

Designing Visual Content for Social Media: Internship Experience at Purple Care LTD

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This Report is Presented in Partial Fulfillment of the Requirements for the Degree of
Bachelor of Science in Multimedia and Creative Technology

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20 August 2025

APPROVAL

This Project titled “**Designing Visual Content for Social Media: Internship Experience at Purple Care LTD**”, submitted by **Md. Jubair Rahman (ID: 203-40-711)** to the Department of **Multimedia and Creative Technology**, Daffodil International University has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Multimedia and Creative Technology and approved as to its style and contents. The presentation has been held on 20 August, 2025.

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I hereby declare that this project has been done by me under the supervision of **Md. Salah Uddin, Assistant Professor and Head, Department of Multimedia & Creative Technology**, Daffodil International University. We also declare that neither this nor any part of this project has been submitted elsewhere for the award of any degree or diploma.

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ACKNOWLEDGEMENT

I am deeply grateful to Almighty Allah for His endless mercy, which made it possible for me to successfully complete my final year internship entitled “**Designing Visual Content for Social Media: Internship Experience at Purple Care LTD.**”

I want to sincerely thank **Mr. Md. Salah Uddin**, Assistant Professor and Head of the Department of MCT at Daffodil International University, for his constant guidance and encouragement throughout my internship. His support gave me the confidence and clarity to perform my tasks effectively.

My heartfelt appreciation goes to **Purple Care LTD** for providing me the opportunity to join their Design Team as a Visual Content Design Intern for six months starting from February 1st. The working environment was very positive, and my teammates were always ready to help. Their cooperation allowed me to learn quickly, develop efficient working habits, and improve my problem-solving abilities.

I was able to apply the knowledge and skills I gained from my university studies to real-world projects, such as creating engaging social media visuals, working closely with the design and branding teams, and ensuring a consistent look across various digital platform.

Special thanks to **Mr. Nazmul Alam**, Director and Founder of Purple Care LTD, whose mentorship and constructive feedback greatly helped me grow both professionally and creatively.

Finally, I want to express my sincere gratitude to my family for their unwavering support and motivation, which kept me focused and inspired throughout this journey.

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CHAPTER 1

Introduction

1.1 Background of the Internship

This internship report presents a six-month studio placement at Purple Care LTD, where academic skills in visual communication were exercised in a real production environment. Day-to-day work moved from briefing and reference study to static design and motion adaptation for social media. The placement emphasized brand consistency, bilingual typography (Bangla and English), and disciplined handoff between design and motion.

1.2 Objectives of the Internship

- 1 Translate classroom learning into publish-ready brand content for social platforms.
- 2 Build a reliable static-to-motion pipeline (Photoshop → After Effects) with clean handoffs.
- 3 Practice non-destructive editing, version control, and archive hygiene for team workflows.
- 4 Apply brand systems and accessibility considerations to maintain clarity across variants.
- 5 Strengthen communication with supervisors and stakeholders through structured review loops.

1.3 Scope of Work

The scope covered square posts (1080×1080), vertical reels (1080×1920), promotional banners, light compositing, and export optimization for Facebook and Instagram. Long-form video editing, 3D modeling, and web development were outside the scope of this internship.

1.4 Expected Learning Outcomes

- 1 Fluency with Adobe Photoshop, Illustrator, After Effects, and basic use of Premiere Pro for verification.
- 2 Layer discipline and smart-object workflows to accelerate iterations and motion reuse.
- 3 Judgment for mobile legibility, color contrast, and platform-specific constraints.
- 4 Professional habits such as checklists, naming conventions, and structured delivery bundle

CHAPTER 2

OVERVIEW OF COMPANY

2.1 Company Profile

Purple Care LTD is a creative production company that develops branding and marketing content across motion graphics, television commercials, and social media campaigns. The studio balances strategic planning with design craft to produce visuals that are clear, recognizable, and aligned with audience behavior.

2.2 Vision, Mission & Goals

- 1 Vision: meaningful brand communication through design-led storytelling.
- 2 Mission: pair planning and craft to deliver trend-aware, high-impact visuals for digital platforms.
- 3 Goals: consistent art direction, measurable engagement, and scalable production templates.

2.3 Organizational Structure

From the intern's perspective the workflow followed a practical structure: client management and creative direction feed into design and motion teams; quality control precedes delivery. Mentors guide decisions at each stage so assets meet both briefed objectives and platform constraints.

2.4 Services & Studio Strengths

- 1 Integrated branding and campaign systems for digital publishing.
- 2 Motion graphics, short promos, and cut-downs tailored to social media.
- 3 Organized pipelines, non-destructive editing, and collaborative review culture.



Figure 2.1: Purple Care LTD Logo

CHAPTER 3

Internship Placement Details

3.1 Internship Role and Responsibilities

During my internship at Purple Care LTD, my main focus was creating social media promotional designs for a variety of products. Most of these were static creatives, but for certain campaigns I also developed motion-based adaptations—especially short advertisements and reels tailored for online platforms.

The final outputs were delivered in formats suitable for each medium: JPEG and PNG for still graphics, and MP4 for motion content. In the design process, I worked extensively in Adobe Photoshop, applying advanced selection techniques, experimenting with layer blending, using the brush tool for detail work, and employing masking for precision edits. For vector-based elements, I used Adobe Illustrator, making full use of its shape creation and vector path tools. Motion tasks were handled in Adobe After Effects, where I worked primarily with its default tools to produce clean, smooth animations. I also incorporated AI tools, including ChatGPT, as part of my creative process—using them to refine ideas and explore alternative approaches. I collaborated with a small but dynamic creative team, which included a story writer, a 3D modeler, and the creative head. Since I worked closely with approved references, my designs required very few revisions, allowing me to maintain a consistent delivery flow without delays.

3.2 Placement Duration & Work Environment

The internship covered six months beginning on **01 January 2025**. The studio maintained a supportive, iterative culture with regular peer reviews. Production hardware was appropriate for multi-app workflows—Intel Core i5 (10th Gen), NVIDIA RTX 3050, 16 GB RAM, and dual 24-inch monitors—allowing smooth design and real-time motion previews. This setup supported editing, high-resolution rendering, and efficient project management. Team interactions were collaborative and constructive, making the work environment both productive and inspiring.

3.3 Supervision and Reporting Process

I reported directly to the Creative Head, who provided the briefs, visual guidelines, and references for each project. Communication was straightforward—most feedback sessions happened in person at the office, while remote work days involved updates through online channels. Revisions were rare, as the majority of my work matched the project references and brand guidelines from the outset. The university's Department of MCT also monitored my internship progress, ensuring that the work met both industry standards and academic requirements.

CHAPTER 4

Tools And Software Used

4.1 Adobe Photoshop

The primary environment for static layouts and retouching. Work relied on non-destructive smart objects, consistent group structures, clear type styles, guide-based spacing, and export presets that balanced clarity with file size. Bilingual typography in Bangla and English was set with attention to legibility on small screens.

4.2 Adobe Illustrator

Created crisp vector assets—icons, badges, and ornamental motifs—and linked them into Photoshop as smart objects to preserve editability and edge quality in final exports.

4.3 Adobe After Effects

Used to animate layered PSDs into short vertical reels. A typical composition was set at 1080×1920 and 59.94 fps. Major groups were parented to Null controllers to edit timing globally. Polishing details included Easy-Ease motion curves, particle drift, and occasional Light Sweep accents to add premium highlights without distracting from copy.

4.4 Adobe Premiere Pro

Used opportunistically for trims, sound checks, and final playback verification of motion assets authored in After Effects.

4.5 AI Tools

As part of my creative process, I incorporated AI-powered tools to enhance productivity and spark new ideas. In particular, ChatGPT was used to brainstorm promotional concepts, refine short-form copy for ads, and suggest alternative design approaches. While every visual decision was finalized through manual editing in Adobe software, AI assistance provided a valuable starting point for creative exploration and helped speed up the ideation phase.

CHAPTER 5

Tasks & Project Activities

5.1 Screen Replacement

In this project, the objective was to replace the original background of the *Glowy Beauty Night Cream* promotional design with a more visually appealing environment, while keeping the product as the primary focus.

The process began with importing the original artwork into Adobe Photoshop. Using advanced selection tools, I carefully masked the product, ensuring clean edges and no loss of detail. The new background—a stylized stage with enhanced lighting—was added to create depth and a sense of sophistication.

Lighting and shadows were adjusted to match the product's highlights, and the color tones were balanced for a consistent look. Subtle blending and feathering were applied to merge the new background naturally with the product. The final design was exported in high-resolution JPEG format, optimized for social media publishing.



Figure 5.1: Before and After of Glowy product background replacement.

5.2 Vector Creation & Integration

Most of my product posts began in Illustrator, where I built the key pieces—type-led badges, icons and a simple skyline—using the Pen, Shape Builder and Pathfinder tools. After organizing the layers, I placed the artwork in Photoshop as Smart Objects. There I composed the layout on a grid and, where the scene required, matched angles with Transform → Distort/Perspective so the vectors sat naturally with the product. Final polish included brand gradient fills, soft shadows and a few pixel tweaks to spacing for small-screen readability. This Illustrator→ Photoshop handoff kept the design editable and consistently sharp from draft to delivery.

Create vectors in Illustrator (type badge/icon/skyline) → Place as Smart Object in Photoshop → Compose using grid and align with Distort/Perspective → Apply final gradient/shadow/spacing adjustments.



Figure 5.2:Illustrator vectors placed as Smart Objects and finished in Photoshop.

5.3 Layer Animation & Motion Enhancement

This task focused on converting a static product design into an engaging motion graphic. The process began in **Adobe Photoshop**, where the poster layout was prepared in separate, well-organized layers for each design element. This structure allowed individual components—such as the model, text, and product image—to be animated independently later.

The layered file was then imported into **Adobe After Effects**, where each element was placed on its own timeline track. Basic motion effects, including smooth position shifts, scaling, and fade-in transitions, were applied to create a natural sense of movement. To further enhance the presentation,

subtle reflective highlights were introduced, giving the product a more realistic and polished appearance without distracting from the overall composition.

This workflow ensured a clean, non-destructive editing process while maintaining the visual integrity of the original design. The final output was suitable for use in social media reels, short video ads, and other promotional campaigns.

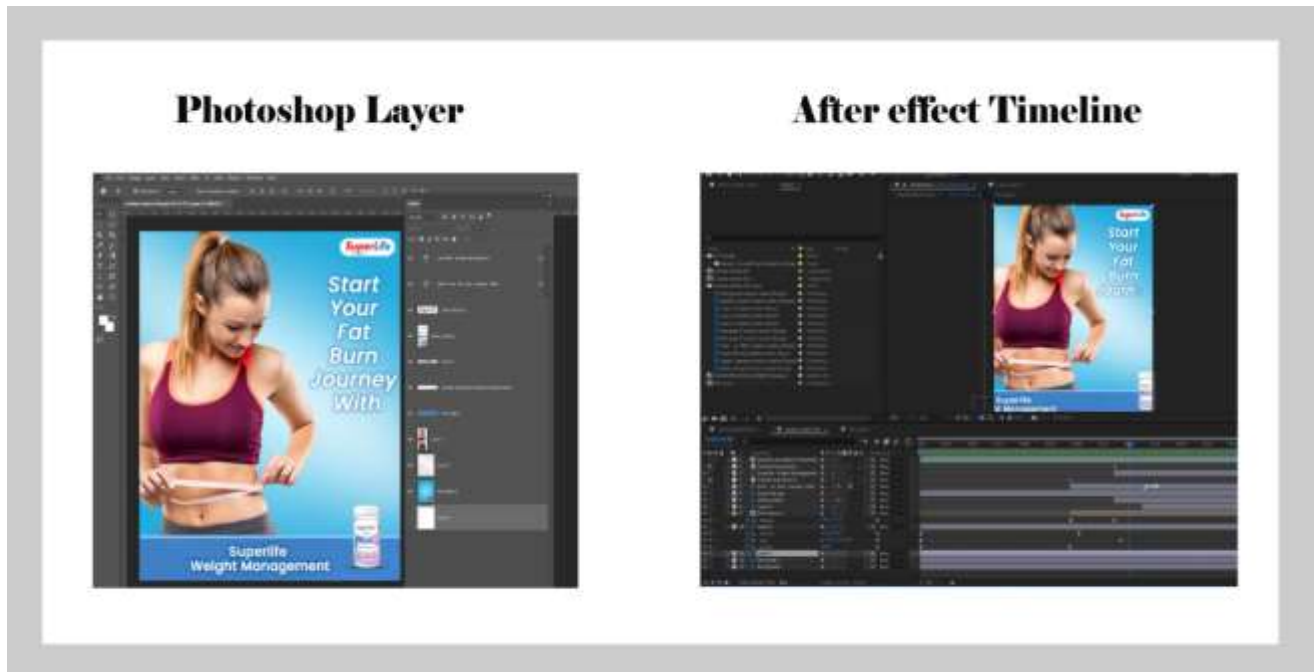


Figure 5.3: Photoshop to After Effects motion enhancement.

CHAPTER 6

Project Workflow

6.1 Static poster Design for Glowy Beauty

6.1.1 Background & Process:

As part of my internship at Purple Care Ltd., I was assigned to design a social media campaign for the Glowy Beauty Night Cream. The aim was to present the product's effectiveness and luxurious appeal to skincare-conscious women through both static and motion visuals. The client provided original high-resolution product photographs, official branding guidelines, and examples of past skincare advertisements found online, which served as the foundation for planning the campaign's creative direction.



Figure 6.1: Reference image of Glowy Beauty Night Cream



Figure 6.2: Reference images from online research

6.1.2 Development Process

The design process was divided into two phases — static design and motion conversion. I began with the static layout in Adobe Photoshop 2024, creating a 1080×1080-pixel canvas optimized for Instagram. The product image was carefully retouched to enhance clarity and given a premium look. A soft purple background with a slight particle effect was used to create a gentle nighttime look. The headline “VISIBLE RESULTS IN JUST 3 WEEKS!!” The content was prominently displayed using the Bebas Neue font for better readability. Four rounded call-out boxes with matching icons were added to visually emphasize the key benefits. To ensure a smooth workflow, all layers were neatly organized and named, making the transition to animation easier.

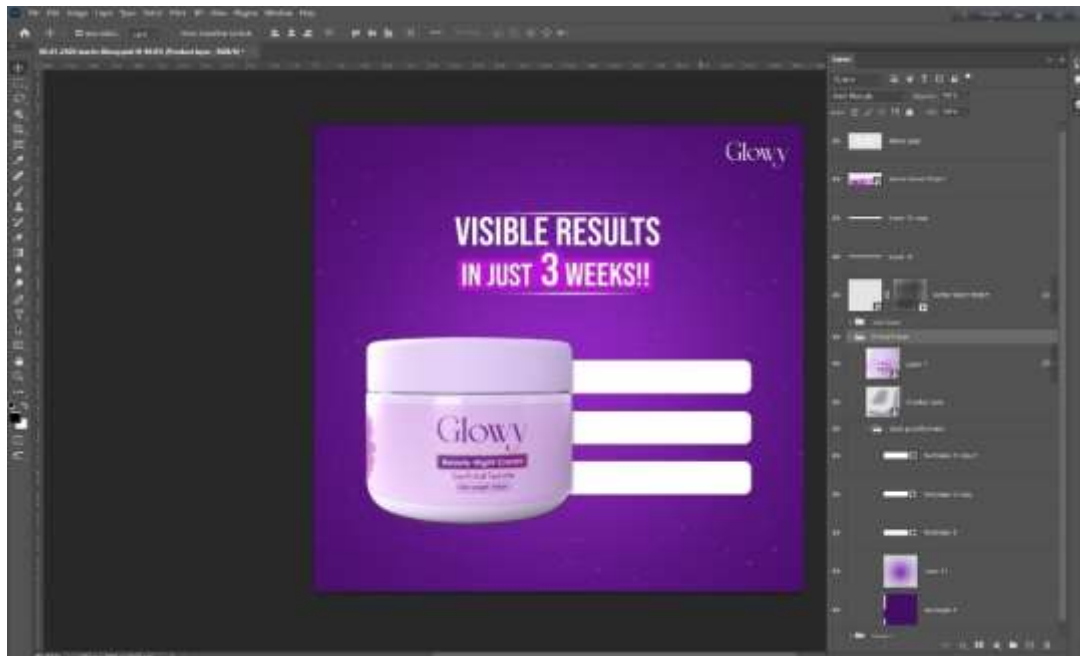


Figure 6.3: Photoshop layer preview – Glowy Night Cream

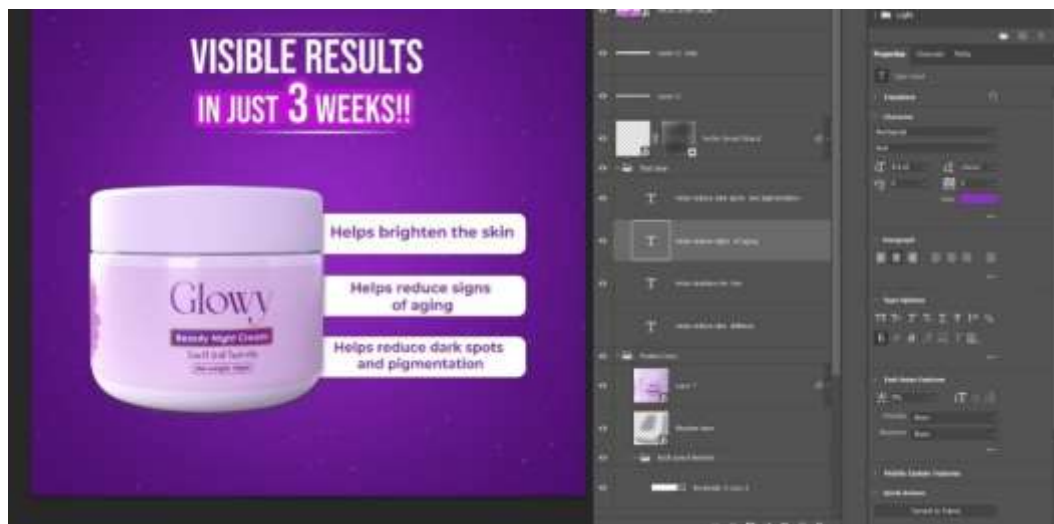


Figure 6.4: Photoshop text layer setup – Glowy Night Cream

After the static design was approved, I imported the layered PSD into Adobe After Effects 2024 to create an 8-second motion reel for Instagram Reels. Elements were organized into Null Objects for streamlined animation control. I animated position, scale, and opacity properties with easy-ease keyframes for smooth, natural transitions. A gentle particle drift effect was added to the background to create depth, and a CC Light Sweep effect was applied to the product jar to simulate a glossy highlight moving across its surface. The final animation was rendered at 59.94 fps as a seamless loop.

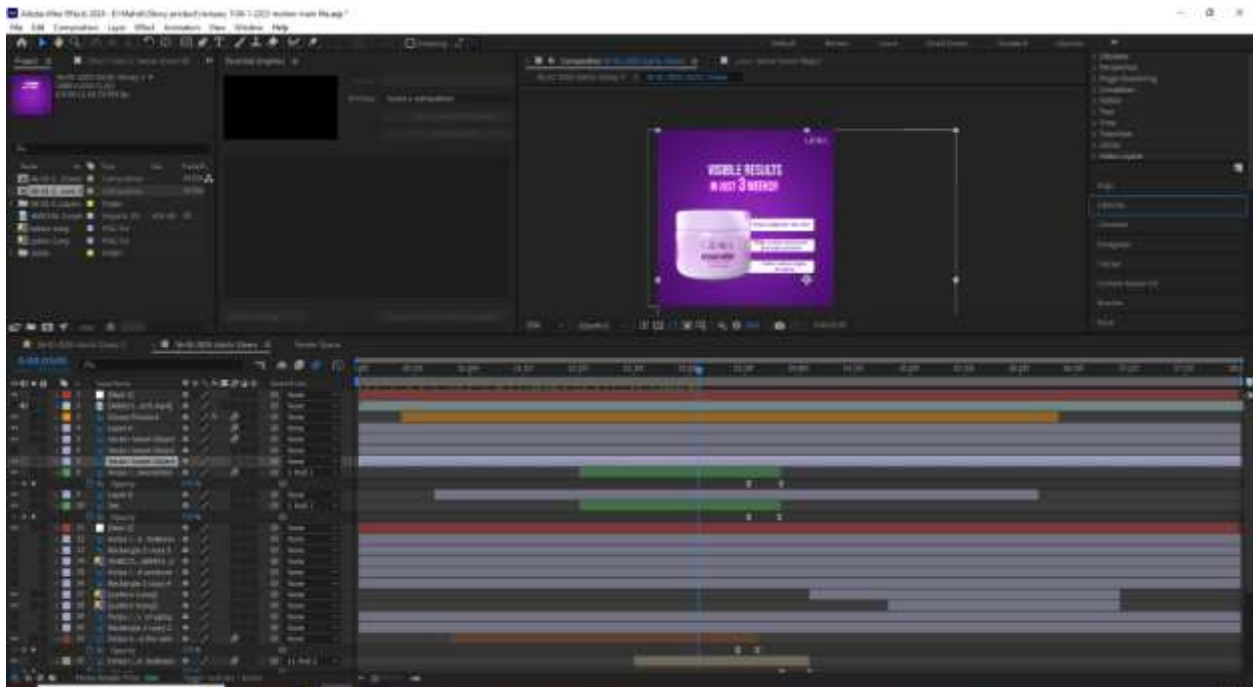


Figure 6.5: After Effects timeline view – Glowy Night Cream

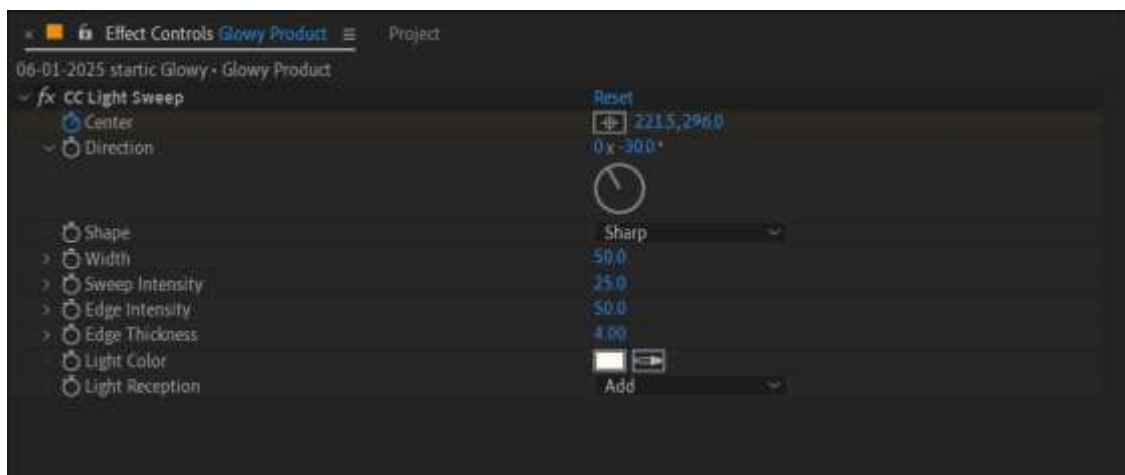


Figure 6.6: After Effects control panel – Glowy Night Cream

Finally, the outputs were exported in high-quality formats — the static design as both JPEG and PSD, and the motion reel as an MP4 video optimized for Instagram. All working files and deliverables were organized in structured folders for future reference.

6.1.3 Key Outputs:

- 1 Static Instagram post (1080×1080 px) – JPEG and PSD formats
- 2 8-second animated reel – MP4 format optimized for Instagram Reels

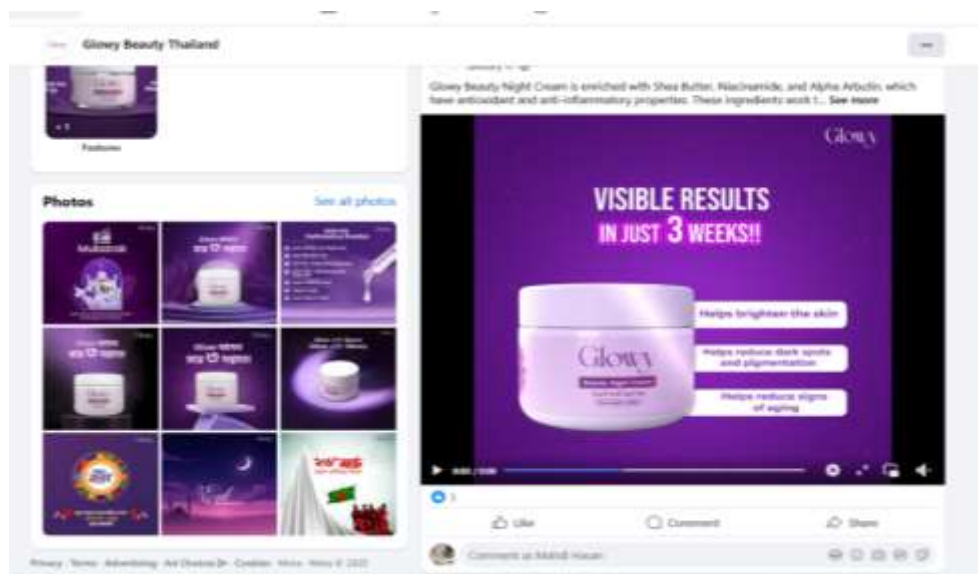


Figure 6.7: Final static design – Glowy Night Cream campaign

6.2 Glowy Beauty Night, Static Poster Design

6.2.1 Background & Process:

This creative was developed for promoting the “Glowy Beauty Night Cream” on social media, primarily for Facebook and Instagram. The goal was to present the product in an elegant and dreamy night-time aesthetic, giving it a sense of luxury while making it visually stand out. The concept centered around placing the cream jar as the focal point, supported by a soft starry sky and glowing clouds in the background. The project started with a quick research phase where I gathered references and ideas for night-themed color schemes, soft lighting looks, and how to arrange product displays. After the mood board was finished, I drew a simple layout with the jar in the middle, placed on a step-like stand, and surrounded by soft purple and pink clouds. The top part of the design was used for the headline and brand logo. The artwork was created in Adobe Photoshop on a 1080×1080 px canvas at 300 dpi. Guides and safe zones were added early in the process to ensure that important design elements would not be cropped when published on different social media platforms. The background was built using a gradient blend of deep blue and purple tones with soft pink highlights, combined with high-resolution cloud imagery for depth. A subtle star texture was layered above to enhance the night-sky feel.



Figure 6.8: Photoshop layout view – Glowy Night Cream

The product jar was imported as a smart object and carefully retouched to remove any imperfections, improve sharpness, and enhance contrast. It was placed at the center of the podium, with a soft shadow and light reflection to ground it realistically. Rim lighting was applied to the jar edges to harmonize it with the background lighting. Decorative arrow illustrations and fine detailing were added around the jar to subtly draw attention to it. A semi-transparent rounded rectangle was placed in the upper section to hold the headline text, ensuring readability against the background.

The design was selected to maintain a clean, premium look. The brand logotype used a custom serif that matches the packaging, while the headline used a bold display typeface to ensure maximum visibility. The supporting text was set in a clean sans-serif for a modern feel. A thin stroke and a subtle drop shadow were applied to the headline to make it stand out against the gradient background.

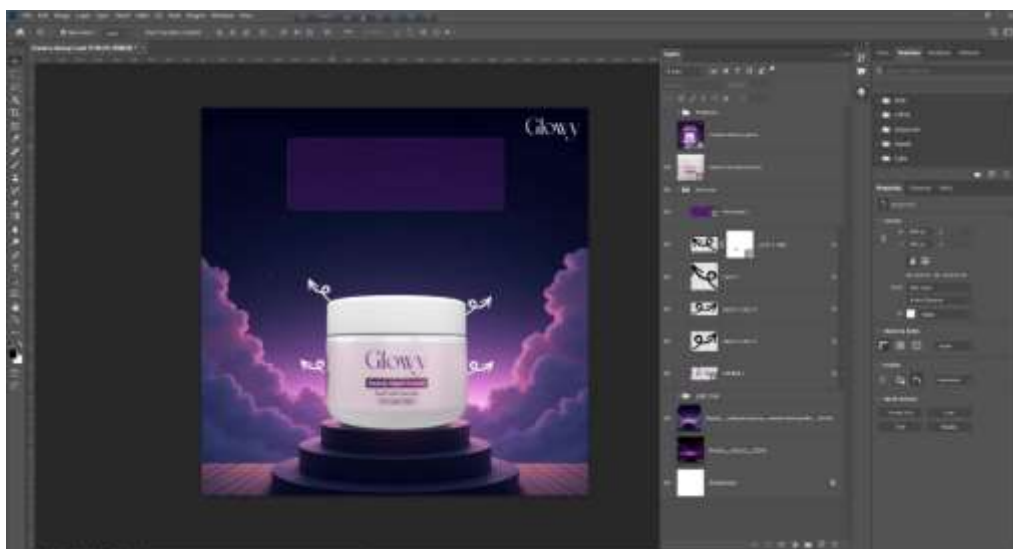


Figure 6.9: Photoshop element arrangement – Glowy Night Cream

The entire composition was color-balanced using gradient maps, curves, and color balance adjustments. A soft glow layer was added behind the jar in “Screen” blending mode to enhance luminosity, while a light vignette was applied to draw attention to the center. Layer groups were carefully organized into categories such as Background, Stage, Product, Lighting, Text, and Decorative Elements, keeping the workflow non-destructive and easy to edit.

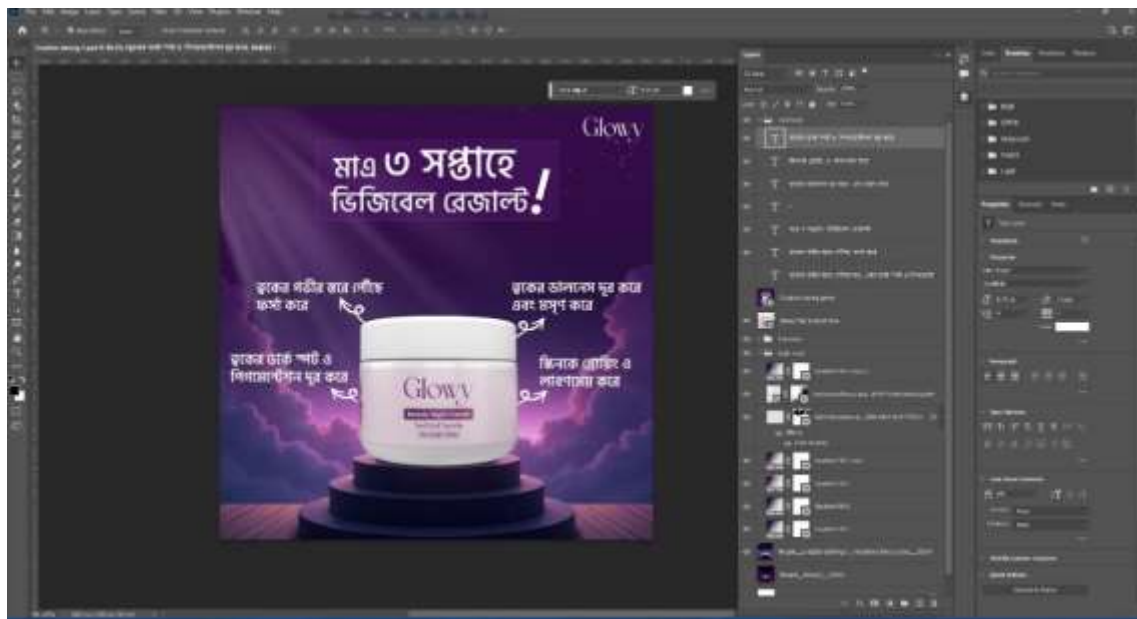


Figure 6.10: Text layout preview – Glowy Night Cream

The final output was exported as high-quality JPEG and PNG files optimized for web use, alongside the fully layered PSD for archiving and future edits. The design was published on the brand’s official Facebook page as part of their promotional campaign. The main fonts used were a custom serif for the brand name, a bold display font for the headline, and a clean sans-serif (similar to Montserrat or Poppins) for supporting text. Key effects included gradient overlays for the background, subtle outer and inner glow around the product, drop shadows for depth, strokes for text contrast, and final sharpening for clarity.

The completed post successfully combined elegance, clarity, and brand identity, making the night cream product visually appealing while maintaining a cohesive and professional presentation.



Figure 6.11: Published social media creative – Glowy Night Cream

6.3 Glowy Night Cream Before and After

6.3.1 Background & Process:

The project began by generating two-character images using AI technology. These AI-generated visuals served as the core elements for the design. Once the characters were created, they were imported into Adobe Photoshop for further refinement and editing. In Photoshop, the images were carefully enhanced by adding effects like soft glowing elements and sparkles, which helped emphasize the transformation of the product after use. The design layout was created with a 1080x1080 px canvas, optimized for social media platforms such as Instagram.

ChatGPT Image Generation Prompt "Create a stylized image of a female character (similar to Belle from Beauty and the Beast) with soft, clean, detailed facial features, set against a simple background. On the left, the character should appear as the 'before' version, showing a natural, unembellished look. On the right, enhance the character with sparkles, a glowing effect around the face, and a more polished, radiant look. The text 'before mutual' and 'after mutual' should be placed above each version, in a bold, modern font."



Figure 6.12: AI-assisted design exploration (ChatGPT output)

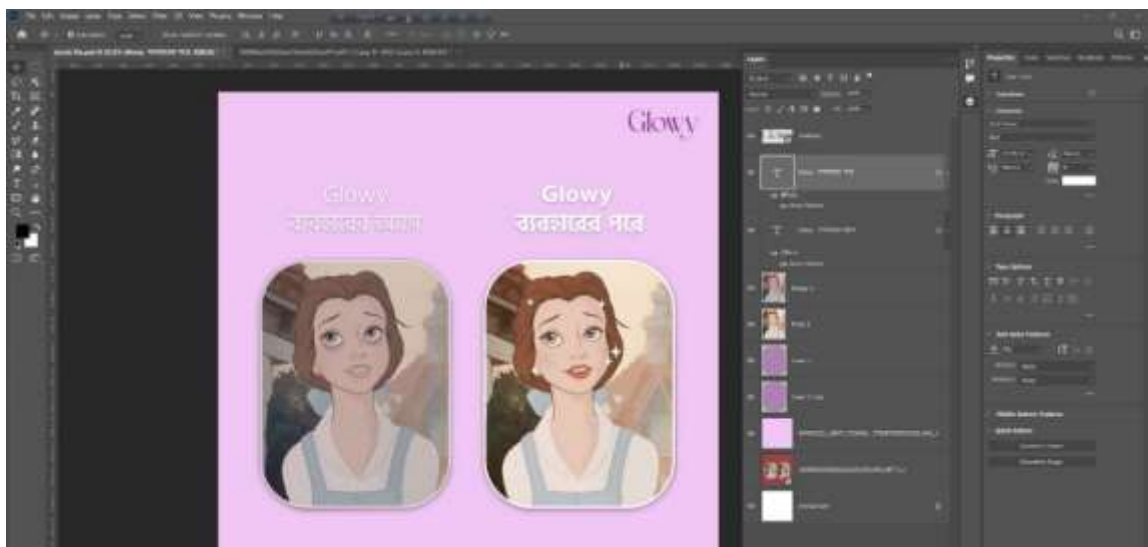


Figure 6.13: Photoshop all-layer view – Glowly Night Cream

The design included two main pictures: one of the products before it was used and another showing it after, making the improvements clearly visible. The way the text was presented was important for getting the message across easily. The words “Glowly” along with the Bengali phrases "ব্যবহারের আগে" (Before Use) and "ব্যবহারের পরে" (After Use) were placed in a noticeable way. A simple and easy-to-read font called Hnd Siliguri was used to make sure the text was clear and matched the brand's overall look. The background had a soft pink color that helped create a calm and welcoming feel, which matched the product's branding.

After completing the design, the final visual was exported in a suitable format for digital use and prepared for publication on social media platforms. This project aimed to visually communicate the

product's benefits through engaging and well-crafted visuals, ensuring that it not only captured attention but also conveyed the product's effectiveness clearly to potential customers.



Figure 6.14: Before-and-after comparison – Glowy Night Cream poster

6.4 Glowy Product visual Design

6.4.1 Background & Process:

To begin the social media campaign on the Glowy Beauty night cream, we opened Photoshop and created a canvas that was 1080 by 1080 pixels, as this size fits the norms of posting. The primary product image, a close-up of the stuff in a tub, was put on the front line. We slanted it a little so that its rounded top and tiny liquids within it exploded.

Then it was the text. We chose Bengali as the first language of our student audience to enable them to identify the product and brand on the spot. Copy was above and beside the tub and ensured that the message is readable and pertinent. Our chosen typeface is bold and modern, easy to read and not distracting the image, but has had the dubious added effects of drop shadows and outer glows to move the type off the white background and add some spatial perspective to it.



Figure 6.15: Grouped layer view – Glowy Night Cream

The background started off simple, with a clean white space to maintain focus on the product. still, to add further character, soft slants of grandiloquent and pink were introduced, creating a more visually intriguing and cohesive background. Abstract shapes and gentle highlights were added to give the background more dimension, while still keeping the product as the focal point.

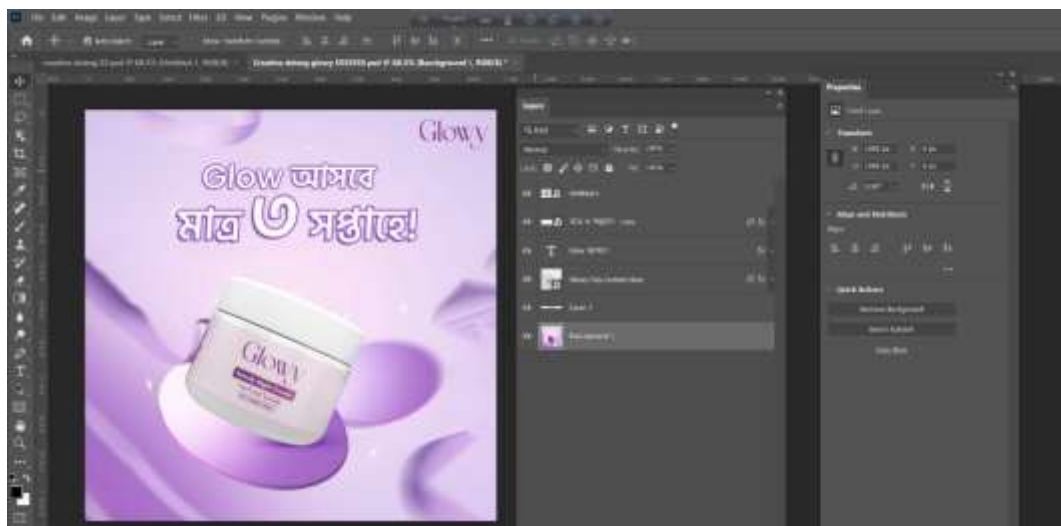


Figure 6.16: Product placement layout – Glowy Night Cream

After finishing the rudiments, the composition was reviewed for balance and clarity. Small adaptations were made to ensure the textbook and product were duly aligned and that the design felt cohesive. The glowing effect around the product was enhanced to make it stand out further, while the grade background was softened to ensure the product remained the central focus. Once the design was polished and all rudiments aligned impeccably, it was saved in both editable PSD format for unborn variations and in import-friendly formats like PNG and JPEG. This allowed the design to be fluently participated on social media while retaining inflexibility for any necessary changes or updates in the future.



Figure 6.17: Facebook campaign post – Glowy Night Cream

6.5 Social Media Product visual

6.5.1 Background & Process:

In this generality illustration, Glow Beauty Night Cream, it all started in Adobe Photoshop 2024 and a new oil painting just staying to be rolled. As the first one, it's the main product image that's placed at the center to be the inarguable focal point of the work. The background is filled with a dark to light grandiloquent grade to give that luxury, swish sense that appreciatively identifies the brand. So far so good I added a little bit of some gentle geometric shapes and thin limelight- suchlike spot behind the jar further drawing the eyes to the center. Shadow subcaste when it comes to the product was acclimated manually in a way that it can be read as completely natural and established on the tribune where I constructed it using the grandiloquent scale of the rudiments to maintain the color story flowing.

I also telephoned the colors out, applied some effect and double- checked each element to make sure it feels right to be part of a high- end lineup. Each asset exists on its own subcaste so that it can be edited snappily and I continued to fine tune until I eventually had the balance of fineness, readability, and visual impact that made it feel just right.



Figure 6.18: Final published creative – Glowy Night Cream

6.6 Product Campaign for Radiant Skin

6.6.1 Background & Process:

To get started on the Glowy campaign design I opened Photoshop and created a 1080x1080 pixel canvas of the correct dimensions used on social media since it is the best size. Then I inserted the primary product image at the bottom of the frame, ensuring I did not obscure the Glowy product, containing a natural component such as Shea butter, with clutter. Such placing allowed the product to take up its own space with text leaving open space. That is where I began to write the copy. The Bengali line which I drew was, however, divided up into short easy to scan-looking sentences. I highlighted the best aspects of the product- the manner in which it can enhance skin health and provide sustaining freshness.

I selected the font called “Hnd Sijguri” to be used in typography. It provides a contemporary, user-friendly feel and yet is still easy to read. I added spacing between everything so that each word is clear and the copy does not look tight. To pop the type making it even more I applied drop-shadow and fine stroke around the letters. The branding used by Glowy is inclined to the pink color range, so I opted to keep the color scheme limited to purple and white making the design look more elegant and relaxing without compromising visibility.

To complete the look, I added a semi-opaque gradient that blends light purple to white to match the primary product shot. Some depth and energy by the way of subtle lighting effects I also threw on. Lastly, I threw a small photograph of Shea butter (including its raw ingredients) in the corner so that people could remember that the product is natural in nature.



Figure 6.19: Final published creative – Glowly Night Cream

I found the text and pictures locked down, so I began to de-forming the layout. I refined the space between the blocks of texts to make everything balanced in a screen. I have also moved the product image slightly so that it fits the layout completely. Then I applied layer effects to add a light vibrancy to the product shot, so that it is noticed more and looks a little bit soft.

Following a couple of more traverses, I stopped to check again whether everything is straight and nothing is leaning on another part of the design. After becoming content, I exported the design in a few formats; a PSD format which can be easily edited later and PNG or jpeg format which can be quickly blasted in social media.



Figure 6.20: Published creative – Natural Nourishment campaign

6.7 Niacinamide Benefits Social Media Post

6.7.1 Background & Process:

Therefore, we had to create a social media-ready post telling the benefits of niacinamide in Bengali. The first is that we have selected a purple gradient background, which has the same feel as our brand. Such a gossamer background neutralizes without making the text and graphics literally pop. Then was the copy proper. We got everything on it in Bengali and made it in a typeface, but in Hind Siliguri Semi Bold to ensure that it is extremely legible. Benefits are broken down in small bullet points, each of which is introduced with a little check-mark icon to add additional emphasis. We adjusted the alignment, margins and font until the entire composition had the balance and look of a pro.

On the right we tacked a picture of a dropper of serum releasing its contents. That image aligns the text and the product so that the entire thing looks like it flows. Then we applied Stroke and Color Overlay layer style to make the words more visible and a punch against the purple gradient. Lastly,

the brand logo, Glowy is lightly resting in the top-right, reminding everyone who is the author of the post, without clutter.

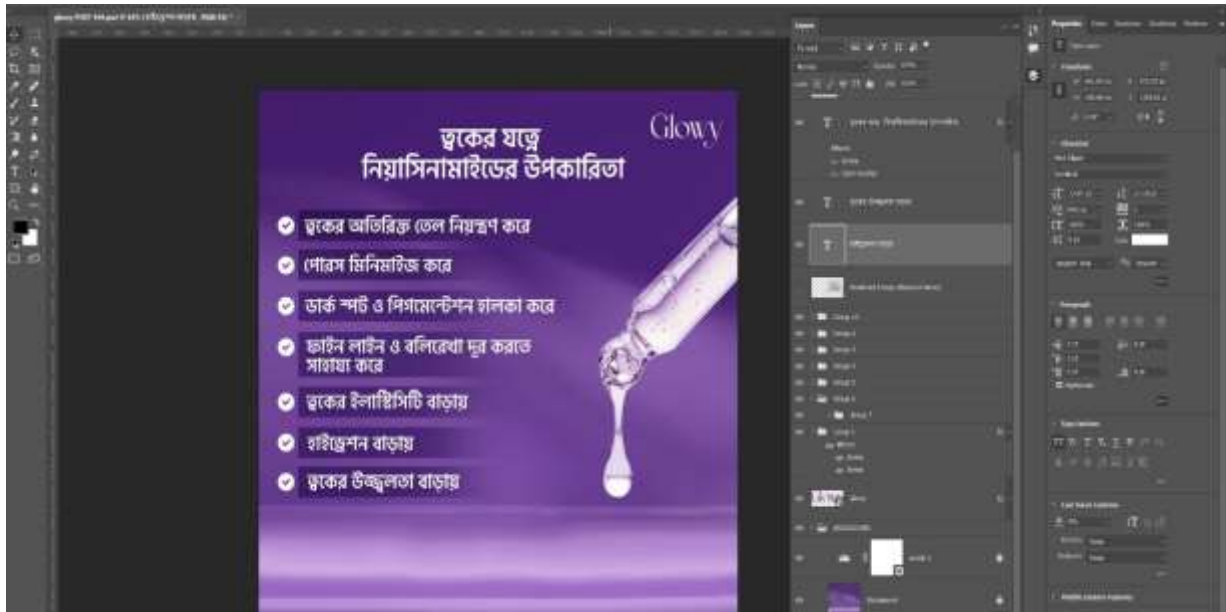


Figure 6.21: work of Glowy Product Campaign Photoshop layer

The final composition successfully blended textual information with complementary visuals, creating a design that is both informative and aesthetically appealing for social media audiences.



Figure 6.22: Published creative – Natural Nourishment campaign



Figure 6.23: Final social media design – Niacinamide Benefits

6.8 Customer Review Social Media Post

6.8.1 Background & Process:

This passed when Glowy Beauty asked for a series of client reviews on its Night Cream, and I aimed to maintain the brand's established styles while landing genuine feedback from druggies. The client witnesses in written form, along with the factual product images supplied by the customer, served as the main visual reference for each post. To insure a cohesive look, I created a structured system of frames using the deep grandiloquent shade that Glowy employs throughout its branding. The only variations between posts were the review textbook and some graphic differences. The pundits were framed with a clean figure and directional arrows with star icons that subtly indicated where to direct the bystander's attention. The product print was placed in the nethermost corner, cast in soft murk that handed a natural and realistic appearance.

All variations were generated from a single Photoshop master train — an systematized layout that allowed for straightforward variations in textbook and imagery. The harmonious frame layout and color scheme made the collection appear livery while still allowing each post to feel distinctive.

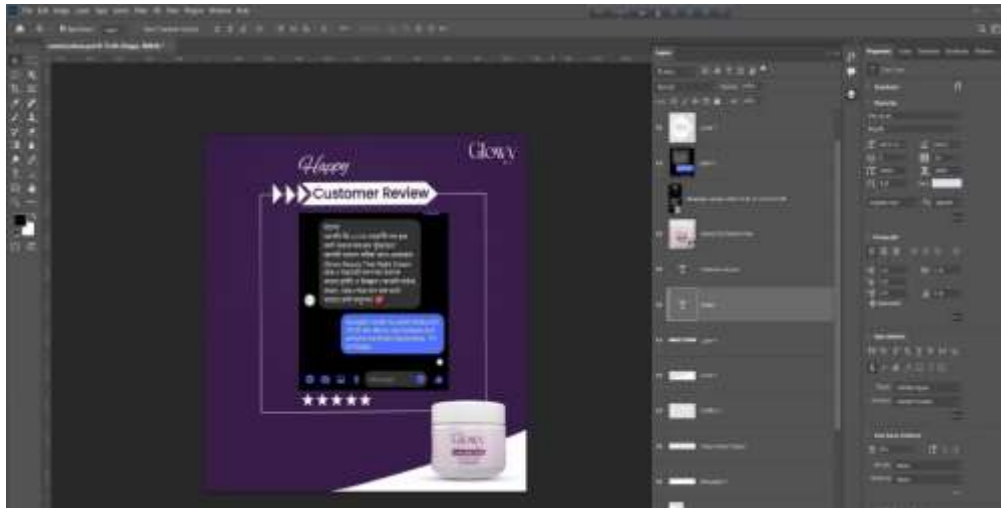


Figure 6.24: Photoshop snapshot – Customer review post

The final design series showcases five different customer reviews for the Glow Beauty Night Cream, all presented within a consistent, elegant frame design. Each variation retains the same overall layout, typography, and brand colors to ensure visual harmony across the series, while the customer feedback content changes from post to post. By combining real customer-provided text with a minimal, modern composition, the design effectively highlights authentic user experiences without clutter. The product image is placed prominently at the bottom corner to maintain brand presence, while the central review area draws the viewer's attention to the testimonial itself. For presentation purposes, multiple review variations are displayed together, offering a clear view of the series' consistency and how different feedback entries adapt to the same layout. Deliverables included high-resolution 1080×1080 px images optimized for Instagram and Facebook, along with organized PSD files for quick content updates in future campaigns.



Figure 6.25: Final design – Customer review Facebook post design.

6.9 B-Cream Offer Banner

6.9.1 Background & Process:

For this project, I developed a static promotional design for Diva's Secret B-Cream, targeting a social media sales campaign. I began by setting up a 1080×1080 px canvas in Adobe Photoshop, optimized for Instagram posting. The design goal was to clearly communicate a limited-time offer in a clean and visually persuasive format.

I started with the background, selecting a warm, sunset-toned aesthetic that complements the product's soft and feminine branding. I used a blurred photograph of smooth stones and flowers submerged in water, reflecting calmness and beauty. The product was isolated and placed using manual masking and light shadowing to give it a realistic grounded feel.

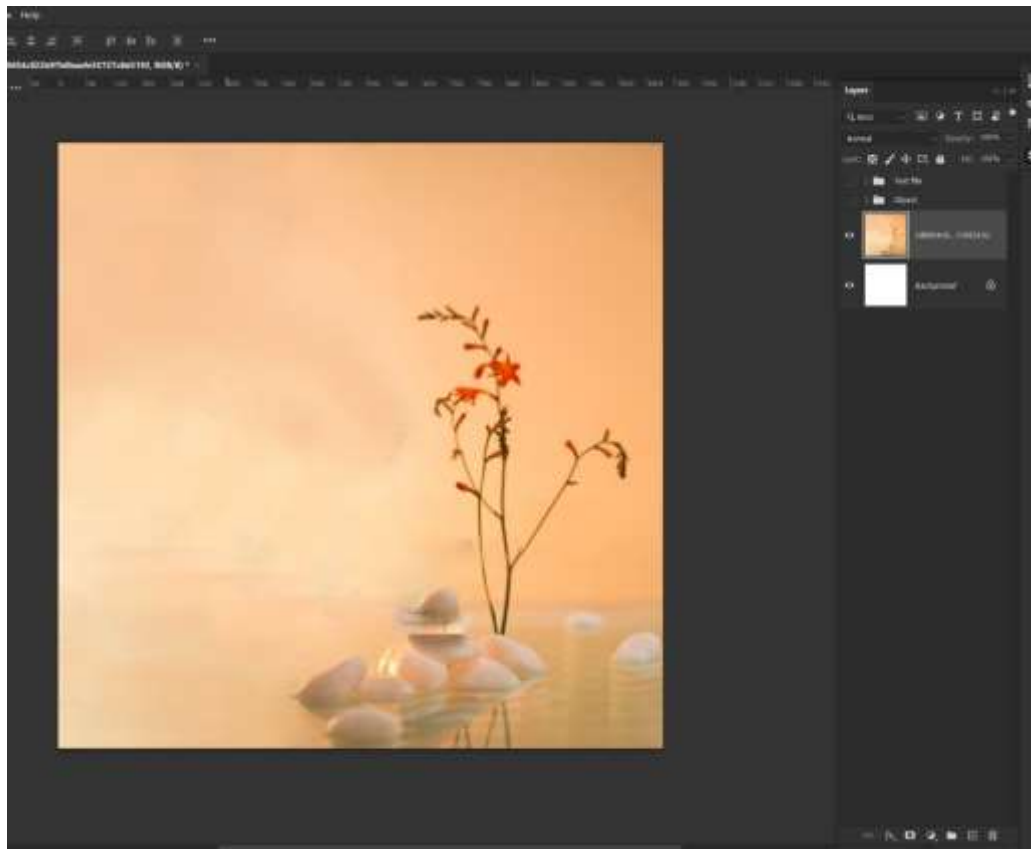


Figure 6.26: Photoshop background Layer preview – Diva's B-Cream offer

Next, I incorporated the offer elements. A vibrant red circle with bold white "50% OFF" text was added to immediately capture attention. I designed the pricing section using contrasting colors—black, red, and white—to establish visual hierarchy. The previous price was struck through in red, while the new discounted price was highlighted in a bold red box with a modern sans-serif font to increase urgency and clarity.

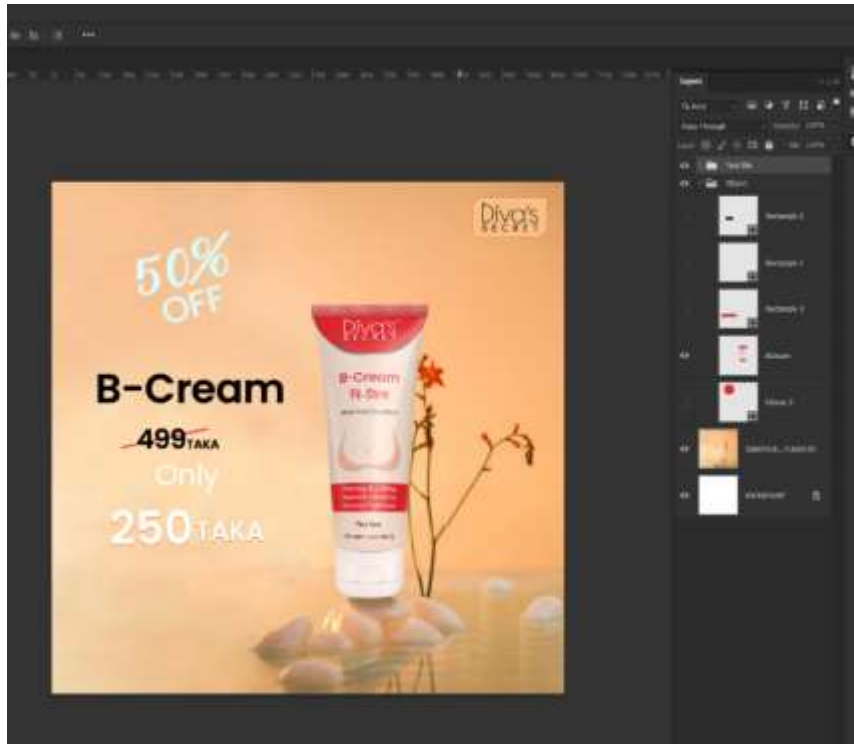


Figure 6.27: Snapshot of Photoshop Layer preview – Diva's B-Cream offer

Text layers were aligned and grouped meticulously, with consistent padding and spacing to maintain balance. Font pairing was carefully done: the product title used a clean display font, while additional information was presented in a readable supporting typeface. Subtle drop shadows and color overlays were applied to key text elements to enhance legibility and contrast. Lastly, the brand logo was placed on the top right for identity reinforcement, and the final layout was visually tested in mock Instagram post format to ensure platform compatibility. This design was intended to function both as a high-converting advertisement and as a template for future seasonal promotions.



Figure 6.28: Snapshot of Text design view – Diva's B-Cream offer



Figure 6.29: Final promotional banner – Diva's B-Cream

6.10 Body Oil – Promotional Social Media

6.10.1 Background & Process:

For this promotional design of *Diva's Secret Body Oil*, the process began in **Adobe Photoshop 2024** with the creation of a smooth gradient background blending soft purple and peach tones, giving the layout a warm and appealing feel. The product images—two identical bottles—were placed on a clean white podium to add a professional and premium presentation style. To make the product stand out, a subtle drop shadow and light reflection were applied, adding depth and realism.

The pricing section was designed to highlight the discount offer. The original price was displayed in red and struck through, while the new price was placed in a bold orange circular shape for maximum visibility. Below the price, a dark blue rectangular label with white text showcased the savings amount to further attract customer attention.

Typography played a key role in this design—using clean, modern fonts for both Bengali and English text ensured readability across digital platforms. Brand logos for *Diva's Secret* and *My Aura* were placed at strategic positions, maintaining balance and reinforcing brand identity. A decorative red ribbon element was added around one bottle to subtly emphasize the idea of a special promotional offer.



Figure 6.30: Text layer demonstration – Diva's Secret Body Oil

Finally, all design elements were organized into labeled layers for efficient editing. The composition was checked for alignment, spacing, and visual balance, ensuring that the final design looked both eye-catching and professional while effectively communicating the promotional message.



Figure 6.31: Final promotional design – Diva's Secret Body Oil

6.11 Promotional Social Media Design Workflow

6.11.1 Background & Process:

During assignment two in sociology 101, we had to cook up a social media post to advertise the Diva Secret B- Oil. I immersed myself in adobe photoshop 2024 and I took the organized creative process we had practiced in the classes. Instagram, Tik Tok and all other mediums adore squares. I put the bottle and its packaging in one new and patted down a soft grade that goes in light faceless and warm peach. The outcome sits somewhere between the casual end of the spectrum of print, and not falling within the dull part of the world.

I placed the set-up on one of those tone mottles made, a tribune with drop murk and light reflections which would make it feel to those who read it that it was photographed in natural light instead of a studio bulb. This post was aesthetic, friendly to the eye and still in line with brand vibe.

I ensured that all the bits of information were jumping. I retained the original price at a brief struck out and in red so one cannot miss it that you have saved. The discount is the price that is mentioned in bold white font in a maroon-coloured rectangle, taking a balance with the labels of Regular Price and Offer Price. Labeling of the brand name and the 100 ml are clear, short, and readable down below. The typography is important here, too: All the visitors can read the Poppins as sleek and contemporary and Bengali as nuanced against the English copy next to it.

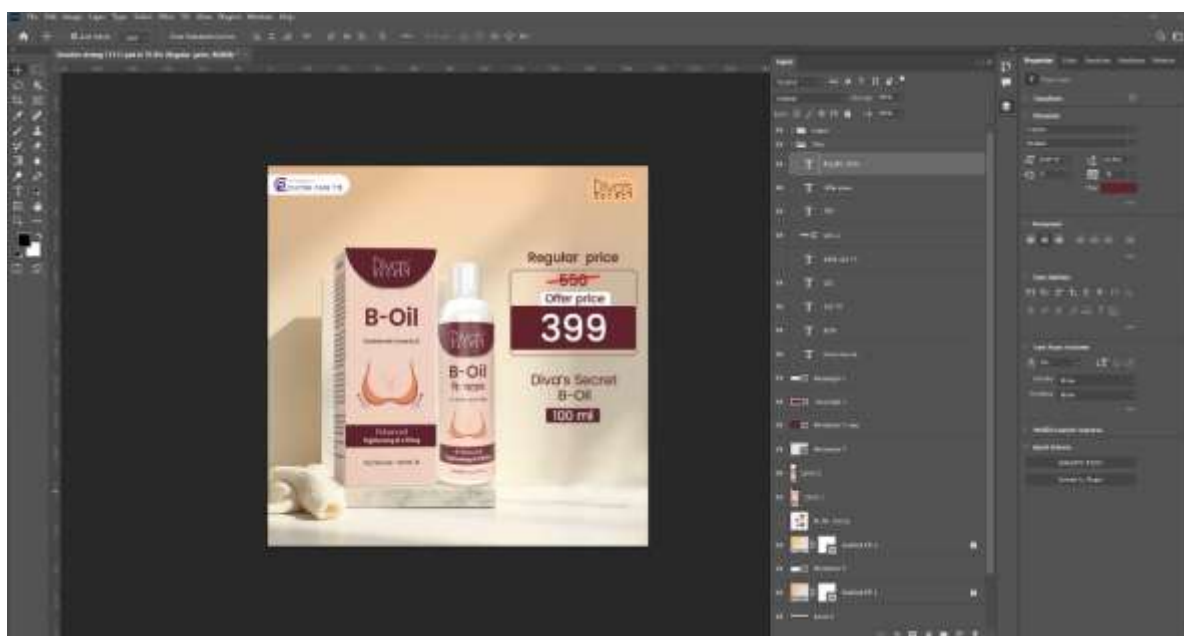


Figure 6.32: Photoshop layer demo – Diva's Secret Body Oil

Last, the Diva Secret logo occupies the top right and jars the viewer into being reminded on what brand it is that they are viewing, and the partner logo serenely lingers in the upper left. It is, altogether, a thumb-stopping post that scores perfectly on aesthetics, clarity, and a strong brand cue

To maintain organization, all elements—texts, shapes, product images, and decorative rectangles—were arranged in properly labeled layers in the Photoshop Layers Panel. This ensured quick editing and clear navigation for future adjustments. The final alignment, spacing, and proportions were refined, resulting in a professional, visually balanced promotional graphic that effectively communicates the discount offer while preserving brand aesthetics.



Figure 6.33: Completed campaign design – Diva's Secret B-Oil



Figure 6.34: Another Completed design – Diva's Secret B-Oil

6.12 Winter Offer Design Workflow

6.12.1 Background & Process:

The Winter Offer promo we've arranged for the Secret Body Emulsion by Diva was created with Adobe Photoshop 2024, where the downtime vibes take the central stage. The original step was creating a cool blue grade background with soft snow falling in the air in order to set the mood. Overall appearance with having been fixed with that background caused the product shots to shine rather than sink by. also the product set up followed- three ornamental rudiments(Body conflation, oil painting Balancing Serum Cream, and Facewash) were placed on a rustic - suchlike platform to give a solid, natural sense. Drop murk were gradually stationed so that the bottles do n't appear to be flat on the background. To make the deal product be in the spotlight, the FREE tattoo came out on the Facewash in a striking red and was bound in a charming red strip visual as however giving away a gift or festivity incitement. The price part had to be made as lucid as possible, therefore original price was placed in white color with blue background and the blinked price was in bold unheroic so as to give it good discrepancy. Padding and textbook alignment were acclimated in such a way that the volume may be read fluently at formerly.

We kept the brand identity concentrated and centered with the totem princess s Secret appearing on top right incontinently relating the name. Each subcaste of textbook, product image, strip, and price label each was in its own subcaste in the Layers Panel- an arrangement that allowed us to acclimate effects snappily and to keep everything nicely organized so effects would not lap accidentally.



Figure 6.35: Photoshop layer preview – Diva's Secret Body Emulsion

Finally, the overall composition was checked for visual balance, ensuring that the winter theme, promotional message, and brand presence worked harmoniously. The result is a visually engaging, seasonally relevant design that clearly communicates the special offer while keeping the premium look of the brand intact.



Figure 6.36: Winter promo design – Diva's Secret Body Emulsion



Figure 6.37: Alternate promo layout – Diva's Secret Body Emulsion

6.13 Discount Promotional Design Workflow

6.13.1 Background & Process:

This 50 OFF promotional design was made by me in Introduction to Graphic Design course, in my latest group project. I have worked with Adobe Photoshop 2024, which wanted to create a high level of visual contrast, and price transparency. I started with the creation of a warm-temperature background with strips of soft light running along it to produce the effect of cozy-and-slick-at-the-same-time. To add a little depth and delicateness to the piece, I included an essence of the curtain texture. The main subject, the B- oil painting bottle, was placed to the right handside so that the entire composition can remain balanced. I used a natural type of drop shadow below the bottle so it will appear naturally placed on the face. The product marker and packaging remained crisp and clear thus allowing visitors to know the details of the brand and the 50 OFF offer easily.

On the left side, the offer highlight was created using bold typography. The large “50% OFF” text was placed in a distressed maroon splash background, ensuring instant attention. Below this, the original price (550 TAKA) was displayed with a red strikethrough, followed by the word “Only” in black for emphasis. The new price (275 TAKA) was showcased in bold white text over a maroon rectangle, creating a clear visual hierarchy that guides the viewer’s eye from the discount to the new price. Typography selection played a vital role—Poppins Medium was used for clean readability, with varying sizes and weights to differentiate between the offer, product name, and pricing details. The Diva’s Secret logo was positioned at the top right corner to maintain consistent brand presence across promotional materials.



Figure 6.38: Photoshop layer view – Diva’s Secret B-Oil Discount

Layer organization in the Photoshop Layers Panel was handled with precision. All text, shapes, product images, and effects were stored in clearly named layers, making the file easy to navigate and edit for future campaigns. The final check ensured alignment, spacing, and visual balance were optimized for both mobile and desktop viewing, resulting in a professional and impactful promotional post.



Figure 6.39: Discount campaign layout – Diva's Secret B-Oil



Figure 6.40: Alternate Discount campaign layout – Diva's Secret B-Oil

6.14 Masterman, Social Media poster Design

6.14.1 Background & Process:

As part of my internship, I was asked to design a promotional campaign for the health supplement brand Masterman, targeting a youthful male demographic via bold and humorous visual content. The campaign's creative direction centered on energetic storytelling, using a comical imagery of a broken bed and a catchy slogan “জমবে খেলা বৃহস্পতিবার রাতে” to convey exaggerated vitality. The client supplied the original product image, brand logo, and color palette, which guided the design aesthetics.

Initially, I developed the static visual using Adobe Photoshop 2024 at a canvas size of 9.14×9.14 cm and 300 dpi, crafted for Instagram square posts. A gradient overlay from top-left directed attention to the central slogan set in Bebas Neue, with emphasis on “বৃহস্পতিবার” using a contrasting orange hue. Decorative hearts and pink particles were arranged to create playful energy, while the product bottle was positioned in the lower-right anchored by a yellow footer bar and brand logo. All layers were meticulously grouped and labelled to ensure clarity during later animation.



Figure 6.41: Photoshop all-layer overview – Masterman project

Following approval, the PSD file was transitioned into Adobe After Effects 2024. I set up a vertical reel composition at 1080×1920 px and 59.94 fps, looping over eight seconds. Design elements—text and product graphics—were animated via position, scale, and opacity keyframes enhanced with easy-ease for smooth transitions. Null objects streamlined control of grouped elements, and pre-recorded effects such as smoke bursts and trigger animations were integrated to heighten visual rhythm. Each element was precisely timed within the timeline, resulting in a cohesive looping reel.

optimized for Instagram Reels.

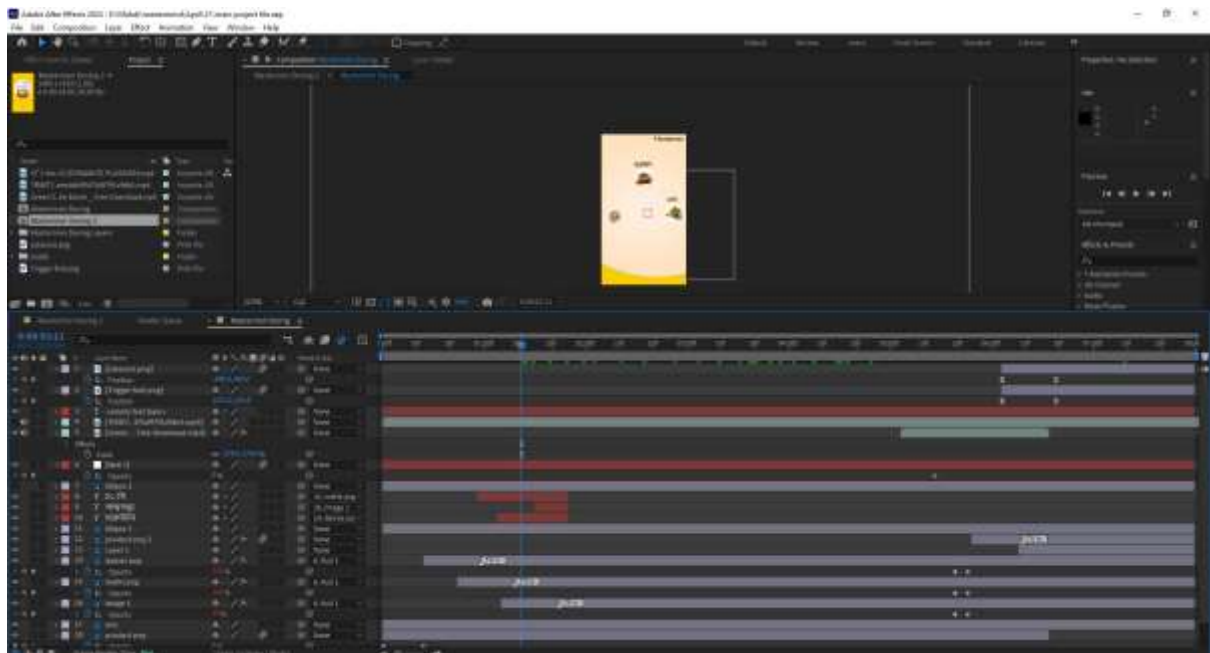


Figure 6.42: After Effects timeline preview – Masterman animation

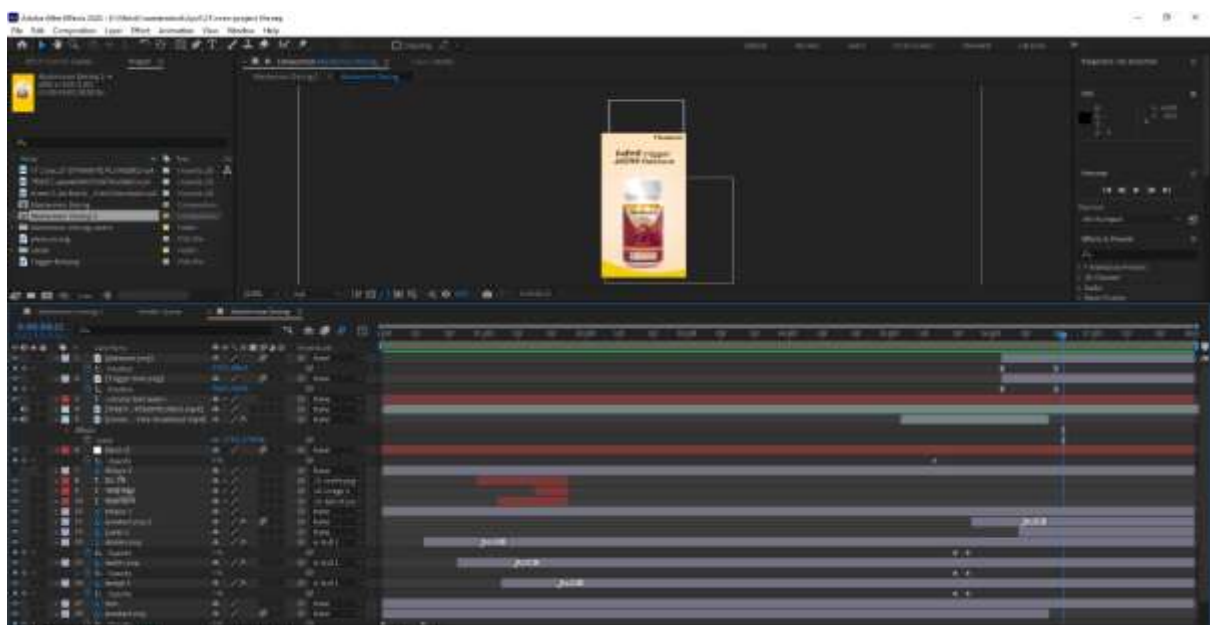


Figure 6.43: Frame render from After Effects – Masterman project

The final deliverables included a static JPEG + PSD and an MP4 motion loop, with all project files organized into structured folders for documentation and future revisions.



Figure 6.44: Final image of Masterman, Social Media poster Design



Figure 6.45: Final motion video of Masterman, social media design

6.15 Freyia's Neem, Poster Design

6.15.1 Background & Process:

This project focused on designing a visually engaging static social media post to promote the Freyia's Neem Facewash, a product under Purple Care Ltd. The goal was to present its natural, antibacterial qualities in a clean and fresh layout suitable for Instagram. The client provided the actual product image, along with brand references and packaging guidelines.

The design began with composing the background using high-resolution nature imagery and applying a Gaussian blur to maintain depth while keeping the foreground in focus. The main product tube was placed centrally and adjusted using brightness/contrast and shadow correction to ensure prominence. I added herbal elements like turmeric, neem leaves, and amla near the product base to reinforce its natural composition.

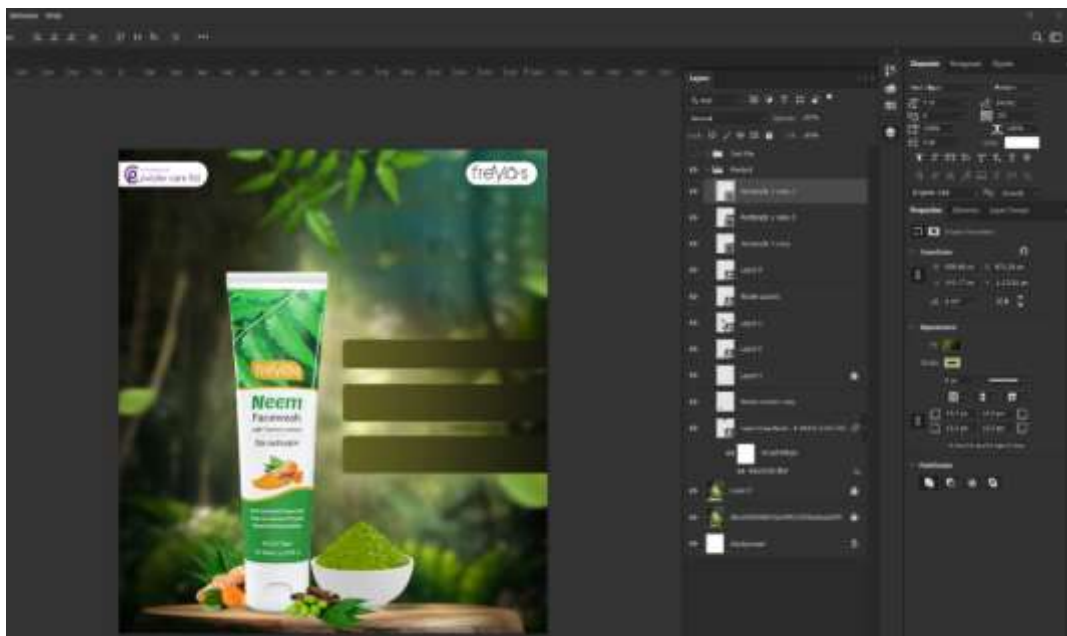


Figure 6.46: Snapshot of Freyia's Neem Facewash Photoshop background layer demonstration



Figure 6.47: Snapshot of Freyia's Neem Facewash Photoshop all layer demonstration

Next, I used rectangular highlights to indicate key benefits and text areas. All design elements, including shadows and textures, were separated into organized layers in Adobe Photoshop 2024 for flexibility and clean workflow. The overall color palette was kept organic with greens and earthy tones to match the product's theme.

6.15.2 Key Outputs:

- 1 Static Instagram post (1080×1080 px) – JPEG & PSD format
- 2 Editable Photoshop file with layered organization



Figure 6.48: Final image of Freyia's Neem Facewash, Social Media poster Design

6.16 Hair Oil, Social Media poster Design

6.16.1 Background & Process:

This project was developed to promote the benefits of Freyia's Onion Hair Oil, a key product of Purple Care Ltd. The goal was to create a clean and visually appealing static post in Bengali, directly communicating the product's core strengths. The client provided the product packaging along with visual references from similar campaigns. Based on that, I planned the layout to make the bottle the central focus, supported by typography and background elements that complement the theme.

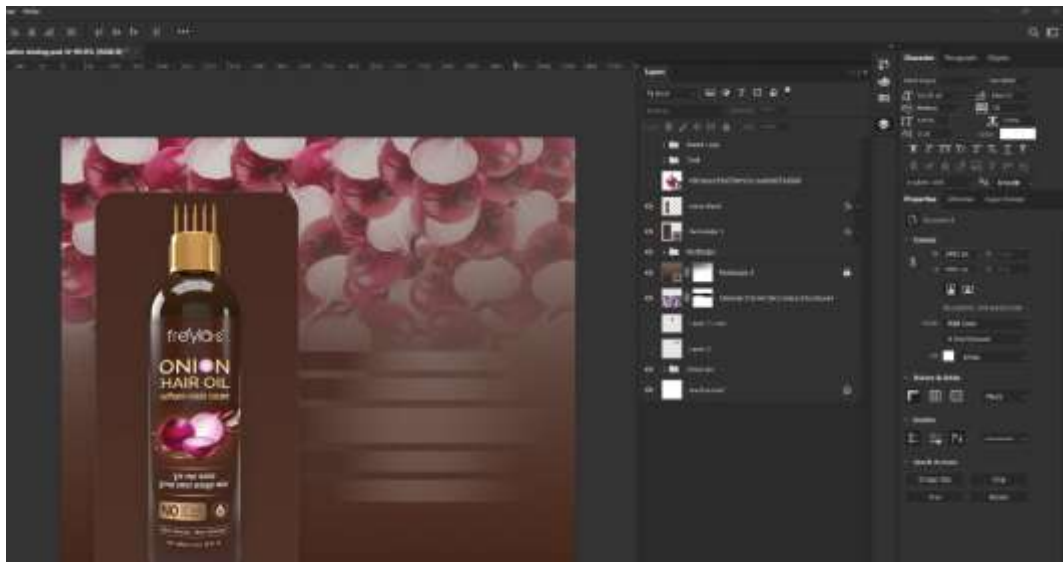


Figure 6.49: Snapshot of Freyias Onion Hair Photoshop background layer demonstration

I used Adobe Photoshop 2024 to build the composition. The canvas size was 1080×1080 pixels, ideal for Instagram. The background was formed using real onion textures blended with soft lighting to add depth without overpowering the main product. The bottle image was carefully edited — enhanced highlights, shadows, and color balance were applied to make it pop from the background.

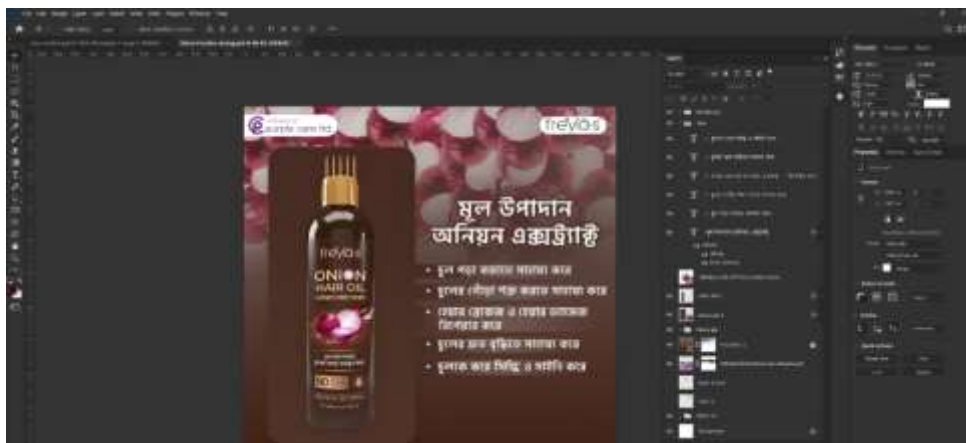


Figure 6.50: Snapshot of Freyias Onion Hair Photoshop all layer demonstration

To present the product benefits in an organized way, I created a side panel using rounded rectangles. Then, each point was written in Bangla using clear, bold typography to ensure readability. The composition followed a left-to-right flow — product on the left, message on the right — which helps viewers process the content effortlessly. Shadows, text effects, and spacing were fine-tuned to maintain visual harmony.

All layers were grouped systematically to keep the file clean and ready for any future updates or motion adaptation.

6.16.2 Key Outputs:

- 1 Static Instagram post (1080×1080 px) – Final JPEG
- 2 Fully editable PSD file with grouped layers
- 3 Bengali copy integrated design for native audience engagement



Figure 6.51: Final image of Freyias Onion Hair Oil, Social Media poster Design

6.17 Monday Reminder – Static

6.17.1 Background & Process:

The creation of the “Monday Reminder” post followed a smooth and organized workflow, moving from concept planning to AI illustration, vector design, and final composition.

The process began with online research to explore ideas for mood, composition, and color schemes. The aim was to create a bright, uplifting design that reflects self-care and wellness while staying visually engaging for social media audiences. Once the creative direction was set, the main character was produced using AI illustration tools. The style was chosen to be flat, clean, and colorful—perfect for a modern digital post. The exact prompt used for generating the illustration was:

AI Character Prompt: “A digital illustration of a beautiful young woman with long black hair massaging her scalp, eyes closed, looking relaxed, wearing a sleeveless top, soft smile, in a flat vector art style, high detail, vibrant colors, suitable for wellness or spa promotion.”

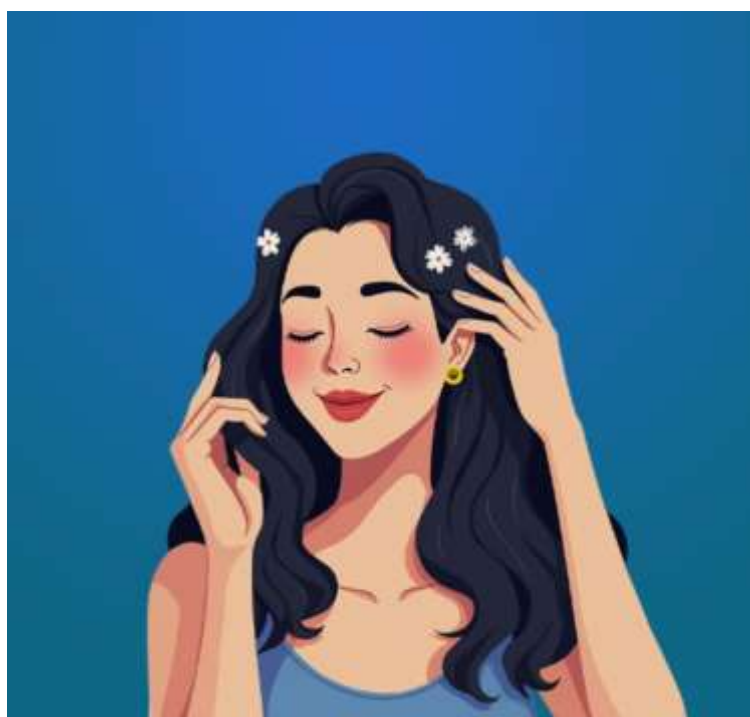


Figure 6.52: AI prompt used to generate the main character illustration.

After the character was ready, work shifted to Adobe Illustrator (Figure 01) to design a vibrant flower graphic. Each petal was individually shaped and filled with a smooth yellow gradient, outlined with a deep navy stroke to give a neat hand-drawn feel. The center was filled with a warm orange tone, creating balance and harmony with the petals. All flower components were neatly organized in the “OBJECTS” layer group for easy adjustments. The completed vector flower was then exported as a Vector Smart Object for Photoshop integration.

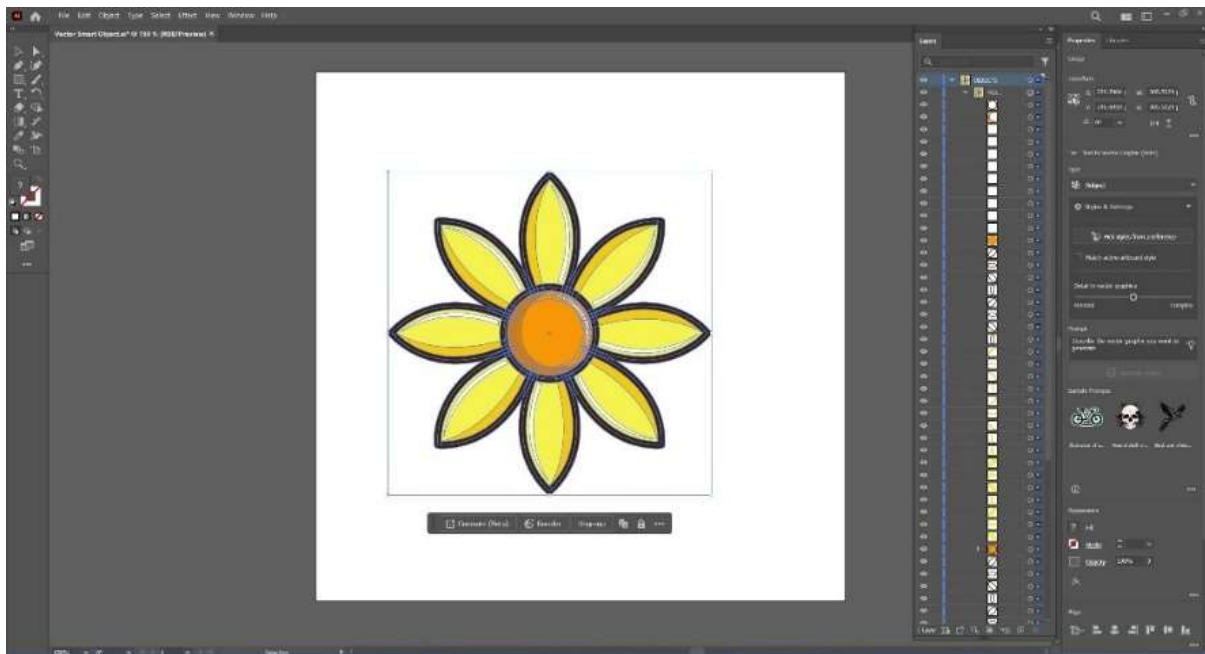


Figure 6.53: Flower vector design process in Adobe Illustrator.

The final assembly was done in Adobe Photoshop. A 1200×1200 px artboard was prepared to match social media posting standards. A soft, cool-toned gradient background was applied, adding depth without overpowering the main elements. The AI-generated character was placed at the bottom center to visually connect with the message of hair care and relaxation. The vector flowers from Illustrator were positioned around the headline, creating a cheerful and eye-catching layout.

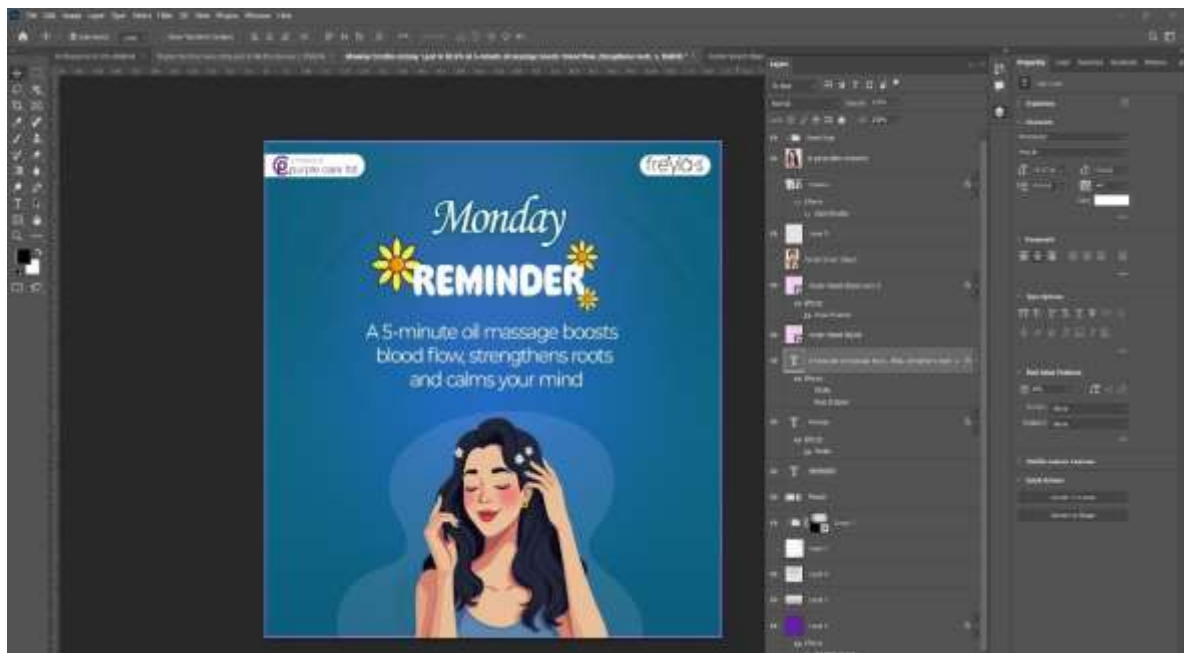


Figure 6.54: Flower vector design process in Adobe Illustrator.

Typography choices helped guide the viewer's focus:

- 1 “Monday” was styled in an elegant serif font for a welcoming feel.
- 2 “REMINDER” used a bold, rounded typeface with drop shadows for emphasis.
- 3 The supporting text— “A 5-minute oil massage boosts blood flow, strengthens roots and calms your mind”—was kept clean and centered for readability.

The Photoshop layers were carefully named and grouped—logos, character, decorative flowers, text, and background—ensuring easy editing for future campaigns. Final touches included color balance adjustments, shadow refinements, and precise alignment checks to ensure everything felt visually balanced.

By combining online research → AI character generation → vector creation in Illustrator → final layout in Photoshop, the result is a fresh, uplifting, and brand-consistent reminder post that stands out on social media.



Figure 6.55: Final image of Monday Reminder – Static Social Media Design

6.18 Freyia's Sunscreen

6.18.1 Background & Process:

This static design was created to reintroduce Freyia's Sunscreen products under the theme "Back in Stock." The focus was to deliver a punchy and energetic message that grabs attention at first glance. The client emphasized highlighting both variants (yellow and orange) clearly, along with a playful yet clear call-to-action for restocking.

I started by setting a bright, summer-inspired gradient background using soft oranges and yellows, evoking a sunny, energetic feel. The two sunscreen tubes were edited and shadowed carefully to create a clean, product-centered look. The text “Sun Shield – সারাক্ষণ!” was positioned at the top for instant understanding of the message, blending both English and Bengali for broader reach.

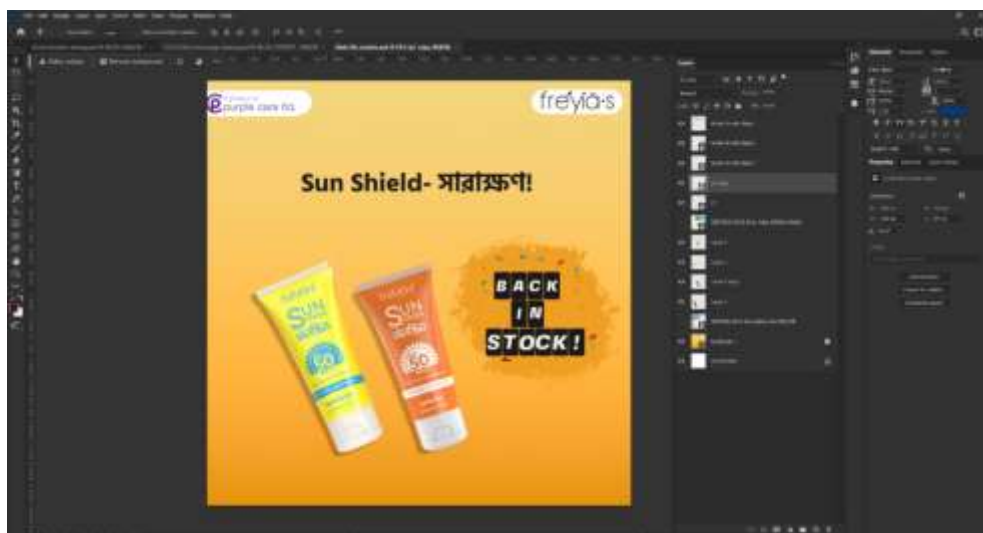


Figure 6.56: Social media post announcing return of Freyias Sun Shield sunscreen

The “Back in Stock!” element was designed using bold block typography over a paint-splash styled graphic to create urgency and vibrancy. I used confetti and shadow play to give the composition a festive tone, matching the excitement of product availability.

Photoshop 2024's smart object system helped in keeping the bottle layers scalable and editable. Every visual element was aligned using grids to ensure balance, and layer grouping kept the PSD organized for any future motion or language versioning.

6.18.2 Key Outputs:

- 1 Final static post (1080×1080 px) in JPEG & PNG formats
- 2 PSD file with grouped smart objects and editable elements
- 3 Suitable for Instagram feed and promotional stories



Figure 6.57: Social media post announcing return of Freyias Sun Shield sunscreen

6.19 Freyia's Sunscreen – Benefits

6.19.1 Background & Process:

The Freyia's Sunscreen – Benefits of Using design was created through a systematic Photoshop workflow that focused on clarity, visual balance, and brand identity. The goal was to present the key benefits of sunscreen in an attractive, easy-to-read format suitable for social media and promotional campaigns.

The process began with setting up the artboard in Adobe Photoshop, choosing a square layout for optimal use on multiple platforms. A soft yellow-to-orange gradient fill layer was applied as the background, creating a warm, sunny ambiance that reflects the theme of sun protection. This gradient was built using multiple Gradient Fill layers, carefully blended to ensure a smooth transition of color tones without overpowering the text or icons.



Figure 6.58: Snapshot of Freyia’s Sunscreen Benefits design Photoshop all layer demonstration

Next, the central circular infographic was designed. A semi-transparent ellipse shape served as the base, divided into equal sections to highlight different benefits. Minimalist line icons were placed inside each section to visually represent features such as Shields from Harmful Sun Rays, Reduces Dark Spots, Protects Your Eyes, Helps Prevent Skin Cancer, Prevents Tan & Sunburn, and Prevents Premature Ageing. At the center, a stylized sun icon tied the elements together, reinforcing the core message. The headline “Benefits of Using SUNSCREEN” was added at the top using the Poppins font. “SUNSCREEN” was highlighted in a bright orange tone to draw attention. Subheadings and benefit texts were placed strategically around the circle for balanced composition, maintaining readability with a clean black font. Branding was integrated by placing the My Aura logo in the top left corner and the Freyia’s logo in the top right corner. These elements were aligned perfectly to ensure visual symmetry. Each layer was labeled and grouped logically in the Layers Panel, enabling easy future edits.

By following this structured process — starting with the background, then moving to the infographic, typography, and finally branding — the final result is a visually appealing, informative design that effectively communicates the product’s advantages while staying true to the brand’s identity.

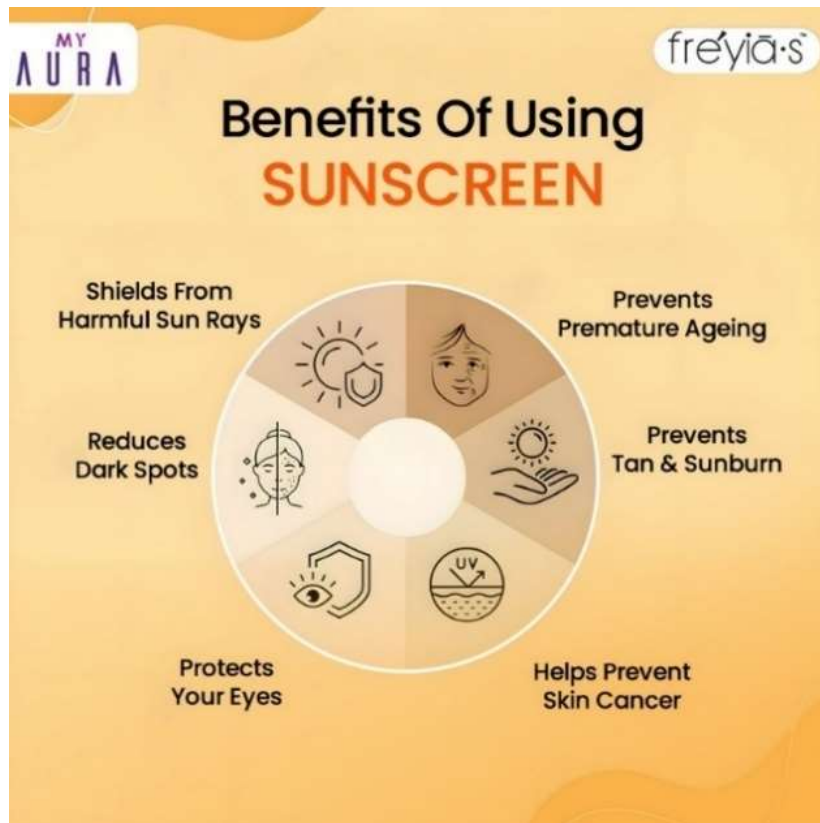


Figure 6.59: final image of Freyia's Sunscreen Benefits



Figure 6.60: Another final image of Freyia's Sunscreen Benefits

6.20 AI & Photoshop Design Workflow

6.20.1 Background & Process:

The Freyia's Neem Facewash – Special Offer design was developed through a streamlined process that blended AI creativity with professional Photoshop editing to produce a high-quality promotional visual. The workflow was built around two key tools — AI for generating the natural background and Adobe Photoshop for precise product placement, text styling, and overall composition. The project began with a clear concept: to highlight the freshness and antibacterial benefits of neem in a visually appealing social media post. Initial online research helped identify design trends in skincare advertising, ensuring the final piece would feel modern and market-ready.

For the background, an AI generation tool (ChatGPT image creation) was used to create a natural, fresh setting that reflects the product's herbal qualities. The prompt used for this background was: “A realistic commercial advertisement background featuring fresh neem leaves, soft green lighting, and natural wooden textures, high resolution, suitable for skincare branding.”

The AI output delivered a vibrant, high-quality background that perfectly supported the theme of purity and nature.



Figure 6.61: AI-generated background for Freyia's Neem Facewash promotional design.

Once the background was ready, the entire composition process took place in Adobe Photoshop. The AI-generated image was imported as the base layer, and the product packaging images were carefully placed at a slight overlapping angle to create depth and visual interest. Drop shadows were applied to ensure the products looked naturally integrated into the background.

Text rudiments, similar as “BUY 2 AT,” “PRICE 299 TAKA,” and “SPECIAL OFFER,” were designed directly in Photoshop using the Poppins Bold fountain. Color slants, drop murk, and situating adaptations were applied to make the promotional textbook eye- catching and easy to read on both desktop and mobile defenses. The green and unheroic palette corroborated the newness of the product while conveying urgency for the special offer. Eventually, the brand ensigns “Freyia’s” in the top right corner and “My Air” in the top left wing were added for brand thickness. All layers were neatly organized for easy future editing, icing the train remains adaptable for forthcoming juggernauts. This two- step workflow — AI for natural background creation and Photoshop for detailed layout and refinement — allowed for a presto yet high- quality design process. The result is a professional, request-ready banner that easily communicates the offer.



Figure 6.62: Final image of Freyia's Neem Facewash



Figure 6.63: Another creation of Freyia's Neem Facewash

6.21 Cover Photo Design

6.21.1 Background & Process:

In continuation of the Freyia's Sunscreen campaign, a horizontal cover banner was designed to adapt the same visual identity for web-based platforms including Facebook cover photos and YouTube channel art. The aim was to retain consistency with the Instagram post while adjusting layout and perspective for landscape format.

This layout was created using Adobe Photoshop 2024 on a canvas size of 2010×803 pixels. The beach was used as a natural base background to emphasize the sunscreen theme. Two product tubes were placed on the sand with drop shadows and lighting adjustments to maintain realism. A soft sunlight glow behind the products helped reinforce the idea of sun protection, and a group of flying birds added dynamic storytelling. The slogan “Sun Shield – সারাক্ষণ” was placed near the upper-left area to maintain clarity and balance with the composition. Color correction layers and gradient masking were applied to merge all elements seamlessly.

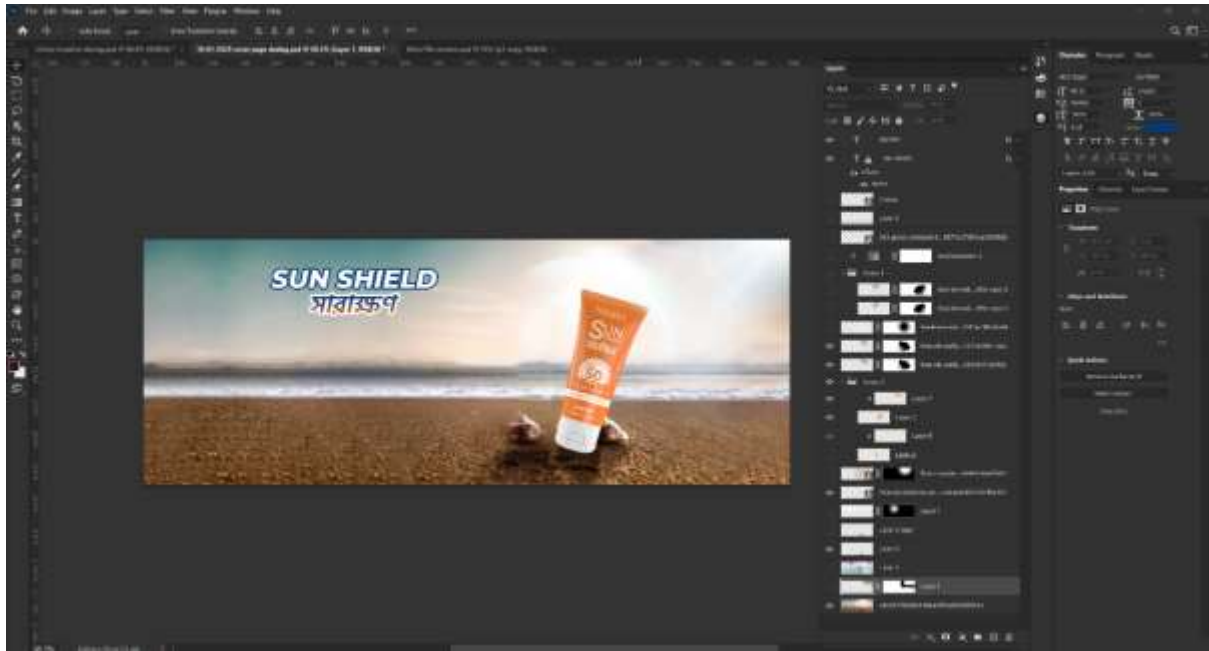


Figure 6.64: Freyias Sunscreen Cover Banner Design

All layers were duly grouped, named, and structured within the PSD for unborn edits or versioning. The visual scale and alignment were precisely controlled using Photoshop's grid system. The final deliverables for this design included a high-resolution cover banner in JPEG format with confines of 2010×803 pixels, suitable for use on Facebook cover prints, YouTube channel art, and website heads.

The design was optimized to insure visual clarity and responsiveness across bias. In addition to the exported image, the original layered PSD train was delivered, containing smart objects, grouped layers, and editable textbook rudiments, making it suitable for unborn variations similar as resizing, localization, or seasonal updates. All lines were organized in structured flyers with applicable naming conventions, icing easy access and professional attestation for future reference.



Figure 6.65: Freyias Sunscreen Cover Banner Design

6.22 SuperLife –Design Workflow

6.22.1 Background & Process:

Superlife—The goal of the “Fat to Fit” creative was to tell an easy-to-read visual story. The bold imagery and clean composition show the transition from unhealthy eating habits to a fit lifestyle. The entire work was done in Adobe Photoshop—high-quality product photography, strong typography, and some symbolic visuals brought together to reinforce the message. I started by setting the canvas with a bright blue gradient background, which creates a sense of energy and freshness. This blue is not only eye-catching; it also signals “fresh starts” and positivity—perfect for the health and fitness theme.

Next, the main typography was added in a large, bold, white Poppins SemiBold font, spelling “FAT TO FIT.” The oversized “FIT” became a central design anchor, allowing interaction with other graphic elements. To visualize the concept of transformation, a composition of donuts, waffles, and chocolate was placed next to the word “FAT,” representing indulgent, unhealthy foods. These food items were arranged in a slightly scattered manner to imply motion and impact. A fitness model image was strategically placed between “FAT” and “FIT,” positioned as if kicking the junk food away toward the left side. This dynamic action added movement and life to the design, reinforcing the transformation theme. Drop shadows were applied to the model and food elements to create depth and realism.



Figure 6.66: Snapshot of SuperLife – Fat to Fit Photoshop all layer demonstration

On the right side, the SuperLife AN-SLIM Fat Burn product image was placed prominently. Careful masking ensured clean edges, while subtle shadowing made the product appear grounded on the background rather than floating unnaturally. The product’s label remained sharp and legible, emphasizing brand recognition. Brand identity was maintained by placing the Purple Care Ltd. logo at the top left corner and the SuperLife logo at the top right. These logos were kept small but visible to ensure a clean, uncluttered look.

Finally, all layers were grouped and named systematically in the Layers Panel for efficient editing. The project combined strong visual metaphors with professional composition, resulting in an attention-grabbing, motivational promotional graphic that effectively communicates the product's benefits in a single glance.



Figure 6.67: Final image of SuperLife – Fat to Fit

6.23 SuperLife – Design Workflow

6.23.1 Background & Process:

The SuperLife – Before & After promotional design was developed with a focus on visual transformation storytelling, combining AI-generated imagery with precise Photoshop editing. The aim was to inspire viewers by showcasing a dramatic change in appearance, directly linking it to the benefits of the SuperLife AN-SLIM product. The project began with AI image generation using ChatGPT's image creation feature to produce two realistic, high-quality human portraits — one representing the "Before" state and the other the "After" state. The AI prompt used for generating these visuals was:

“A high-resolution realistic portrait of a woman, front-facing, wearing casual clothing, neutral background — one version showing an overweight body type with a friendly smile, and another version of the same woman with a slim, fit body, confident expression, same pose and lighting for consistency.”

Once the AI provided the two images, they were imported into Photoshop. The canvas was set up with a soft grey-to-white gradient background, enhanced with abstract dotted halftone patterns to add depth without distracting from the main subject. The "Before" and "After" images were placed side-by-side in slightly tilted white-bordered frames for a modern, photo-card style presentation. A dashed arrow between the two frames indicated transformation and progress.



Figure 6.68: Snapshot of SuperLife Before & After Photoshop all layer demonstration

Text elements were added using Hind Siliguri and Poppins fonts to ensure clear readability in both Bengali and English. The headline, written in Bengali — "মেদ ঝরিয়ে নিজেকে তৈরি করুন, নতুন আমি সুপারলাইফের সাথে" — was styled in a bold blue color to capture attention. Labels "BEFORE" and "AFTER" were placed under each frame in rounded blue tags for clarity.

The SuperLife AN-SLIM Fat Burn product render was placed in the bottom right corner to connect the transformation with the product. Drop shadows were applied to both the frames and product to give a natural, elevated look. Brand identity was reinforced by positioning the SuperLife logo prominently at the top right corner.

All layers in the Layers Panel were well-organized, with grouped folders for background, text, images, and product elements, making future edits fast and efficient.

The combination of AI-generated realistic portraits and Photoshop's precise composition tools resulted in a highly convincing and motivational design. This workflow allowed for a polished, market-ready visual that tells a compelling transformation story in a single glance.



Figure 6.69: Final image of SuperLife Before & After Weight Loss

6.24 SuperLife –Motion Graphic Workflow

6.24.1 Background & Process:

The SuperLife – Start Your Fat Burn Journey motion graphic was created in Adobe After Effects to transform a static promotional design into a dynamic and engaging animation. The primary objective was to visually capture attention while clearly communicating the brand's weight management message. The process began by importing all design assets — including the background, product image, text layers, and supporting graphics — into After Effects. The base composition was set up with a 1080x1920 vertical format, optimized for social media platforms like Instagram Reels and TikTok. The background featured a bright, energetic blue gradient to convey freshness and motivation.

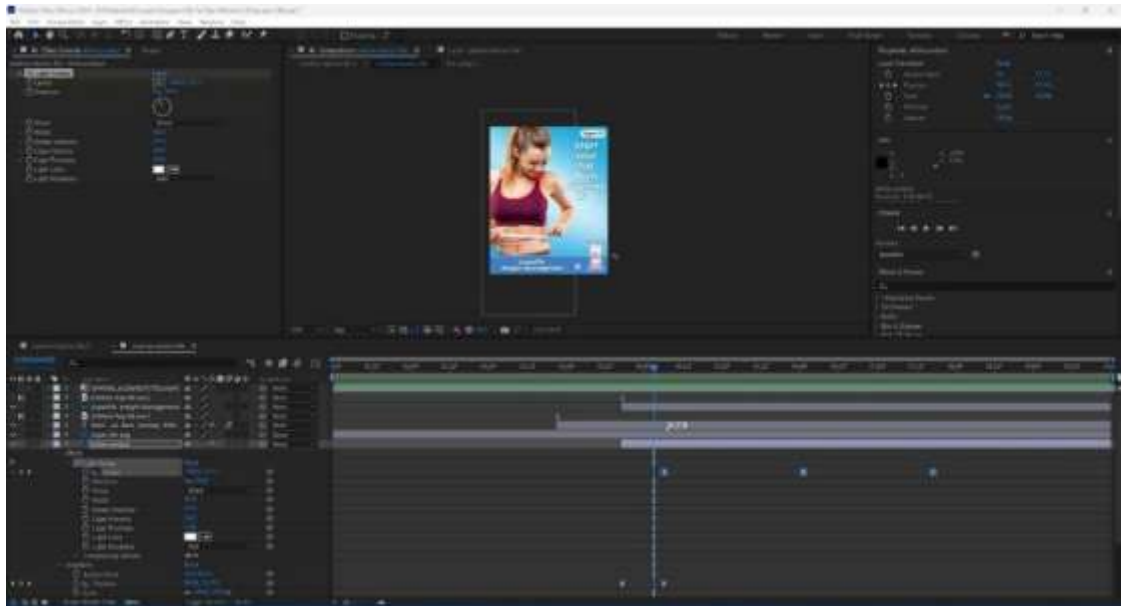


Figure 6.70: Snapshot of SuperLife – Fat Burn Motion Graphic Workflow in After Effects

The **SuperLife AN-SLIM Fat Burn** product image was anchored at the bottom right corner, ensuring brand presence throughout the animation. Typography played a crucial role. The headline “Start Your Fat Burn Journey With” was created using the **Poppins Medium Italic** font for a clean and modern look. Each word was animated with sequential fade-ins and slight position shifts, timed precisely along the timeline for smooth readability. Motion properties such as scale and opacity were keyframed to create a natural, eye-catching reveal. Layer animations were further enhanced with effects like Light Sweep to add a glossy highlight to the text and product, and Hollow Pop audio-synced elements for added emphasis. Opacity controls were fine-tuned to ensure elements appeared and disappeared seamlessly at the right moments, as visible in the layer timeline. This After Effects workflow successfully transformed a still design into a professional, high-impact motion graphic that draws viewers’ attention and communicates the weight loss message with both clarity and energy.

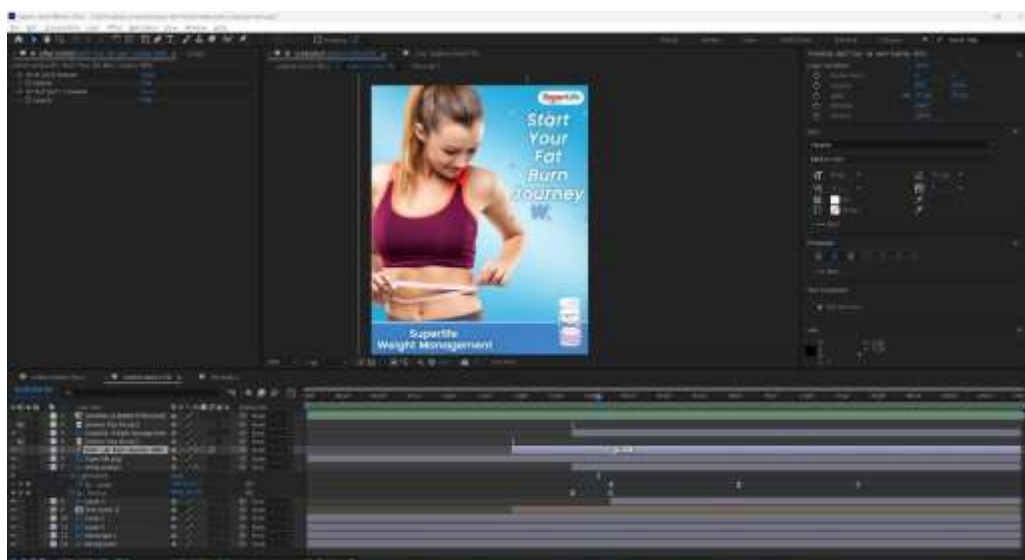


Figure 6.71: Snapshot of SuperLife – Fat Burn Motion Graphic Workflow in After Effects text layer

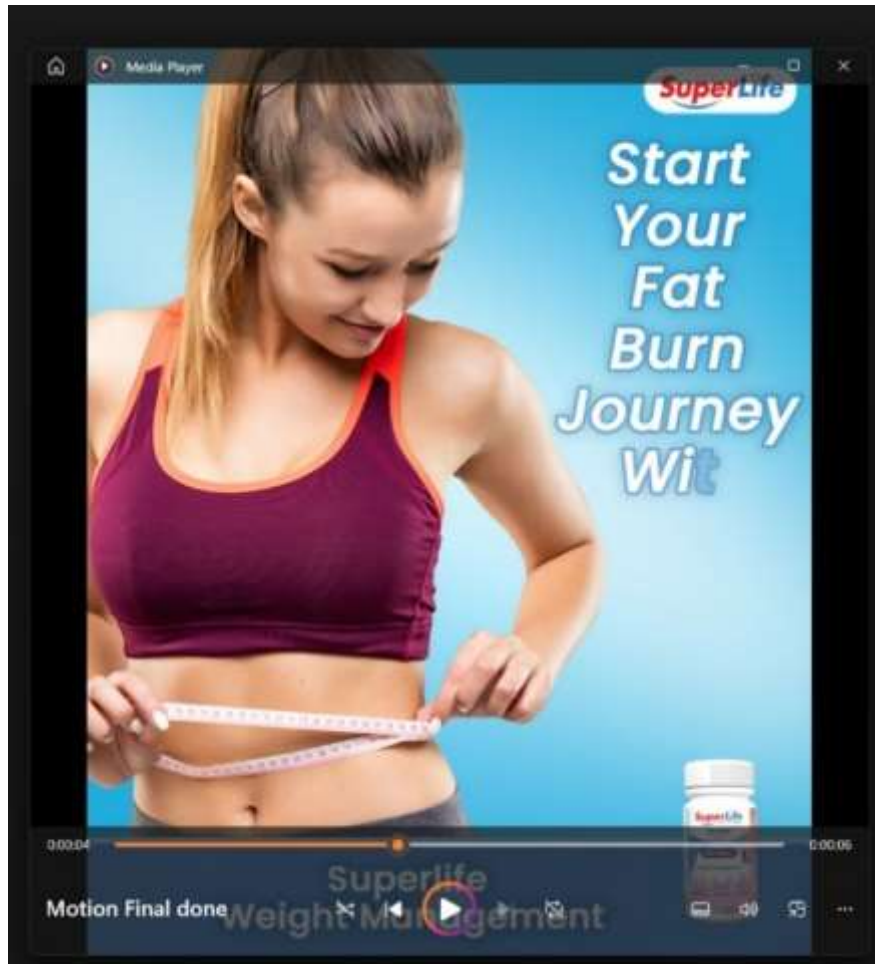


Figure 6.72: Final preview of SuperLife – Fat Burn Motion

6.25 Hair Oil – Static for Social Media

6.25.1 Background & Process:

As part of a product-centered promotional campaign for Freyia's Naturals Hair Oil, I developed two unique static designs focusing on different messaging styles under a unified branding. The objective was to present the product's benefits through rich visual storytelling while maintaining consistency across multiple content variations. The campaign was targeted for social media platforms such as Instagram and Facebook, with the primary goal of increasing engagement and product awareness through bold design and clear product placement.

The first design was centered around an elegant, deep-toned visual composition with a salon-like luxury feel. Created in Adobe Photoshop 2024 on a 1080×1080 px canvas at 300 DPI, the layout featured the product bottle placed in front of a soft glowing dome, surrounded by natural ingredients including coconut, aloe vera, herbs, and hibiscus petals. These elements were carefully arranged to reflect the nourishing qualities of the oil. A bold blue gradient background was chosen to create a premium visual tone, while decorative lighting and drop shadows were added to enhance depth and

realism. The campaign slogan “চুলের যত্নে ১০ অন ১০ সল্যুশন!” was placed inside a subtle glowing bubble in the upper-left corner, designed in clean Bengali typography. All assets, including the bottle, shadows, highlights, and background elements, were placed within grouped smart object layers to allow easy editing and consistency.

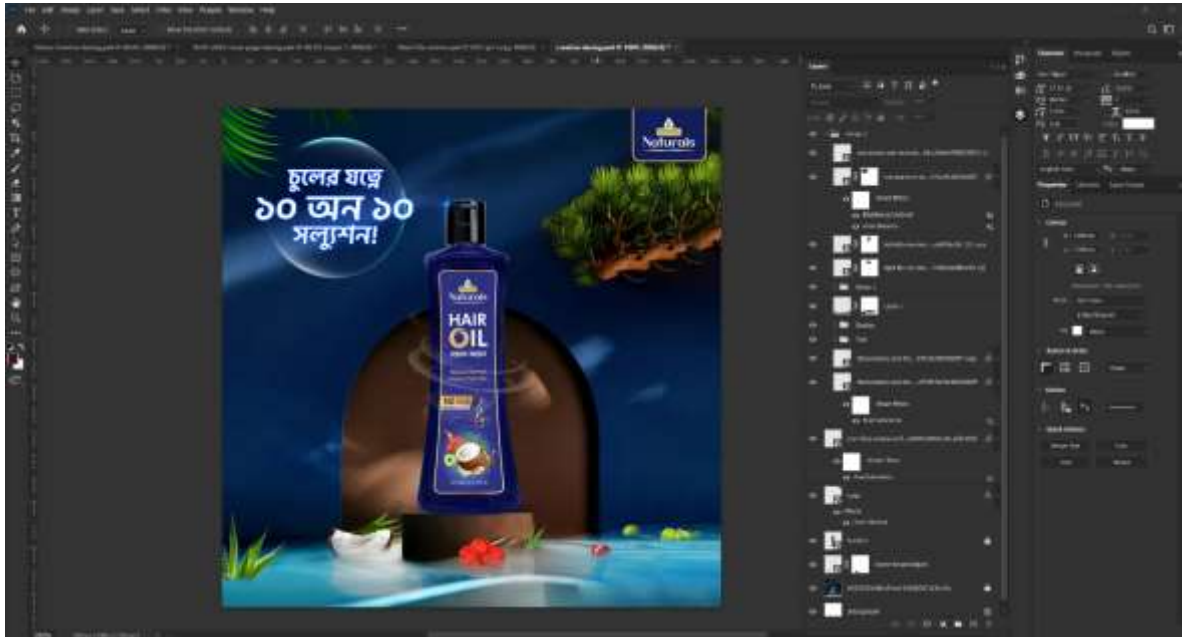


Figure 6.73: Snapshot of Static Post Freyias Naturals Hair Oil Photoshop all layer demonstration

To complement the first design, I created a second visual that takes on a more informative, infographic-style approach — something that’s both eye-catching and easy to understand at a glance. While the core elements like the product bottle and natural ingredients were kept consistent to maintain a unified brand look, I wanted this version to feel lighter and more refreshing. So, I introduced a soft water-textured background with gentle sunrise lighting to give it a calm, rejuvenating feel — something that visually reflects the soothing, nourishing qualities of the hair oil itself.

The headline, “চুলের যত্নে 10 on 10 সল্যুশন,” was designed using a mix of Bengali and English to make it approachable and relatable to a broader audience. On the right side, I featured four key benefits of the product — reducing hair fall, supporting new hair growth, treating dryness of the scalp, and preventing hair breakage. Each benefit was represented with simple icons and short texts, making the information easy to digest, even at a quick scroll.

At the bottom of the layout, I added a floating island — a visual cluster of the core natural ingredients — placed in a way that subtly reinforces the product’s pure and plant-based formula. The entire design followed a clean, grid-based structure to keep everything organized and easy on the eyes. Like the first design, this one was also built using non-destructive smart layers in Photoshop, so any future updates or localization can be done smoothly without disrupting the overall look and feel.



Figure 6.74: Another Snapshot of Static Post Freyias Naturals Hair Oil Photoshop layer demonstration

Both final designs were exported in high-resolution JPEG and PNG formats (1080×1080 px), optimized for Instagram and Facebook. The layered PSD files were structured with grouped smart objects, editable text fields, and adjustment layers for future revisions or rebranding. The project files were documented and organized in version-controlled folders for internal archiving and client use.



Figure 6.75: Final static image of Freyias Naturals Hair Oil



Figure 6.76: Another static image of Freyias Naturals Hair Oi

6.26 Promotional Offer Design Workflow

6.26.1 Work Process Overview:

The Naturals Hair Oil social media promotional layout was created using Adobe Photoshop 2024, with the goal of producing a fresh, eye-catching, and brand-consistent visual. The process began with a solid blue backdrop to convey vibrancy and align with the brand's color scheme. At the center of the composition, a high-quality render of the product bottle and packaging was placed to make it the focal point. To add a relatable, human element, a female model was incorporated beside the product. The model image was generated through AI image creation using ChatGPT, guided by a custom-written descriptive prompt to match the desired style, expression, and pose.

AI Prompt Used: *"A joyful South Asian woman in casual modern clothing, smiling warmly, raising one hand, standing next to an oversized hair oil bottle, in bright studio lighting, with realistic high-definition detail."*

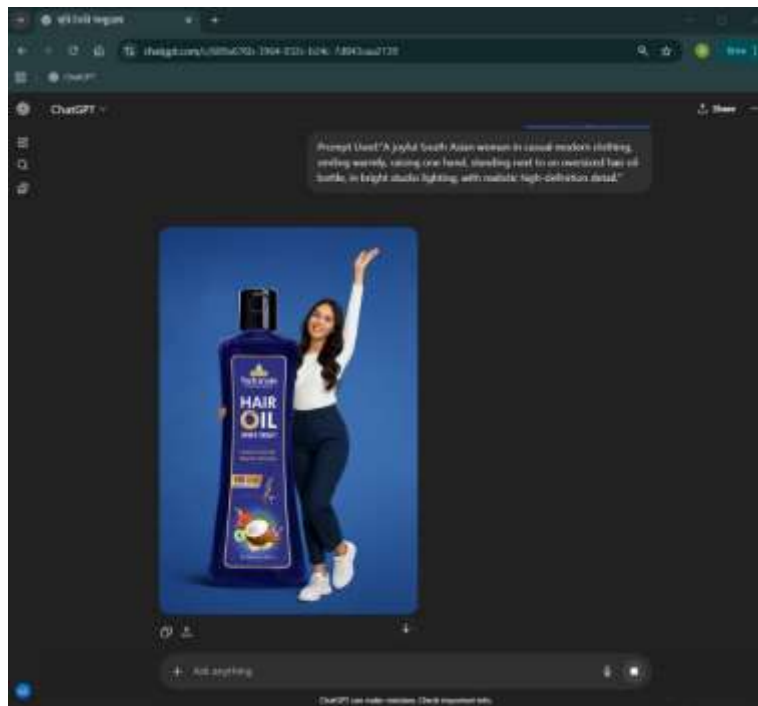


Figure 6.77: Snapshot of Naturals Hair Oil Promotional character making with ChatGPT

For the text elements, bold Bengali typography was used to emphasize the key selling point — “৩০ টি প্রাকৃতিক উপাদানের সমন্বয়ে তৈরি” (Made with 30 natural ingredients). The message was styled in bright yellow and white for strong contrast against the blue background. The price tag was designed as a yellow circular badge with stitched detailing and bold red numerals to grab immediate attention.

Brand logos for Naturals and My Aura were positioned in the top corners for recognition, while smaller ingredient icons and related visuals were added to give the design an authentic, informative feel. The composition was carefully layered in Photoshop for efficient editing and future adjustments. Final refinements focused on alignment, color balance, and visual hierarchy, resulting in a high-impact, platform-ready promotional asset.



Figure 6.78: Snapshot of the Naturals Hair Oil promotional design created in Adobe Photoshop



Figure 6.79: Final Image of Naturals Hair Oil Promotional Social Media Design.

6.27 Alternative Design (Combo Offer)

6.27.1 Background & Process:

An alternative visual variation was created for the same Melasma Solution Combo Offer to provide a brighter, more festive approach while retaining the core product presentation. This design kept the face wash and serum bottle as the central focus but shifted the overall tone toward a celebratory style that would stand out in social media feeds.



Figure 6.80: Dermamate Melasma Solution reference image

The canvas was set at 1080×1080 pixels with 300 DPI. A cream-to-gold gradient background replaced the beige tone of the primary design, creating a warmer and more vibrant setting. The serum bottle's ribbon color was changed to gold to better match the festive palette. The headline remained “মেছতার জেদি দাগের কার্যকরী সমাধান” but with enhanced drop shadow and glow for improved visibility. The offer section was redesigned using rounded price tags for better emphasis on the combo pricing — again clearly showing the original price, new offer price, and total savings. Decorative sparkle effects and subtle reflections were added to give the layout a premium yet gift-like appeal. As with the primary version, all elements were created using non-destructive smart object layers for maximum flexibility.

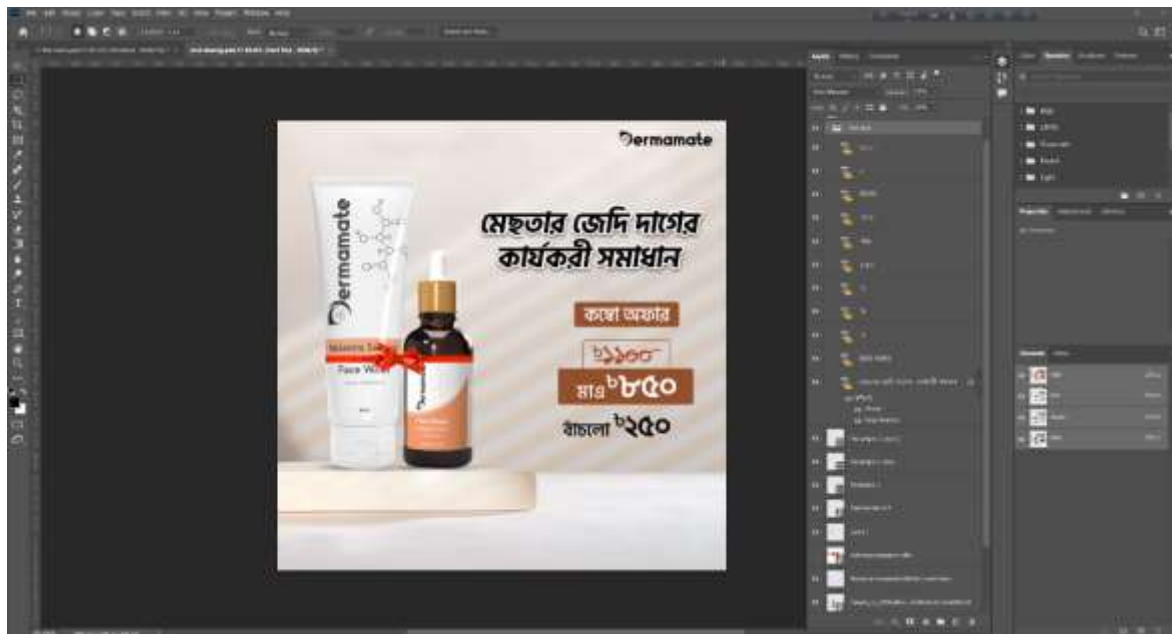


Figure 6.81: Photoshop workspace snapshot of Dermamate Melasma Solution combo offer design

The final alternative design was exported in JPEG and PNG formats for immediate social media use, alongside the original PSD file containing grouped smart objects, editable text, and scalable vector elements. This ensured that both the primary and alternative designs could be adapted for future campaigns, seasonal sales, or language changes without compromising quality. All working files were organized into campaign-specific folders for seamless archiving and retrieval.



Figure 6.82: Dermamate Melasma Solution combo offer design

6.28 Salicylic Acid Educational Static

6.28.1 Background & Process:

This static social media creative was designed to highlight the key benefits of Salicylic Acid in an informative and visually appealing way for the Dermamate brand. The goal was to keep the look clean, modern, and trustworthy while ensuring that the information remained easy to understand. The design was created in Adobe Photoshop 2024 on a 1080×1080 px canvas, optimized for Facebook and Instagram feeds. The background used a fresh blue gradient with a soft light overlay to create a clinical yet inviting tone. On the right side, a realistic dropper bottle and serum droplet were placed with enhanced shadows to give depth and realism.

The headline “সালিসাইলিক অ্যাসিড এর উপকারিতা” was placed prominently at the top using bold typography in SolaimanLipi font, paired with a thin black stroke to improve visibility. Below the headline, five main benefits were listed in a neat vertical arrangement, using the same font style for consistency. A subtle chemical structure icon was added in the background with a matching blue-toned overlay to enhance the scientific feel of the design without distracting from the main content. The brand name “Dermamate” was written in a clean sans-serif typeface, likely Montserrat or Poppins, complementing the overall professional style.



Figure 6.83: Photoshop workspace snapshot of Salicylic Acid Facebook post design

The design applied careful use of visual effects including drop shadows for depth, gradient overlays for smooth background transitions, and light highlight layers set to Screen blend mode for a soft glow. All layers were grouped and named systematically for easy editing and future updates.

Fonts Used: SolaimanLipi (Bangla), Montserrat/Poppins (English)

Key Effects: Stroke on text (2–3 px black), Drop Shadow on product and droplet, Gradient Overlay on background, Light highlight layer (Screen blend mode)

Final Output: The final creative was exported in high-resolution JPEG and PNG formats, ensuring sharp text and accurate colors for digital platforms. A fully layered PSD file with organized groups, editable text, and linked smart objects was delivered to the client for potential future updates. The design was successfully published on Dermamate’s official Facebook page as part of its ongoing educational marketing campaign.



Figure 6.84: Salicylic Acid Facebook post design

6.29 Social Media Poster Design

6.29.1 Background & Process:

This creative was designed to celebrate International Labour Day, with the aim of delivering a bold, modern composition that stands out in a social media feed. The design process began in Adobe Illustrator, where the primary typographic arrangement of the text “INTERNATIONAL LABOUR DAY” was created in a stacked, geometric layout. The “O” in “LABOUR” was intentionally left as a focal circular frame, which would later house a symbolic illustration. The bottom portion of the design featured a stylized cityscape vector, arranged in two horizontal layers to give depth and represent an urban working environment. Colors were initially kept monochromatic (white and shades of blue) to focus on structure before moving into Photoshop for further enhancement.

The central illustration inside the letter “O” was generated using ChatGPT’s image tool. The prompt used was: "Create a flat vector-style illustration of diverse workers, including a construction worker,

engineer, and doctor, standing together, facing forward, with simple clean shapes and solid colors." This AI-generated illustration was exported as a vector smart object and then refined for color accuracy and alignment before being imported into Photoshop.



Figure 6.85: Snapshot of International Labour Day Illustrator vector work demonstration

In Adobe Photoshop, the design was adapted for a social media format. A rich purple gradient background was introduced to convey dignity and celebration, transitioning from a deeper shade at the bottom to a lighter tone at the top. The white text from Illustrator was positioned centrally, with the AI-generated illustration perfectly fitted into the “O” shape.



Figure 6.86: Snapshot of International Labour Day Photoshop all layer demonstration

Additional finishing touches included a motivational tagline — “LET EVERY DROP OF EFFORT BE HONORED WITH RESPECT” — placed below the main title in clean sans-serif type for clarity.

Layer organization in Photoshop was kept structured, with grouped sections for text, illustration, cityscape, and background, allowing for quick edits in the future. The final export was delivered as high-resolution JPEG and PNG files optimized for Facebook and Instagram, along with the original AI and PSD source files for archiving.



Figure 6.87: Final image of International Labour Day, My Aura

CHAPTER 7

Learning Outcomes

7.1 Technical Learning

During work, I frequently encountered specialized problems that I did not know about or had forgotten about. For illustration, software property settings, speed- up ways, or strange features of the software. Also, I use sometime YouTube or AI tools to solving problems. The explanations I entered there helped me snappily identify the right direction. The quality of the work was relatively good, and I was also suitable to complete the design within the specified time. Each time, I learned commodity new, which gradationally increased my specialized chops.

7.2 Time Management

From time to time there were several deadlines clustering simultaneously, giving rise to time urgency. In that case, I figured out to prioritize my work. Breaking a task into lower made it simpler work on, and there not was that important pressure. On top of these, most importantly I no way compromised in any way to reduce quality at any stage despite how tight the deadline was.

7.3 Workflow Constraints

Occasionally coffers would be late or ideas would change at the last nanosecond. At those times, I had to snappily come up with color combinations. I frequently used these tools or placeholder plates to stay on track, snappily acclimate the layout, and maintain inflexibility in the design.

7.4 Problem Resolution

After completing this internship, it became clear to me how marketing design actually works. The key is to work simply, deliver on time to support the message, and create visuals that people can understand in an instant as they scroll through. I will use these skills in future projects or jobs. However, I will always try to keep brand identity at the center of my work.

7.5 Workflow Understanding

Working on multiple campaigns taught me how to organize tasks efficiently and maintain a smooth production flow. I developed a systematic approach to moving assets between Illustrator and Photoshop, preparing layered PSDs for motion work in After Effects, and managing smart object links. Consistent file naming, folder organization, and version control became second nature.

7.6 Communication & Collaboration Skills

The creative team comprised a story writer, a 3D modeler, and a creative head. This collaborative setup helped me strengthen my communication skills—presenting ideas clearly, responding to feedback constructively, and making revisions without losing quality. Regular discussions kept everyone aligned with project goals.

CHAPTER 8

Conclusion and Further Scope

My six-month internship as a visual content creator and product designer has been a transformative experience that allowed me to connect my academic knowledge with real industry practices. During this period, I was able to expand my technical expertise in software such as Adobe Photoshop, Illustrator, and After Effects while applying creative solutions to professional projects. Static promotional designs were often the first step, which I later adapted into engaging motion graphics. By producing short edits optimized for social media platforms at industry-standard formats and frame rates, I learned how to tailor content for effective digital communication.

Collaboration with the creative team played a key role in my professional growth. Consistent feedback encouraged me to refine details such as typography hierarchy, spacing, and visual balance before applying effects. This habit reduced unnecessary revisions and improved the efficiency of my workflow. One practical example of this was a rebranding task for Diva's Secret. Instead of redrawing every element, I used linked Illustrator files, maintained live text layers, and adjusted the timeline in After Effects through a null controller. This simple but effective approach allowed me to complete the re-render within minutes, demonstrating the importance of maintaining an organized and flexible workflow.

Throughout the internship, I also faced different challenges that helped me mature as a designer. Technical issues such as unfamiliar software settings or performance limitations often slowed progress, but by turning to tutorials and creative problem-solving I was able to overcome them. Managing multiple deadlines simultaneously required discipline, task prioritization, and breaking larger assignments into smaller stages. Even under time pressure, I learned the importance of never compromising quality. At times, unexpected constraints like late resources or last-minute direction changes demanded flexibility. In such situations, I adapted layouts, adjusted color palettes, or used placeholders to stay on track and deliver on time. These experiences taught me that efficiency, adaptability, and clear communication are as important as creativity.

This internship ultimately provided me with a deeper understanding of how marketing design functions in practice. The essence of success lies in keeping workflows simple, meeting deadlines, and creating visuals that immediately communicate the message to audiences as they scroll through their feeds. Looking forward, I aim to further strengthen my expertise in motion graphics and 3D design so that I can deliver even more dynamic and immersive campaigns. No matter the tools or techniques I use, I will always keep brand identity at the core of my work, ensuring that every project both communicates effectively and builds long-term value for the brand.

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