



Media Studies and Journalism

Internship Report

Submitted by

Name: Zerin Tasnim Tahsin Probha

ID: 173012036

Term: Spring 2022

Course Code: MSJ 11498

Host Organization: Half Stop Down Ltd.



Date of Submission: 18.05.2022

Table of Content

SL. No.	Content	Page Number
1.	Abbreviations	2
2.	Student Details	3
3.	Internship Details	4
4.	Acknowledgment	5
5.	Plagiarism Declaration	6
6.	Internship Report Approval Form	7
7.	Introduction	8
8.	Expectations and Objectives	9
9.	Host Organization	10
10.	Organogram of Half Stop Down Ltd.	11
11.	Major Clients	12
12.	Task as an Intern	13
13.	Project Details	16
14.	Internship Outcome	49
15.	Workplace Logs	51
16.	Self-Assessment Form	62
17.	Professional Competencies	64
18.	Appendix	65
19.	Some Moments at Workplace	67

1. ABBREVIATIONS

ULAB - University of Liberal Arts Bangladesh

MSJ - Media Studies and Journalism

PR - Public Relations

BBA - Bachelors of Business Administration

HSD - Half Stop Down Ltd.

RD - Road

LP - Line Producer

ALP - Asst. Line Producer

AD - Assistant Director

CG - Computer Graphics

BCB – Bangladesh Cricket Board

2. STUDENT DETAILS

NAME - Zerín Tasnīm Tahsīn Probhā

STUDENT ID - 173012036

DEPARTMENT - Media Studies and Journalism

MAJOR CONCENTRATION - Public Relations

MINOR CONCENTRATION - Bachelor of Business Administration

CAREER OBJECTIVES - To apply my knowledge and experience in the field of filmmaking to become a successful Producer.

3. INTERNSHIP DETAILS

HOST ORGANIZATION - Half Stop Down Ltd.

ORGANISATION ADDRESS - 3rd Floor, House 2, Block D, Rd No. 5, Niketan

INTERNSHIP SUPERVISOR - Mahjabin Reza Choudhury

INTERNSHIP POST - Assistant Line Producer

STARTING DATE - 2nd March 2022

ENDING DATE – 30th April 2022

TOTAL WEEKS - 9 Weeks

4. ACKNOWLEDGEMENT

First and foremost, I am very thankful to almighty Allah for making me this capable for the development throughout the whole journey of my life and for showing me the right path. I show my most profound respect and admire the never-ending support from my parents, who keep me in their prayers and keep faith in me.

I am also thankful to all my friends for supporting me mentally and morally. I will always appreciate the unlimited support of my parents, friends, and elders for giving me support and keeping me in their prayers. The internship opportunity I had with Half Stop Down Ltd. was an excellent chance for learning and professional development. Throughout the internship period, I have learned how important this is for professional as well as self-development. I think I am one of the luckiest individuals because I had the opportunity to be a part of Half Stop Down Ltd. I am also very thankful for meeting such wonderful people and professionals who were friendly and motivating.

I want to express my gratitude and thanks to my faculties, especially Dr. Md. Abdul Kabil Khan, for believing in me. I am also grateful to Dr. Mohammad Shazzad Hossain for encouraging me toward my goal and to Dr. Jude William R. Genilo for providing us with a great learning environment.

I want to take this opportunity to express my deepest thanks to Mahjabin Reza Choudhury, Producer, Half Stop Down Ltd., my Internship Supervisor, for entrusting me with such important projects.

Last but not least, I am thankful to all my friends, seniors, juniors, and all the members of my ULAB family who were there for me and kept inspiring me. Without them, acknowledgement of this journey will not be complete.

With this, a new journey in my life begins, and I would not like to miss this opportunity to thank everyone who helped me to write the reports.

5.



MSJ041

PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and on 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: Zerin Tasnim Tahsin Probha
ULAB ID: 173012036

Signature

MSJ041(00)

6.



MSJ042

INTERNSHIP REPORT APPROVAL FORM

Student Name Zerin Tasnim Tahsin Probha ID No. 173012036

Major: Public Relations (PR) Year: 2022

Local Phone: 01534526752 Email: zerin.tasnim.msj@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

Internship Host Organization: Half Stop Down

Internship Area of Work: Assistant Line Producer

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

Advisor APPROVAL

(Please place a Tick)

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

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

Signature: _____

Date: 18.04.2022

Name: Dr. Md. Abdul Kabil Khan

Title: Assistant Professor

E-mail: abdul.kabil@ulab.edu.bd

Phone: 01705059549

7. INTRODUCTION

My goal for joining ULAB was to become an expert Communication Officer and accomplish great success in the PR sector. During my years at ULAB, I have come to acknowledge my passion for filmmaking. Which eventually made me decide to combine my passion with the academic knowledge I received from ULAB and landed me in the position of prospering the career of a line producer.

In 2021, I worked as an Assistant Director in Half Stop Down Ltd. for three months. As I already knew the workplace, I directly went to Mahjabin Reza Choudhury, Producer at HSD, and expressed my interest in working as her assistant. Until then, I did not have any previous experience as a Line Producer or Assistant Line Producer. Also, I had significantly less knowledge about the job requirements. Based on my previous work record, I got the placement as an Asst. Line Producer under the supervision of Mahjabin Reza. I started working as a full-time employee, which brought new challenges since I had to take a lot of responsibility and workload. This organisation changed my perspective and pushed me to cross my limit.

I chose this organisation because it is one of the top and among the oldest production houses in the industry. It is run by the renowned filmmaker Amitabh Reza Chowdhury, and I was fascinated to join his team. Another plus-point, this company maintains a good relationship with their affiliated organisations. No other production house would have been more suitable for a beginner to learn from the best in the industry.

During my internship, I have learned the advanced technique of business communication and the art of dealing with professional people. Being a Public Relations major student, I knew I could offer not only the traditional way of communication but also apply my academic and practical knowledge to contribute to the organisation's management. I have used the skills and knowledge from my classroom and implemented them in my workplace.

I mostly worked as an Asst. Line Producer whose job responsibility included taking meeting notes, preparing meeting minutes, arranging meetings, writing letters, preparing financial records, communicating with agencies, artists, etc., overlooking the post-production and delivering final output with approval. I also worked as an AD for two projects in which I prepared a PPM docket and writeup for another PPM docket.

Teamwork was one of the most important aspects of my work and the organisation. We all referred to each other as teammates rather than colleagues; more importantly, we worked as a team, making the work environment much better and more enjoyable.

8. EXPECTATIONS AND OBJECTIVES

As a student of Public Relations Major with a passion for filmmaking, I was always interested in fiction and documentaries during my undergraduate program. However, there is a vast difference between traditional filmmaking and commercial filmmaking. I learned the basics of fictional and documentary filmmaking from ULAB. I decided to join HSD for my internship because they are very well known in the advertising industry. During this internship period, I learned a lot of new things from here. They work in various productions such as AV, PSA, TVC, Promotional videos for online, corporate documentaries, web series, films, etc. So, I grabbed the opportunity to work with them to understand how a production house operates. I expected to apply all the knowledge and skills I learned through my courses in the practical field. Apart from these, some of my objectives were:

- To effectively network with the people in the industry
- To learn effective and professional communication
- To know how an organisation works
- To know how to deal with agencies and clients
- To increase my ability to manage situations under pressure
- To be a part of a few big projects which I can address later
- To learn how to work in a corporate environment
- To be able to work with different types of people
- To learn how to work with a professional production team
- To learn about professional production design

9. HOST ORGANISATION

Half Stop Down is a film production company in Bangladesh working with a strong commitment to global cinema. The company thrives on the art of storytelling, using powerful visuals and rich cinematic language. One of the most talented and renowned advertisement filmmakers of Bangladesh, Amitabh Reza, is the mastermind behind this admirable venture. His advertisements under the Half Stop Down label have garnered accolades from critics and audiences alike. These successes have helped Half Stop Down earn a favourable reputation among its business clients.

Fig. 1: Logo of Half Stop Down Ltd.



Half Stop Down Ltd. at a glance

Organisation Type: Private Limited Company

Year of Establishment: 2001

Year of Incorporation: 2015

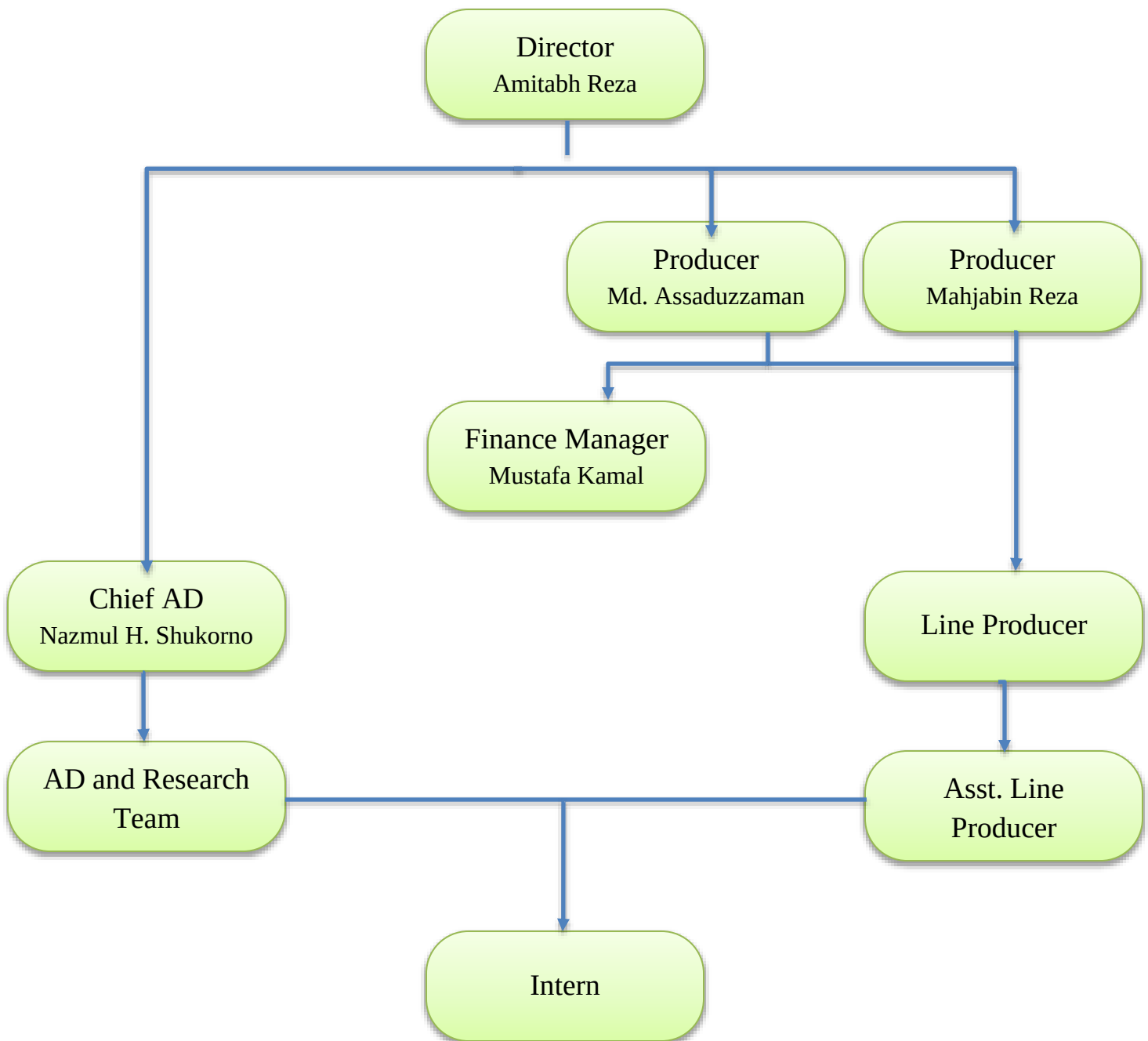
Name of Owner: Amitabh Reza Chowdhury

Total Employee: 20

Award and Certificates:

- Director Amitabh Reza Chowdhury's film Aynabaji received awards in 7 categories, including Best Director, from Bangladesh Government at the Bangladesh National Film Awards 2016.
- Rickshaw Girl won the top prize at the Schlingel International Film Festival 2021.

10. ORGANOGRAM OF HSD



11. MAJOR CLIENTS



 airtel



AKIJ FOOD & BEVERAGE LTD.



banglalink



Unilever



12. TASK AS AN INTERN

As it was a paid internship, my job required me to work as a full-time employee and take responsibility. The organisation expected me to multitask and work on different projects simultaneously. However, my core responsibility was to work as an Asst. LP, which also involved writing letters, emails, captions and designing posters. On the other hand, due to my academic skill in professional writing and designing. I was also tasked to write letters, proposals and prepare docket. I worked in all phases from designing a production to finally delivering the output files of a production. The list of my tasks as an Asst. LP during my internship period is given below.

- **Pre-Production**

- Reading script.
- Taking note of script briefing.
- Arranging production team meetings.
- Communicating with the agency, art director, costume designer, cinematographer, artists, and other responsible people.
- Attend Pre-PPM and PPM at the designated agencies or online.
- Preparing meeting minutes for all the meetings.
- Allocating budget for the production.
- Filling out RFQ Forms for TVC campaigns of Major companies.
- Overlooking costumes and props before the shoot date.
- Handing over the responsibility of bringing the hard drive to the 2nd AD.
- Preparing production proposal.

- **Production**

- Bringing in-house props to the set.
- Making sure the entire production team reaches the set on time.
- Receiving the hard drive and handing it over to the cinematography team.
- Cross-checking costume and props with the agency.
- Hospitality management and dealing with agency and client on the production set.
- Making sure the shooting runs smoothly.
- Handing over cash payments to designated people.

- **Post-Production**

- Communicating with the voice over artists, music director, CG artist, editor, and online editor.
- Making sure to book the sound recording panel.
- Overlooking the sound recording and mixing.
- Receive music, CG and online files to hand them over to the post-production team
- Overlooking the edit corrections.
- Arrange meetings with the agency to receive post-production briefings.
- Preparing meeting minutes for post-production supervisor.
- Arrange meetings with other parties to deliver the briefing.
- Mail briefing to other parties for confirming deadlines of delivery.
- Communicating with the agency for output feedback and further corrections.
- Delivering the approved output files to the agency as per their requirements.
- Handing over the payments to designated people.

- **Task after Output delivery**

- Record financial status and backlogs
- Handing over pending payments
- Prepare final financial log sheet and arrange payment bills.

PROJECT DETAILS

13. PROJECT DETAILS

- a. **Project One:** Alpenliebe TVC
- b. **Project Two:** Emami Hair Oil TVC
- c. **Project Three:** Coca-Cola Eid TVC
- d. **Project Four:** SuperWhite Detergent TVC
- e. **Project Five:** Health and Family Welfare PSA
- f. **Project Six:** Rickshaw Girl Vlog Proposal
- g. **Project Seven:** শনিবারের আড্ডা
- h. **Project Eight:** Bangabandhu Music Video

PROJECT ONE: ALPENLIEBE TVC

CLIENT: Alpenliebe Bangladesh

AGENCY: Anonymya Private Ltd.

PRODUCER: Mahjabin Reza Choudhury

- **Project Description:**

To promote Alpenliebe and Creamfills chocolate, Alpenliebe Bangladesh wanted to launch a new TVC. The story of this TVC centres on the sweet relationship shared between two siblings and how the sweet texture of Alpenliebe connects them. They planned on producing three cut versions of this TVC. This was my first project after joining HSD, and I was involved as an Asst. Line Producer.

- **My Responsibilities:**

In this project, my responsibilities were focused on assisting the producer. As I joined HSD after the project was confirmed, I barely got the chance to work during the pre-production phase. However, as my job required, I was fully involved during the production and post-production phases. The details of my responsibilities are given below

Pre-Production:

1. Took the responsibility of bringing in-house props (mobile phones) to the set.
2. Received products from the agency for taking them to the set.
3. Handed over the responsibility of bringing the hard drive to the 2nd AD.
4. Crosschecked the approved costumes, shooting call sheet, script, and schedule.



Fig. 3: Alpenliebe Products for shooting

Production:

1. Handed over the dummy phones and chocolate products to the art department.
2. Received the hard drive and handed it to the camera unit.
3. Crosschecked leading artists' costumes with the agency.
4. Hospitality management and handled the agency and clients.
5. Assisted the producer and director on the set.
6. Observed professional shooting environment.
7. Handed over the cash payments to the designated people.



Fig. 4: Artist, DOP and Chief AD while taking a shot (I am behind the camera)



Fig. 5: DOP and Art Dept. while mapping the set and planning the next shot (I am behind the camera)



Fig. 6: Client, Agency, Director and Producer observing the shot design (I am behind the camera)

Post-Production:

1. Communicated with the editor, voice-over artists, music director, and CG artist to confirm them for the post-production.
2. Prepared post-production timeline for the agency.
3. Received final files from each and handed them over to the post-production supervisor.
4. Attended voice-over recording and handed on spot payments to the artists.
5. Arranged meetings with the director team and CG team.
6. Overlooked the post-production of this project.
7. Arranged post-production meetings.
8. Prepared meeting minutes.
9. Communicated with the agency and delivered approved final output.
10. Handed over cash payments to the designated people.



Fig. 7: Artist Aisha Khan and Saad Naovi during VO. recording



*Fig. 8: During VO. Recording with VO. Artist
Saad Naovi*

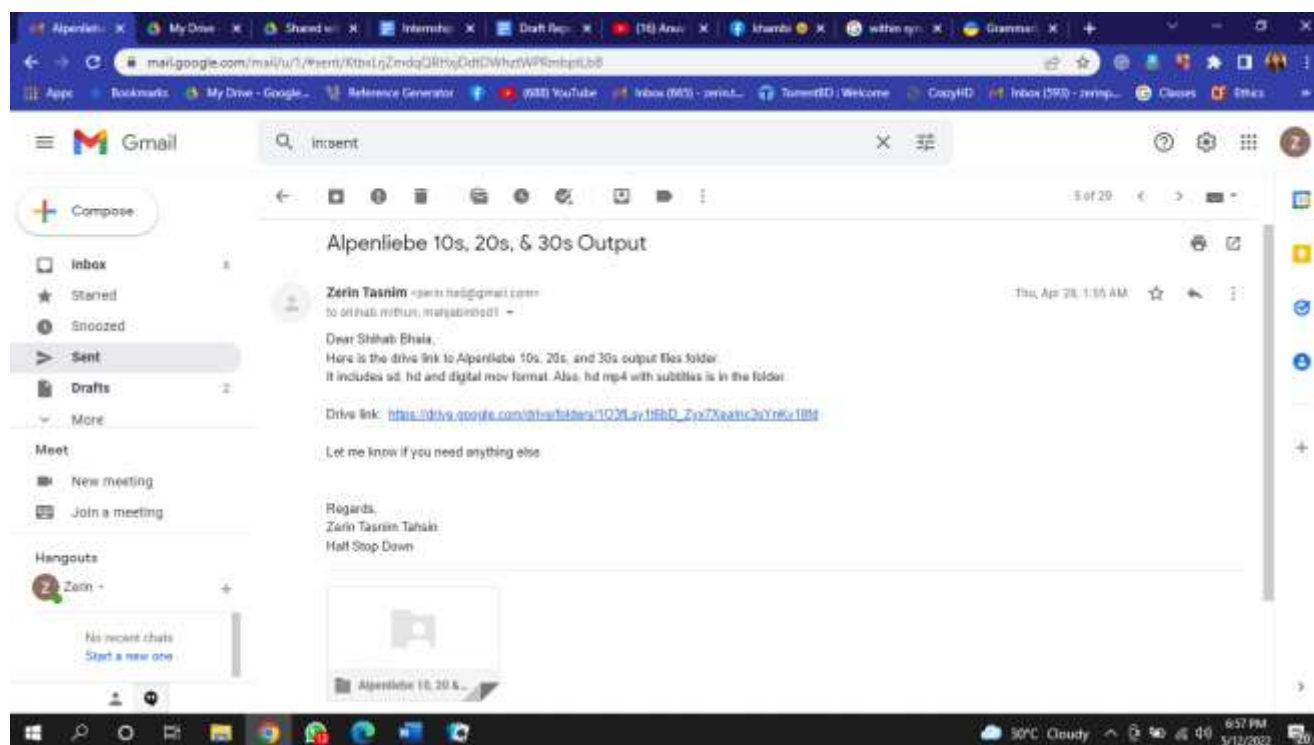


*Fig. 9: Delivering Alpenliebe TVC final output files to
agency through email*

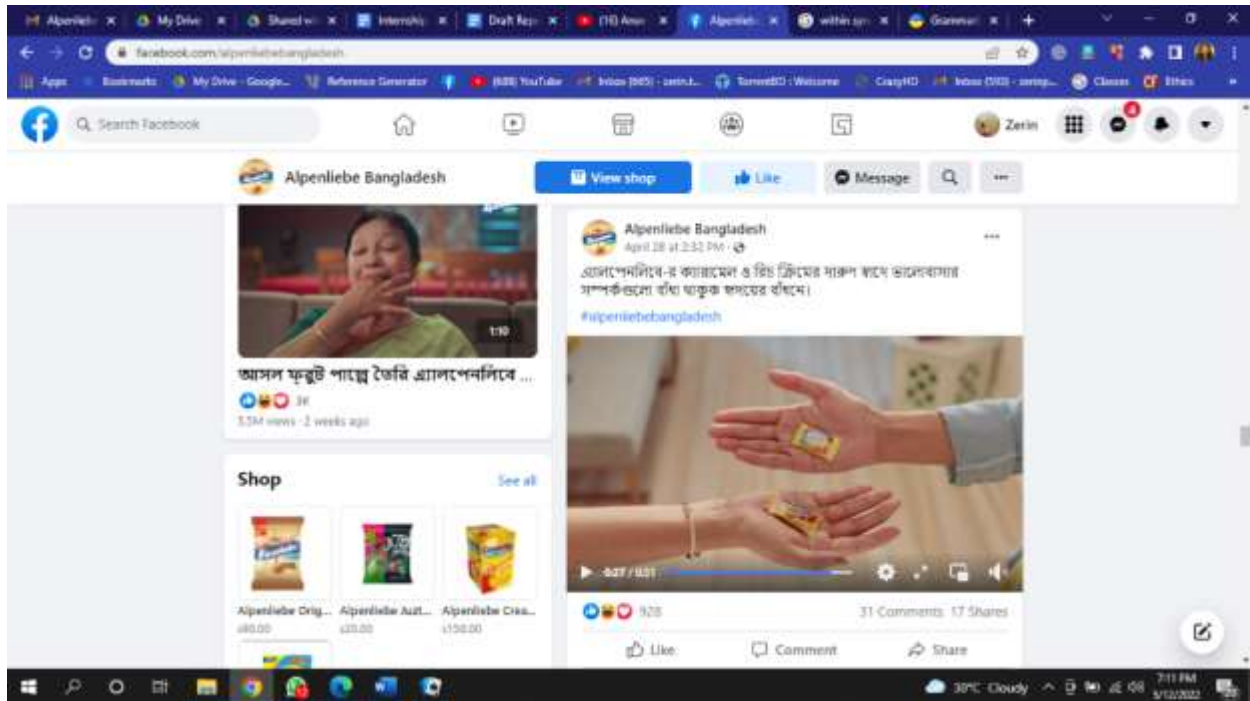


Fig. 10: Alpenliebe TVC on Alpenliebe Bangladesh's Facebook page

- **Challenges and Mistakes:**

As it was my first project, I faced difficulties communicating with the Agency, CG artist, and VO. artist. It was a challenging job to convince the VO. artists to accept the payment we are willing to pay. The agency was giving way too many corrections, and it was hard to accumulate them within the bounds of our resources.

One of the significant challenges was to convince a very well-known VO artist, Ashfaquzzaman Bipul, to provide his time for VO correction. While I convinced Bipul, he informed me his correction payment would stay the same as his actual payment. However, our house could not provide that amount for a VO correction, and I was supposed to inform him. I planned on informing him during the recording, but as I would not be able to attend the recording session, I informed my supervisor the day before the recording and asked her to inform and convince Bipul. The situation was taken lightly, and Bipul was not informed about the mishap. Later on, it became a crisis and resulted in paying more than we were willing to the artist to maintain a good relationship.

- **Learnings:**

My learnings from this experience were that you need to think strategical while communicating with external parties. You have to maintain the organisational chain of command when working with a professional team. It is better to act professionally; otherwise, you won't be taken seriously. In the professional field, you need to maintain time management and finish the assigned task as soon as possible so that future crisis does not arise.



Fig. 11: Last shot and Product scene of Alpenliebe TVC

PROJECT TWO: EMAMI HAIR OIL TVC

CLIENT: Emami 7 Oils in One Bangladesh

AGENCY: Havas Ipositive

PRODUCER: Mahjabin Reza Choudhury

- **Project Description:**

Emami 7 Oils in One Bangladesh wanted to launch their new TVC in three significant divisions of Bangladesh. For these three divisions, they had three different stories and themes. They chose an Eid theme for the Chattogram division, a wedding theme for the Rajshahi division and a party theme for the Dhaka division. The client asked to prepare three cut versions of each TVC.



Fig. 12 & 13: Emami 7 Oils in One packs and Brand Ambassador Bidya Sinha

- **My Responsibilities:**

As I joined HSD after the shoot of this TVC and during the packshot production, my responsibilities were mainly centred on post-production. I was given the task of communicating with the agency, VO. artist, singer, and CG artist. The details of my responsibilities are given below

Post-Production:

1. Communicated and confirmed VO. artist and singer for sound recording.
2. Confirmed sound mixing received by the approved deadline.
3. Attended VO. and song recording in the sound studio.
4. Delivered payments to the VO. artist and singer.
5. Communicated with the CG house.
6. Arranged meetings with the directorial team and CG team.
7. Overlooked the post-production of this TVC.
8. Communicated with the agency.
9. Took correction briefs from the agency and incorporated them into the final TVC.
10. Crosschecked final output files, took approval and delivered them to the agency.



*Fig. 14: While attending the music recording for Emami
7 Oils in One Eid TVC*

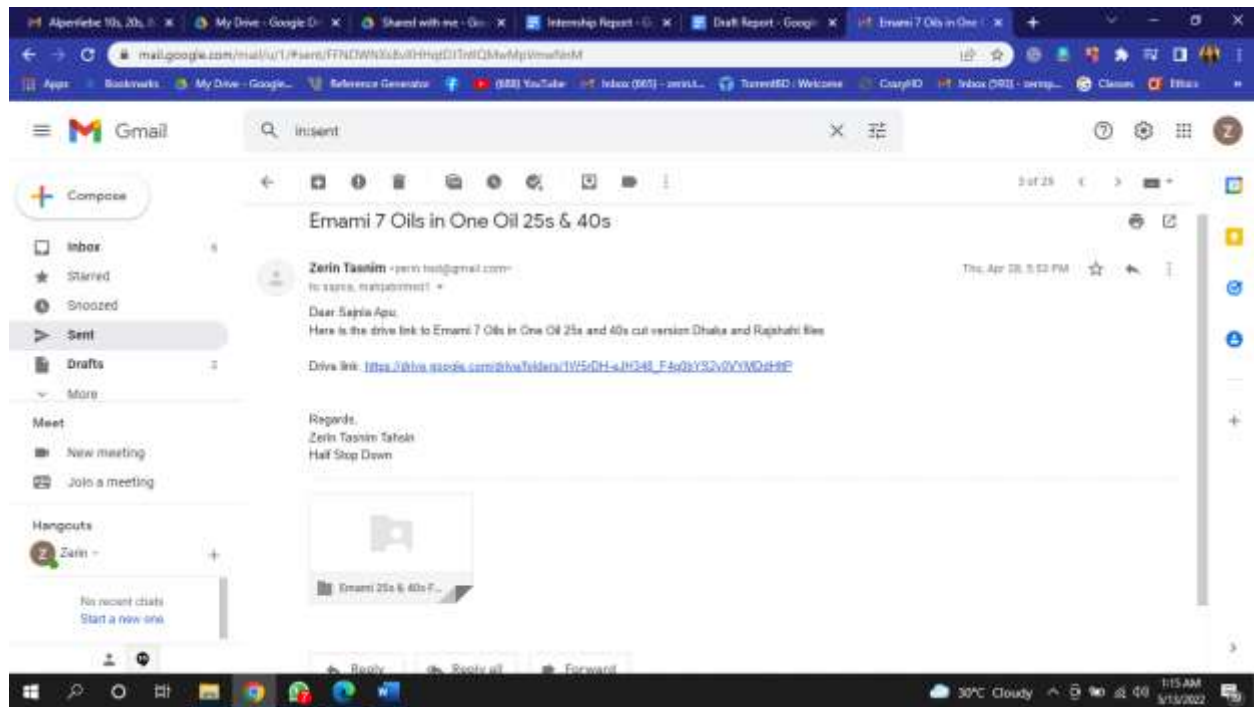


Fig. 15: Delivering the approved final output files to the agency

- **Challenges and Mistakes:**

It was a tough job to professionally deal with the agency, music director, CG artist, singer and VO. artist. The client demanded to incorporate the ‘Lilabali Lilabali’ song in this TVC but our music director refused to work on it thinking about the copyright law in our country. We had to send a letter of insurance to the music director to start working on the music. The agency was giving way too many corrections, and it was hard to accumulate them within the bounds of our resources. Also, as we were working on three similar TVCs simultaneously it was getting hard to keep track of them. This was the first project through which I started handling post-production on my own. While the Chief AD was on leave, I took a briefing from him to deliver it to the CG house. However, I understood and delivered the wrong brief to the CG house. Later, I had to resolve the CG mishap with the help of the editor during the post-production.

- **Learnings:**

From this project, I learned every agency has a different pattern for communication and few agencies are non-cooperative. Also, learned how to deal with senior artists in the industry. You have to be alert in all situations otherwise there might be a possibility of you becoming imbecile. It is very important to maintain professionalism while communicating with others.



Fig. 16: Emami 7 Oils in One Almond oil party-themed TVC



Fig. 17: Emami 7 Oils in One oil wedding season themed TVC



Fig. 18: Emami 7 Oils in One oil Eid-themed TVC

PROJECT THREE: COCA-COLA EID TVC

CLIENT: Coca-Cola Bangladesh

AGENCY: Grey Advertising Agency

PRODUCER: Md. Assaduzzaman Sokal

- **Project Description:**

For the month of Ramadan, Coca-Cola Bangladesh wanted to launch their Ramadan Campaign TVCs. They planned on producing three stories for this campaign's TVCs. The stories were inspired by true incidents according to the scenario of Bangladesh. Since Ramadan is seen as a celebration in this region, Coca-Cola Bangladesh wanted to show how it is celebrated among all known and unknown people altogether.

- **My Responsibility:**

In this project, my responsibilities were mostly focused on assisting the producer of this project and carrying out communication in his absence. I was involved from the primary stage of this production and this was the first project on which I got to attend a physical PPM. The details of my responsibilities are given below

Pre-Production:

1. Communicated and confirmed art director.
2. Communicated and confirm costume designer.
3. Communicated with casting director.
4. Contacted the leading artist and called for a meeting.
5. Communicated with the agency.
6. Arranged meetings and prepared meeting minutes.
7. Attended Pre-PPM and PPM.
8. Crosschecked costumes with the agency.
9. Made a list of vehicles needed for the shoot.
10. Made sure all vehicles were available for the shoot.
11. Prepared Meeting Minutes of Pre-PPM.

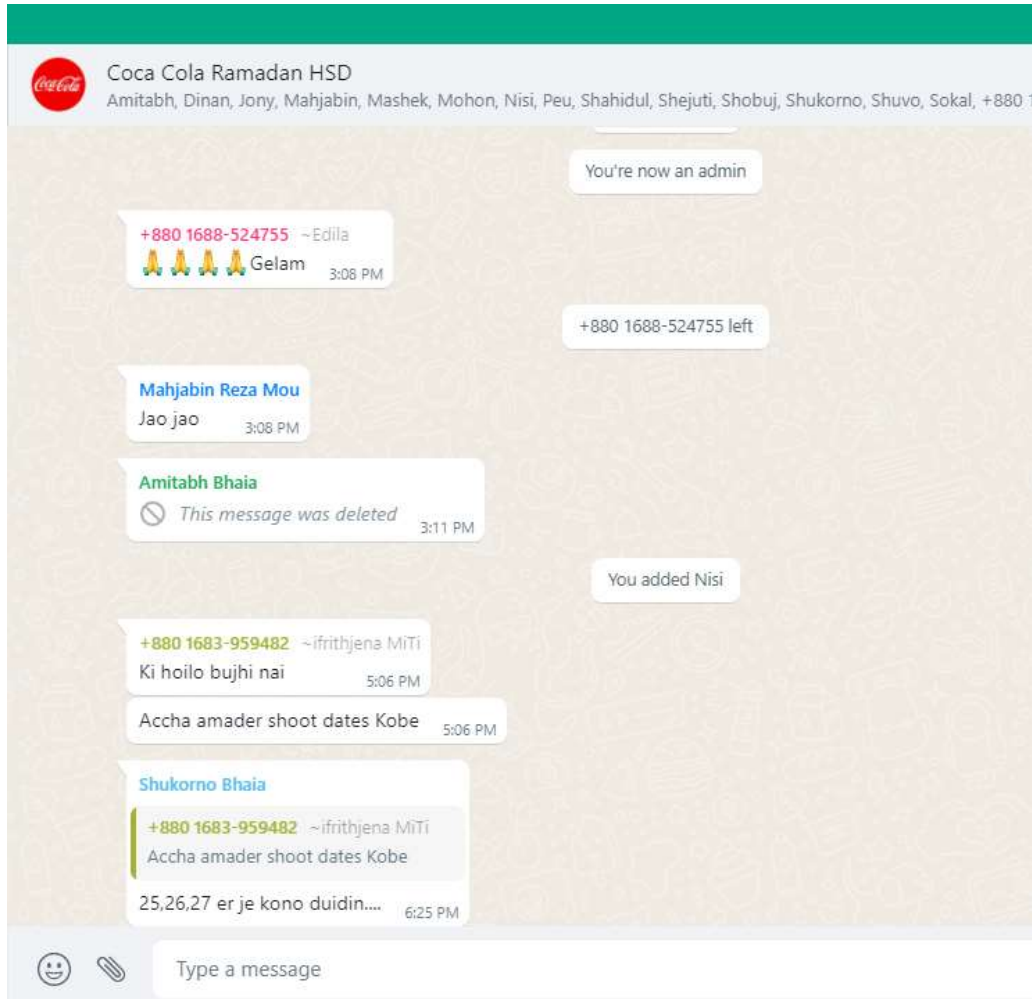


Fig. 19: After communicating with the new costume designer, I added her to the production group

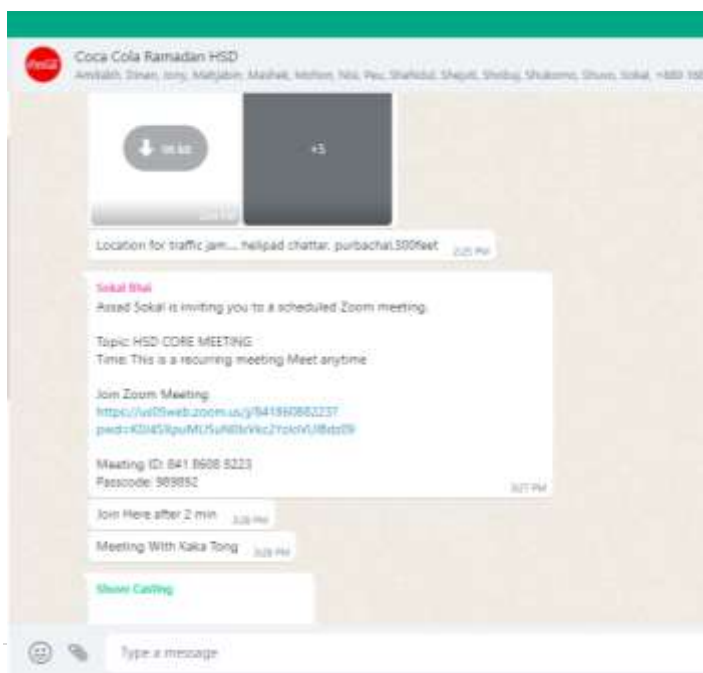


Fig. 20: Meeting link given for team meeting with Cinematographer

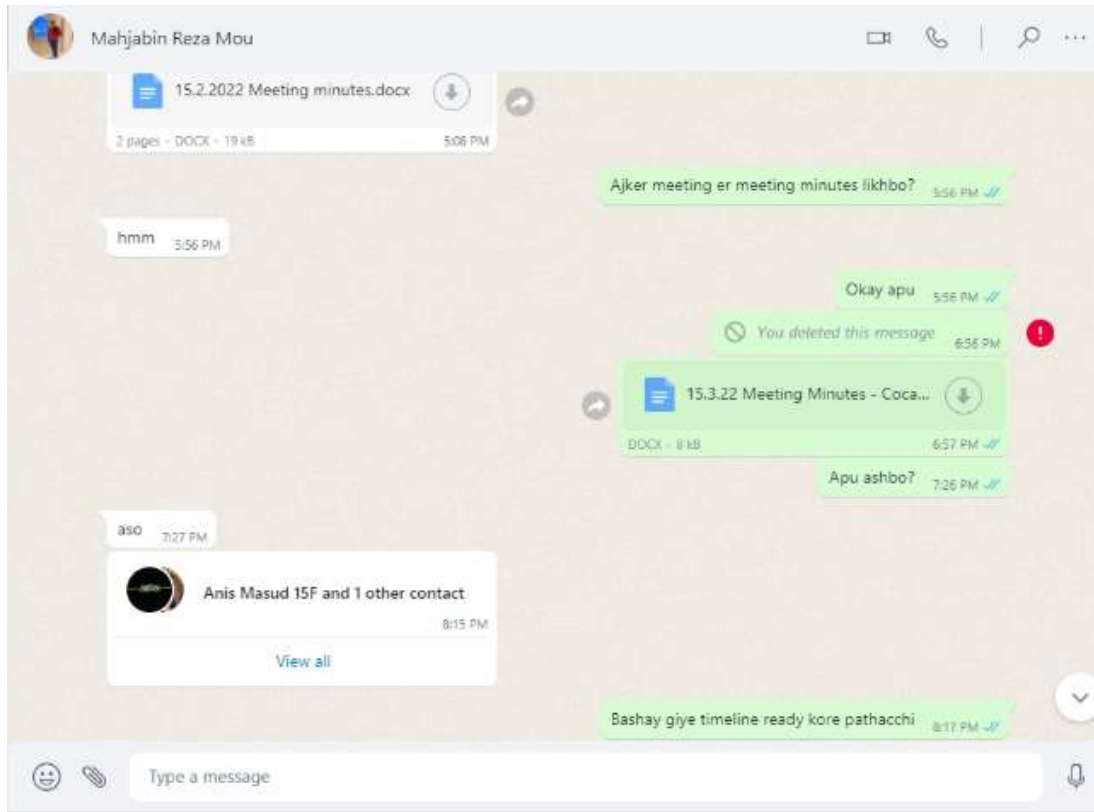


Fig. 21: Meeting minutes of Pre-PPM sent to supervisor

- **Challenges and Mistakes:**

Attending a physical PPM in a new environment was challenging as the industry seniors were present. During the PPM, I reached late to the meeting due to heavy traffic and distracted the environment. On the other hand, Coca-Cola Bangladesh had to postpone the project the day before the shoot. As Coca-Cola Global announced, they will not conduct any TVC production activities in the South Asian region. After that, I had to further communicate with the external parties to inform them about it. They were asking for the payments of what they had already paid for, which resulted in significant losses for both the companies.

- **Learnings:**

This project had great learning opportunities as I was able to attend a physical PPM and got to observe new strategies. I learned to sell production ideas to a room full of creative people and seize the job. Also, learned new techniques of how professional presentations are delivered in front of an international organisation. Working with a global company can be risky sometimes. You have to be efficient and work within a strict schedule while working with a global company. Time management is a critical responsibility; otherwise, you will be considered irresponsible and careless.

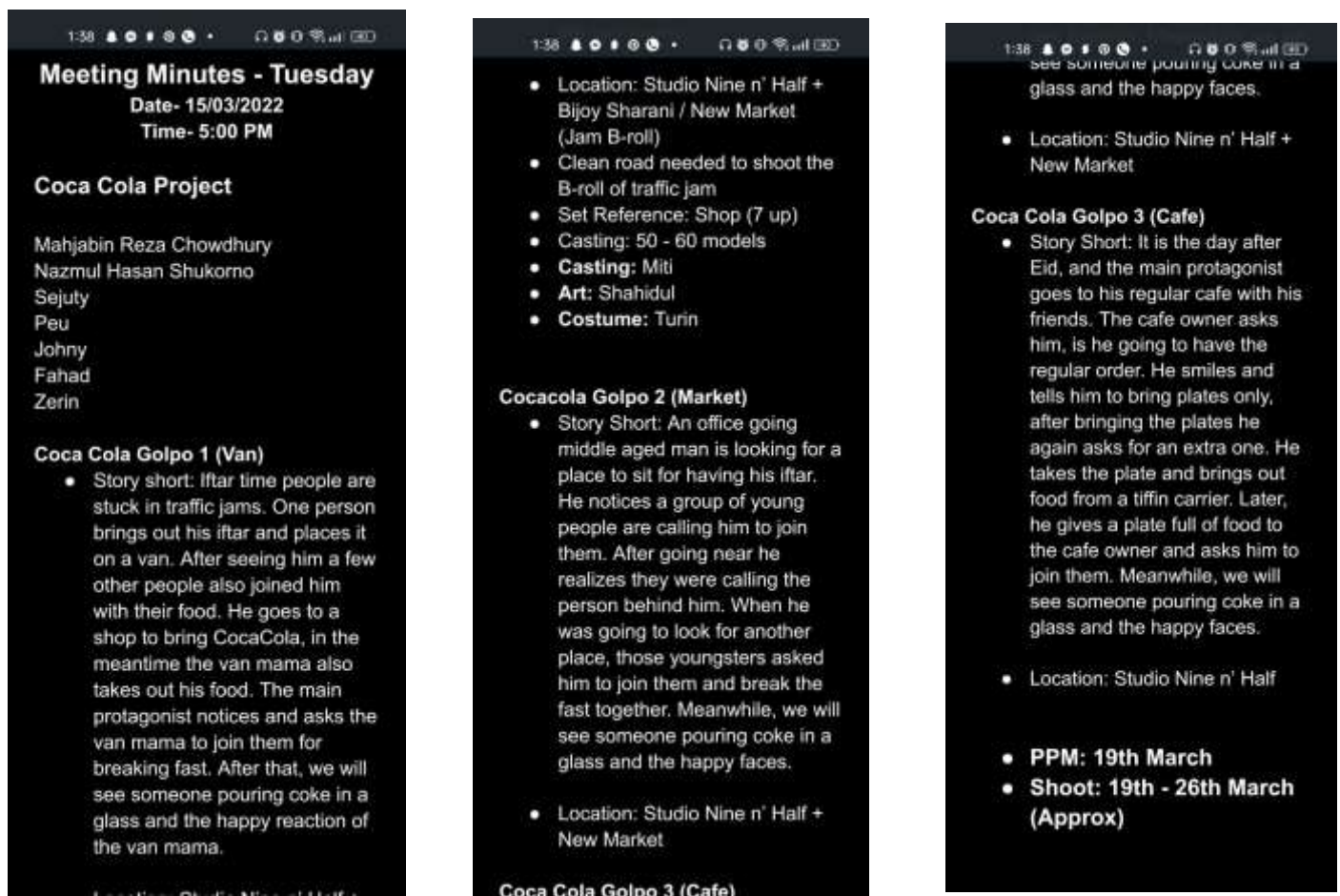


Fig. 22: Meeting Minutes of Pre-PPM

PROJECT FOUR: SUPERWHITE DETERGENT TVC

CLIENT: Square Toiletries Ltd.

AGENCY: Mediacom Ltd. Bangladesh

PRODUCER: Mahjabin Reza Choudhury

- **Project Description:**

Square Toiletries Ltd. Launched this TVC in February 2022 to promote their new Superwhite Detergent Powder. Later in April, they planned on producing two cut versions of their CP offer and non-CP offer versions. The script of the cut versions included a new VO. script and CG.

- **My Responsibility:**

As I was doing my internship at that time and gained knowledge on delivering output files to the agency. I was given the responsibility to handle this project and deal with the agency.

Post-Production:

1. Communicated with VO. artist and called her for VO. recording.
2. Attended VO. recording in the sound studio.
3. Handed over the payment to the VO. artist.
4. Overlooked the edit of all versions and took approval from the agency.
5. Communicated with CG artist and incorporated received files in TVC.
6. Communicated with the agency.
7. Prepared meeting minutes.
8. Took notes from Chief AD to inform Producer.
9. Crosschecked and delivered the approved final output file to the agency.



Fig. 22: Sound designer while sound mixing for Superwhite Detergent TVC

- **Challenges and Mistakes:**

The VO. artist of this project was very senior, and she had timing issues. First, she came late to the recording, and as I was not getting my desired vocal tone, I was not being able to let her leave early. Later, when I noticed she started to lose her temper, I had to convince her and calmly resolved the situation. After the first recording, we received another script correction from the agency. When we asked her to come again, she agreed to our schedule. However, when we reached the sound studio at the scheduled time, at first, she was not receiving my calls and later refused to come over. This time I had to convince her to record the audio from her home studio and send it to me through WhatsApp.

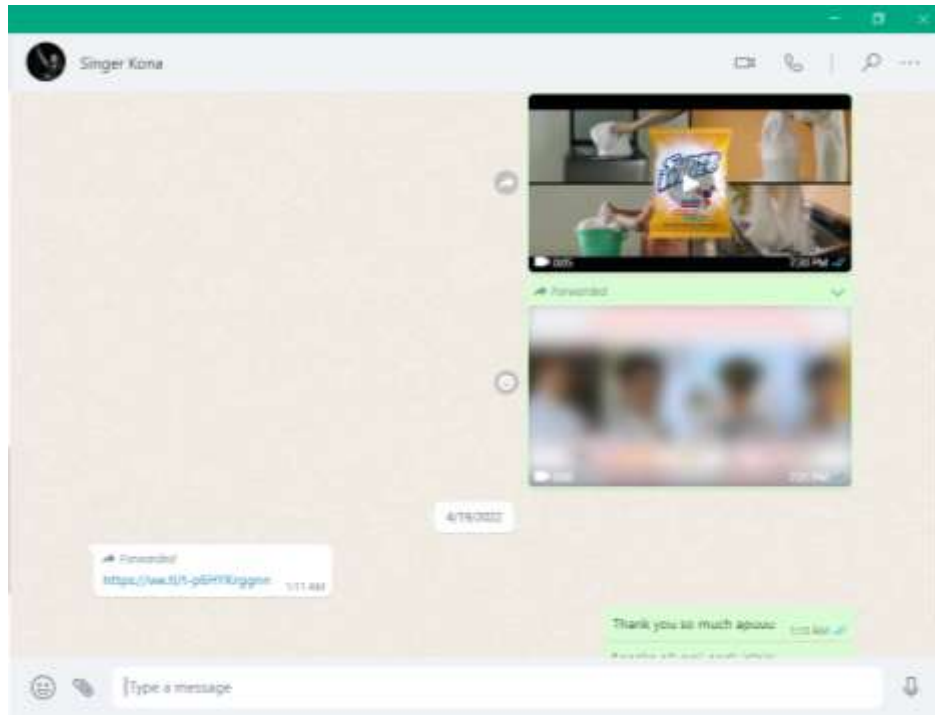


Fig. 23: Voice recording received from VO. Artist

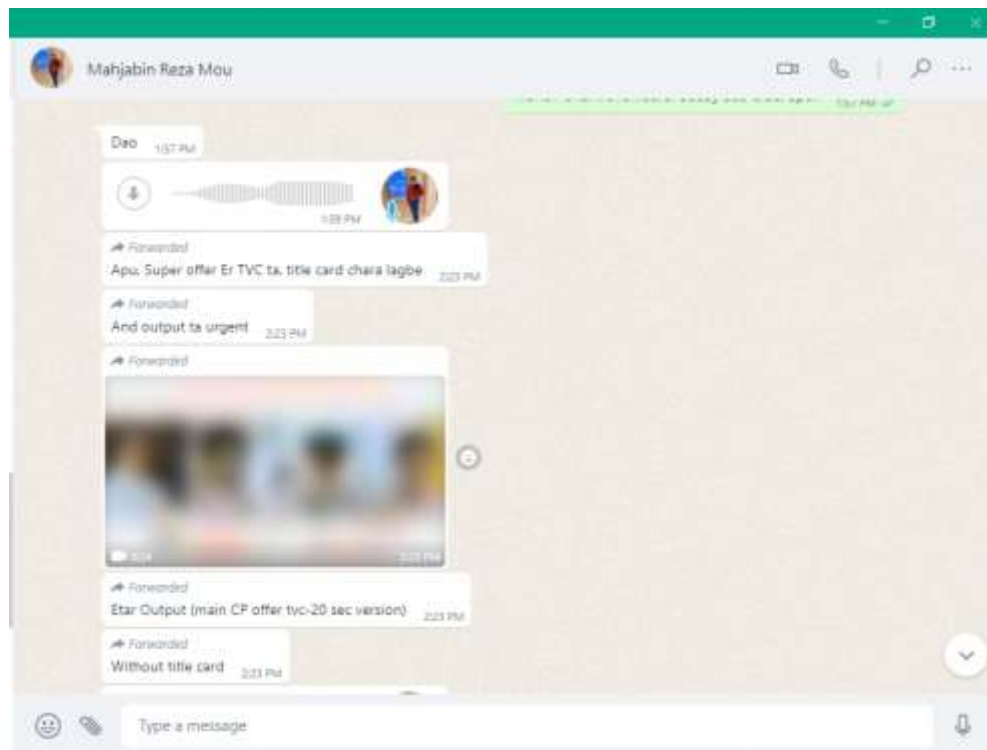


Fig. 24: Agency brief received and forwarded by supervisor for correction

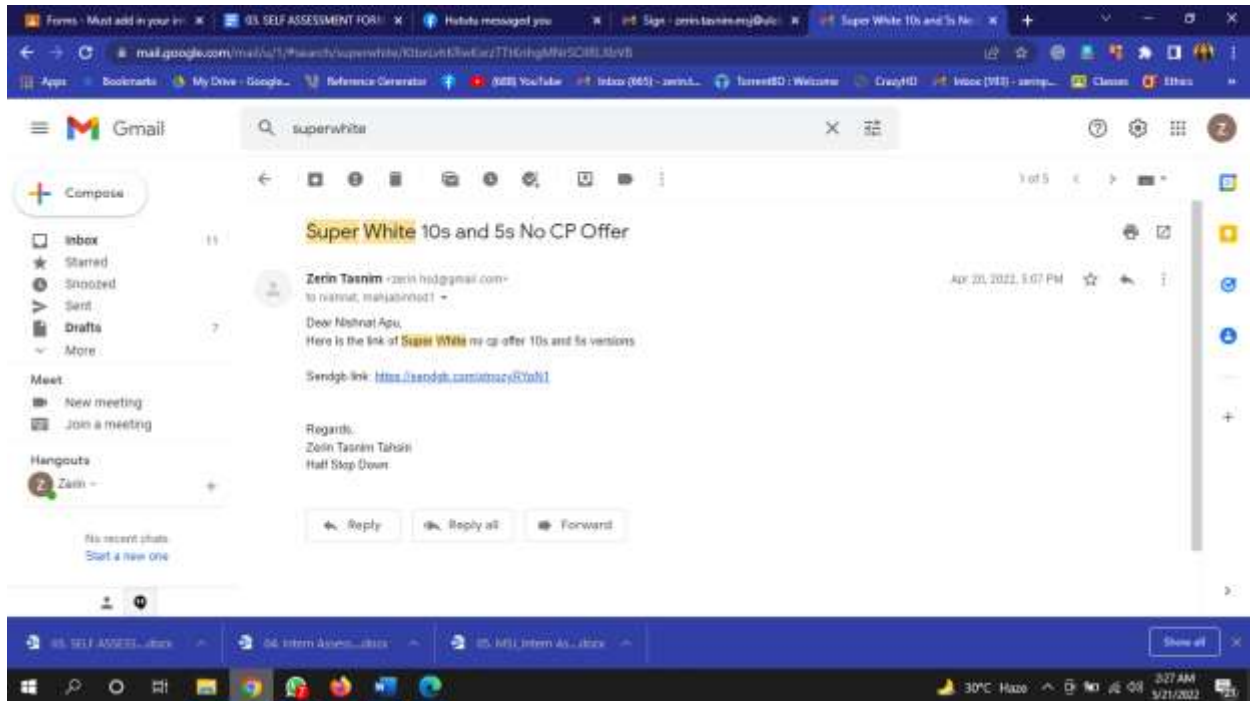


Fig. 25: Superwhite TVC final output files delivered to Agency

- **Learning:**

Delivery of this project was scheduled during a rush office day. Two of my projects' delivery were scheduled at the same time and I had to work in a strict plan. This project taught me how to manage work under pressure. I had to plan strategically while delivering these projects because one wrong action could have me deliver a wrong output.



Fig. 26: Product frame of Superwhite Detergent TVC

PROJECT FIVE: HEALTH AND FAMILY WELFARE PSA

CLIENT: Ministry of Health and Family Welfare

AGENCY: Johns Hopkins

PRODUCER: Mahjabin Reza Choudhury

- **Project Description:**

It is a government project communicated by Johns Hopkins, centre for communication programme. The Ministry of Health and Family Welfare along with Johns Hopkins planned on producing four PSAs that will create awareness for early marriage and post-partum family planning. It was an overdue project directed by director Ashiq Alam and producer Mahjabin Reza at Half Stop Down Ltd.

- **My Responsibility:**

It was an old project, and since I was handling the post-production of other projects, my supervisor handed me the responsibility for this project. I was tasked to communicate with the external authority, understand the correction brief, incorporate the corrections and deliver the PSAs within the given deadline.

Post-Production:

1. Contacted sound studio for VO. recording.
2. Contacted artists for VO. recording.
3. Communicated with the authority at Johns Hopkins.
4. Overlooked the final edit maintaining the provided corrections.
5. Crosschecked final files before sending them for approval.
6. Delivered the approved files to Johns Hopkins



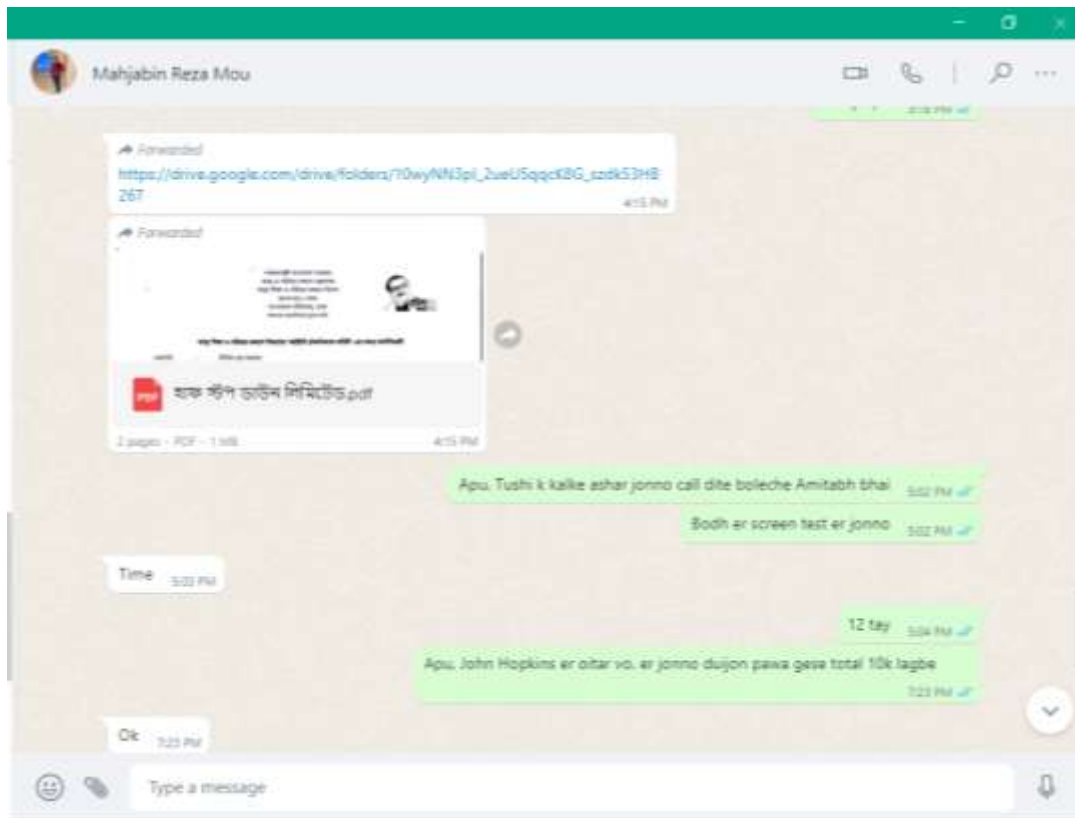


Fig. 27: New corrections for the PSA forwarded by supervisor

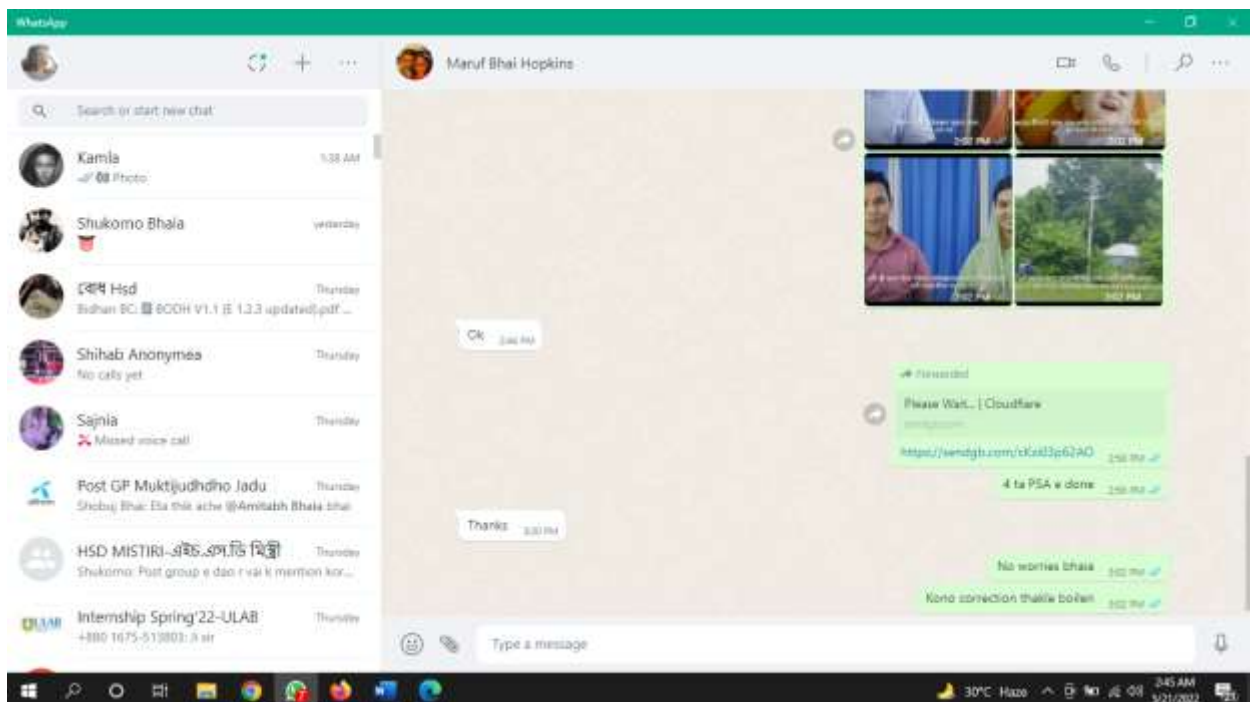


Fig. 28: Took approval and sent updated files to Maruf Bhai from Johns Hopkins

- **Challenges and Mistakes:**

This project itself was a challenge as it had already past several deadlines. Since the director could not provide his time, the project got into an unstable situation. On the other hand, the authority from Johns Hopkins started to pressure the producer; this was when she handed over the responsibility to me. I was involved at the last minute, so I did not know anything about it. I had to gather everything that had happened since the beginning to complete it by the deadline. When we tried reaching the original VO. artists, they could not provide us time. As we had a strict deadline, we had to hire new VO. artists and rerecorded the full VO.

- **Learnings:**

It is best to contact a VO. artist through a sound studio, they can manage the best options according to your need. If the VO. artist is hired through a sound studio it will also cost you in a lower payment range.



Fig. 29: End card of Bangla PSA

PROJECT SIX: RICKSHAWGIRL VLOG PROPOSAL

COLLABORATOR: Aranya Bangladesh

- **Project Description:**

Amitabh Reza Choudhury had his first movie premiere of “Rickshaw Girl” film in New York. To promote his film and his journey from Bangladesh to New York he decided to record three vlogs of this movie premiere. The film Rickshaw Girl is very connected to the culture of Bangladesh. So, he wanted to carry outfits that are traditional and has ethnic value.

- **My Responsibility:**

While looking for the best choice of the fashion house to get their outfits. Aranya grabbed our attention for its exclusive ethnic collection and traditional connection with Bangladesh’s culture. After approaching them verbally they asked for a written proposal and as I had previous experience in writing proposals, I was given the task to prepare it.

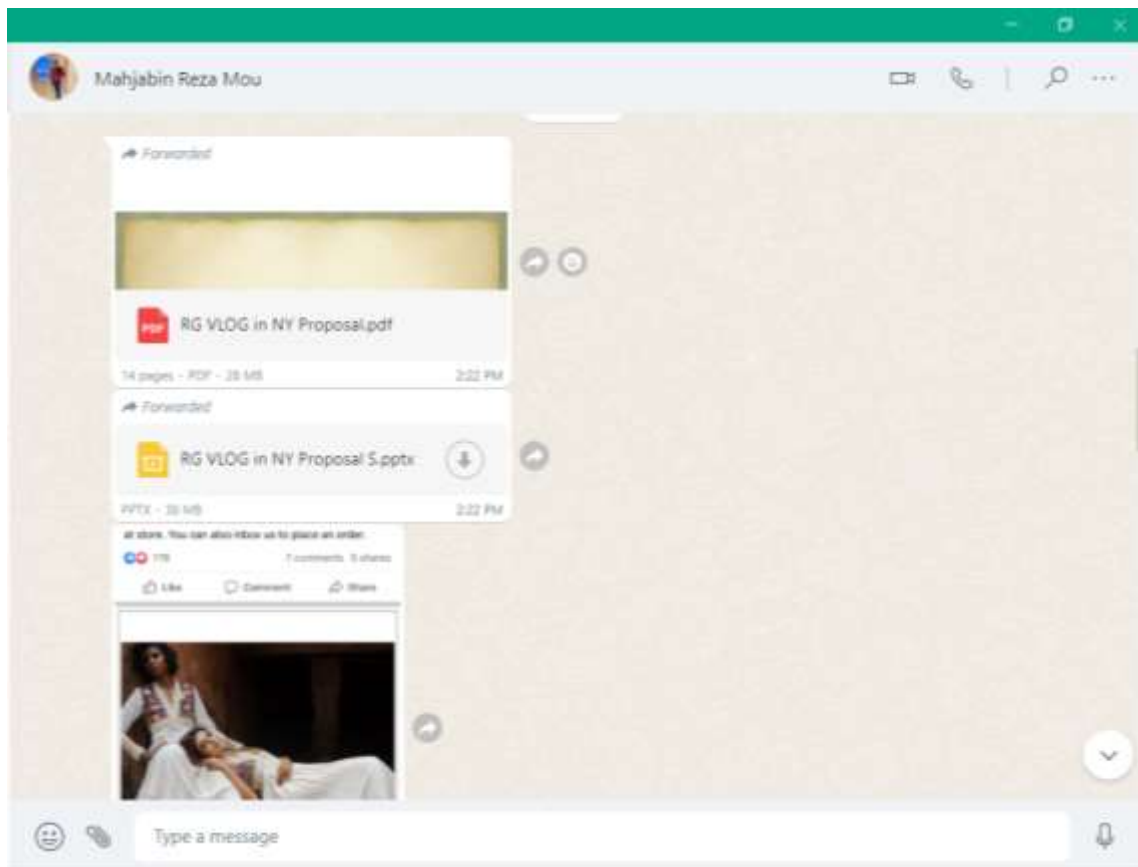


Fig. 31 Vlog proposal collected to write Wardrobe Collaboration proposal

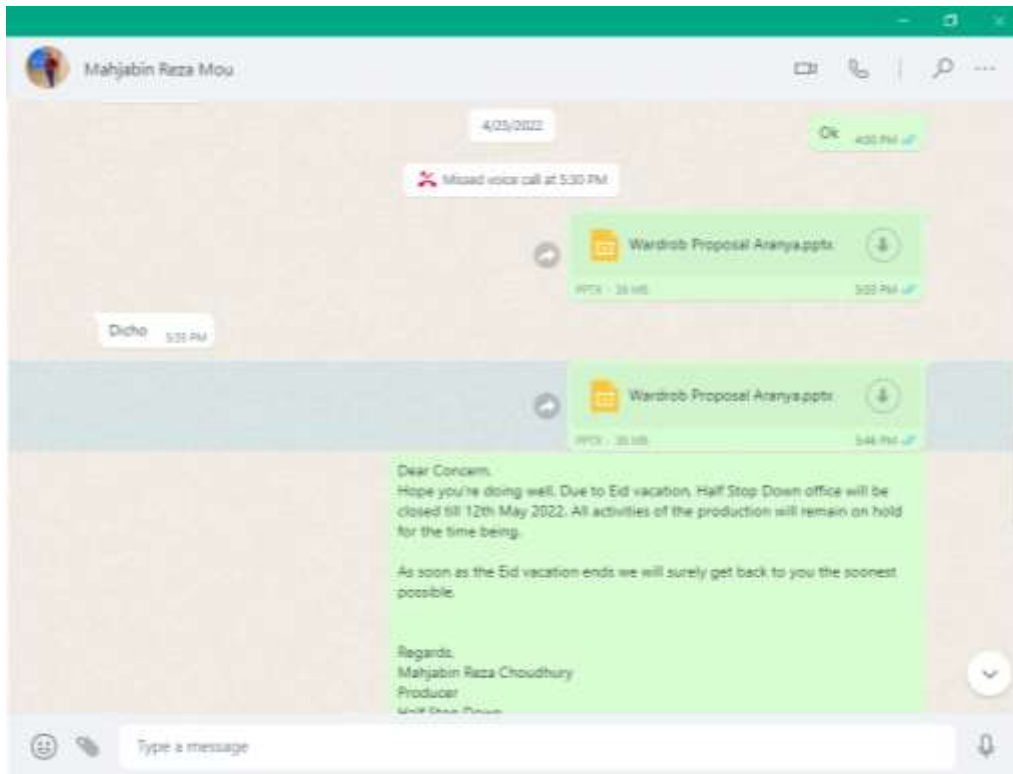


Fig. 32: Wardrobe Collaboration Proposal sent to Supervisor



Fig. 33 Screenshot of the Proposal slide

- **Challenges and Mistakes:**

I wrote numerous proposals during the four years of my university journey. This was the first time I was writing a professional proposal for an organization. I was piled up with pending works on multiple projects and also had a strict deadline for completing this task. I had to be very careful while utilizing my time to write this proposal. In the first draft of this proposal, I wrote it unnecessarily long and later had to re-write it maintaining the given instructions.

- **Learnings:**

While writing a professional proposal you have to be very careful with your wording and it is best to write it as short as possible. Unnecessarily long proposals will make it boring and the intended person or organisation might lose their interest.



Fig. 34: Amitabh Reza Chowdhury in Aranya's attire and Rickshaw Girl Premiere

PROJECT SEVEN: শনিবারের আড্ডা

- **Project Description:**

Currently, most of the Half Stop Down Ltd. employees are new in this sector. We do not have enough networking with the other organisations. To introduce and help us build a network in the industry, the authorities at HSD planned to organise a get-together with the top agency personnel. As they planned to arrange it on every Saturday, this get-together was called “শনিবারের আড্ডা”. The main plan of this hangout was supposed to be at lunch time or dinner time, but due to Ramadan, it was arranged as an Iftar Party. At the get-together, selective agencies were invited to have Iftar with us. Afterward, the programs were continued by having Iftar and reminiscing about the old days. Also, Amitabh Reza delivered a speech where he presented a showreel of his recent work and old TVCs done with the particular agency. Last but not least, introduced the employees to the agency personnel at the end of each hangout.

- **My Responsibility:**

For arranging the get-together, I was primarily given the task to prepare the write-ups and assist Johnny in designing the poster. Later, when I let them know about my event management skill, they gave me the responsibility to make the arrangements.

- Supervised editor to update the showreel of Amitabh Reza
- Took assistance from asst. post-production supervisor for collecting the old TVCs
- Designed the presentation slide for Amitabh Reza
- Decorated our office and made sitting arrangement
- Managed the hospitality and food for the get-together

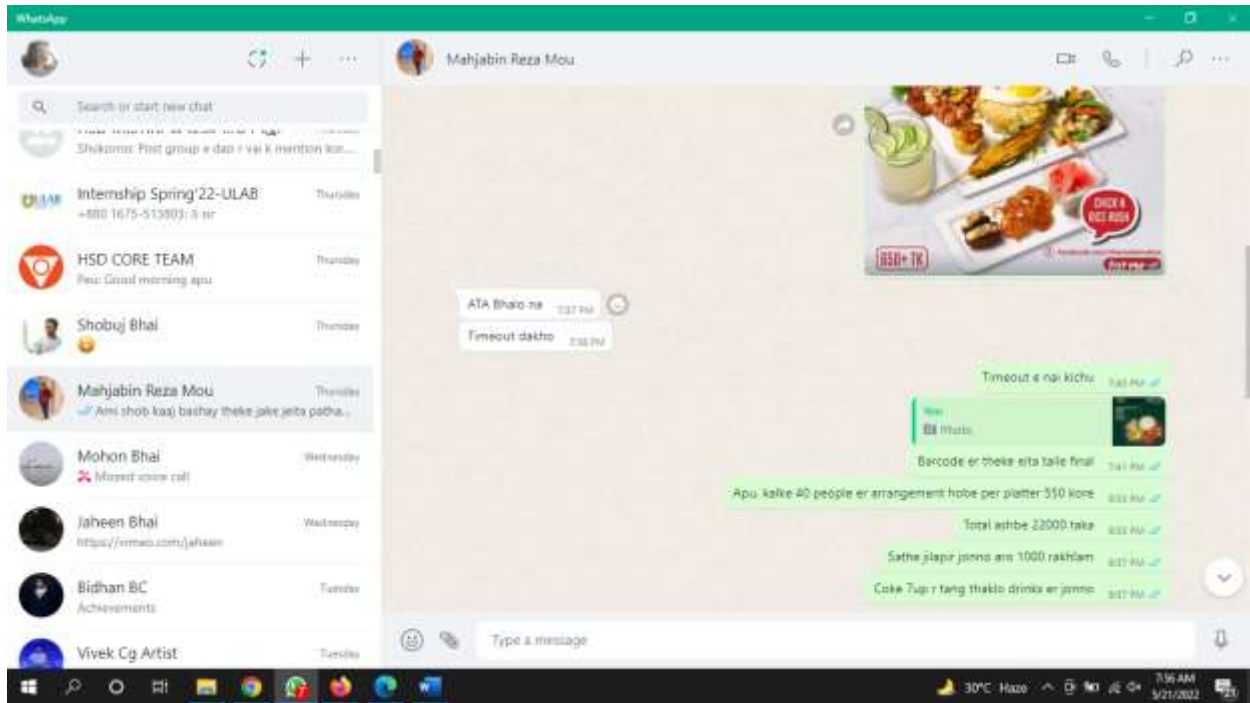


Fig. 35: Finalized the food for the hangout

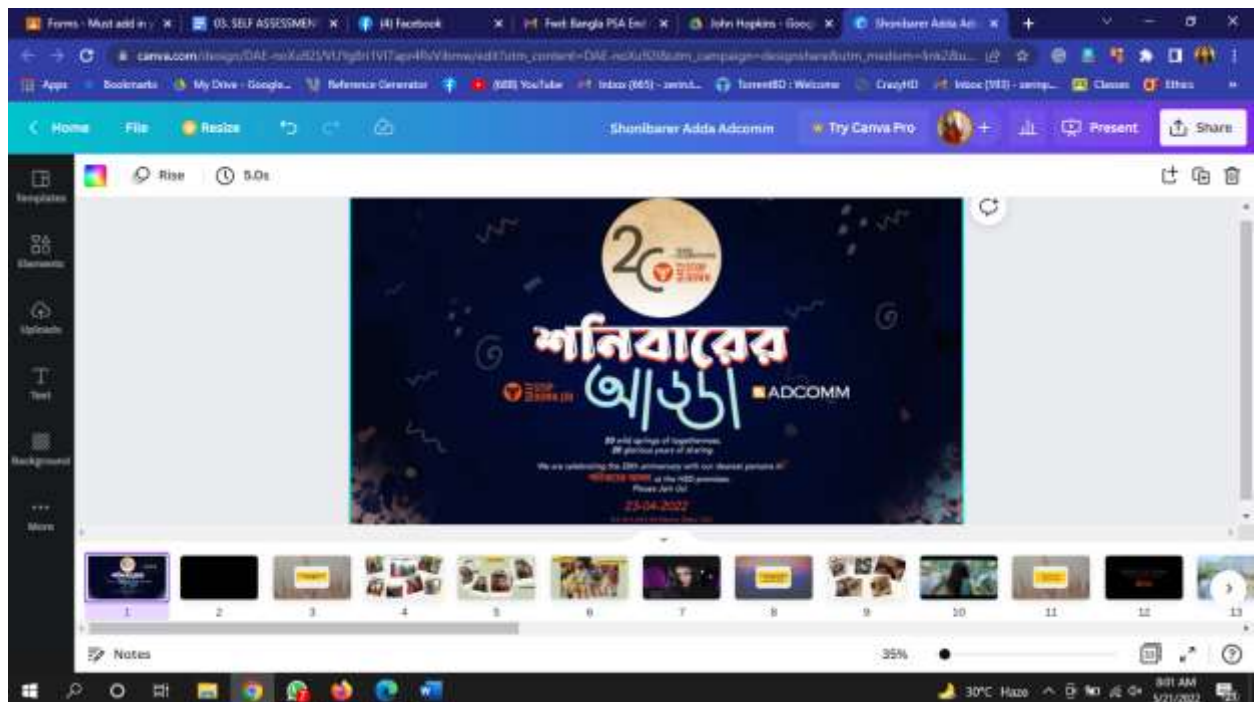


Fig. 36: Screenshot of the presentation Slide

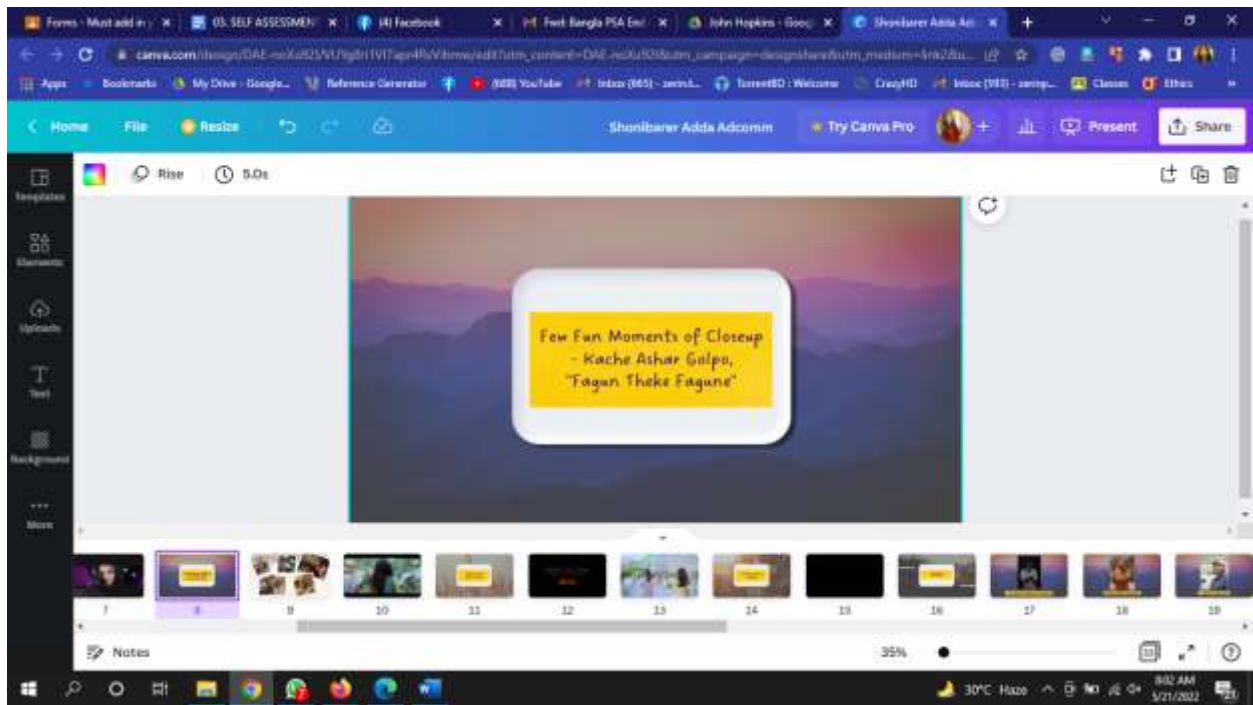


Fig. 37: Screenshot of the presentation Slide



Fig. 38: Screenshot of the presentation Slide

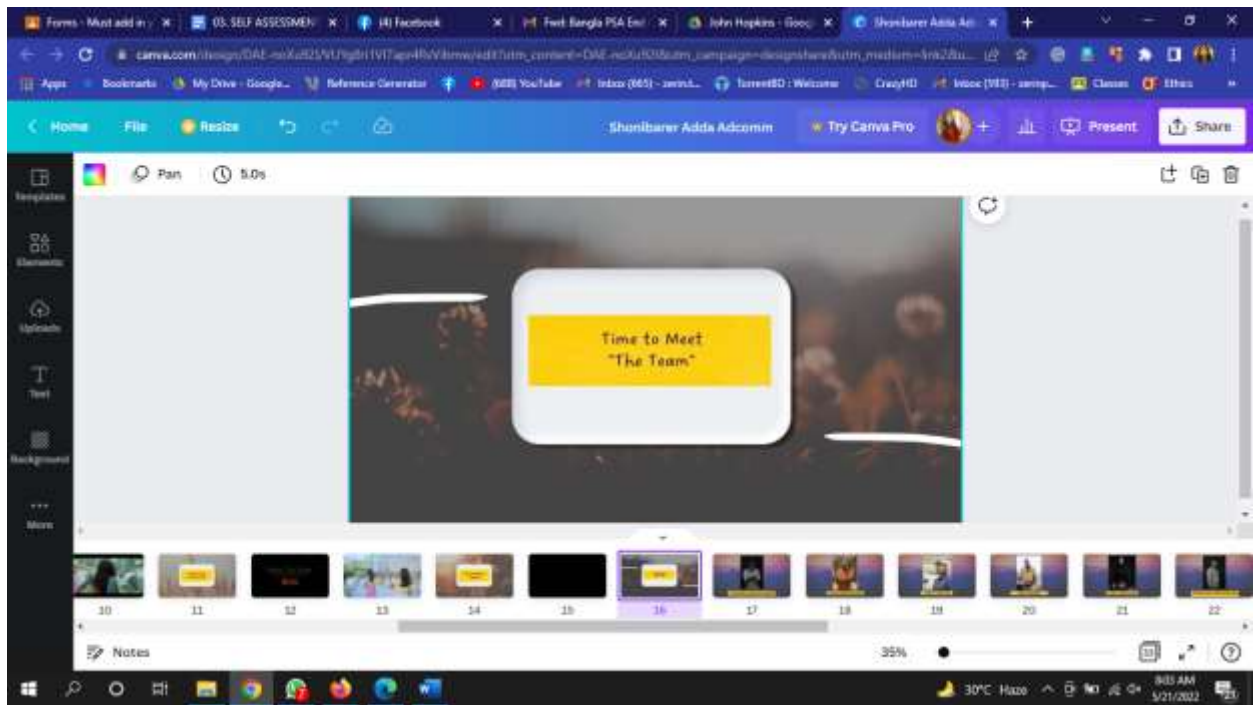


Fig. 39: Screenshot of the presentation Slide

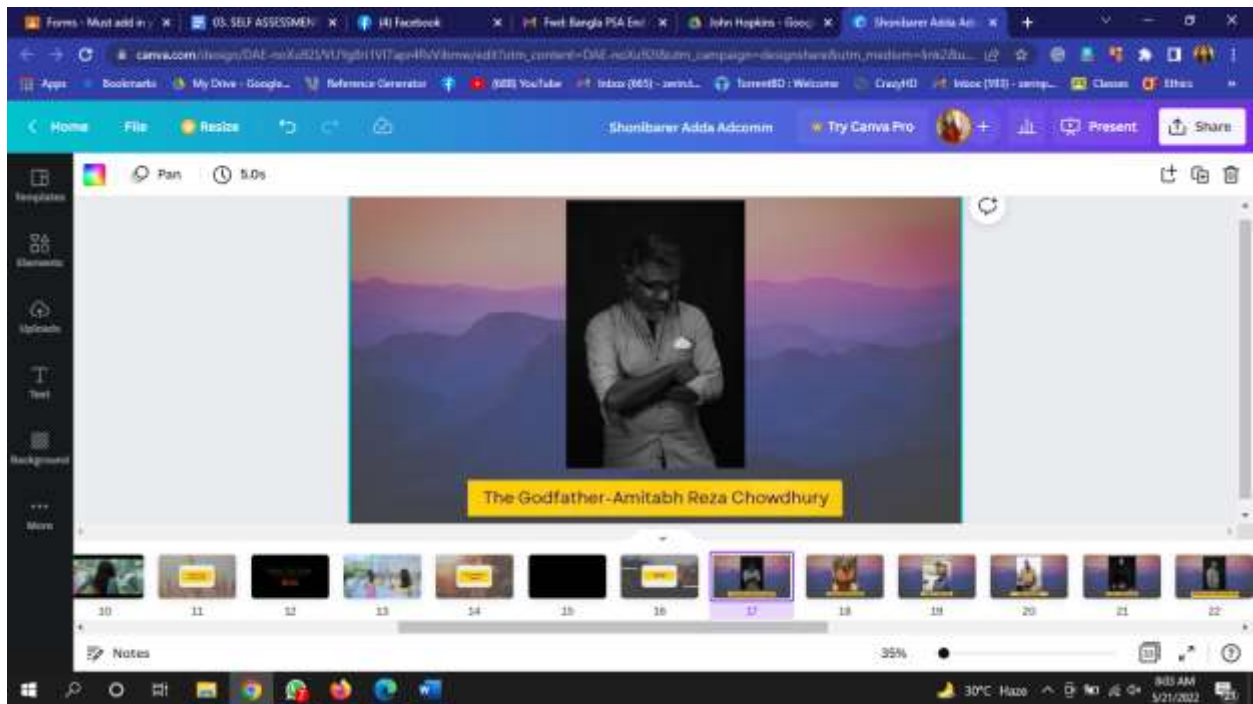


Fig. 40: Screenshot of the presentation Slide



Fig. 41: Arranging food for the quest

- **Challenges and Mistakes:**

This was the first time I was given the responsibility to manage hospitality and food. I am very weak in calculation and when I was assigned to arrange food for 40+ people, I was confounded by seeing the amount of money. I made a calculation mistake and took less money from the accountant. Luckily, our producer went to the restaurant with me and I could take the rest of the amount from him after the correct calculation. Later on, in the restaurant, I made another calculation mistake and gave less money to the recipient. When he asked for the remaining amount, I was confounded again and forgot to take the receipt. Thanks to the office staff who went with me for reminding me about the receipt before we left the restaurant.

- **Learnings:**

From this responsibility, I learned it is very important for me to use a calculator to do any kind of calculation. Additionally, it has also made me realize the importance of taking the receipts after payments. I have also learned how to arrange and manage an event in the professional field. Presentation skill is the first objective that others will notice at first.



Fig. 42: Seniors from GREY Dhaka at our premise attending
“শনিবারের আড্ডা”

Here Gousol Alam Shaon is sharing his experience of producing the
film “Aynabaji”

PROJECT EIGHT: BANGABANDHU MUSIC VIDEO

CLIENT: Bangladesh Cricket Board

PRODUCER: Mahjabin Reza Choudhury

- **Project Description:**

To celebrate the glorious 100th birthday of the father of the nation Sheikh Mujibur Rahman, Bangladesh Cricket Board organized a concert in Dhaka. To which the next step of the concert is to launch this music video. Through this music video BCB is planning to show the inspiration of freedom and morals of Bangabandhu to the youth of Bangladesh.

- **Responsibility:**

As I did not have much workload at that time and the ADs of the team were busy with another project. I was assigned to help director Jaheen Faruque Amin and his team for this project. Due to my academic skill in professional writing, I was tasked to help them by preparing the writeups for the PPM docket.

Pre-Production:

1. Prepared three writeups for the PPM docket.
2. Wrote the director's vision for this music video.
3. Wrote the objectives of this music video.
4. Wrote the treatment of music video.

- **Challenges and Mistakes:**

I have experience in preparing writeups and designing PPM dockets for TVCs. This time I was assigned to prepare it for a music video. PPM dockets of music videos require a different style to explain a story and its treatment. So, as I was preparing it for the first time, I felt it was challenging to properly describe what the director is exactly trying to explain.

- **Learnings:**

I got to learn how to prepare writeups and design a PPM docket for a music video. Additionally, I understood when you are working with a professional team sometimes you might have to work outside of your job criteria so that the team can function properly and maintain team spirit at all times.

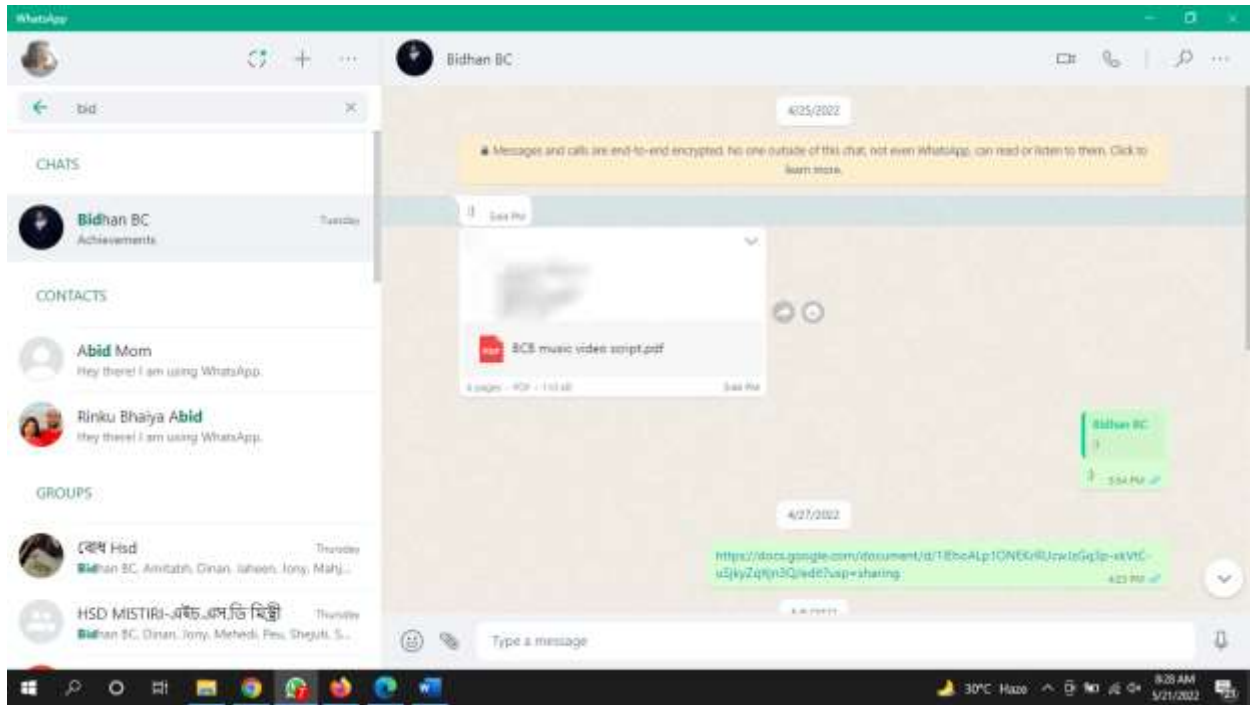


Fig. 43: After finishing the write-up share the google doc link with Bidhan for completing the PPM Docket

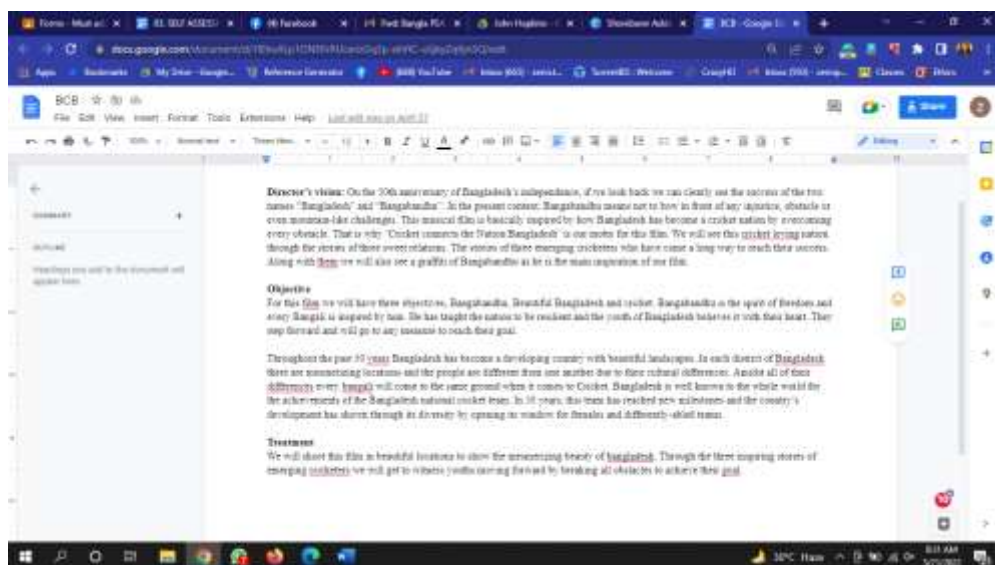


Fig. 44: The write-up for BCB Music Video

14. INTERNSHIP OUTCOME

Initially, I was targeted to apply for two positions and Line Producing was one of them. In the meantime, I was informed Half Stop Down Ltd. has a vacancy in the Line Producer position. I immediately went there to have a conversation with the Producer regarding the job opportunity. When I expressed my interest to work with her, she took my interview for the position. It was a strict interview as I was not only applying for the internship but also approaching for a permanent job. After the interview, I was offered the position of an Asst. LP with a three months probation period which is going to end on 2nd June 2021.

Previously I had no knowledge about the works of a line producer and it was a complete explorational journey in the beginning. It was challenging for me to learn something completely new and apply it in the professional field at the same time. My goal for this job was to observe, explore and adapt the work of a line producer.

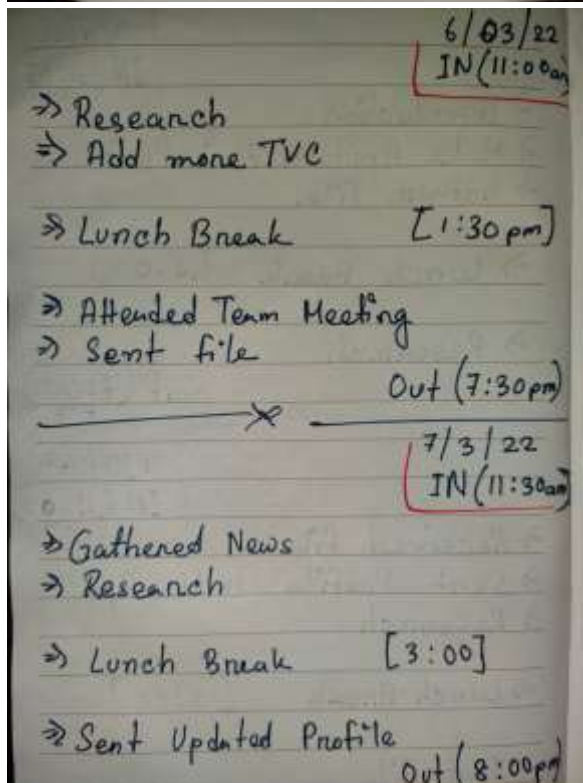
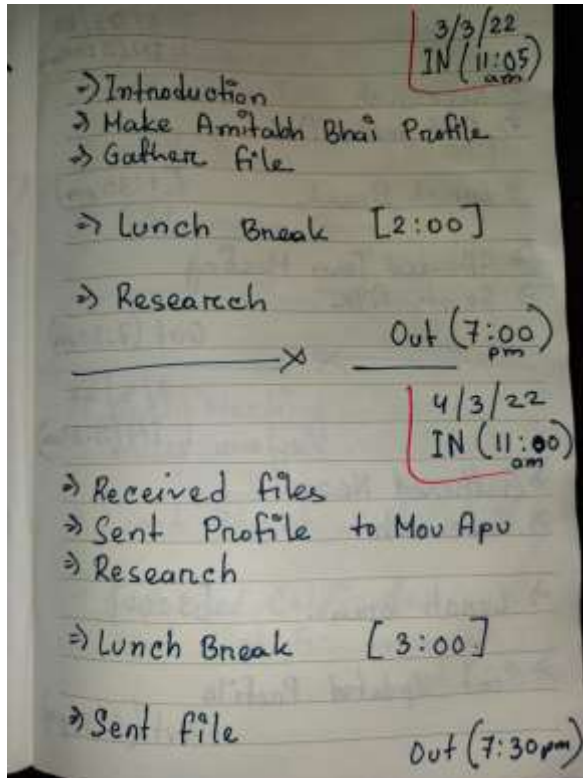
Unlike the other production houses, Half Stop Down Ltd. runs more like a corporate office. You have to maintain strict timing and professional behaviour if you want to continue over there. I have a previous record of being late everywhere so, it was also a challenge for me to overcome my old habit. After working in a professional place like Half Stop Down Ltd., now I think I am able to work in other professional production houses.

- Each project differs from one another, I followed the instructions and carried out the task I was assigned.
- Communicating with an agency is a vital requirement and I tried to learn how to communicate with them.
- I learned how a professional production team works and working as a member of their team was a crucial job.
- I learned how to maintain the timeline in a project. I think a timeline is the most important thing to maintain.
- I learned to work and deal with the professional people of the industry. It is not an easy task to work with the seniors, but anyhow I tried to adjust the environment to make the environment comfortable for them.

- I learned how to work strategically and wisely as I had to complete many projects simultaneously.
- Timelines and meeting up the deadlines should be strictly maintained.
- I learned about the basic objectives of organizing a team, communicating with the clients, crew, and casts; also, and how to ensure their safety during production.
- The experiences I gather from my internship will always help me in the future in this sector.

My internship at Half Stop Down Ltd. provided me with invaluable experience for my future professional life. I could connect to the work very well which helped me dive into the workforce of this position. Everything I learned here taught me something fresh and innovative, allowing me to differentiate between real-life situations and expectations. All of this taught me how to deal with reality and how to act appropriately in order to attain success in my life. I still have a long way to go in terms of realizing my ambitions.

15. WORKPLACE LOG



8/3/22
IN (11:00am)

- Feed back on Profile
- Add more TVC
- Lunch Break [2:45]
- Add more Award

Out (7:30pm)

9/3/22
IN (11:07am)

- Bodh Meeting
- Story analysis
- Lunch Break [1:30]
- Gathered Certificates
- Sent List for approval

Out (7:15pm)

10/3/22
IN (10:45am)

- Made Slide
- Attended meeting
- Lunch [2:45]
- Presented Slide

Out (7:10pm)

12/3/22
IN (11:05am)

- Feed back (Profile slide)
- Make separate Doc files
- Lunch Break [1:30]
- Add more information
- Sent update

Out (7:10pm)

13/3/22
IN (10:00am)

- Team Meeting
- Alpenliebe Shoot (14/3/22)
- Call sheet

→ Lunch Break [3:00]

→ Budget - Mohan Bhai

→ Amitabh Bhai Line-up

Out (9:00pm)

13/3/22
IN (4:00am)

- Reached Location - 5:30am
- Client & Agency hospitality
- Location (manage manage authority)

→ Lunch Break [12:00]

- 9/1/2 Shoot
- Pack up

Out (12:00am)

14/3/22
IN (11:00am)

- Amitabh Line-up
- Alpenliebe payments

→ Lunch Break [3:00]

- Research
- Agency (Alpenliebe props)
- Update Profile

Out (6:00pm)

15/3/22
IN (11:00am)

- Coca-Cola meeting
- Schedule
- Contact person list

→ Lunch Break [2:00]

- Get approval

Out (7:00pm)

16/3/22
IN (11:00 am)

- Alpenliebe post
- Contact Editor
- Lunch Break [2:00]
- Make post-production timeline

Out (7:00 pm)
19/3/22
IN (11:00 am)

- Brief Editor
- Contact VO artist
- Lunch Break [2:00 pm]
- Confirm CG artist
- Approve CG "

Out (9:00 pm)

20/3/22
IN (11:05 am)

- Alpenliebe post timeline
- Redking production Bill
- Lunch Break [3:00]
- Pending Bill Statment
- Coca-Cola shoot meeting
- Shoot date (22-26)
- Meeting minutes

Out (10:00 pm)
21/3/22
IN (11:29 am)

- Confirm VO artist
- Lunch Break [1:45]
- Coca-Cola PPM
- Alpenliebe Post

Out (10:00 pm)

22/3/22
IN (11:15 am)

- Alpenliebe - contact artist (CG)
- Color, Music, CG (confirmed)
- lunch Break [2:00]
- Alpenliebe VO.
- Coca-Cola Costume

Out (10:30 pm)

23/3/22
IN (11:05 am)

- Edit finalize
- Alpenliebe Music confirm
- lunch Break [1:30]
- Team meeting
- Kesh King feedback
- Clear feedback

Out (10:00 am)

24/3/22
IN (11:00 am)

- Emami feedback
- 7up meeting minutes
- lunch Break [2:00]
- Animation Connection (Shobuj)
- Emami VO. artist confirm

Out (9:30 am)

27/3/22
IN (10:30 am)

- Emami VO.
- Kesh King connection (Shobuj)
- Clear
- lunch Break [3:00 pm]
- ~~Alpen~~ Team meeting
- Alpenliebe feedback

Out (11:00 pm)

29/3/22
IN (11:00am)

- Alpenliebe CG
- Emami Update file
- Lunch Break [1:17]
- Alpenliebe VO. connection
- Clean delivery

Out (10:00pm)
30/3/22
IN (12:00pm)

- Write letters
- Agency communication
- Lunch Break [1:29]
- Emami VO. Update
- Post supervise
- Alpenliebe CG connection

Out (11:00pm)

3/4/22
IN (10:00am)

- Letter Writing
- Emami Feedback
- Lunch Break [2:05]
- Alpenliebe Post

Out (10:45pm)

4/4/22
IN (11:00am)

- Emami Connection
- Superwhite "
- Lunch Break [2:15]
- Emami Post
- Team meeting
- Finance update

Out (10:07pm)

5/4/22
IN (11:07am)

- Emami (Eid)
- Alpenliebe
- lunch Break [3:30]
- Superwhite CG connection
- Clean final Output

Out (10:00pm)
6/4/22
IN (11:05am)

- Research
- Movie analysis
- Lunch Break [2:03]
- Post
- Invite Guest

Out (11:00pm)

7/4/22
IN (12:00pm)

- Uttonon meeting
- Team "
- lunch Break [2:00]
- Documentary plan
- BCB meeting

Out (9:00pm)
9/4/22
IN (11:09am)

- Uttonon Slide
- Emami connection
- Uttonon "
- Lunch Break
- RG Vlog meeting
- Robi meeting

Out (11:00pm)

10/4/22
IN (4:00pm)

- Team meal meeting
- Emami Connection
- Bob Bodh script reading
- Uttorcon Dose Docu plan
- Proposal plan (Uttorcon)
- Iftar
- Research

X Out (10:00pm)
11/4/22
IN (11:00am)

- Superwhite VO. artist lock
- Emami CG meeting
- Alpenliebe VO. artist payment
- Iftar
- Chocolate wrap connection

Out (10:00pm)

12/4/22
IN (12:00pm)

- Emami post-production meeting
- Superwhite Connection
- Agency meeting
- Iftar
- Budget Approval

X Out (11:00pm)
13/4/22
IN (10:30am)

- Superwhite delivery
- Emami agency meeting
- Iftar Iftar
- Post Supervising
- Sharibareen adda posters

Out (11:30pm)

16/4/22
IN (11:30am)

- Decol
- Reconate Office
- Order food
- Budget plan
- Iftar

Out (10:00pm)

17/4/22
IN (10:30am)

- Expenditure account
- Team meeting
- Design slide
- Iftar
- Collect RG writeup.
- Call Vivek (CG)

Out (11:00pm)

18/4/22
IN (11:00am)

- Bodh meeting
- Production Bill
- Iftar
- Production Bill

Out (10:00pm)

19/4/22
IN (11:30am)

- Slide draft Uttonan
- BCB writeup.
- Iftar
- Saturday Plan
- Johns Hopkins PSA Connection

Out (11:00pm)

20/4/22
IN (11:15 am)

- Johns Hopkins VO artist lock
- Adcomm TVC Showreel
- Bodh meeting
- Iftar
- Uttaron meeting (Jaheen Bhai)
Out (10:00 pm)

21/4/22
IN (11:17 am)

- Uttaron Research
- Mukti Juddha (GP) meeting
- Mail vivek
- Emami Output
- Iftar
- Sokal Bhai letter
Out (11:00 pm)

23/4/22
IN (11:00 am)

- Amitabh Bhai Showreel
- Slide for Shanibans
- Decoration
- food arrangement
- Receive guest
- Iftar
- Team meeting
Out (10:45)

24/4/22
IN (11:00 am)

- Keshking post
- GP TVC meeting
- Sokal Bhai letter
- Iftar
- Production Bill
Out (11:00 pm)

22
Date

25/4/22
IN (11:15am)

- Johns Hopkins VO.
- Edit lock
- Alpenliebe Output
- Iftar
- Post Supervise

Out (11:00pm)
26/4/22
IN (11:17am)

- Emami Output
- Superwhite Output
- Email Write up
- Iftar
- letter for late payment

Out (8:00pm)

27/4/22
IN (10:45am)

- RG Wardrobe Collaboration proposal
- Megna cem find footage
- Coke production Bill
- Proposal Connection
- Iftar

Out (10:30pm)
28/4/22
IN (

- Close up Production Bill
- Robi RFA
- GP Shoot
- Iftar

Out (8:00pm)

16.



MSJ043

SELF-ASSESSMENT FORM

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

Name of Intern: Zerin Tasnim Tahsin Probha

University ID: 173012036

Name of the Institute/Organization:	Half Stop Down Ltd.		
Corporate Office Address:	3rd Floor, House 2, Block D, Rd No. 5, Niketan Gulshan 1, Dhaka 1213, Bangladesh		
Email:	info@halfstopdown.com	Web:	www.halfstopdown.com

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

90 hours

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

6000/= TAKA

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

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

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

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

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	4
2	I believe in my ability to make a difference.	5
3	I am open to new experiences.	5
4	I have gained the capacity to be more productive.	4
5	I can recognize my personal strengths.	4
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	5
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)	5
17	I have learnt the ability to work independently	5
18	I feel my classroom learning was enriched	3
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	4
21	I broadened my future employment possibilities	5
22	I received an opportunity to explore a specific career	5
23	I developed realistic ideas about the work world	5
24	I narrowed my future possible career choices.	5
25	What is your average score from this test?	4.58

5. General Comments

I have got the chance to know about the professional workplace. There is a lot of difference between what we learn in university and how to work in a professional place.

We always get a short time to complete our work and there is no chance to make a mistake.

There is no respect for the person who has not done his/her work properly in this professional sector.

This experience of my internship will always help me in my future life.



Signature of Intern

18. PROFESSIONAL COMPETENCIES

During my internship period at Half Stop Down Ltd., I have learned skills that would definitely help me in the near future. The competencies attained during my internship program are listed below:

Knowledge:

- Dealing with Clients, Agencies, and Artists
- Writing Proposals
- Preparing a Budget
- Supervising Post-Production
- Team Management
- Time Management
- Active participation in every phase of a film production:
 - Pre-production (Line Producer)
 - Production (Line producer or Assistant Director)
 - Post-production (Supervisor)

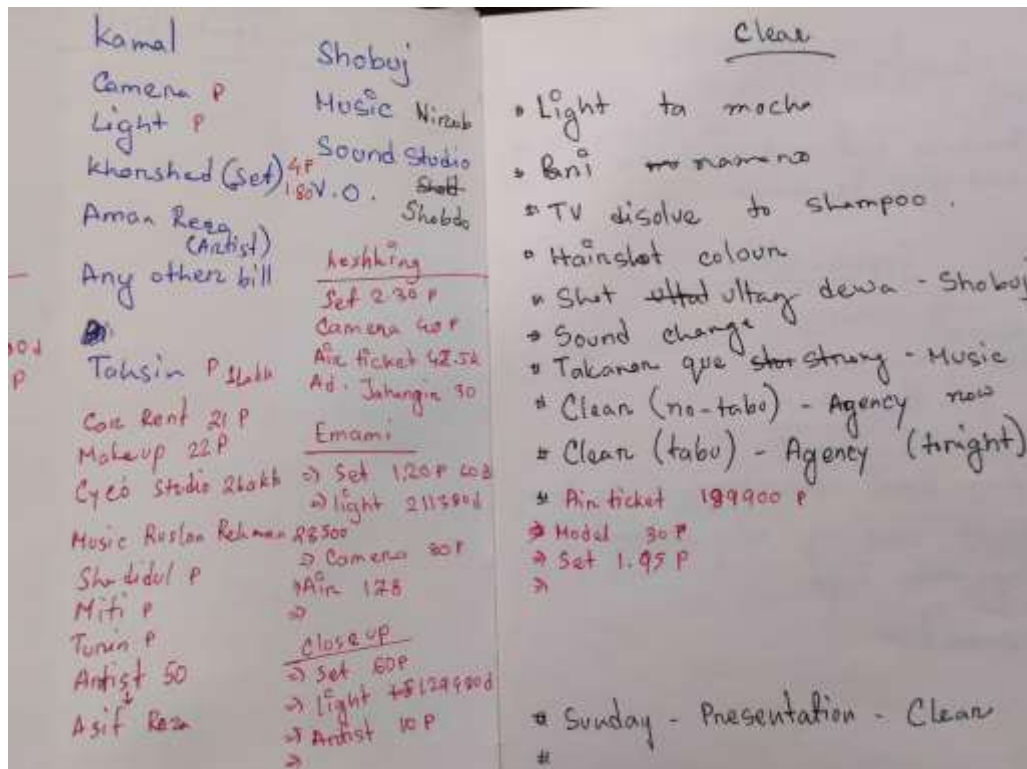
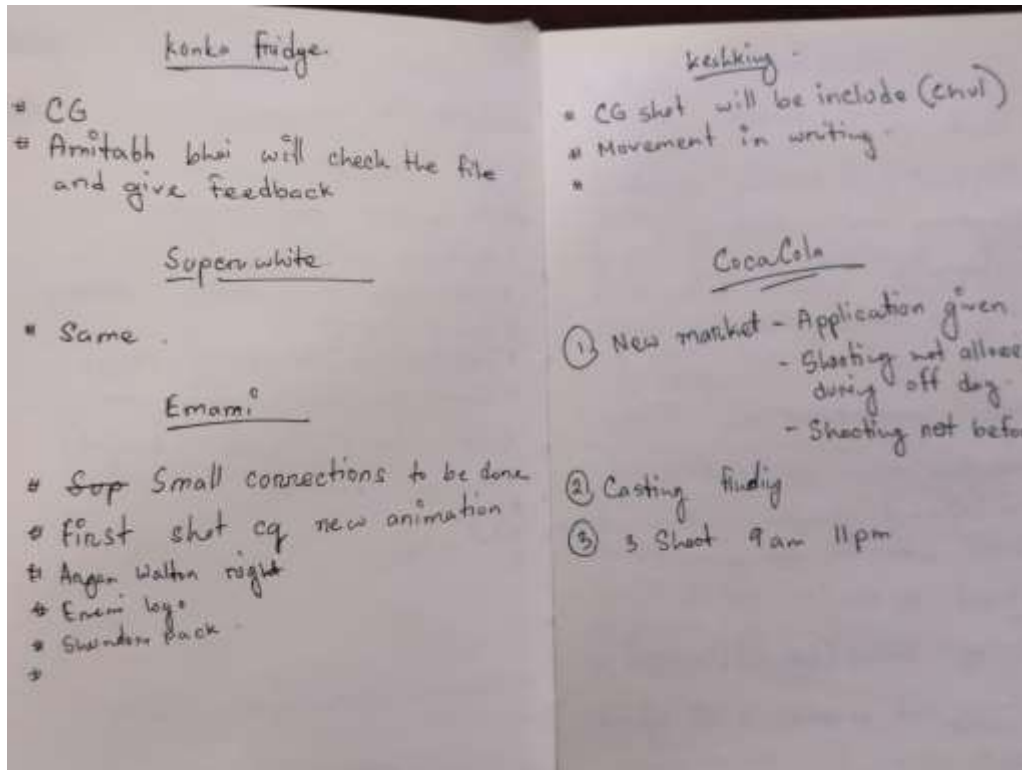
Attribute:

- Adaptability
- Working under pressure
- Strategical management
- Multi-tasking

Skills:

- Interpersonal Communication Skill
- Verbal and Written Communication Skill
- Internal organization Communication Skill
- Strategical Brainstorming
- Broad-minded Thinking

19. APPENDIX



Super White

11/4/22

⇒ Kona - 5k (Bkash)

Emami

- * CG team mee meeting 4:35
- * Music kobe korbha
- * CG meeting e Bhairan thakte hobe
- * Vivek approval lagbe (Budget)
- * CG bottle, last frame
- * ~~Daile~~ Online Ajengka connection
- * Budget meeting 7:40pm

Alpenliebe

- ⇒ Bipul bhai taka.
- ⇒ Ayesha vo. kalke 7pm.
- * ~~Chocolate~~ Chocolate wrap CG.

⇒ Alpenliebe -

- * Edit - Agency approval
- * Grad - Chinmoy
- * Music - Nidhi 22
- * VO. - Studio 58 (Kinty)
- Artist [Bipul, Ayesha, Naavi]
- * CG - wrapper. Alpin (Hov apu)

⇒ Emami -

- * Online
- * Edit (Shobuj) | Music - Nidhi (Tomorrow)
- * VO. - Pending
- * ~~Clear~~ dubbing - Kona
- * Online
- * Presentation | * Sound box
- ⇒ Keshking
- * Edit Online
- * V.O. * Script approval (Agency) k/E

Alpen

Edit - Anis - Friday
18, 19,

Grade - 20 Chinmoy

Music - Shaker / Nidhi

[21]

VO - 21/22
[Kinty]

CG - Mizan

Cocacola - 1

15/3/22
22-26

- * Location - Nine n half + Jam (B roll) Bijoy Sharan + new market
- * Ref - Seven up (shop)
- * 50-60 casting. (Miti apu)
- * Art (Shahidul bhai)
- * Costume (Turin apu)
- * PPH - 18/19 march
- * Shoot date (approx) - 19-26 march

20. SOME MOMENTS AT HSD



Fig. 45: At Studio58 for sound mixing



Fig. 46: Celebrating Bidhan's Birthday



Fig. 47: Showing off salami received from the Director



Fig. 48: Showing off salami received from the Producer



Fig. 49: A group photo clicked before the Eid vacation



Fig. 50: A good day at HSD



Fig. 51: Sound mixing at Soundbox Studios



Fig. 52 & 53: At different Shanibarar Adda