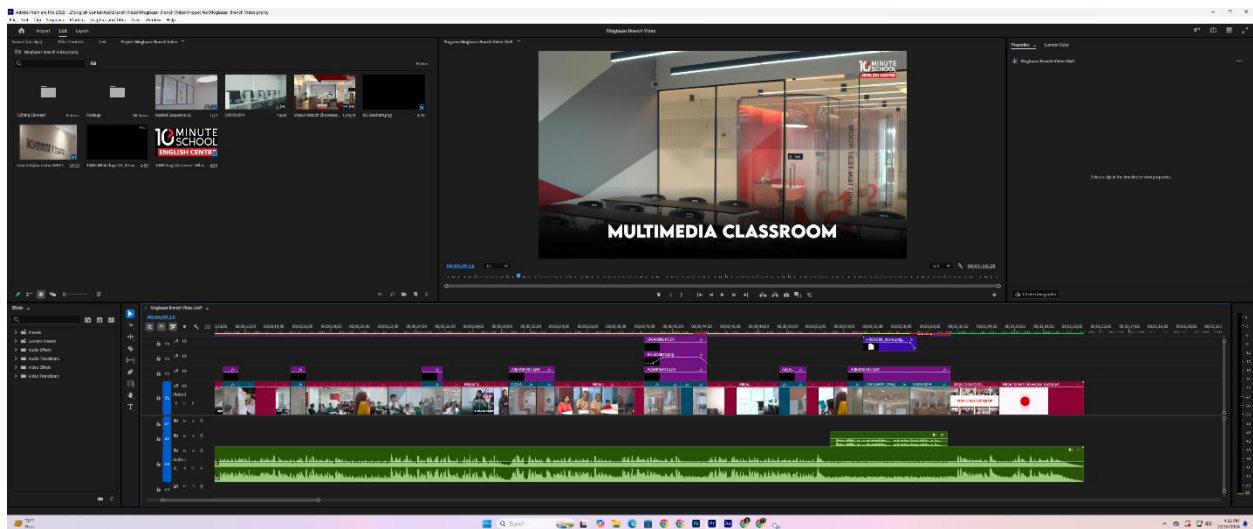


Image 5.1: Raw Video Sorted with Minimal Text Animation

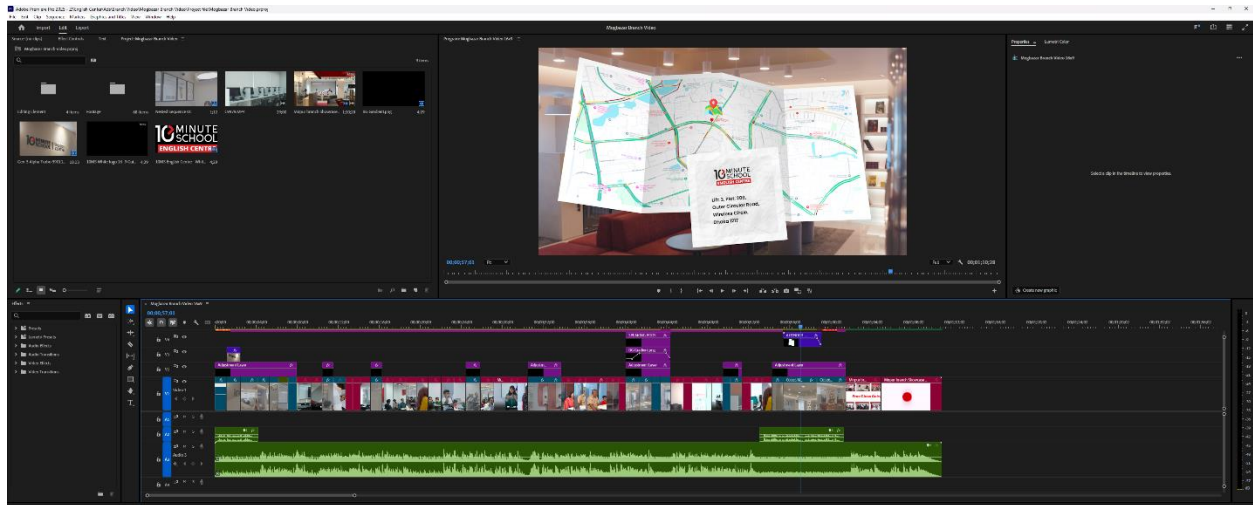


Image 5.2: Motion Graphics

Facebook Post:

<https://www.facebook.com/share/v/15HutWHtkn/>

My Challenges:

1. **Footage Editing:**
Ensuring smooth transitions between diverse footage required precision to maintain a consistent flow. The raw footage had varying lighting and angles, which needed correction to ensure uniformity.
2. **Minimizing Redundancy:**
Editing a 10-minute video without voice-over posed a challenge in preventing repetitive visuals. Maintaining engagement required careful sequencing of scenes and creative use of zoom effects.
3. **Motion Graphics Integration:**
While motion graphics were minimal, incorporating them effectively without overshadowing the video's natural look was challenging.
4. **Feedback Loops:**
Multiple iterations were necessary based on client feedback to fine-tune transitions, adjust timing, and ensure the desired level of professionalism.

My Mistakes:

1. **Initial Framing Issues:**
Some frames were either too zoomed in or out during early drafts, leading to a loss of important details. These issues were corrected after review.
2. **Overused Transitions:**
Early versions featured excessive zoom effects, which made the video feel disjointed. Balancing these effects improved the overall flow.
3. **Text Placement Errors:**
Certain motion graphics initially obscured key elements of the footage, such as signs or student activities. These placements were adjusted for clarity.

My Learnings:

1. **Balance in Editing:**
Overusing effects can detract from the video's natural appeal. Subtle adjustments are more effective in maintaining a professional and polished look.
2. **Strategic Sequencing:**
Carefully planning the order of footage helped maintain viewer engagement, especially in a voice-over-less format.
3. **Client Collaboration:**
Incorporating feedback early and iteratively ensured the final product met expectations and maintained high standards.
4. **Efficient Motion Graphics Usage:**
Using pre-made graphics from Envato Elements saved time and added a professional touch, but selecting and integrating them thoughtfully is critical for consistency.

Project 6

Project Type: IELTS Mock Test

Project Title: IELTS Speaking Test ft. Shouvik Ahmed

Project Overview:

Objective:

The goal of this project was to create a visually dynamic and informative IELTS speaking mock test video that featured content creator Shouvik Ahmed. This video aimed to showcase an authentic IELTS speaking test scenario, providing valuable insights to students preparing for the exam. The editing focused on switching between three different camera angles to highlight both the examiner's questions and the candidate's responses in a clear and engaging manner. The final product was designed for social media, particularly in a 1:1 format for platforms like Instagram and Facebook, to give viewers a quick yet comprehensive mock test experience.

Project Description:

The mock test, originally recorded as a 1.5-hour session, was edited down to a concise 24-minute video. This video included multiple camera angles, showcasing Shouvik Ahmed, the content creator, and the examiner, as they went through the various stages of the IELTS speaking test. The footage was structured to flow smoothly while maintaining visual interest, and the switching between camera angles played a key role in keeping the audience engaged. The content was framed in a 1:1 aspect ratio to fit the format of social media, which required careful adjustments to ensure key details were captured without losing any important visual elements.

Key features of the project included:

1. Multi-Camera Angle Editing:

- The original footage was shot with three distinct camera angles: one focusing on the candidate (Shouvik Ahmed), one on the examiner, and one wide shot to capture both participants.
- Throughout the editing process, I strategically switched between these angles, focusing on the active speaker at any given moment. For instance, when Shouvik was responding, the camera would switch to capture his expressions and body language closely, while the examiner's questions would be shown from a different angle.
- The camera angles were not only used for visual variety but also to emphasize the emotional tone of the conversation. For example, close-ups of Shouvik's face helped convey his thought process and engagement during challenging questions.

2. Structured Editing to Maintain Flow:

- The raw footage was long, but the goal was to create a 24-minute video that would maintain the viewer's attention throughout. To achieve this, I carefully trimmed

sections that contained pauses or off-topic moments, ensuring the video remained concise and informative.

- I also segmented the video into sections, such as the introduction, question rounds, and feedback from the examiner. Each segment was marked with on-screen text or a subtle visual cue, guiding the audience through the stages of the mock test. This structure helped maintain clarity and kept the content easy to follow.

3. **Audio Synchronization Across Angles:**

- One of the key challenges of editing with multiple camera angles was ensuring that the audio remained in sync, especially since both the examiner and candidate were speaking from different positions.
- I worked to ensure that the transition between angles did not cause any audio inconsistencies, maintaining clear and balanced sound for both speakers. This required precise timing adjustments and constant review to ensure that the audio flowed smoothly between cuts.

4. **Visual Consistency and Aesthetics:**

- Maintaining a consistent visual style across the three different camera angles was crucial. I applied color grading to all footage, adjusting brightness and contrast to ensure that all shots felt uniform. This was especially important when switching between close-ups, medium shots, and wide shots.
- The video was framed in a 1:1 aspect ratio, which meant that careful attention had to be paid to how the participants were positioned within the frame. The framing had to ensure that neither the examiner nor Shouvik appeared too close to the edges of the screen, avoiding any distractions and maintaining focus on their faces.

5. **Engagement and Educational Tone:**

- Throughout the editing process, I maintained an educational tone that would benefit viewers who were interested in understanding the IELTS speaking test format.
- The editing choices, including angle switching and the use of on-screen text, were designed to keep the viewer engaged, while the content itself remained informative and easy to digest. I aimed to strike a balance between education and entertainment, ensuring that viewers could learn from the mock test while enjoying the content.

Note: This video was primarily posted on Munzereen Shahid's Facebook page and cross-posted on 10 Minute School's official page, both serving the same purpose of offering valuable IELTS preparation content.

My Responsibilities:

• **Multi-Camera Angle Editing:**

- Strategically edited the mock test using footage from three different camera angles: close-ups of the candidate (Shouvik Ahmed), the examiner, and a wide shot of both participants.
- Determined the best angles to switch to at each moment, ensuring the active speaker was consistently highlighted, whether it was the candidate answering questions or the examiner posing them.
- Used close-ups effectively to emphasize emotional expressions and body language, enhancing the viewer's connection to the content.

- **Content Structuring and Flow:**

- Trimmed the raw 1.5-hour footage into a concise 24-minute video, removing unnecessary pauses and off-topic moments to maintain engagement.
- Segmented the video into clear sections, including the introduction, question rounds, and examiner feedback. Added subtle visual cues or on-screen text to guide viewers through each stage of the mock test.

- **Audio Synchronization and Refinement:**

- Ensured seamless synchronization of audio across all three camera angles, carefully balancing the sound levels between the examiner and the candidate.
- Reviewed and adjusted the audio during transitions between angles to maintain consistent and clear sound quality.

- **Visual Consistency and Framing:**

- Applied uniform color grading to ensure all footage had consistent brightness, contrast, and visual appeal, regardless of camera angle or shot type.
- Reframed the video into a 1:1 aspect ratio suitable for social media platforms like Facebook and Instagram. Carefully adjusted framing to keep both the examiner and the candidate properly positioned within the square format, avoiding distractions.

- **Educational and Engaging Tone:**

- Maintained an educational tone throughout the video by aligning editing decisions, such as camera angle changes and on-screen text placement, with the learning objectives of the mock test.
- Ensured the final video struck a balance between being informative and engaging, making it accessible and enjoyable for students preparing for the IELTS exam.

- **Feedback Integration:**

- Reviewed and incorporated feedback from the panel to refine the video further, ensuring it met quality standards and aligned with the intended purpose.



Image 6.1: Sorting Raw Footage and Selecting Camera Angles

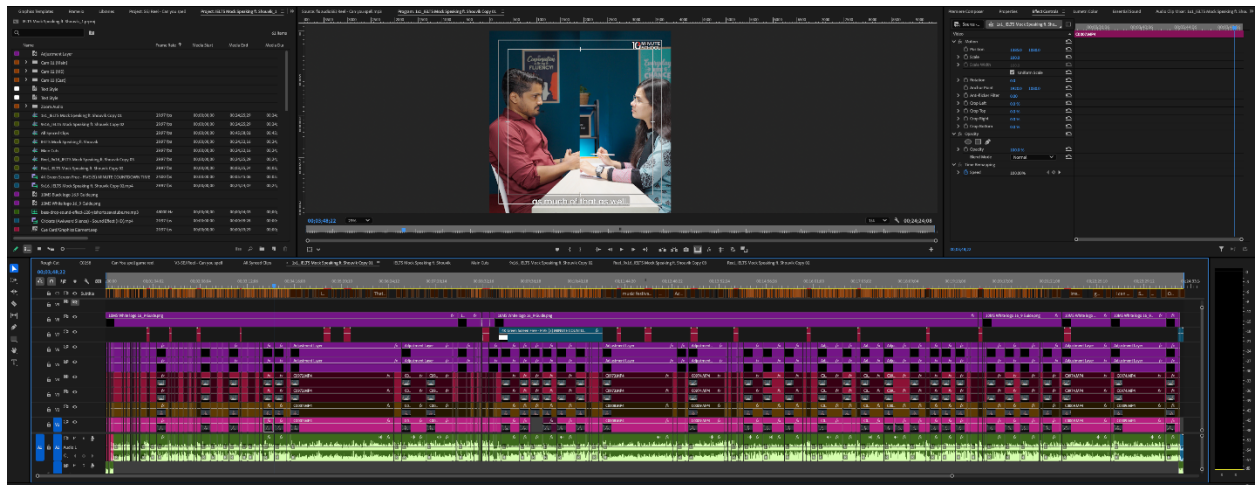


Image 6.2: 1:1 Ration adaptation



Image 6.3: 1:1 Feedback on Frame.io

Facebook Post:

<https://www.facebook.com/share/v/14AsCkmWK6/>

My Challenges:

1. Selecting the Right Angle for Each Moment:

- One of the main challenges of this project was determining which camera angle to focus on at any given moment. Since both the candidate and the examiner were speaking continuously, I had to carefully select the angle that best highlighted the active speaker without disrupting the flow of the conversation.
- For example, if the examiner asked a complex question, I would often switch to a close-up of Shouvik to capture his reaction and thought process. Similarly, when the examiner was providing feedback, a wider angle was more suitable to capture both of their interactions.

2. Condensing the Long Footage:

- The initial footage was 1.5 hours long, and I had to edit it down to just 24 minutes. This required carefully reviewing the content and cutting out unnecessary pauses, irrelevant interactions, or moments that didn't add value to the mock test.

- I also had to ensure that the conversation felt natural and flowed seamlessly despite the editing. It was important that the cuts didn't feel too abrupt, which could disrupt the viewer's experience.
- 3. **Framing and Adjustments for 1:1 Ratio:**
 - The original footage was in a 16:9 aspect ratio, so I had to adjust the framing for a square 1:1 ratio. This often involved zooming in on shots to focus on the key action or repositioning the camera angles to ensure the participants stayed well-centered in the frame.
 - Care had to be taken to make sure that important details, like facial expressions and hand gestures, were still visible and didn't get cropped out in the 1:1 frame.

My Mistakes:

1. **Initial Angle Overuse:**
 - In the first draft, I used the wide-angle shot too often, which made the video feel flat and less engaging. The wide shot didn't capture the subtleties of the conversation, such as facial expressions, which are crucial for a mock test video.
 - This was rectified by focusing more on close-ups and medium shots to emphasize the emotions and reactions of both participants.
2. **Audio Level Imbalance:**
 - In the initial version, I noticed that the audio levels between the examiner and Shouvik were inconsistent. At times, Shouvik's responses were too faint while the examiner's voice was louder.
 - I balanced the audio levels by adjusting the volume and adding slight compression to ensure both speakers were heard clearly at all times.

My Learnings:

1. **Effective Angle Switching for Engagement:**
 - Switching between multiple camera angles can significantly improve engagement, but it requires careful consideration of when to switch to maintain the flow of the conversation. Switching too frequently can be distracting, so it's essential to find a balance.
 - Focusing on the active speaker or capturing key reactions makes the video more dynamic and enjoyable to watch.
2. **Time Management in Editing:**
 - Editing a 1.5-hour raw footage down to 24 minutes required focused decision-making and the ability to identify and cut unnecessary content quickly.
 - I learned that trimming footage while still maintaining the context and natural conversation flow is crucial for making long-form content more accessible for viewers on social media.

3. Importance of Consistent Visuals:

- Ensuring a consistent look across multiple camera angles is vital for maintaining a polished and professional finish. Color grading and careful framing adjustments helped create a cohesive viewing experience.

4. Balance Between Educational and Entertaining Elements:

- The final video needed to strike a balance between providing valuable educational content and keeping the audience entertained. By carefully selecting when to switch angles and using minimal motion graphics, I was able to achieve this balance effectively.

Project 7

Project Type: Reel

Project Title: Spoken English Junior – Can you Guess?

Project Overview:

Objective:

The primary objective of this project was to promote the English Centre's **Spoken English Junior Batch** by showcasing an engaging and fun learning environment. Designed to attract students and their parents, the video emphasized how the center teaches English through interactive and enjoyable activities. This reel aimed to increase enrollment by presenting the center as a place where learning English is exciting and stress-free.

Project Description:

"Can You Guess?" is a dynamic gameplay reel featuring two participants and a host engaging in an entertaining trivia-style competition. The video highlights the center's innovative teaching methods by demonstrating a playful approach to learning English. Originally shot in 16:9, the footage was adapted to a 9:16 vertical format to cater to social media platforms. Custom animations, transitions, and motion graphics were used to enhance the reel's appeal and ensure it captured viewers' attention within the first few seconds. The reel delivered a lively, family-friendly tone, aligning with the center's goal to attract younger students and their guardians by portraying learning as a fun and interactive experience.

Key Features of the Project:

1. Custom Animations and Motion Graphics:

- Designed engaging animations, including **scoreboards, name tags, and transitions**, to maintain a visually dynamic flow.
- Created pop-up trivia questions and animated text overlays to emphasize the playful nature of the activity.

2. Frame Adjustments and Aspect Ratio Conversion:

- Adapted 16:9 footage into a 9:16 vertical format suitable for platforms like Instagram Reels and TikTok.
- Ensured seamless transitions between frames while focusing on the **active speaker or key actions** to maintain audience engagement.

3. Music and Audio Synchronization:

- Selected a lively background music track that matched the energy of the gameplay.
- Enhanced the audio by balancing participants' voices and background music for clarity and impact.
-

4. **Interactive and Fun Learning Environment:**

- Highlighted the fun, educational aspects of the English Centre’s teaching approach, making the reel both entertaining and informative.
- Used playful on-screen text to encourage audience participation, inviting viewers to guess answers along with the participants.

5. **Final Hook:**

- The video concluded with an animated call-to-action, “Learning English Can Be This Fun!” inviting parents to enroll their children in the **Spoken English Junior Batch** at the English Centre.

My Responsibilities:

1. **Custom Motion Graphics Creation:**

- Designed animated transitions, scoreboards, and name tags to add a professional and engaging look to the reel.
- Created dynamic effects and overlays that aligned with the video’s playful and educational tone.

2. **Adapting Frame and Format:**

- Converted the 16:9 footage into a 9:16 format while ensuring key visual elements remained centered and visually appealing.
- Continuously adjusted frames to focus on the speaking participant or highlight critical actions during the game.

3. **Audio Enhancement:**

- Synchronized music and voiceovers, ensuring smooth transitions and clarity in sound.
- Enhanced the background music to align with the reel’s energetic vibe without overpowering the participants’ dialogue.

4. **Independent Project Management:**

- Managed all aspects of the editing process independently, from initial editing to implementing feedback.
- Ensured timely delivery of the final product, meeting all creative and technical requirements.

5. **Social Media Optimization:**

- Edited the reel specifically for social media platforms, ensuring high visual and audio quality in a 9:16 format.
- Designed the content to engage both parents and students, encouraging enrollments for the **Spoken English Junior Batch**.

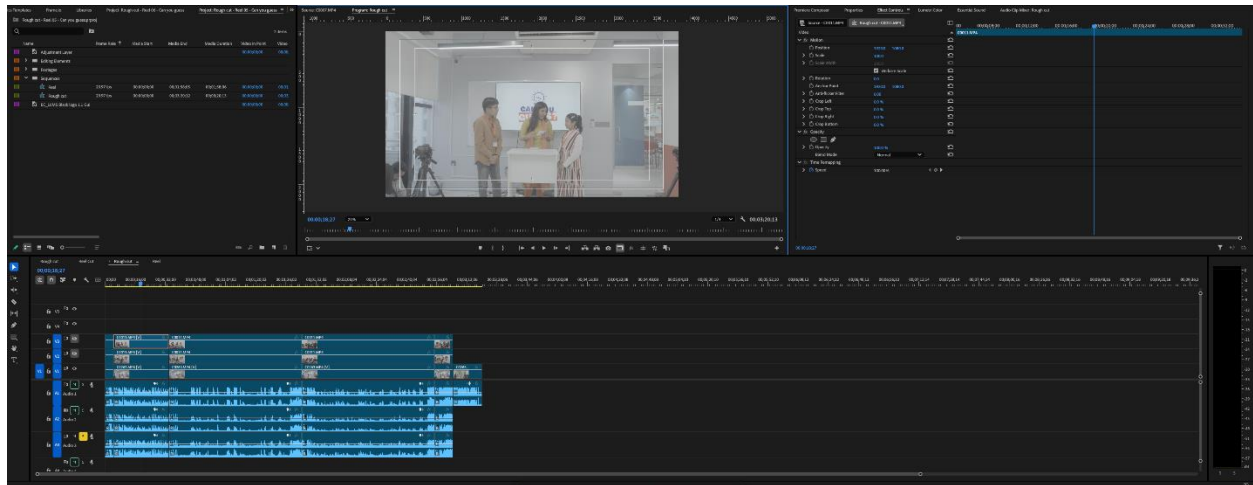


Image 7.1: Raw Footage Sorting and Rough Cut

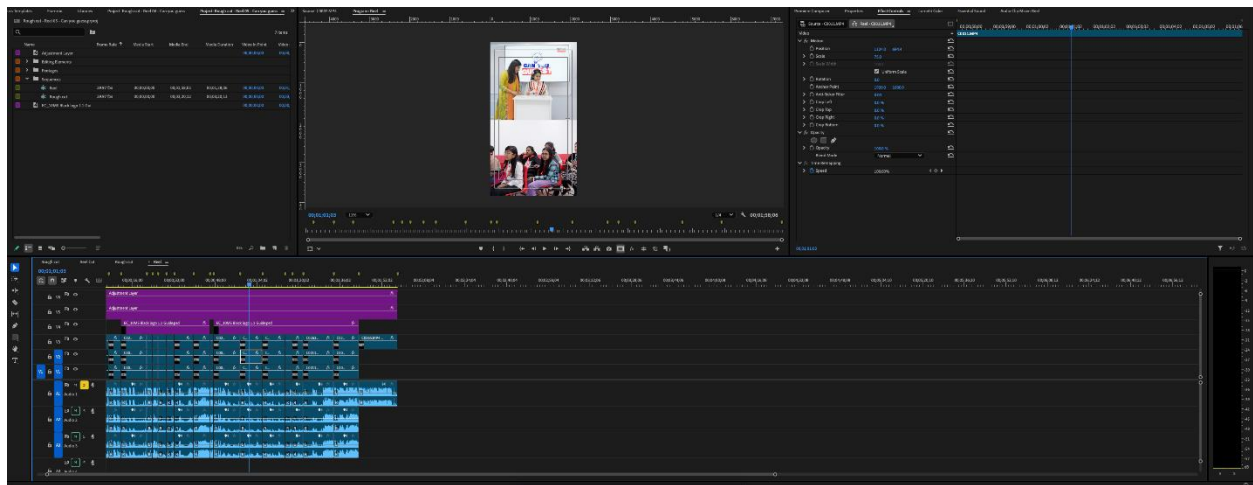


Image 7.2: Ration Adaption and Color Grading

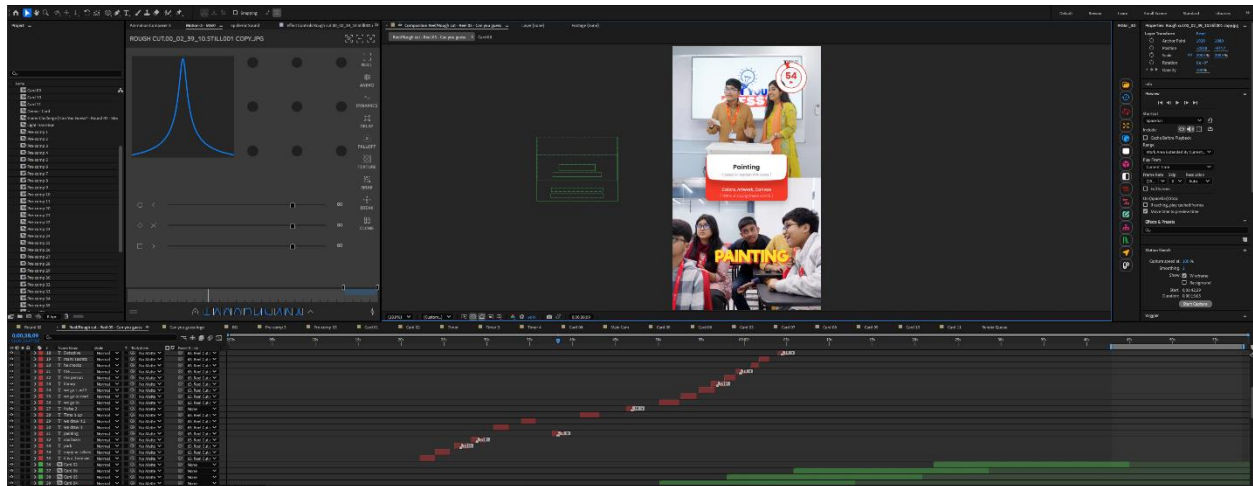


Image 7.3: Animating Effects and Transitions

My Challenges:

1. Aspect Ratio Conversion:

- Converting the 16:9 footage into a 9:16 vertical format posed challenges in maintaining proper framing. Ensuring that key visual elements like participants' faces and animated text remained within the visible area required meticulous adjustments.

2. Frame Adjustments:

- The constant need to focus on the speaking participant or the action created a time-intensive editing process. Switching frames without disrupting the natural flow of the reel demanded precision and repeated iterations.

3. Balancing Audio Elements:

- Ensuring the background music matched the energy of the video while keeping participants' voices clear required careful balancing, especially during transitions and interactive moments.

4. Maintaining Visual Appeal:

- Keeping the reel visually engaging throughout, despite minimal variations in the footage, required creative use of animations, transitions, and dynamic editing techniques.

My Mistakes:

1. Initial Framing Errors:

- In the early drafts, some frames were not properly adjusted for the 9:16 format, causing minor cropping of participants' faces or important on-screen elements. These were identified and corrected during feedback.

2. Timing of Effects:

- Some animations and transitions initially did not align perfectly with the pacing of the dialogue, leading to slight mismatches between visual and audio elements. This was refined in later versions.

3. Overuse of Animations:

- In the first draft, a few animations were overly elaborate and distracted from the participants' interactions. Simplifying these effects improved focus and clarity.

My Learnings:

1. Effective Use of Vertical Formats:

- Gained a deeper understanding of optimizing horizontal footage for vertical formats while preserving the essence of the content and maintaining visual appeal.

2. Animation Timing and Simplicity:

- Learned the importance of aligning animations and transitions with the content's pacing and simplifying effects to avoid overloading the visual narrative.

3. Efficient Framing Techniques:

- Improved skills in framing participants within a vertical format, ensuring seamless transitions and maintaining audience engagement.

4. Creative Problem-Solving:

- Overcame the challenge of limited footage variation by leveraging dynamic edits, engaging animations, and well-placed transitions to keep the reel captivating.

Project 8

Project Type: Reel

Project Title: Spoken English Junior – Mind Rush

Project Overview:

Objective:

The reel aimed to promote the English Centre's **Spoken English Junior Batch** by showcasing a fun and fast-paced learning activity. Designed to attract both students and their parents, the video highlighted the center's unique teaching approach, where learning English is engaging and competitive. The reel's focus was to demonstrate how children can develop language skills through interactive and stimulating games.

Project Description:

"Mind Rush" is an energetic gameplay reel featuring a rapid-fire question-answer session between participants. The editing employed a fast-paced, visually dynamic style to match the game's intensity. The reel was created in a 9:16 vertical format to cater to platforms like Instagram Reels and TikTok, making it ideal for social media promotion.

Unlike previous reels, "Mind Rush" introduced a new editing style with snappier transitions, bold animations, and effects that emphasized the urgency and excitement of the game. This fresh approach aimed to keep viewers engaged and reinforce the English Centre's image as a creative and effective educational institution.

Key Features of the Project:

1. New Editing Style:

- Introduced a more fast-paced editing technique, with quick cuts and transitions that matched the high-energy gameplay.
- Used bold text overlays and flashing visual cues to enhance the competitive vibe of the activity.

2. Dynamic Animations:

- Created custom animations, including a digital countdown timer and visual effects, to heighten the game's excitement.
- Added motion graphics to showcase scores and participants' progress dynamically.

3. Interactive Frame Adjustments:

- Adapted the original footage to a 9:16 vertical format, ensuring smooth transitions between shots while maintaining focus on active participants.
- Emphasized the high-speed nature of the game by framing rapid speaker shifts effectively.

4. Audio Synchronization and Enhancement:

- Chose an upbeat music track that amplified the reel's intensity, perfectly synchronized with transitions and game moments.
- Enhanced participants' voices to ensure clarity despite the fast pace of the game.

My Responsibilities:

1. New Editing Style Implementation:

- Developed a unique editing approach tailored to the fast-paced nature of the game, using quick cuts and bold animations.
- Innovated with transitions and effects to create a fresh and engaging look for the reel.

2. Custom Motion Graphics Creation:

- Designed and implemented dynamic elements like countdown timers, scorecards, and animated text overlays that complemented the video's high-energy tone.

3. Frame Adjustments for 9:16 Format:

- Adjusted all frames to fit the vertical aspect ratio while maintaining visual balance and focus on the participants.

4. Audio Optimization:

- Enhanced the background music and ensured participants' dialogue was clear and engaging, even during rapid speaker transitions.

5. Independent Project Execution:

- Managed all aspects of the editing process independently, from conceptualizing the new style to incorporating feedback and delivering the final product.

6. Social Media Optimization:

- Edited the reel specifically for Instagram Reels and TikTok, ensuring it captured attention within the first few seconds and aligned with platform trends.

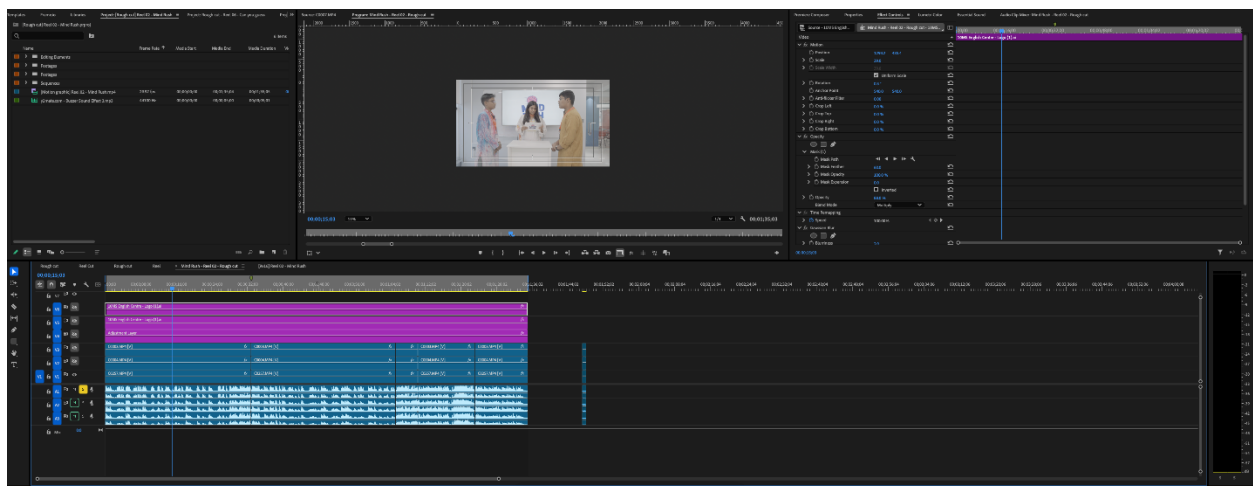


Image 8.1: Raw Footage Sorting and Rough Cut

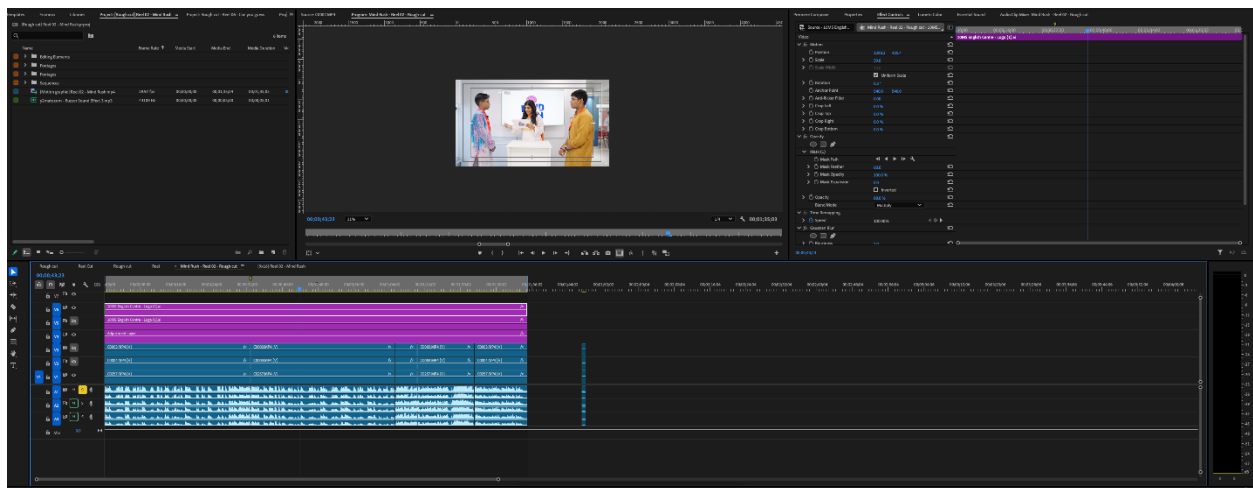


Image 8.2: Ration Adaptation and Color Grading

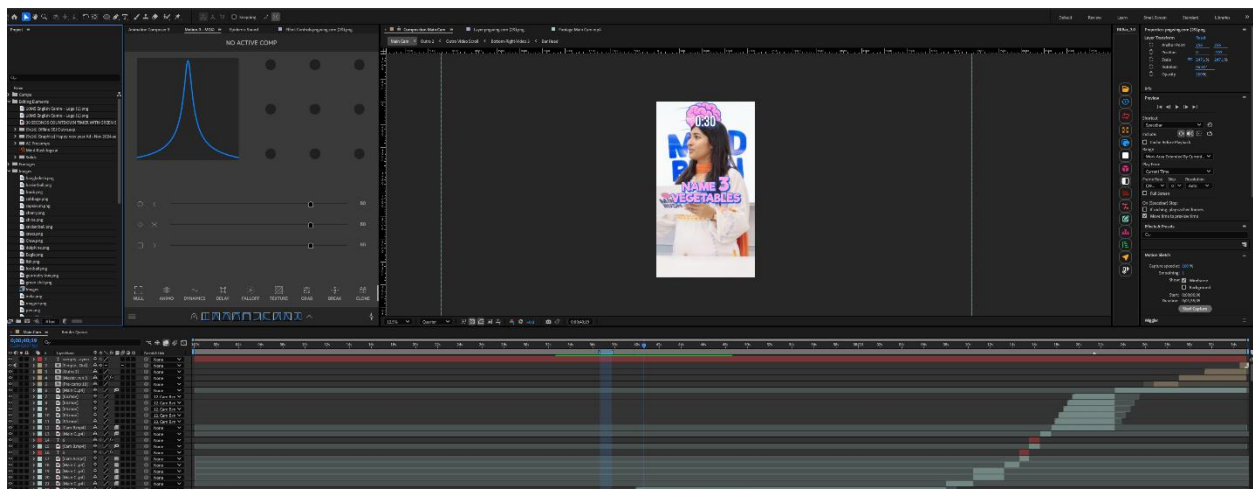


Image 8.3: Animating Effects and Transitions

Facebook Post:

<https://www.facebook.com/reel/455313770708474>

My Challenges:

1. **Creating a New Editing Style:**

Developing an editing style that was faster and more dynamic than previous reels required significant experimentation and creative exploration. Finding the right balance between excitement and clarity involved multiple iterations. While the goal was to make the content feel fresh and high-energy, ensuring that the editing didn't overwhelm the viewer or distract from the gameplay itself was a nuanced challenge.

2. **Maintaining Visual Clarity in a Fast-Paced Video:**

With rapid transitions and effects, there was a risk of the visuals becoming chaotic or hard to follow. It was essential to highlight the participants' interactions clearly while keeping the energy intact. This meant carefully planning each shot's placement, ensuring that key actions or reactions were not lost in the fast-paced editing. Balancing excitement with coherence was a critical challenge throughout the process.

3. **Audio and Visual Synchronization:**

Aligning the dynamic visuals with an upbeat audio track required meticulous timing. Each cut, transition, and animation had to sync perfectly with the music's rhythm to amplify the overall excitement of the reel. Even slight mismatches between audio and visuals could disrupt the flow and diminish the reel's impact. Achieving this synchronization demanded detailed review and fine-tuning.

4. **Adapting to the 9:16 Format:**

Adapting the content to fit a vertical 9:16 aspect ratio presented unique challenges. This required ensuring that all key elements were framed correctly and that neither the participants nor visual effects appeared cramped or awkward within the narrow frame. Each transition and visual element had to be resized and repositioned thoughtfully to maintain aesthetic appeal and focus without sacrificing the video's energy.

My Mistakes:

1. **Overuse of Effects in Early Drafts:**

During the initial stages, there was an overuse of bold animations and transitions that overwhelmed the gameplay and made the content difficult to follow. While these effects were intended to add excitement, they inadvertently distracted from the core interactions. Recognizing this, I revised the reel to include fewer but more impactful effects, ensuring they complemented rather than dominated the content.

2. **Timing Mismatches:**

In the early drafts, some transitions and effects were not perfectly aligned with the rhythm of the background music. This mismatch disrupted the seamless flow of the video and reduced its overall impact. After receiving feedback and carefully reviewing the timeline, I adjusted the timing to ensure perfect synchronization between visuals and audio.

3. **Framing Oversights:**

Initially, some shots were not centered properly within the vertical 9:16 frame, which caused minor visual distractions. For example, participants' faces or actions were occasionally too close to the edges of the frame. This was corrected in later iterations by carefully realigning and cropping the footage for optimal composition and visual balance.

My Learnings:

1. **Adapting Editing Styles for Content Tone:**

Through this project, I learned how to customize editing techniques to match the content's tone and objectives. Fast-paced videos require a careful balance of excitement and clarity. This experience enhanced my ability to create editing styles that engage viewers while keeping the primary focus on the content itself.

2. **Precision in Audio-Visual Synchronization:**

Synchronizing visuals with audio is crucial for creating a cohesive and engaging video. This project honed my skills in aligning every transition, animation, and effect with the audio's rhythm, ensuring the reel flowed smoothly and maintained the audience's attention throughout.

3. **Effective Use of Animations:**

I learned the importance of using animations and effects sparingly but strategically. Overloading a video with effects can dilute its impact. By focusing on meaningful and well-timed animations, I was able to enhance the content without distracting from its core purpose.

4. **Optimizing Content for Vertical Platforms:**

Creating content for vertical platforms like Instagram and TikTok comes with unique framing and design challenges. This project taught me how to effectively utilize the 9:16 format, ensuring that all key elements remained visible and aesthetically pleasing. It also reinforced the importance of adapting content to platform-specific trends to maximize viewer engagement.

Internship outcome

During my internship at 10 Minute School, I had the opportunity to work in two distinct roles: as a Project Coordinator and a Video Editor. This dual role allowed me to gain insights into project management, content creation, and coordination within a fast-paced educational organization. Over the course of my internship, I successfully completed eight projects, which showcased a range of skills and responsibilities.

Key Learnings:

1. Project Management Skills

Working as a Project Coordinator, I:

- **Developed organizational skills** by planning and managing multiple educational content projects simultaneously.
- Learned the importance of **time management** to ensure project milestones were met within deadlines.
- Gained experience in **team collaboration**, coordinating between different departments to streamline workflows.
- Enhanced my ability to handle challenges, such as resolving conflicts, managing expectations, and maintaining efficiency.

2. Communication and Interpersonal Skills:

- Collaborated effectively with cross-functional teams, improving my ability to **communicate clearly and professionally**.
- Practiced **active listening** to understand team requirements and resolve issues promptly.
- Developed **stakeholder management skills** by ensuring that client needs and organizational goals were aligned.

3. Video Editing and Creative Expertise:

As a Video Editor, I:

- Gained mastery of **Adobe Premiere Pro and After Effects**, completing over 4,000 course videos, 150+ promotional videos, and 50+ reels.
- Learned how to adapt creative ideas to meet the brand's style, enhancing visual storytelling and engagement.
- Explored innovative editing techniques, including integrating animation and 2D effects for dynamic visual content.

4. Problem-Solving Abilities

- Managed tight deadlines and high-pressure situations by finding efficient solutions without compromising quality.
- Addressed technical challenges in video production, from software glitches to complex edits, with composure and resourcefulness.

5. Analytical Thinking

- Improved my ability to analyze project requirements and devise strategies to meet objectives effectively.
- Evaluated content quality and audience engagement metrics to refine project outcomes.

6. Adaptability and Growth

- Adapted to changing priorities and quickly learned new tools and techniques.
- Learned to balance creativity with organizational goals, ensuring both originality and practicality in my work.

Impact of the Internship on My Professional Growth:

This internship provided me with a platform to bridge academic knowledge with real-world application. I developed technical proficiency, enhanced my soft skills, and gained hands-on experience that will serve as a foundation for my future career. My experience at 10 Minute School has also helped me better understand my strengths and areas for improvement, motivating me to pursue continuous learning and professional development.

SELF-ASSESSMENT FORM

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

Name of Intern: Abdullah Abu Sayeed Prosun

University ID: 201012036

Name of the Institute/Organization:	10 Minute School		
Corporate Office Address:	Level 1, B/107, Road 8, Mohakhali DOHS		
Email:	hr@10minuteschool.com	Web:	

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

32 Hours

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

Yes, 10,000.

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

☐ Not at all
 ☐ Slightly
 ☐ Moderately
 ☐ Quite a bit
 ☒ AA great deal

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

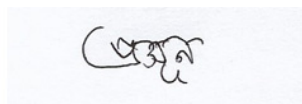
1=Not at all 2=Slightly 3=Moderately 4=Quite a bit 5=A great deal

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	5
2	I believe in my ability to make a difference.	5
3	I am open to new experiences.	5
4	I have gained the capacity to be more productive.	5
5	I can recognize my 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	4
NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	5
10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I have the ability to work cooperatively with others	5
12	I 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	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)	4
17	I have learnt the ability to work independently	4
18	I feel my classroom learning was enriched	4
19	I have the ability to connect academic subject matter to the real world.	4
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	4
23	I developed realistic ideas about the work world	4
24	I narrowed my future possible career choices.	4
25	What is your average score from this test?	4.58.

5. General Comments

My time at 10 Minute School has been an amazing journey of growth and learning. It's not just about the skills I've gained in video editing and project coordination but also the supportive team and inspiring environment that made every day worthwhile. I've discovered more about my strengths, learned to tackle challenges, and left with a sense of pride in the work we've accomplished together.



Signature of Intern

Professional Competence

During the early stages of my university life, I began my journey as an intern at a company called Online Shohopathi, where I worked as a video editor. While that experience gave me a basic understanding of the role, it wasn't as smooth or enriching as my time at 10 Minute School.

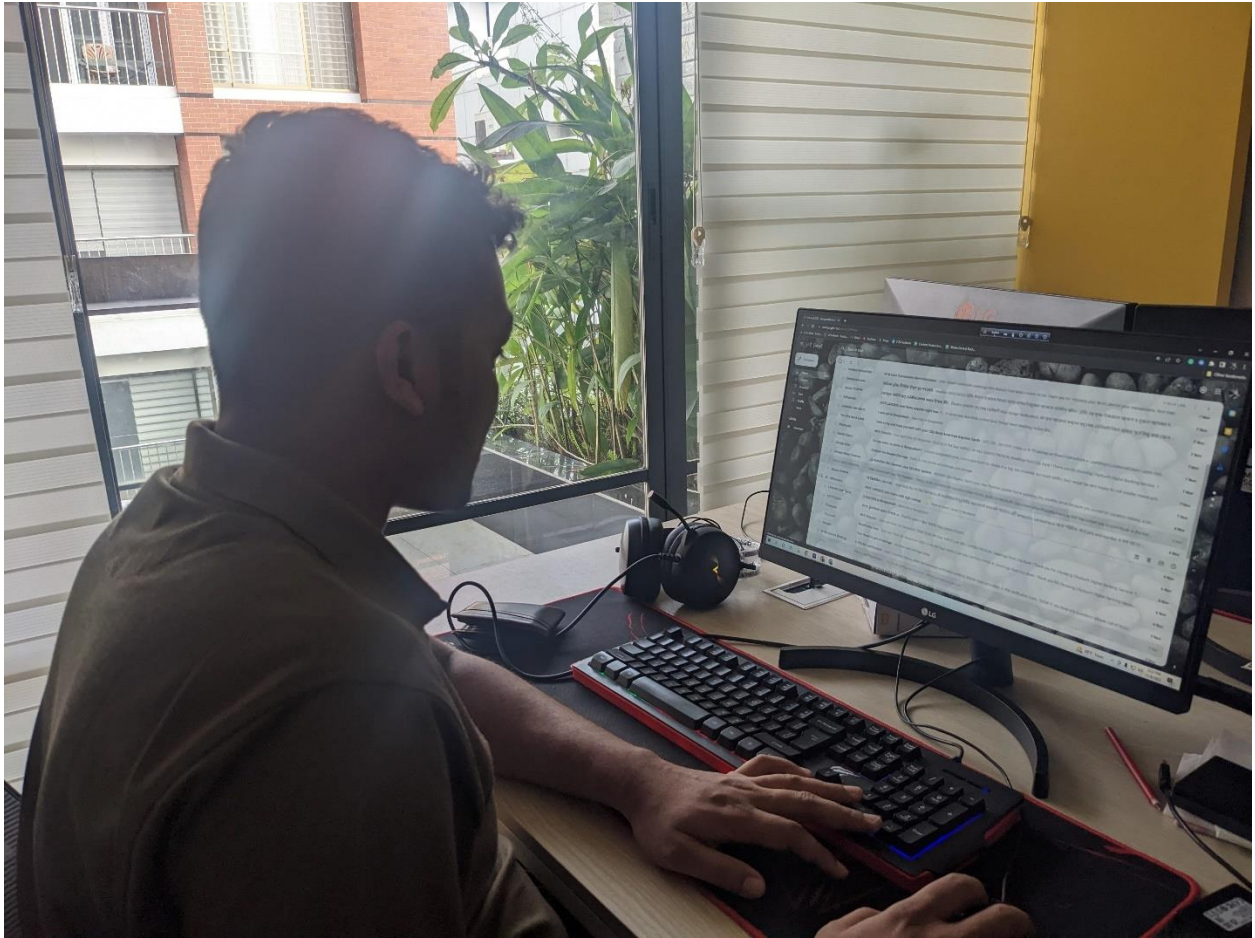
At 10 Minute School, I had the opportunity to grow not just professionally but personally as well. The environment here is incredibly dynamic, and the organizational culture is highly supportive of learning. Unlike my previous experience, where mentorship was limited, the team at 10 Minute School is attentive, approachable, and genuinely invested in helping individuals grow.

This culture of shared knowledge and collaboration has been a cornerstone of my development. I learned a great deal simply by being immersed in such an inspiring workplace. The abundance of opportunities to learn, coupled with the encouragement from experienced professionals, made my time at 10 Minute School a truly transformative experience.

Workplace Photographs



**Creating a 1:1 bar to fit 16:9 videos into square frames,
adding space for text or branding**



Changed sitting position and, following manager's feedback, now checking all emails at the beginning of the day.



**Working on an old project completed before I joined,
as requested by my manager.**

CONCLUDING REMARKS

In conclusion, the journey through these projects has been a transformative experience, showcasing my commitment to professional growth and my ability to adapt to varying responsibilities with confidence and precision. As a project coordinator, I embraced the challenges of managing multiple moving parts, ensuring that objectives were met with efficiency and excellence. This role allowed me to refine my leadership, organization, and problem-solving skills, which are essential in navigating dynamic environments.

As a video editor, I explored the depths of creativity, blending technical expertise with storytelling to produce visuals that not only engage but leave a lasting impression. Each frame, transition, and narrative element was crafted with purpose, reflecting my passion for meaningful communication.

Together, these roles have shaped a comprehensive skill set that bridges strategic planning and creative execution. They have taught me the importance of collaboration, the power of adaptability, and the value of consistent effort in achieving impactful results. Looking forward, I am eager to continue leveraging these experiences to create value, tackle new challenges, and contribute to endeavors that make a tangible difference."