UNIVERSITY OF LIBERAL ARTS BANGLADESH (ULAB)

Department of Media Studies and Journalism

INTERNSHIP REPORT

Submitted by:

NAME: FARZANA HOSSAIN DAINA

ID: 191012042

Submitted to:

Syeda Sadia Mehjabin

Senior Lecturer

Course Code: MSJ 11498, MSJ11499

Term: Fall 2024

HOST ORGANIZATION:

CENTER FOR EXCELLENCE IN TEACHING AND LEARNING (CETL)

Date of Submission: December 24, 2024

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Student Details

Name	Farzana Hossain Daina
ID	191012042
Department	Media Studies and Journalism
Major Concentration	Public Relations
Minor Concentration	Department of English and Humanities
Career Objectives	I aim to go for higher studies in Communication and Digital production. Then, I aim to become an entrepreneur in digital marketing.

Internship Details

Host Organization	Center for Excellence in Teaching and Learning (CETL)
My Working Section	Content Management, Video Editing, Digital Production
Supervisor	Asst.Prof Mohammad Shazzad Hossain, Director, CETL
Designation	Intern
Start Date	22th October,2024
End Date	31 January 2025
Hours Per Week	40 Hours
Total Working Period	Approximately 10 weeks

Acknowledgment

I am immensely grateful for the opportunity to intern at the Center for Excellence in Teaching and Learning (CETL). This experience has been invaluable in enhancing my understanding and skills in digital production and content management. I would like to express my heartfelt thanks to my internship supervisor, Assistant Professor Mohammad Shazzad Hossain, Director of CETL, for his unwavering support, guidance, and mentorship throughout my internship. His expertise and insightful advice have been instrumental in my professional development.

I am very grateful to Mr Bachu Mia, Assistant Manager, IQAC, ULAB, for his continuous guidance, support, and mentorship throughout my internship. His expertise and thoughtful advice have been crucial in my professional development.

I would also like to express my profound appreciation to my Internship Supervisor, Syeda Sadia Mehjabin Madam, Senior Lecturer Bachelor of Social Science, Media Studies and Journalism (MSJ), her unwavering encouragement and wise counsel. Her commitment to encouraging learning and development has made my internship incredibly fulfilling.

I would also like to thank all the faculty members and the team at CETL for their continuous support and for providing a nurturing and collaborative work environment. Their kindness and understanding have greatly enriched my experience.

Lastly, I am grateful to my family and friends for their encouragement and support throughout this journey. Their belief in my abilities has been a significant source of motivation.

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: Farzana Hossain Daina

ULAB ID: 191012042

Signature

MSJ042

INTERNSHIP REPORT APPROVAL FORM

Student Name _Farzana Hossain Daina ID No.____191012042____

Major: ___Public Relations_____Year: ___2024___

Local Phone: ____01645230347_____Email: ___farzana.hossain.msj@ulab.edu.bd__

INTERNSHIP/PROJECT INFORMATION

Internship Organization/Project:_Center for Excellence in Teaching and Learning (CETL)_____

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: _24/12/24_

Name: __Syeda Sadia Mehjabin___ Title:_Senior Lecturer_

E-mail: __sadia.mehjabin@ulab.edu.bd___ Phone: __01713008008

Introduction

As a passionate student with a love for communication and connecting with new people, my internship at the Center for Excellence in Teaching and Learning (CETL) has been an enriching experience. This opportunity allowed me to apply my academic knowledge to real-world scenarios, enhancing my skills in digital production and content management. Guided by seasoned professionals at CETL, I participated in various projects that applied my academic knowledge to practical scenarios and provided me with a deeper insight into the strategies and intricacies of digital production.

CETL provided an optimal environment to nurture my abilities, known for its innovative, creative, and student-focused approach. The culture at CETL, rich in collaboration and creativity, aligned perfectly with my desire for impactful and meaningful work. I worked alongside a diverse group of talented individuals who were not only generous in sharing their expertise but also committed to fostering an environment of continuous learning and innovation.

In summary, this internship has been a foundational step in my career, documented in this report, which highlights the invaluable experiences and lessons garnered during my tenure at CETL.

Expectations/Objectives

My main goal was to gain hands-on experience and insight into the professional world, moving beyond theoretical knowledge and classroom learning. Upon beginning my internship, I was assigned to the Content Management, Video Editing, and Digital Production team. Drawing from the center's focus on enhancing teaching and learning experiences, the following were my expectations/objectives:

- Deepen understanding of digital production and content management in educational settings.
- Improve leadership and project coordination skills.
- Learn to analyze and utilize educational data effectively.
- Enhance internal and external communication abilities.
- Understand the content development process and its impact.
- Foster creativity in educational campaign design and execution.

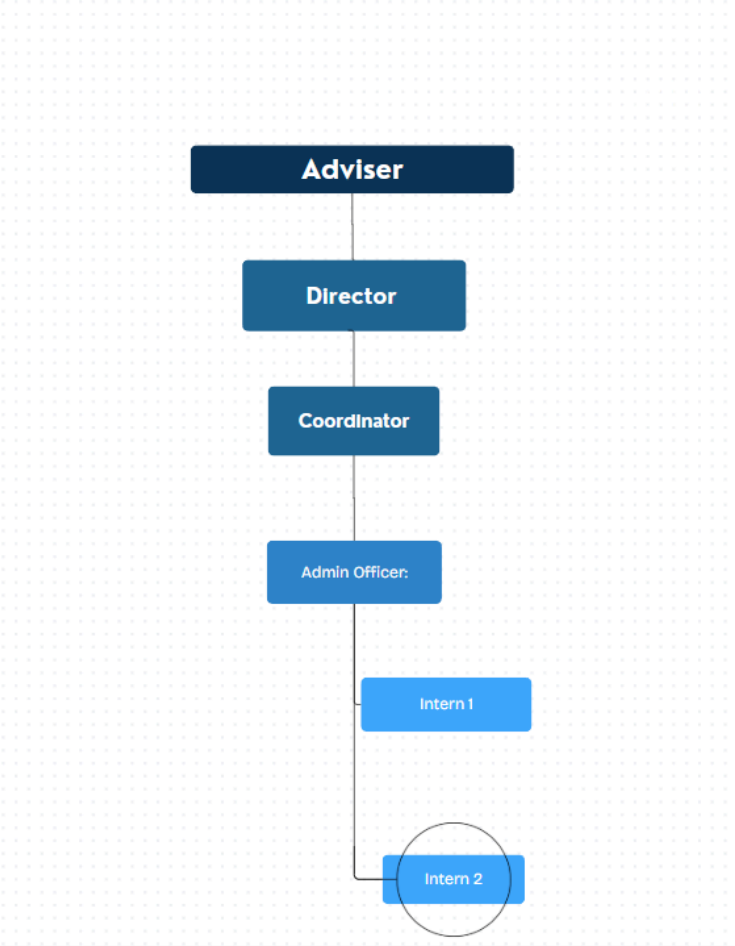
Host Organization

The Center for Excellence in Teaching and Learning (CETL) at the University of Liberal Arts Bangladesh (ULAB) is dedicated to enhancing the quality of teaching and learning experiences. Established to support faculty development and innovative teaching practices, CETL plays a crucial role in promoting academic excellence and student success.

CETL operates with a mission to foster a culture of continuous improvement in teaching and learning. Utilizing various digital platforms and resources, CETL supports faculty in developing engaging and effective educational content. Located at ULAB, the center has quickly become a hub for innovative teaching practices, reflecting its success in providing reliable and exemplary services.

As a growing educational center, CETL focuses on innovative and student-centric solutions, ensuring every aspect of the learning experience is covered under one roof. This approach not only simplifies the educational experience but also positions CETL as a leader in its field within the academic community.

Company's Organogram



Tasks

I began my internship at CETL on October 22, 2024, as an operational member of the team. My responsibilities included:

- Generate content (Audio-Video Text to support digital storytelling through communication channels)
- Contribute to promoting CETL research and events through the website and social media channels like Facebook, Linkedin, Twitter, and YouTube
- Advice and ensure appropriate tenor and depth of information during content development for portal/other available platforms
- Provide support to research studies with background research, data analysis, and report writing
- Collaborate effectively with team members and other stakeholders to arrange academic and industry conferences, seminars, and workshops
- Any other activities delegated by CETL related to the ongoing projects

Project Details

Project-1

Project Name: Intern Welcome Poster for Social Media

Start Date: 22/10/2024

End Date: 23/10/2024

Presentation Date: 23/10/2024

Project Overview:

As part of my internship at the Center for Excellence in Teaching and Learning (CETL) at ULAB, I was tasked with designing a welcome poster to announce my joining as a new intern. The primary objective of this project was to create a visually appealing and engaging poster that would introduce me to the CETL team and the broader ULAB community. The poster needed to align with CETL's branding guidelines and convey a warm and welcoming message.

My Tasks and Responsibilities:

Conceptualization: I began by brainstorming ideas for the poster design, focusing on creating a welcoming and professional look.

Content Gathering: I collected necessary content, including my photograph, CETL and ULAB logos, and the welcoming message.

Design Execution: Using Adobe Photoshop, Adobe Illustrator, and Canva, I created the poster layout, ensuring it was visually balanced and aligned with CETL's branding.

Review and Feedback: I presented the initial design to my supervisor, Assistant Professor Mohammad Shazzad Hossain, for feedback and made necessary revisions

Finalization: After incorporating the feedback, I finalized the design and prepared it for distribution on LinkedIn and Facebook

“The CETL at ULAB is thrilled to welcome Farzana Hossain Daina as the newest member of our internship team.

Farzana brings a wealth of skills and a deep commitment to driving positive change, making her a valuable addition to our dynamic environment. Known for her creative approach, strong work ethic, and passion for learning, she embodies the qualities of a true leader and innovator. We are confident that Farzana's contributions will inspire growth and add a fresh perspective to our ongoing projects. We look forward to her journey with us and the many ways in which she will enrich the CETL team.

Image 1.1: Initial Caption and Poster

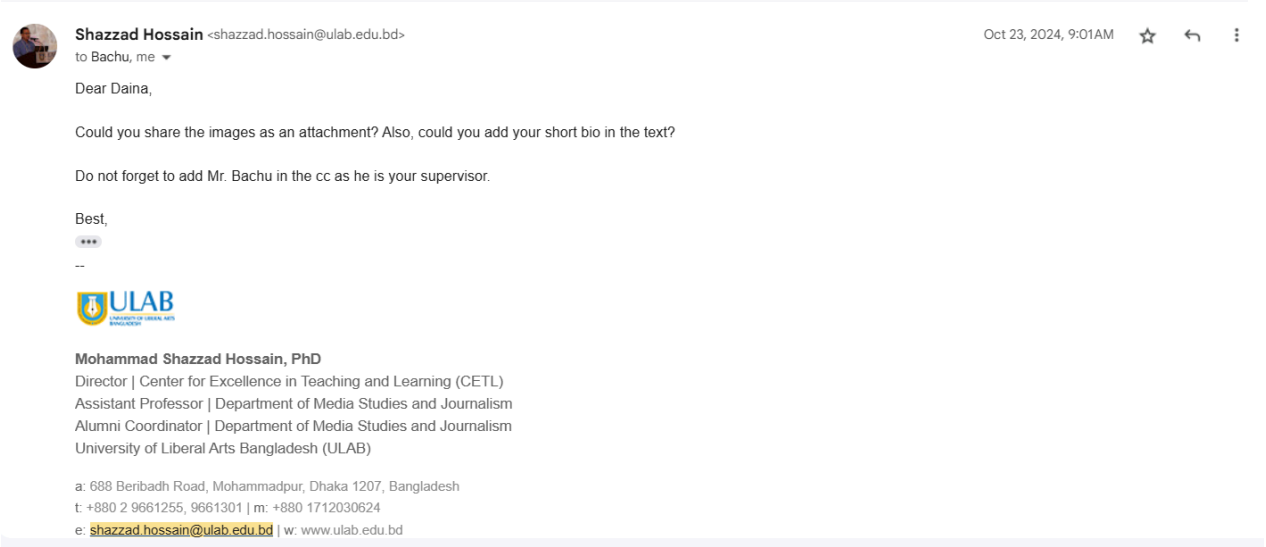


Image 1.2: Feedback from Sir

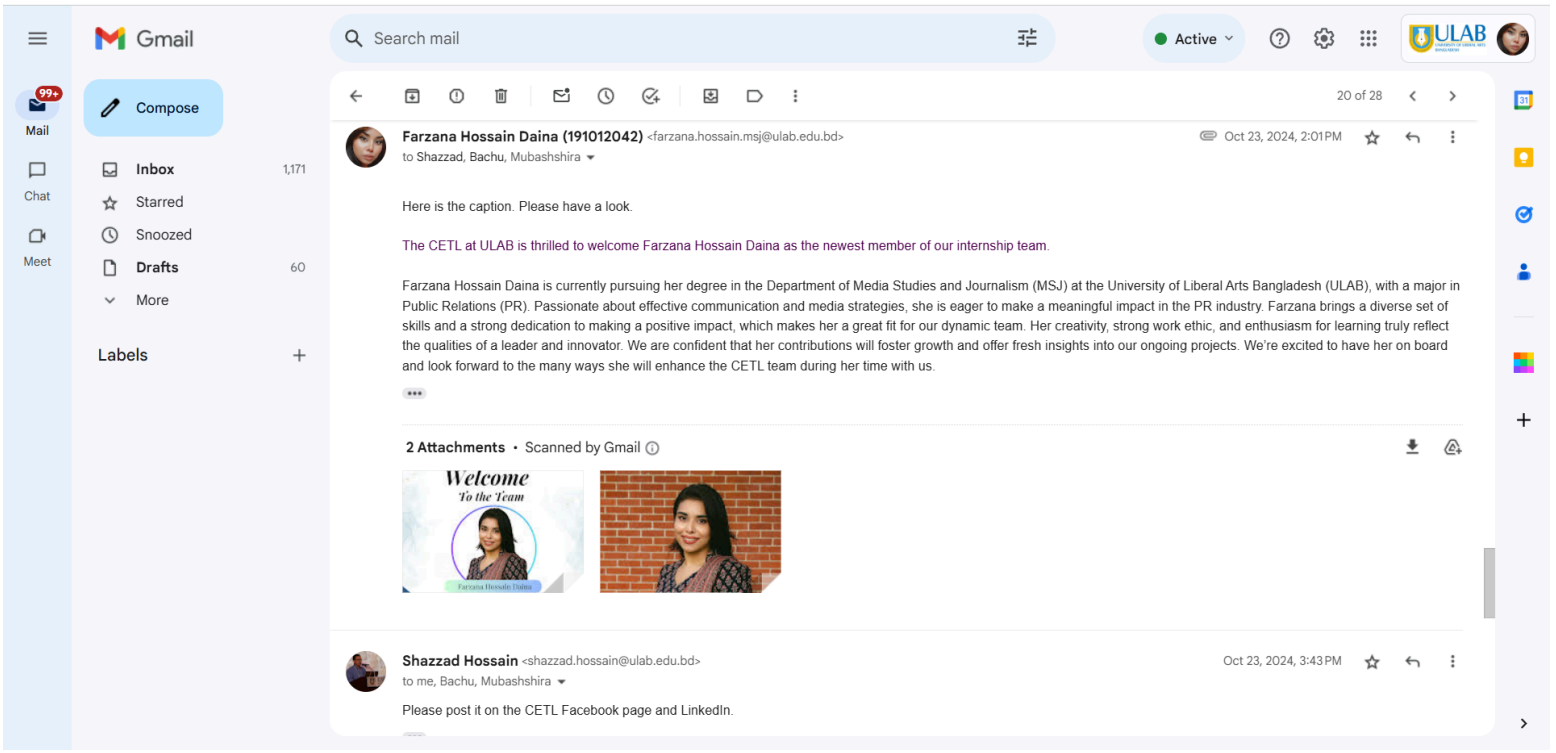


Image 1.3: Updated Caption after feedback and got confirmation

Image 1.4: **Linkedin Post**

Image 1.5: **Facebook Post**

My Mistakes/challenges:

- Image Quality: The photograph I initially used was not of high resolution, which affected the overall quality of the poster.
- Text Placement: The initial placement of the text was not optimal, making the poster look cluttered. The headline and subheadings needed better spacing and alignment.
- Caption Rewrite: The caption that I initially wrote lacked my bio, as a result I had to rewrite it.

My Learnings:

- This project taught me the significance of proper text placement and spacing to create a visually appealing and balanced design.
- I realized the importance of using high-resolution images to ensure the final output is of high quality.
- I gained valuable experience in presenting my work for feedback and incorporating suggestions to improve the design.
- This project highlighted the need for meticulous attention to detail in every aspect of the design process, from conceptualization to finalization.

Project-2

Project Name: Seminar on Potential of Generative AI in Tertiary Education: Risks and Benefits

Start Date: 31/10/24

End Date: 31/10/24

Presentation Date: 31/10/24

Project Overview: As part of this project, I was assigned the role of photographing a seminar focused on the adaptation of generative AI in higher education. The seminar, held on October 31, 2024, was organized by CETL and led by Iram Mehrin, a senior lecturer at the Center for Language Studies (CLS). The event gathered sixteen ULAB faculty members to discuss the potential risks and benefits of generative AI in teaching and learning.

My Tasks and Responsibilities:

- **Event Photography:** I was responsible for capturing high-quality photographs of the seminar, including shots of the speakers, attendees, and key moments throughout the event.
- **Equipment Management:** I ensured that all photography equipment was in working order and ready for use before the event started.
- **Candid Shots:** In addition to formal photographs, I took candid shots of the participants and speakers to capture the atmosphere and engagement of the seminar.
- **Post-Processing:** After the event, I edited and enhanced the photographs in Adobe Photoshop to ensure they were of the highest quality.
- **Delivery:** I compiled the final set of photographs and delivered them to my supervisor, Assistant Professor Mohammad Shazzad Hossain, for review and approval after which I published the photos in the Social Media of CETL.

Image 2.1: Seminar opening by our Director Sir Mohammad Shazzad Hossain

Image 2.2: Iram Mehrin Madam during her session

Image 2.3 and 2.4: Group discussion during seminar

Image 2.5: During the questionnaire session

Image 2.6: Group picture of the seminar attendees

Image 2.7: Facebook post of the event

My Mistakes/Challenges

- Lighting Conditions: The lighting in the seminar room was not optimal for photography, which made it challenging to capture clear and well-lit images. I had to adjust my camera settings frequently to compensate for the varying light conditions.
- Crowd Management: With multiple attendees moving around, it was difficult to get clear shots of the speakers without people walking into the frame. I had to be very patient and strategic in my positioning to capture the best moments.
- Equipment Limitations: My camera battery ran out faster than expected, and I had to quickly switch to a backup battery. This caused a brief interruption in my photography and required me to adjust to a different set of equipment settings.
- Focus and Composition: Initially, some of my shots were not as sharply focused as I would have liked, and the composition was not always ideal. I had to be more mindful of my camera settings and framing as the event progressed.

My Learnings

- Adaptability: I learned to adapt quickly to changing lighting conditions and equipment issues, ensuring that I could still capture high-quality photographs despite the challenges.
- Patience and Strategy: This project taught me the importance of patience and strategic positioning in event photography, especially when dealing with a dynamic and moving crowd.
- Equipment Preparedness: I realized the importance of having fully charged backup equipment and being familiar with its settings to minimize interruptions during the event.
- Attention to Detail: I gained a deeper understanding of the importance of focus and composition in photography, and how small adjustments can significantly improve the quality of the images.
- Post-Processing Skills: Editing and enhancing the photographs after the event allowed me to refine my post-processing skills, ensuring that the final images were of the highest quality.

Overall, this project was a valuable learning experience that allowed me to apply my photography skills professionally and contribute to the documentation of an important seminar at CETL.

Project-3

Project Name: Moodle Training Photography

Start Date: 9/11/2024

End Date: 9/11/2024

Presentation Date: 10/11/2024

Project Overview: I was tasked with photographing the Moodle training session for faculty members. The primary objective of this project was to capture high-quality images of the training session, which would be used for documentation, promotional materials, and future reference. The training session focused on the use of Moodle as a learning management system and was led by experienced faculty members.

My Tasks and Responsibilities:

- Event Coverage: I attended the training session and captured various moments, including the opening remarks by M. Shazzad Hossain, the main training led by Arifa Ghani Rahman, and the interactive sessions facilitated by Sarkar Barbaq Quarmal.
- Photography: I focused on capturing key aspects of the training, such as the presentations, participant engagement, and the Q&A session.
- Post-Processing: After the event, I reviewed the photographs, selected the best ones, and edited them to enhance their quality.
- Delivery: I compiled the edited photographs and submitted them to my supervisor for review and further use

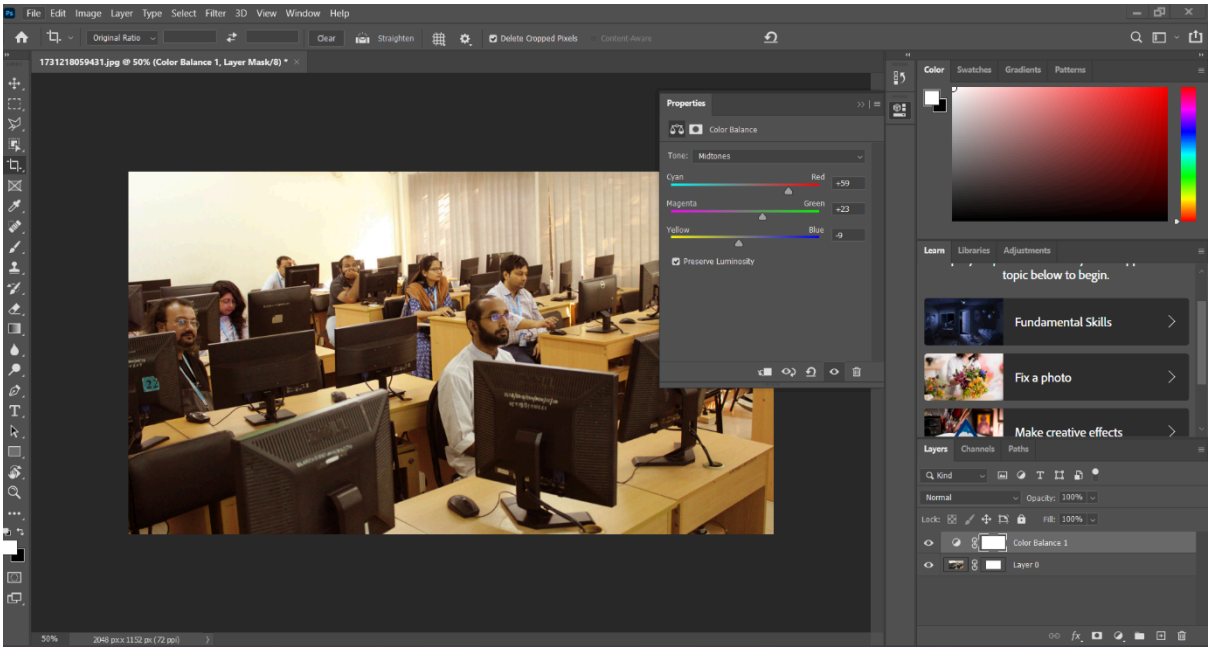


Image 3.1: Editing the photos and correcting colors in Adobe Photoshop

Image 3.2, 3.3, 3.4: Final versions

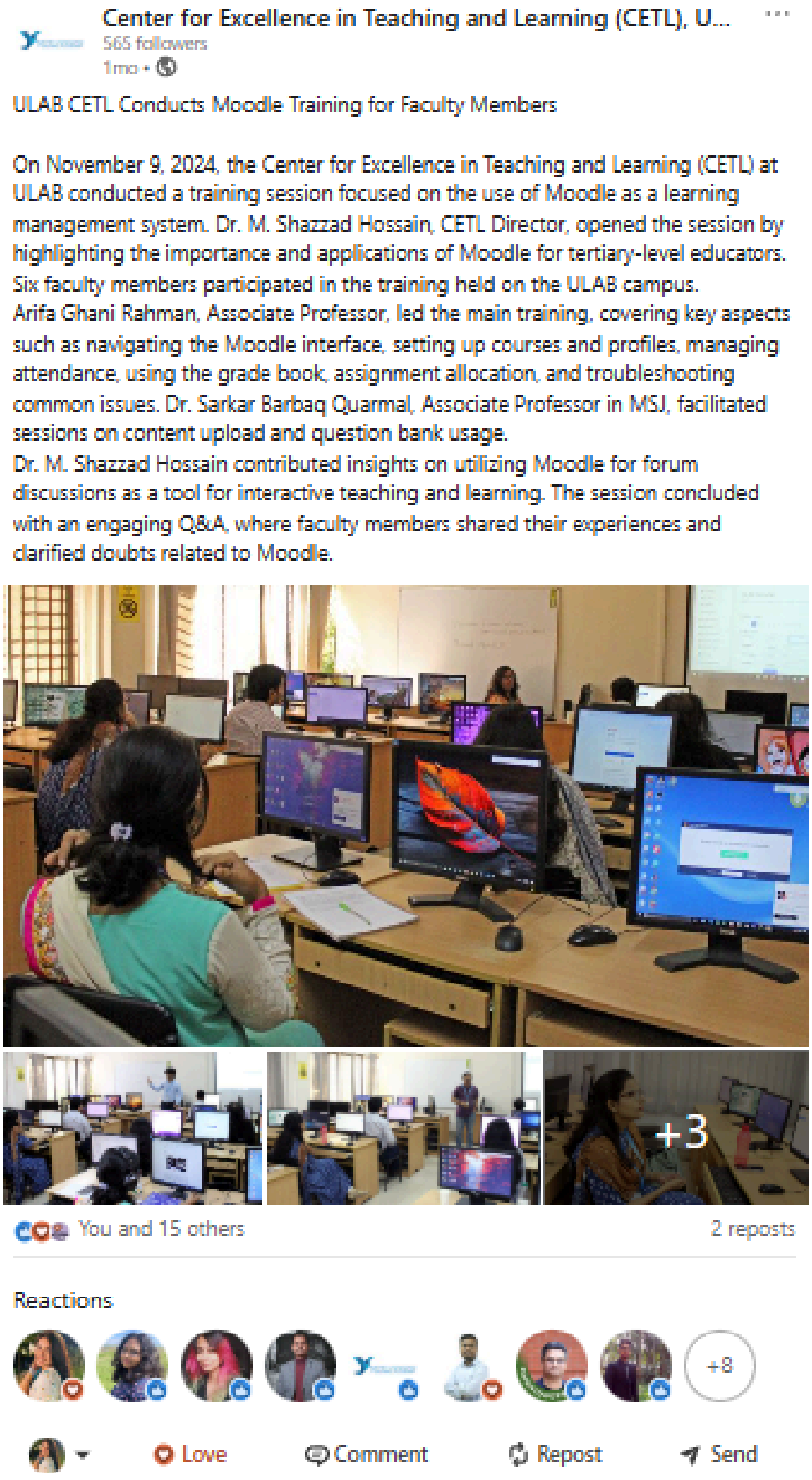


Image 3.5: Linkedin Post

My Mistakes/Challenges

- **White Balance:** One of the main challenges I faced was regulating the white balance. The lighting conditions in the training room were not ideal, which affected the color accuracy of the photographs. This issue was particularly noticeable in the initial set of images.
- **Lighting Conditions:** The varying lighting conditions during the session made it difficult to maintain consistent exposure and color temperature across all photographs.
- **Equipment Limitations:** My camera equipment had limitations in handling low-light situations, which affected the clarity of some images.
- **Time Management:** Balancing the need to capture various moments while ensuring the quality of each photograph was challenging. I had to quickly adjust settings and positions to get the best shots.

My Learnings

- **White Balance Management**: I learned the importance of manually setting the white balance to match the lighting conditions, especially in indoor settings. This helps in achieving accurate colors and avoiding post-processing challenges.
- **Adaptability:** The experience taught me to be more adaptable to changing lighting conditions and to quickly adjust camera settings to maintain consistent image quality.
- **Post-Processing Skills:** I enhanced my post-processing skills by learning how to correct white balance issues and improve the overall quality of photographs using editing software.
- **Equipment Preparedness:** I realized the importance of having the right equipment and being prepared for different lighting scenarios. This includes using external flashes or reflectors to improve lighting conditions.
- **Time Efficiency**: I learned to manage my time more efficiently during event photography, ensuring that I capture all essential moments while maintaining high image quality.

Project-4

Project Name: Corporate Video for CETL
Date Start: 24/10/24
Date End: 20/11/24
Presentation Date: 21/11/24

Project Overview:

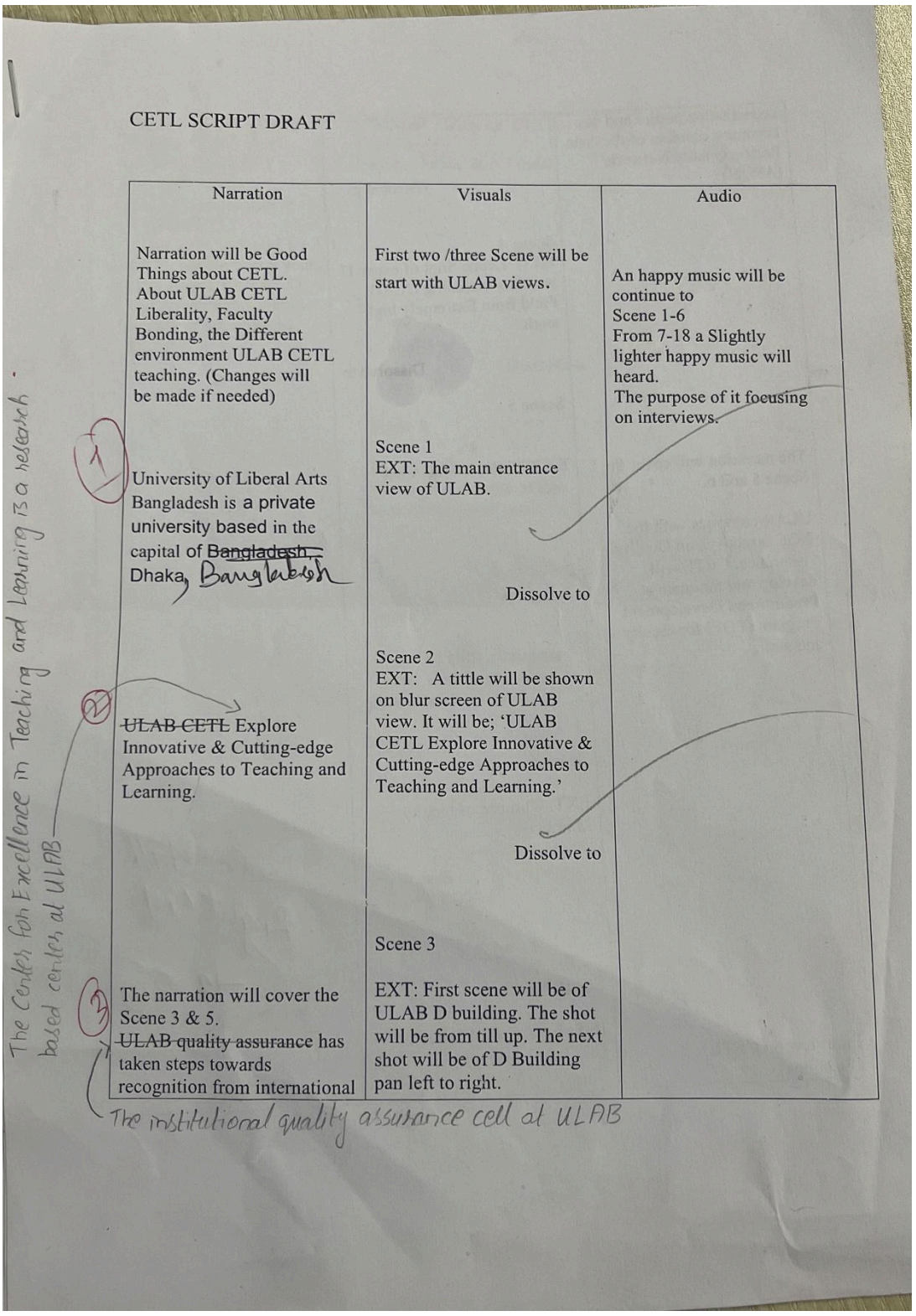
The CETL Corporate Video project was an exciting opportunity for me to create a comprehensive and engaging video that highlights the mission, values, and contributions of the Center for Excellence in Teaching and Learning (CETL) at the University of Liberal Arts Bangladesh (ULAB). I was assigned to showcase CETL's commitment to enhancing teaching quality through innovative approaches and its role in improving faculty performance across various responsibilities. I aimed to promote CETL's dedication to fostering a culture of quality in education, emphasizing the center's focus on innovative teaching methods and quality assurance. Additionally, I was also briefed about the corporate video's structure and layout by my supervisor. This featured interviews with key faculty members, including our respected Vice-Chancellor Prof. Imran Rahman, Pro Vice-Chancellor Prof. Jude W.R. Genilo, PhD, and and the Director of CETL Mohammad Shazzad Hossain, PhD, to provide insights into their experiences and the impact of CETL's initiatives.

The video was designed to serve as a promotional tool to attract potential faculty members and students, enhancing CETL's brand and reputation. Throughout the project, I focused on creating a visually appealing and professionally edited video that aligns with CETL's branding guidelines, ensuring it could be effectively used on CETL's website, social media platforms, and at educational conferences and events.

My Task and Responsibility:

1. Conceptualization and Planning**:**
    - I developed the concept and storyboard for the corporate video, identifying key messages and themes to be included.
    - I planned the structure and flow of the video, including interviews, testimonials, and visuals.
2. Coordination and Filming:
    - I scheduled and coordinated interview with the director of CETL, ensuring high-quality video and audio recording during filming sessions.
    - I conducted on-campus filming to capture footage of CETL's facilities, and activities for filler shots.
3. Editing and post-production:
    - I edited the video footage using Adobe Premiere Pro, incorporating CETL's branding elements.
    - I added background music, transitions, and effects to enhance the video's visual appeal.
4. Presentation and Feedback:
    - I presented the final video to my director sir for approval and incorporated feedback to make necessary revisions.
    - I prepared the video for distribution on CETL's website, social media platforms.

Image 4.1, 4.2, 4.3, 4.4, and 4.5: Story Board that I developed along with the corrections



CETL SCRIPT DRAFT

Narration	Visuals	Audio
Narration will be Good Things about CETL. About ULAB CETL Liberality, Faculty Bonding, the Different environment ULAB CETL teaching. (Changes will be made if needed)	First two /three Scene will be start with ULAB views.	An happy music will be continue to Scene 1-6 From 7-18 a Slightly lighter happy music will heard. The purpose of it focusing on interviews.
University of Liberal Arts Bangladesh is a private university based in the capital of ~~Bangladesh~~, Dhaka, Bangladesh	Scene 1 EXT: The main entrance view of ULAB. Dissolve to	
~~ULAB CETL~~ Explore Innovative & Cutting-edge Approaches to Teaching and Learning.	Scene 2 EXT: A tittle will be shown on blur screen of ULAB view. It will be; 'ULAB CETL Explore Innovative & Cutting-edge Approaches to Teaching and Learning.' Dissolve to	
The narration will cover the Scene 3 & 5. ~~ULAB quality assurance~~ has taken steps towards recognition from international	Scene 3 EXT: First scene will be of ULAB D building. The shot will be from till up. The next shot will be of D Building pan left to right.	

The Center for Excellence in Teaching and Learning is a research based center at ULAB

The institutional quality assurance cell at ULAB

accreditation bodies and has become a member of the Asia Pacific Quality Network (APQN)	Dissolve to Scene 4 EXT: Drone Shot of entire D building including ULAB Field from Extremely high angle. Dissolve to Scene 5	
The narration will cover the Scene 5 and 6. ULAB complies with the UGC directives on Quality Assurance. CETL will develop and maintain a Professional Development Program (PDP) for faculty and staff.	EXT: Entire ULAB View. Dissolve to Scene 6 EXT: Glimpse of faculty Members. Dissolve to	Left till Right till (12-24)
Interview on CETL. Questions	Scene 7 INT: Interview of Director CETL; regarding CETL.	

Introduction of Director What is ULAB CETL? HOW ULAB CETL Works? What is the purpose of ULAB CETL? What is the vision of ULAB CETL for the next 5 years? How does ULAB CETL contribute to the overall quality of education at ULAB?	Location : Director CETL Office. Angle: Fontal & ¾ Fontal Dissolve to Scene 8 INT: The shot of CETL Name plate outside of the room will appear here. Dissolve to Scene 9 INT: The clips of director taking workshop; while interview. Dissolve to Scene 10	
Introduction of VC Sir. What are the ULAB quality policies? HOW ULAB/ VC would like to establish the quality policy? What are your hopes and dreams for ULAB CETL in the long term?	INT: Interview of VC, Professor, Imran Rahman regarding ULAB & ULAB CETL Policy. Angle: Fontal & ¾ Fontal Location: VC Office Dissolve to Scene 11 INT: The view of the name	Vice ULAB

How does ULAB CETL contribute to the reputation of ULAB as a leading liberal arts university in Bangladesh?	plate of VC on his Desk while running the interview. Dissolve to Scene 12 INT: VC room view while continuing the interview. The outside scenario from VC room. Dissolve to Scene 13 INT: Interview Of Professor Jude William Genilo about CETL. Location: Pro VC Office. Dissolve to Scene 14	
Pro VC will talk about the vision and aim. Introduction of Pro VC. What is ULAB CETL 's Vision and Mission? What ULAB CETL Planning for? How does ULAB CETL align with the overall mission and vision of ULAB?	INT: The shot of door name plate of Pro VC . Dissolve to Scene 15 INT/EXT: Pictures of CETL workshops including Pro VC,	

CETL's objective is to enhance quality by establishing and maintaining excellence in all their activities: teaching, learning, and research.	Director, Faculties Dissolve to Scene 16 INT: Interview shot will be added of Director Of CETL. Dissolve to Scene 17 EXT: View of ULAB Field (Internal) from building A walkway. Scenario of ULAB Field & Ground. Dissolve to Scene 18 Ending with CETL logo and members name who worked to make the Corporate Video (behind the camera) If Needed The End	

Image 4.6: Interviewing Mohammad Shazzad Hossain Sir, Director, CETL

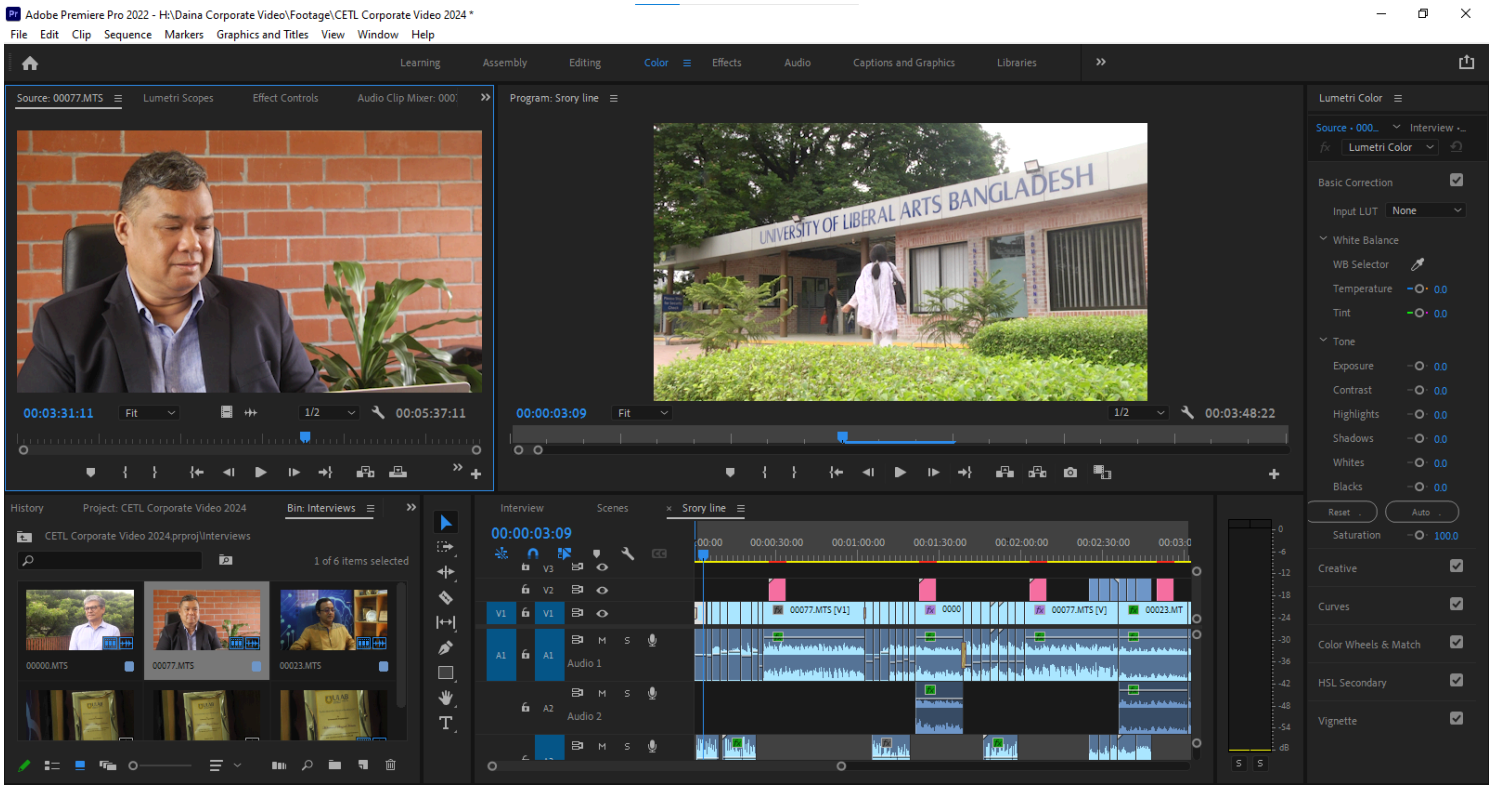


Image 4.7: Video Editing for the corporate video

My Mistakes/Challenges:

1. Technical Challenges:
    - I struggled with editing software to create a polished final product.
    - I overcame this challenge by seeking guidance from experienced video editors and utilizing online tutorials and resources.
2. Content Selection:
    - I initially included too much information, making the video lengthy and less engaging.
    - I overcame this challenge by refining the content and focusing on key messages and highlights.

My Learnings:

1. Video Production Skills:
    - I improved my video editing skills and understanding of storytelling techniques.
    - I learned the importance of effective communication and coordination in video production.
2. Project Management:
    - I gained experience in managing a complex project with multiple stakeholders and tight deadlines.
    - I learned the importance of flexibility, adaptability, and effective time management in project execution.
3. Branding and Communication:
    - I enhanced my ability to create content that aligns with an organization's mission, values, and branding guidelines.
    - I improved my skills in communicating complex ideas and messages effectively through visual media.
4. Collaboration and Teamwork:
    - I developed strong collaborative skills by working with a diverse team of faculty members, students, and staff.
    - I learned the importance of seeking and incorporating feedback to improve the final product.

Project-5

Project Name: Photographing and Volunteering at “The Induction Training for Tertiary Teachers Teaching and Learning Strategies”

Start Date: 05/12/24

End Date: 05/12/24

Presentation Date: 07/12/24

Project Overview: I was assigned to capture the day-long training program on Teaching and Learning Strategies through photographs and to work as an active volunteer to coordinate the training. The training aimed to foster innovative and effective teaching practices among faculty members.

My Tasks and Responsibilities:

- Event Photography: Captured photographs of the training sessions, speakers, and participants.
- Volunteering: Coordinated with the training team to ensure smooth logistics and participant engagement.
- Assisted in setting up and managing the training venue and materials.
- Provided support to speakers and participants throughout the day.

Image 5.1 Group discussion in the training seminar

Image 5.2 Opening of the training seminar

Image 5.3 "Making learning interesting" During Haseeb Sir's session

Image 5.4 Group photo of the training program

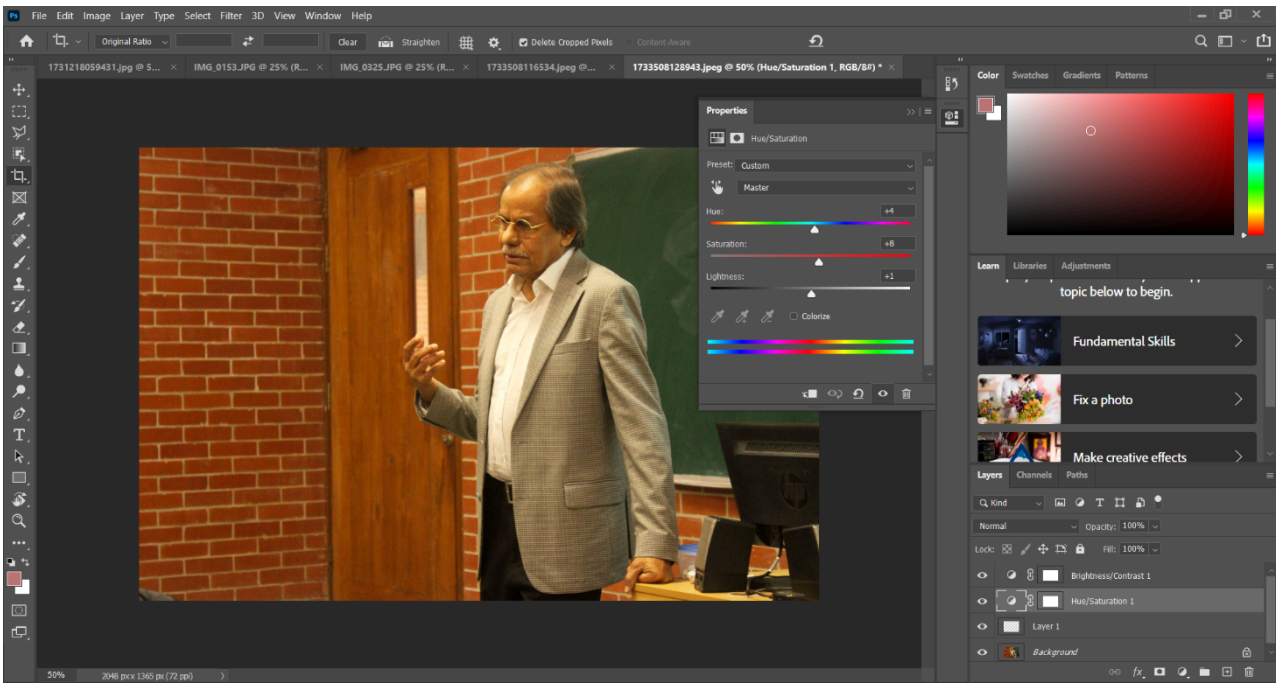


Image 5.5: Editing the captured photographs

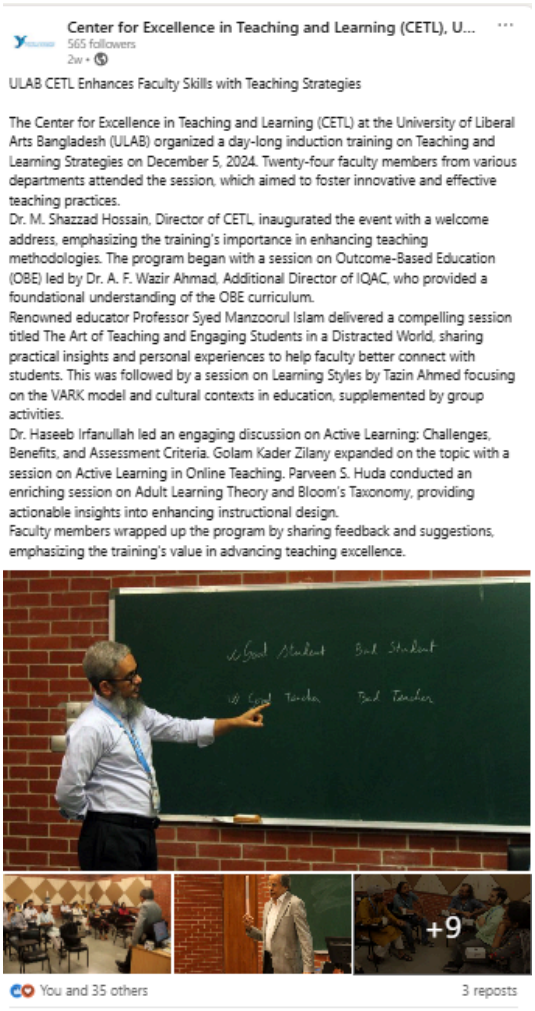


Image 5.6: Published photos in the LinkedIn page

My Mistakes/Challenges:

- Multiple tasks at once: Had to manage time effectively to balance photography and coordination tasks.

My Learnings:

- Improved my photography skills, particularly in capturing dynamic and engaging moments.
- Time Management: Enhanced my coordination and time management skills in a fast-paced environment.
- Event Management Skill: Gained experience in event management and logistics coordination.

Project- 6 and Project- 7

Project Name: "How Junior Faculties handle Gen Z students?"

[Note: This project is separated into two parts, Pre-Production and Post Production]

Start Date: 01/11/24

End Date: 20/12/24

Presentation Date: 22/12/24

Project Overview: A Mini Social Media Series featuring Junior Lecturers at ULAB.

For this project, I was informed by my supervisor about an ongoing social media miniseries known as "How Junior Faculties handle Gen Z students?". After the brief introduction, I grew an understanding of the motive and message of the series. The series features junior faculties where they talk about how they handle the students who belong to Generation Z which is commonly known as Gen-Z.

My Task and Responsibility: [Pre-Production and Production]

Initially, I chose 20 faculty members as cast for the upcoming episodes of the series, after which 15 faculties were finalized by my director sir. They were to be interviewed and among the 15 faculty members, 10 of the faculties have fully confirmed for the interview. I was assigned to communicate with the confirmed faculties and fix a date for the shooting schedule. The tasks that I did for this part were:

- Communicate with the faculties in person during their advising hours
- Communicate with the faculties through mail and phone calls
- Create a finalised schedule after confirmation
- Created interview questions for the faculties in English and Bengali and confirmed it from my supervisor
- Planned where the shooting locations and how the shots should be after discussion with my director sir.
- Prepared the interviewees with the interview questions before hand
- Went for the class assessment shoot and the interview of the respective faculties

CETL video about Gen Z (Faculty List)

Faculty Name	Department	Designation	Semester
Nazmun Nur Eva	BBA	Lecturer	Fall 2024
Sakib Hasan Siddiqui	BBA	Lecturer	Fall 2024
Oliur Rahman Sun	DEH	Lecturer	Fall 2024
Sheikh Nahiyan	DEH	Lecturer	Fall 2024
Anika Tahsin	DEH	Lecturer	Fall 2024
Mehek Chowdhury	DEH	Lecturer	Fall 2024
Md. Ferdous Bin Hafiz	CSE	Lecturer	Fall 2024
Shakib Mahmud Dipto	CSE	Lecturer	Fall 2024
Jannatul Ferdous Ruma	CSE	Lecturer	Fall 2024
Md. Nazmul Abdal	CSE	Lecturer	Fall 2024
Niaz Ashraf Khan	CSE	Lecturer	Fall 2024
Nazifa Tasnim Hia	CSE	Lecturer	Fall 2024
Dil Afroz Jahan	GED	Lecturer	Fall 2024
Mr. Nibras Bin Sayed	MSJ	Lecturer	Fall 2024
Md. Mahady Hasan	MSJ	Lecturer	Fall 2024
Ms.Arwin Ahmed Mitu	MSJ	Lecturer	Fall 2024
Sadia Afrin	BBS	Lecturer	Fall 2024
Shirin Akter	BBS	Lecturer	Fall 2024
Rukhsana Choudhury	EEE	Lecturer	Fall 2024

Image 6.1: Initial list of the Interviewees

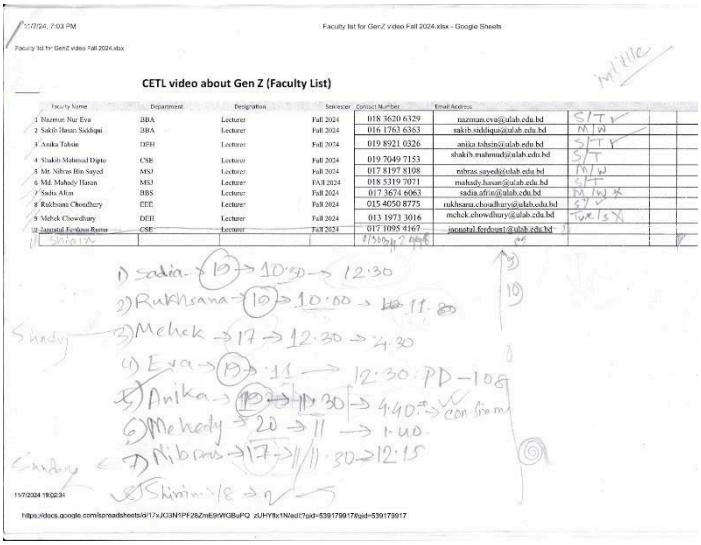
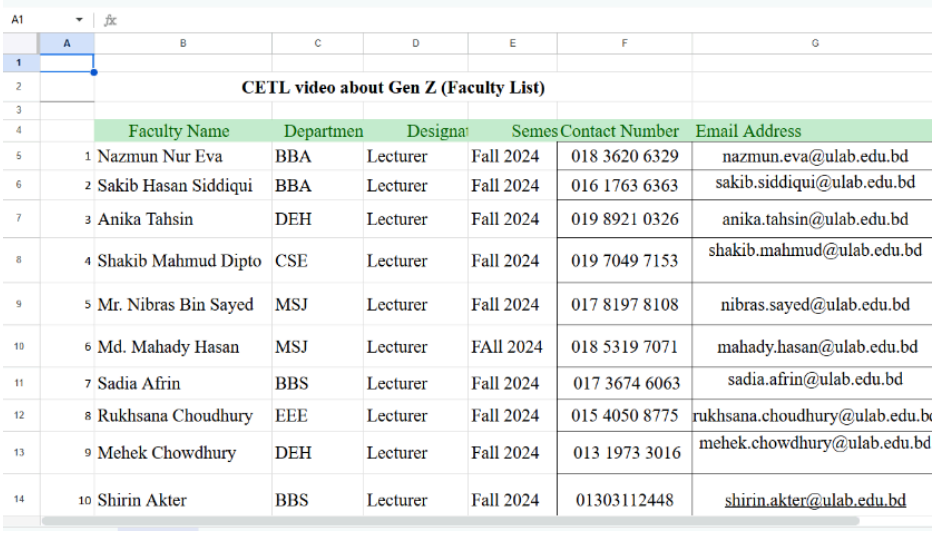


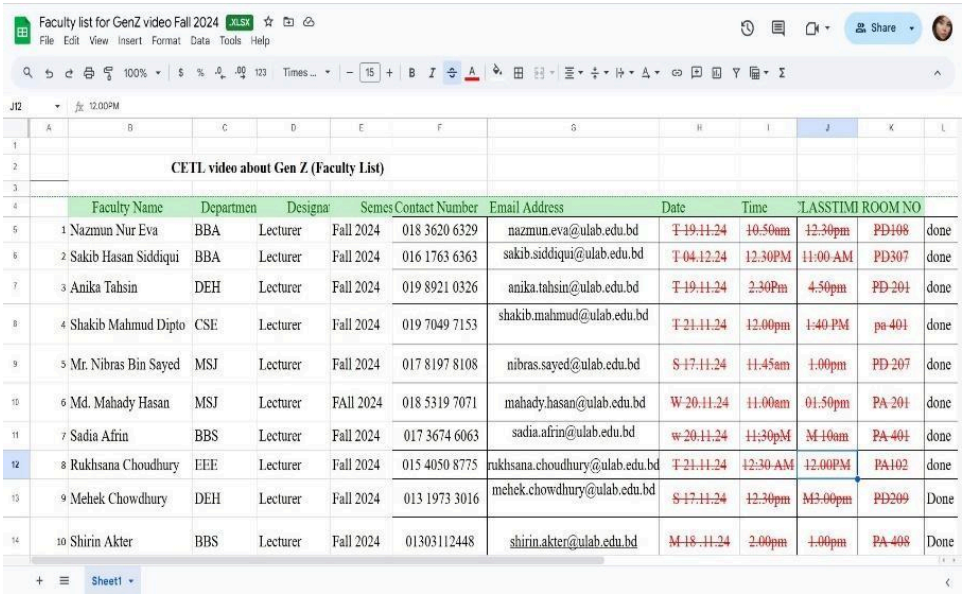
Image 6.2: Finalised List of the Interviewees



CETL video about Gen Z (Faculty List)

	Faculty Name	Departmen	Designa	Semes	Contact Number	Email Address
1	Nazmun Nur Eva	BBA	Lecturer	Fall 2024	018 3620 6329	nazmun.eva@ulab.edu.bd
2	Sakib Hasan Siddiqui	BBA	Lecturer	Fall 2024	016 1763 6363	sakib.siddiqui@ulab.edu.bd
3	Anika Tahsin	DEH	Lecturer	Fall 2024	019 8921 0326	anika.tahsin@ulab.edu.bd
4	Shakib Mahmud Dipto	CSE	Lecturer	Fall 2024	019 7049 7153	shakib.mahmud@ulab.edu.bd
5	Mr. Nibras Bin Sayed	MSJ	Lecturer	Fall 2024	017 8197 8108	nibras.sayed@ulab.edu.bd
6	Md. Mahady Hasan	MSJ	Lecturer	FAll 2024	018 5319 7071	mahady.hasan@ulab.edu.bd
7	Sadia Afrin	BBS	Lecturer	Fall 2024	017 3674 6063	sadia.afrin@ulab.edu.bd
8	Rukhsana Choudhury	EEE	Lecturer	Fall 2024	015 4050 8775	rukhsana.choudhury@ulab.edu.b
9	Mehek Chowdhury	DEH	Lecturer	Fall 2024	013 1973 3016	mehek.chowdhury@ulab.edu.bd
10	Shirin Akter	BBS	Lecturer	Fall 2024	01303112448	shirin.akter@ulab.edu.bd

Image 6.3: Finalised list details in Excel sheet

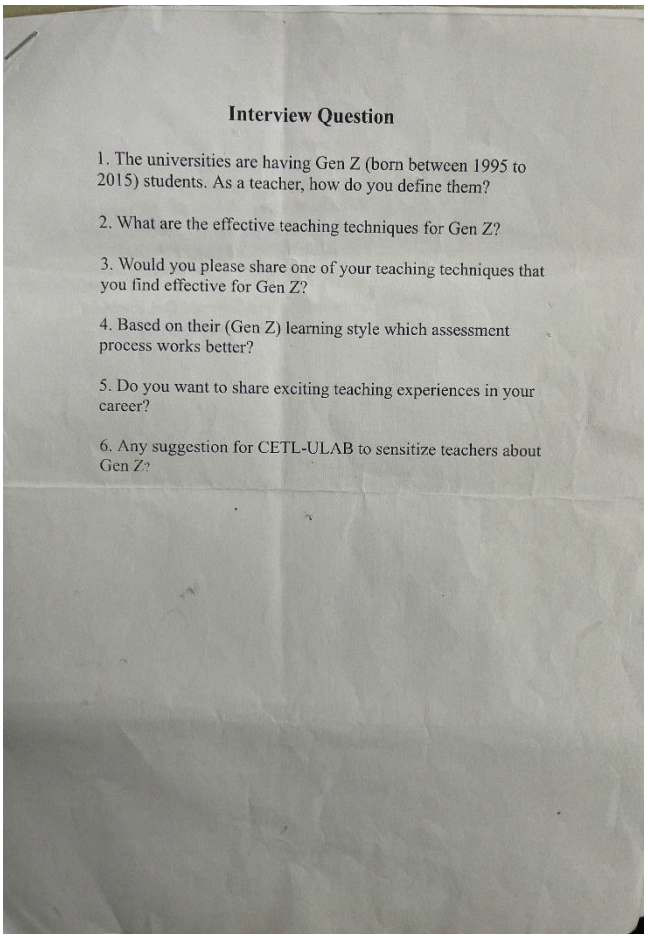


Faculty list for GenZ video Fall 2024

CETL video about Gen Z (Faculty List)

	Faculty Name	Departmen	Designa	Semes	Contact Number	Email Address	Date	Time	CLASSTIMI	ROOM NO	
1	Nazmun Nur Eva	BBA	Lecturer	Fall 2024	018 3620 6329	nazmun.eva@ulab.edu.bd	~~T 19.11.24~~	~~10.50am~~	~~12.30pm~~	~~PD108~~	done
2	Sakib Hasan Siddiqui	BBA	Lecturer	Fall 2024	016 1763 6363	sakib.siddiqui@ulab.edu.bd	~~T 04.12.24~~	~~12.30PM~~	~~11:00 AM~~	~~PD307~~	done
3	Anika Tahsin	DEH	Lecturer	Fall 2024	019 8921 0326	anika.tahsin@ulab.edu.bd	~~T 19.11.24~~	~~2.30Pm~~	~~4.50pm~~	~~PD 201~~	done
4	Shakib Mahmud Dipto	CSE	Lecturer	Fall 2024	019 7049 7153	shakib.mahmud@ulab.edu.bd	~~T 21.11.24~~	~~12.00pm~~	~~1:40 PM~~	~~pa 401~~	done
5	Mr. Nibras Bin Sayed	MSJ	Lecturer	Fall 2024	017 8197 8108	nibras.sayed@ulab.edu.bd	~~S 17.11.24~~	~~11.45am~~	~~1.00pm~~	~~PD 207~~	done
6	Md. Mahady Hasan	MSJ	Lecturer	FAll 2024	018 5319 7071	mahady.hasan@ulab.edu.bd	~~W 20.11.24~~	~~11.00am~~	~~01.50pm~~	~~PA 201~~	done
7	Sadia Afrin	BBS	Lecturer	Fall 2024	017 3674 6063	sadia.afrin@ulab.edu.bd	~~w 20.11.24~~	~~11:30pM~~	~~M 10am~~	~~PA 401~~	done
8	Rukhsana Choudhury	EEE	Lecturer	Fall 2024	015 4050 8775	rukhsana.choudhury@ulab.edu.bd	~~T 21.11.24~~	~~12:30 AM~~	~~12.00PM~~	~~PA102~~	done
9	Mehek Chowdhury	DEH	Lecturer	Fall 2024	013 1973 3016	mehek.chowdhury@ulab.edu.bd	~~S 17.11.24~~	~~12.30pm~~	~~M3.00pm~~	~~PD209~~	Done
10	Shirin Akter	BBS	Lecturer	Fall 2024	01303112448	shirin.akter@ulab.edu.bd	~~M 18 .11.24~~	~~2.00pm~~	~~1.00pm~~	~~PA 408~~	Done

Image 6.4: Shooting schedule and location



Interview Question

1. The universities are having Gen Z (born between 1995 to 2015) students. As a teacher, how do you define them?

2. What are the effective teaching techniques for Gen Z?

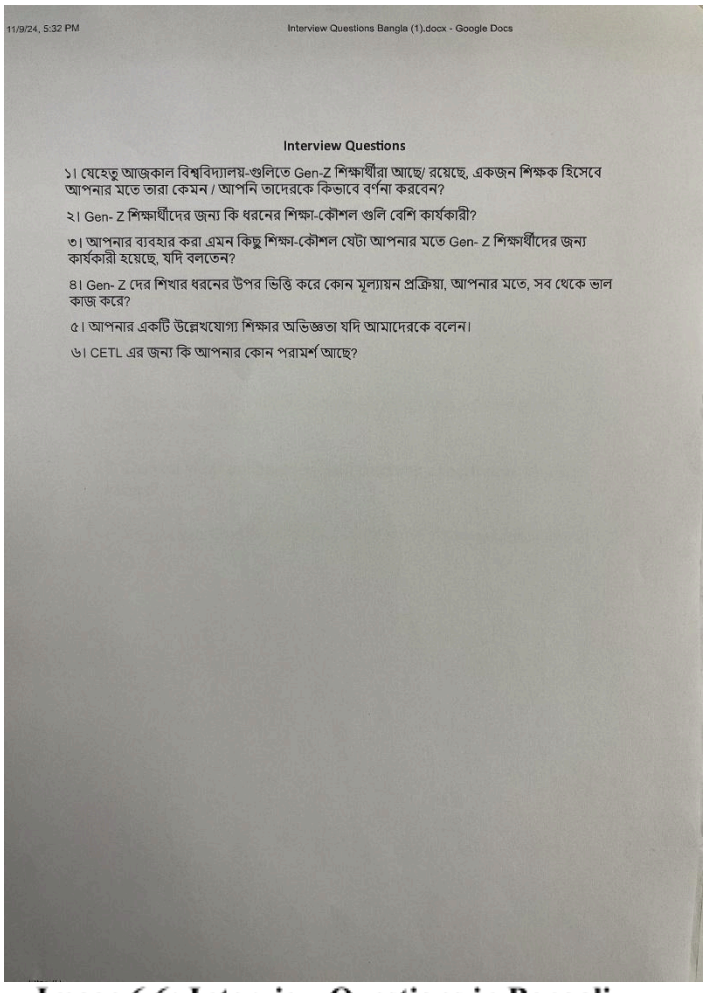
3. Would you please share one of your teaching techniques that you find effective for Gen Z?

4. Based on their (Gen Z) learning style which assessment process works better?

5. Do you want to share exciting teaching experiences in your career?

6. Any suggestion for CETL-ULAB to sensitize teachers about Gen Z?

Image 6.5: Interview Questions in English



11/9/24, 5:32 PM Interview Questions Bangla (1).docx - Google Docs

Interview Questions

১। যেহেতু আজকাল বিশ্ববিদ্যালয়-গুলিতে Gen-Z শিক্ষার্থীরা আছে/ রয়েছে, একজন শিক্ষক হিসেবে আপনার মতে তারা কেমন / আপনি তাদেরকে কিভাবে বর্ণনা করবেন?

২। Gen- Z শিক্ষার্থীদের জন্য কি ধরনের শিক্ষা-কৌশল গুলি বেশি কার্যকারী?

৩। আপনার ব্যবহার করা এমন কিছু শিক্ষা-কৌশল যেটা আপনার মতে Gen- Z শিক্ষার্থীদের জন্য কার্যকারী হয়েছে, যদি বলতেন?

৪। Gen- Z দের শিখার ধরনের উপর ভিত্তি করে কোন মূল্যায়ন প্রক্রিয়া, আপনার মতে, সব থেকে ভাল কাজ করে?

৫। আপনার একটি উল্লেখযোগ্য শিক্ষার অভিজ্ঞতা যদি আমাদেরকে বলেন।

৬। CETL এর জন্য কি আপনার কোন পরামর্শ আছে?

Image 6.6: Interview Questions in Bengali

Image 6.7, 6.8, 6.9: GEN Z Shoot

Image 6.10, 6.11, 6.12: Faculty Interview for GEN Z Series

My Mistakes/challenges:

- Email format: As I was communicating formally through the mail, I acknowledged everyone as “madam” instead of ‘Sir/Madam”. Sir noticed it and rectified my mistake.
- Reschedule: I was unable to reach the tight schedule and hence had to reschedule the shoots

My Learnings:

- Learned proper communication skills
- By realizing the impact of poor time management on project outcomes, I've adopted better scheduling techniques and prioritization methods to ensure tasks are completed efficiently and deadlines are met.

My Tasks and Responsibilities: [Post Production]

After the shoot, I gathered all the footage and uploaded them into organized folders in Google Drive. My supervisor checked the footage and provided feedback on them. There were minor mistakes in angle and framing, sir then advised me how to fix them while in edit. After all the feedback, I was assigned to:

- Edit the footage for release as a series
- Fix the framing by cropping while following the rule of third
- Create subjective background music with A.I related to the mood and vibe of the scenes. I used Beatoven.ai

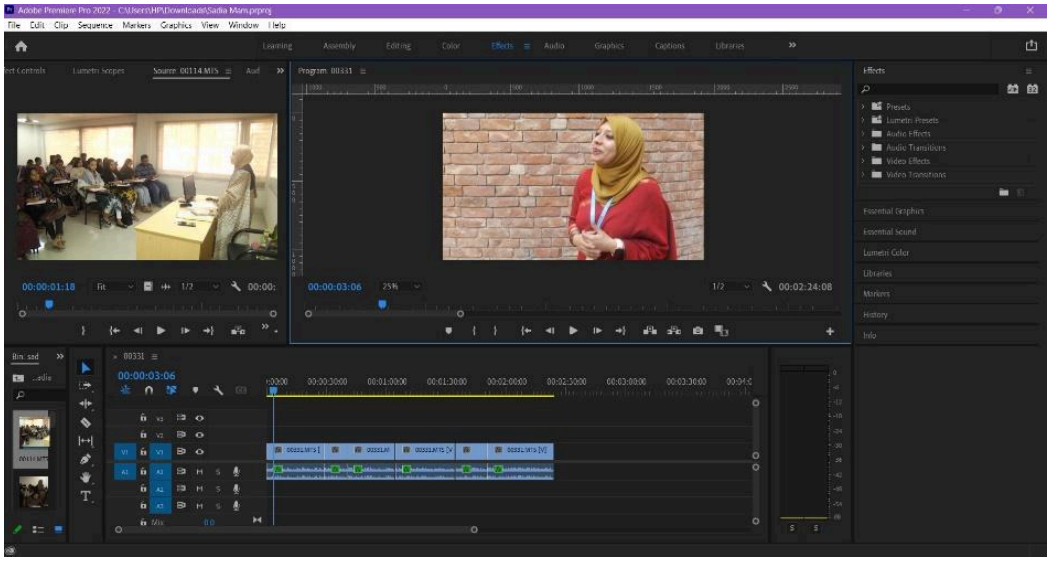
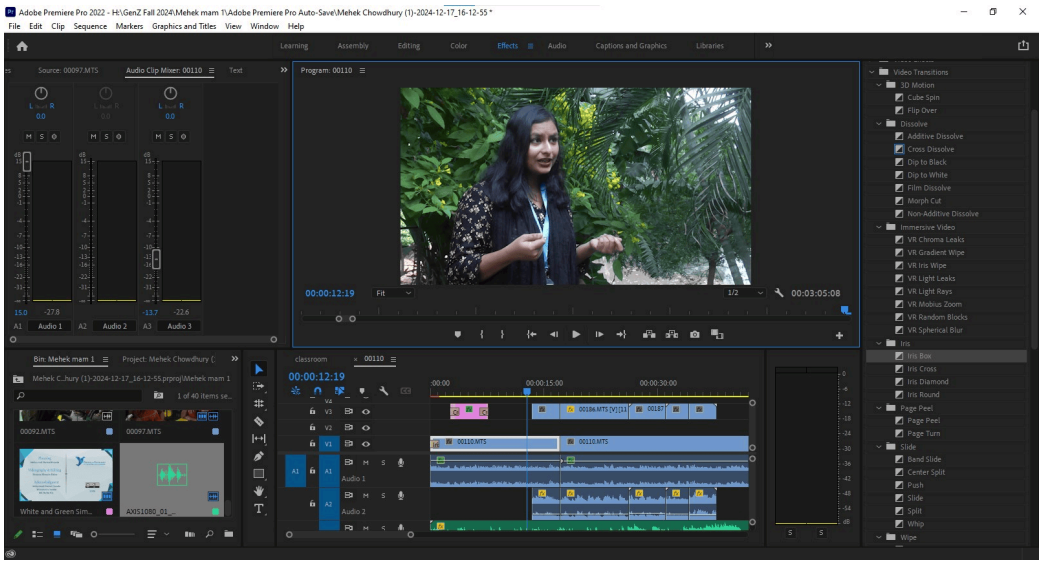


Image 7.1,7.2: Footages being edited



My Mistakes/challenges:

- Storytelling: While in edit, I used the footage of faculties more often, and kept less of the footage of the students. This resulted in a different approach to storytelling.
- Equipment Unavailability: While on shoot, due to equipment unavailability from the media lab I got a generic camera microphone instead of a lapel microphone. I also didn't get a headphone to recognize any noise during the shoot. This resulted in noise in the footage.

My Learnings:

- I learned to proactively communicate with the media lab to ensure equipment availability and explore alternative solutions if needed.
- I learned to be more meticulous in checking all technical aspects to ensure a smooth production process.
- I understood how to maintain a balanced approach in storytelling by equally representing all key stakeholders.

Project-8

Project Name: Photoshoot for Welcome poster of Golam Kader Zilany Sir and CETL website

Start Date: 13/11/24

End Date: 13/11/24

Project Overview: For this project, I was assigned to photograph Golam Kader Zilany Sir for a welcome poster as he recently joined our team. The photo will also be used in the website**.** After being assigned, I communicated with Golam Kader Zilany sir through email notifying him about the photoshoot. After which Sir set up a schedule for the shoot.

My Tasks and Responsibilities:

- Set up a shooting schedule
- Confirm the schedule from my supervisor Golam Kader Zilany Sir
- Photograph Golam Kader Zilany Sir on the scheduled date
- Edit the best photograph
- Send the final version to my Director sir for the feedback

Image 8.1 and 8.2: Photograph of the coordinator

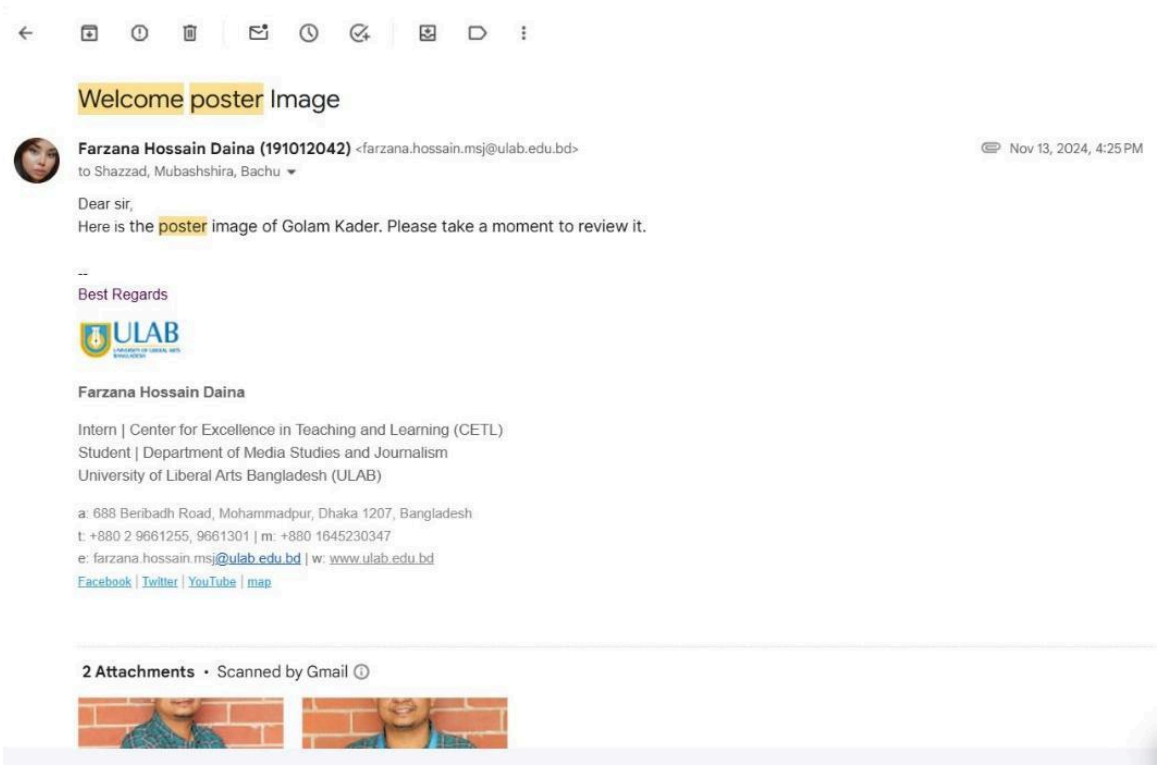


Image: 8.3: Photographs sent for approval

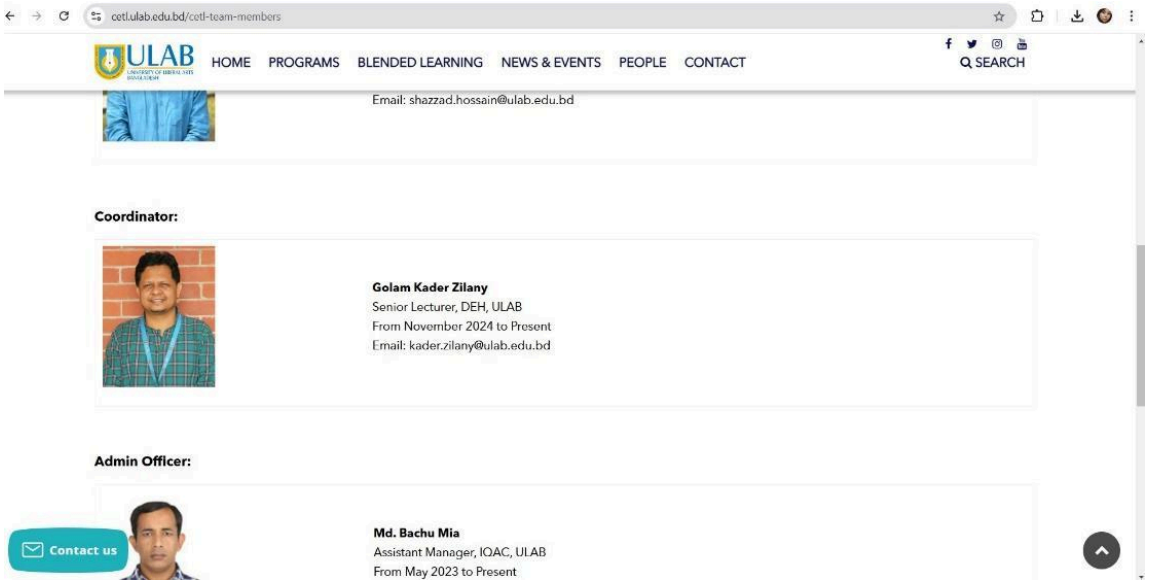


Image 8.4: Published in website

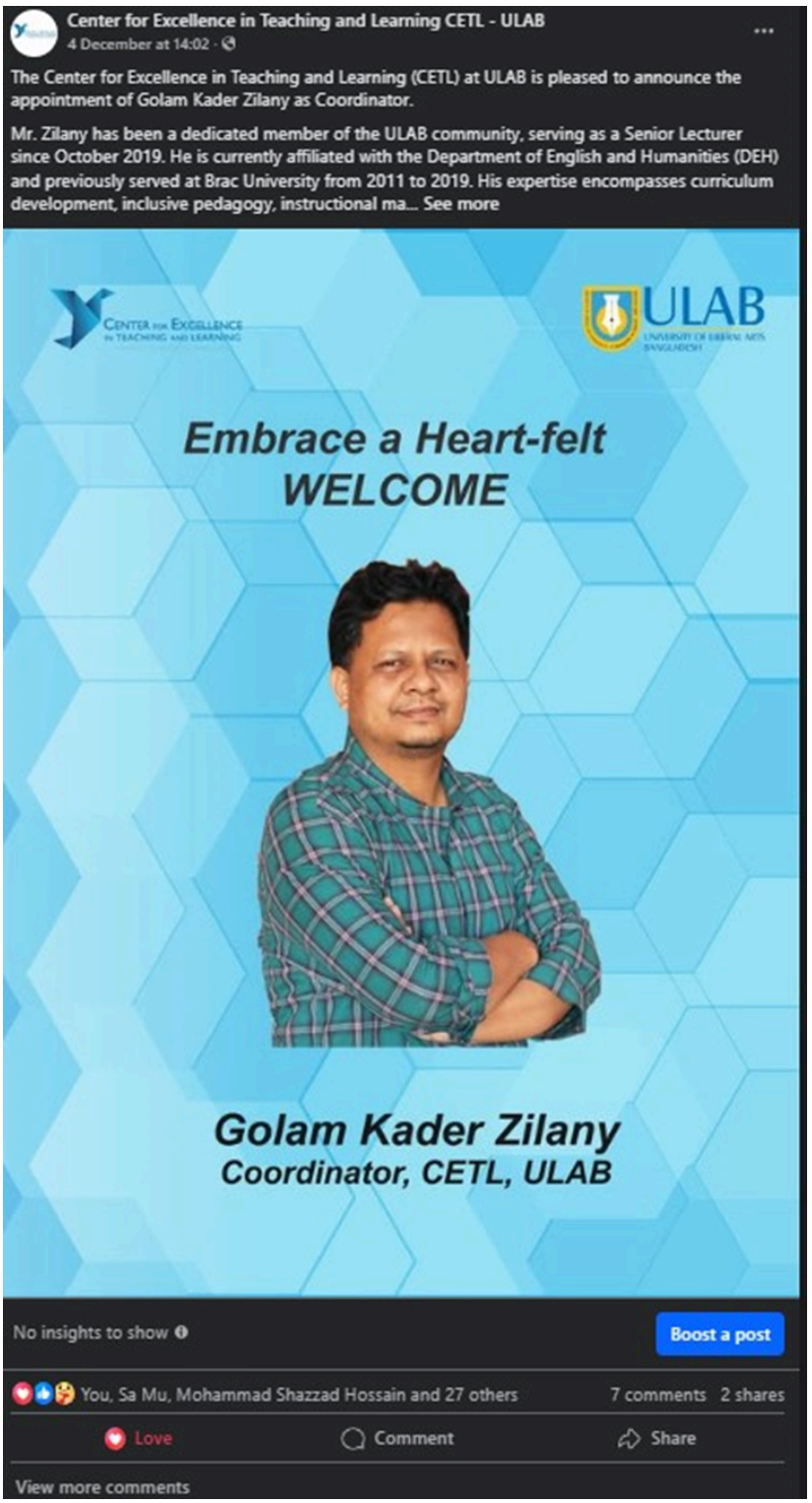


Image 8.5: Facebook Poster

My mistakes and challenges:

In this project, I didn’t make any mistakes or face any challenges.

Learnings:

- Learned about the format and size of the pictures uploaded to the website
- Learned to communicate efficiently

Internship Outcome

During my internship at CETL, my main target was to both learn extensively and contribute meaningfully to the center. As an intern, I was eager to apply my classroom knowledge to real-world tasks, a transition from theory to practice that was incredibly rewarding. My primary focus was to create impactful educational content that resonated with both the center and its audience, such as the educational video project, which allowed me to dive deep into educational storytelling and visual communication.

Previously, in my academic projects, I often took on leadership roles, navigating through planning and execution with a certain autonomy. However, my role at CETL was more about embracing and enhancing existing frameworks. This shift from leader to collaborator taught me a lot about flexibility and the nuances of working within a team structured by different dynamics and hierarchies.

Here's what I've learned during my time at CETL:

- From careful alignment and spacing in visual content to crafting messages that strike the right educational chord, I've learned to refine every detail before finalizing any project.
- I've gained confidence in directly liaising with faculty and students, ensuring their needs are met while also maintaining the center's integrity.
- Sharing ideas and receiving feedback from colleagues has boosted my confidence and helped me integrate into a professional environment smoothly.
- Understanding the standards required in professional presentations has honed my ability to deliver polished and persuasive content.
- From initial concept to final execution, I've learned how to build and manage an educational campaign flow effectively.
- The fast-paced environment at CETL has taught me to be punctual and deliver quality work under pressure.

Workplace Log:

Week-1 "CETL"

Day-01 22.10.24

⊙ Nov-14 এর মধ্যে have to finish my corporate video.

⊙ Dec-24 এর মধ্যে have to done 10 faculty's video - "2 mins mini Interview video's about how they handle the Genz students".

⊙ have to make a list of 15 junior lecturer for every department we have.

D-2. 23.10.24

⊙ নিজের মতো welcome poster make করতে হবে + লিখা.

⊙ Sir-কে Picture Mail করতে হবে for Website.

D-3: 24.10.24

⊙ Event work.

⊙ Picture তুলতে হবে, ~~[illegible]~~ Manually তুলবো auto দিব for support.

⊙ DD-109 → Morning 9.30am & Present 2/10/24.

⊙ Day-short event 12pm ? finish.

D-4 → Social Media ~~Info~~ Video এর Caption for Mubashshira →

Gen-Z দের এর মনোযোগ খুবই দ্রুত অন্য বিষয় বস্তুতে চলে যায়। তাই তাদের মনোযোগ ধরে ~~[illegible]~~ রাখার বিষয়টির ব্যাপারে আমাদের সচেতনটাটি আরও বাড়ানো উচিত। আমরা যেহেতু Gen-Z এর না ঠিক তাদের আগের প্রজন্মের তাই তাদেরকে প্রযুক্তির সাথে নামিয়ে নেওয়াটা আমাদের জন্য জরুরি। সময়টা খুব দ্রুত পরিবর্তী হচ্ছে এবং Gen-Z রা নতুন প্রযুক্তি সাথে

নিজেদের খুব কাছ করে তুলছে কিন্তু জীবন সম্পর্কে আসল জ্ঞান রাখাটা খুবই প্রয়োজন সেই দিকে তাদের সব ঠিক পথ দেখানোটা আমাদের দরকার।

D-2 29/10/24

BBA
DEH | ETE
CSE | DBA
MSJ
BBS
EEE

5-11-24

6/7 → Sajjad Sir এর Interview নিতে হবে।

5/6 → Have to done my all one-o-one ~~meet~~ meeting with ulab 10 faculties.

11/13/18 → try to taking all my interview shoots.

(Mid week - (22-24)

Have to done all this video editing before 12 december 2024

6.11.24

video editing.

- Imran Sir এর Hand movement ঠিক করা লাগবে।
- Camera এর ~~...~~ White Balance ঠিক করতে হবে।
- Have to attend শুধু এ Next class at 8 am. PA 205.

Nikon

09.11.24 → Day-long training.

Daing my own projects - 2.

Interview এর lackings

Audio → Sound leveling, Noice surpresion / Separation.

——— inhance / expeach

Video re. ——— video, fillers/lot,

Imran Sir এর video eye level ঠিক নেই / তা ঠিক করতে হবে।

5 mins Moves.

Draft - টা Sir কে mail করতে হবে by today.

~~scip~~ Scirpt

↓

footage.

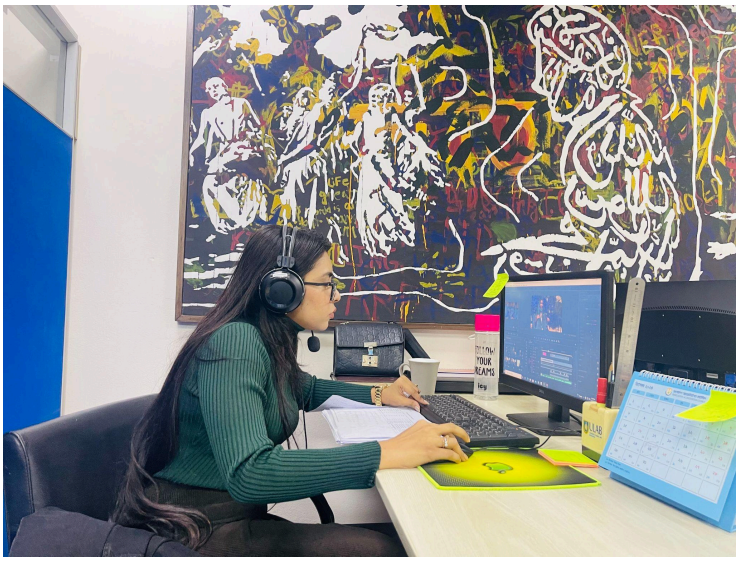
Adobe podcast →

audio → Intro.

pov → Point of view.

↓

কথার sothe Relevent view দেখানো উচিত. News covers না Corporate video / faculty video ———



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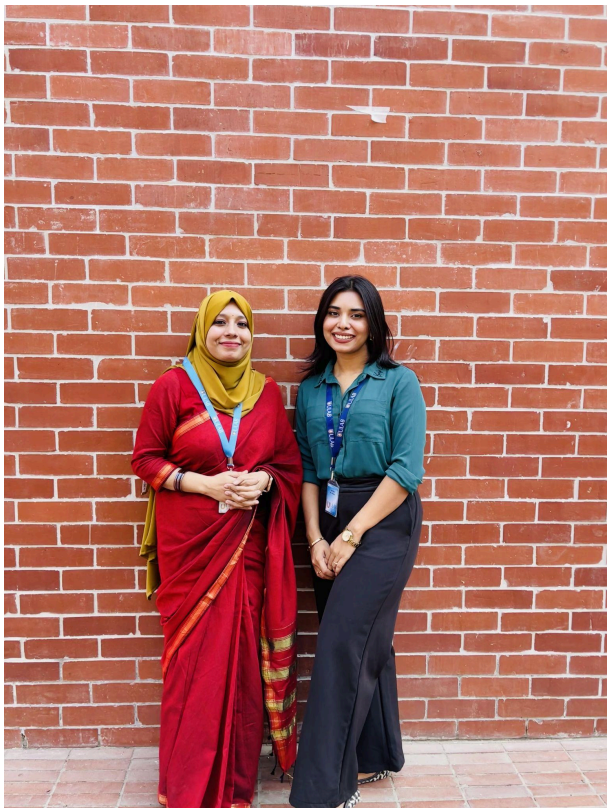

HOOL OF
& ENGINEERING

SELF-ASSESSMENT FORM

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

Name of Intern: _Farzana Hossain Daina_____

University ID: _191012042_____

Name of the Institute/Organization:	CENTER FOR EXCELLENCE IN TEACHING AND LEARNING (CETL)
Corporate Office Address:	688 Beribadh Road, Mohammadpur, Dhaka - 1207, Bangladesh
Email: cetl@ulab.edu.bd	Web: https://cetl.ulab.edu.bd/

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

40+ Hours

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

Yes, it was a paid internship. I got 5000/- Per Month

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

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

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

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

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	5
2	I believe in my ability to make a difference.	4

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	4
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	4
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	5
16	I have broadened my critical thinking skills (reasoning, problem solving)	4
17	I have learnt the ability to work independently	4
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	4
21	I broadened my future employment possibilities	4
22	I received an opportunity to explore a specific career	4
23	I developed realistic ideas about the work world	4
24	I narrowed my future possible career choices.	4
25	**What is your average score from this test?**	4.46

5. General Comments

My experience with CETL has expanded my horizons and has helped me develop and sharpen my skills. The guidance I received from my supervisor was excellent.

ফারজানা হোসেন জয়নব

Signature of Intern

Professional Competencies

During my internship at CENTER FOR EXCELLENCE IN TEACHING AND LEARNING (CETL), I developed a range of skills, attributes, and knowledge. Some of these were new skills I learned directly through my work experience, while others were enhanced through diligent and disciplined effort. Below is a list of the competencies I acquired during my internship:

Skills:

- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Adobe Premium Pro
- Adobe Photoshop
- Google Drive - Docs, Slides, Sheets
- Digital Content Planning
- Idea pitching
- Presentation communication skills
- Copywriting
- Cinematography
- Brainstorming ideas
- Content calendar development
- Photography
- Event coordination

Attributes:

- Punctuality
- Working effectively under pressure
- Consciousness about deadlines
- Adaptability
- Teamwork
- Leadership
- Handling Professional ups and downs
- Maintaining friendliness with others
- Maintaining transparency and professionalism

Knowledge:

- Workplace dynamic
- Workplace internal communication strategies
- Event management
- Educational campaign design
- Time management

Concluding Remarks

My internship at the Center for Excellence in Teaching and Learning (CETL) has been an enriching experience, allowing me to apply academic knowledge to real-world scenarios and enhance my skills in digital production and content management. Through various projects, I learned the importance of balanced storytelling, proper equipment preparation, and attention to detail. Challenges such as equipment unavailability highlighted the need for thorough planning and adaptability, while effective communication proved vital for securing resources and ensuring a smooth workflow.

I am grateful to my supervisor, Assistant Professor Mohammad Shazzad Hossain, and the CETL team for their guidance and support. This internship has been a foundational step in my career, providing me with the skills and confidence to contribute meaningfully to the field. I look forward to applying these lessons and competencies in my future endeavors.

Farzana Hossain Daina

Intern, CETL

University of Liberal Arts Bangladesh

Thank You