

Crafting Visual Stories: Internship Insights from Evolve MCL.

BY

Tasneem Mahmud Ashiq
ID: 212-40-004

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

Supervised By

Mr. Mizanur Rahman Ashik
Assistant Professor

Department of MCT
Daffodil International University



DAFFODIL INTERNATIONAL UNIVERSITY

DHAKA, BANGLADESH

15 NOVEMBER 2025

APPROVAL

This Project, titled “**Crafting Visual Stories: Internship Insights from Evolve MCL**”, submitted by **Tasneem Mahmud Ashiq (ID: 212-40-004)** to the Department of Multimedia & 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 & Creative Technology and approved for its style and contents. The presentation was held on 15 November 2025.

BOARD OF EXAMINERS



Md. Salah Uddin

Assistant Professor & Head

Department of Multimedia and Creative Technology
Faculty of Science & Information Technology
Daffodil International University

Chairman



Arif Ahmed

Professor of Practice

Department of Multimedia and Creative Technology
Faculty of Science & Information Technology
Daffodil International University

Internal Member



Mizanur Rahman

Assistant Professor

Department of Multimedia and Creative Technology
Faculty of Science & Information Technology
Daffodil International University

Internal Member



Md. Abul Kalam Azad

Senior Additional Operative Director (Head of Creative)

Walton Digi-Tech Industries Ltd.

External Member

DECLARATION

I hereby declare that I have done this project under the supervision of **Mr. Mizanur Rahman Ashik, Department of MCT**, Daffodil International University. I also declare that neither this project nor any part of this project has been submitted elsewhere for the award of any degree or diploma.

Supervised by:



Mr. Mizanur Rahman Ashik

Assistant Professor

Department of MCT

Daffodil International University

Submitted by:



Tasneem Mahmud Ashiq

ID: 212-40-004

Department of MCT

Daffodil International University

ACKNOWLEDGEMENT

First, I express my heartiest thanks and gratefulness to Almighty God for His divine blessings that made it possible for me to complete my internship report successfully.

I am deeply grateful and profoundly indebted to my supervisor, **Mr. Mizanur Rahman Ashik, Assistant Professor** in the Department of MCT at Daffodil International University, Dhaka. His deep knowledge and keen interest in the field of “**Crafting Visual Stories: Internship Insights from Evolve MCL**”, his endless patience, scholarly guidance, continual encouragement, constant supervision, constructive criticism, valuable advice, and careful correction of my drafts at all stages have made it possible to complete this report.

I would like to express my sincere gratitude to **Mr. Salah Uddin**, Assistant Professor & Head of the Department of MCT, for his kind help to finish my project, and also to other faculty members and the staff of the MCT Department of Daffodil International University.

I also wish to thank all my coursemates at Daffodil International University who took part in discussions and shared valuable insights during the completion of this work.

Finally, I must acknowledge with due respect the constant support and patience of my parents, without whom this achievement would not have been possible.

ABSTRACT

This internship report, titled “**Crafting Visual Stories: Internship Insights from Evolve MCL,**” explores how visual communication strategies enhance brand identity, audience engagement, and customer interaction in the field of digital marketing. The study emphasizes the importance of design-based approaches—such as static graphics, motion graphics, and promotional campaigns—in capturing consumer attention and delivering messages effectively.

Throughout the internship, different types of content, such as festival posts, offer campaigns, print designs, motion-based ads, and brand assets, were created and analyzed. Each project demonstrates how visual storytelling can influence marketing outcomes, increase brand recall, and improve audience interaction across social media platforms.

The report also reflects on the tools and techniques used during the internship, including Adobe Photoshop, Adobe Illustrator, and Adobe After Effects, which were essential for developing impactful visual content. The overall experience not only strengthened professional skills but also highlighted the growing role of creative technology in shaping modern digital marketing.

This work is expected to serve as a practical reflection on the integration of visual communication in digital marketing, providing insights for future applications in both academic and professional contexts.

TABLE OF CONTENTS

Cover Page		i
Approval Page		ii
Declaration		iii
Acknowledgement		iv
Abstract		v
CONTENTS	TITLE	PAGE
CHAPTER 1	INTRODUCTION	1-2
1.1	Background of the Organization	1
1.2	Objectives of the Internship	1
1.3	Scope of the Internship	2
CHAPTER 2	COMPANY PROFILE	3-4
2.1	Overview	3
2.2	Mission	3
2.3	Vision	3
2.4	Services and Expertise	4
2.5	Organizational Structure	4
CHAPTER 3	INTERNSHIP OVERVIEW	5-7
3.1	Internship Duration and Schedule	5
3.2	Department and Teams	5
3.3	Roles and Responsibilities	5
3.4	Tools and Software Used	6
3.5	Learning Outcomes	6

TABLE OF CONTENTS

CHAPTER 4	PROJECTS	7-118
4.1	Digital Media Projects	7
4.1.1	Facebook Posts	10
4.1.2	Instagram Posts	47
4.1.3	Event & Campaign	63
4.1.4	Others	68
4.2	Print Media Projects	71
4.2.1	Invitation	73
4.2.2	A2 Poster	76
4.2.3	X-Banner	87
4.2.4	Long Banner	91
4.2.5	Stationery	92
4.2.6	Wallpaper	96
4.3	Motion Graphics & Reels	97
CHAPTER 5	CONCLUSION	109-112
5.1	Summary of Learning Outcomes	109
5.2	Future Career Application	110
5.3	References	111

LIST OF FIGURES

Sl.	FIGURES		PAGE NO
01	Figure 1.3.1	Evolve MCL Logo	2
02	Figure 4.1.1.1	Quest Educare Bangla New Year	10
03	Figure 4.1.1.2	Cooper's Bangla New Year	12
04	Figure 4.1.1.3	Quest Educare Eid Poster	13
05	Figure 4.1.1.4	Quest Educare Festival Post Mockup	14
06	Figure 4.1.1.5	Cooper's Bakery Easter Sunday Post	15
07	Figure 4.1.1.6	Cooper's We Mourn Post	16
08	Figure 4.1.1.7	Quest Educare HSC 2025 Post	17
09	Figure 4.1.1.8	Quest Educare HSC 25 Initial Design	18
10	Figure 4.1.1.9	Quest Educare Congratulations Post	19
11	Figure 4.1.1.10	Quest Educare 50K Thanks Post	20
12	Figure 4.1.1.11	Quest Educare 50K Thanks Concept	21
13	Figure 4.1.1.12	Quest Educare New Partner Announcement 1-3	22
14	Figure 4.1.1.13	Quest Educare New Partner -BPP Institute	23
15	Figure 4.1.1.14	Quest Educare New Partner -Asia University	24
16	Figure 4.1.1.15	Quest Educare New Partner -LSBF	26
17	Figure 4.1.1.16	Quest Educare New Partner from the USA	27
18	Figure 4.1.1.17	Quest Educare New Partner -Lakeland University	28
19	Figure 4.1.1.18	Quest Educare Time Update Notice	29
20	Figure 4.1.1.19	Quest Educare Time Change Initial Concept	30
21	Figure 4.1.1.20	Cooper's Bakery Aftabnagar Discount Post	31
22	Figure 4.1.1.21	Cooper's Bakery Aftabnagar Discount Post Mockup	32
23	Figure 4.1.1.22	Cooper's Bakery Discount Post Mockup	32
24	Figure 4.1.1.23	Cooper's Bakery Mother's Day Offer Post	33
25	Figure 4.1.1.24	Cooper's Bakery Ventura Mall Opening Discount	34

LIST OF FIGURES

Sl.	FIGURES	PAGE NO
26	Figure 4.1.1.25 Cooper's Bakery Saturday Discount Post	35
27	Figure 4.1.1.26 Cooper's Bakery Saturday Concept Post	36
28	Figure 4.1.1.27 Cooper's Bakery Friendship Day Concept Post	37
29	Figure 4.1.1.28 Cooper's Bakery Friendship Day Concept Mockup	37
30	Figure 4.1.1.29 Cooper's Bakery Weekly Offer Carousel 1	39
31	Figure 4.1.1.30 Cooper's Bakery Weekly Offer Carousel 2	40
32	Figure 4.1.1.31 Cooper's Bakery Weekly Offer Carousel 3	41
33	Figure 4.1.1.32 Cooper's Bakery Custom Cake Carousel 1-4	42
34	Figure 4.1.1.33 Cooper's Bakery Custom Cake Carousel 5-6	43
35	Figure 4.1.1.34 Cooper's Bakery Custom Cake Carousel Mockup	44
36	Figure 4.1.1.35 Quest Educare Top Universities Carousel 1	45
37	Figure 4.1.1.36 Quest Educare Top University Carousel 2-3	46
38	Figure 4.1.1.37 Quest Educare Top University Carousel Mockup	46
39	Figure 4.1.2.1 Cooper's Bakery Gulshan 2 Coffee Post	47
40	Figure 4.1.2.2 Cooper's Bakery Tejgaon Coffee Post	48
41	Figure 4.1.2.3 Cooper's Bakery Tejgaon Coffee Post Mockup	49
42	Figure 4.1.2.4 Cooper's Bakery Gulshan 2 Coffee Concept Post	50
43	Figure 4.1.2.5 Cooper's Bakery Custom Cake Awareness Post	51
44	Figure 4.1.2.6 Cooper's Bakery Custom Cake Awareness Mockup	52
45	Figure 4.1.2.7 Cooper's Bakery Fondant Cake Post	53
46	Figure 4.1.2.8 Cooper's Bakery South Banasree Location Post	54
47	Figure 4.1.2.9 Cooper's Bakery Mascot Plaza Coffee Post	55
48	Figure 4.1.2.10 Cooper's Bakery Mirpur 12 Coffee Post	56
49	Figure 4.1.2.11 Cooper's Bakery Barista Coffee Ventura Mall Post	58
50	Figure 4.1.2.12 Quest Educare Study in Australia Post	59

LIST OF FIGURES

Sl.	FIGURES	PAGE NO
51	Figure 4.1.2.13 Quest Educare Study in Canada Post	60
52	Figure 4.1.2.14 Quest Educare Study in Malaysia Post	61
53	Figure 4.1.2.15 Quest Educare Study in Malaysia Mockup	62
54	Figure 4.1.2.16 Quest Educare Study in the US Post	63
55	Figure 4.1.3.1 Quest A.P.U. Spot Assessment Event Cover	64
56	Figure 4.1.3.2 Quest Spot Assessment Post Australia	65
57	Figure 4.1.3.3 Quest Spot Assessment Post UK	66
58	Figure 4.1.3.4 Quest Spot Assessment Post Canada	67
59	Figure 4.1.3.5 Quest Spot Assessment Post Malaysia	67
60	Figure 4.1.4.1 Quest Educare Counsellor Hiring Post	68
61	Figure 4.1.4.2 Quest Educare Jr. Counsellor Hiring Post	69
62	Figure 4.1.4.3 Quest Educare Sr. Counsellor Hiring Post	70
63	Figure 4.2.1.1 Quest Educare Operation Opening Invitation	73
64	Figure 4.2.1.3 Quest Educare Milad Mehfil Post	74
65	Figure 4.2.1.4 Quest Educare Milad Mehfil Post Social Mockup	75
66	Figure 4.2.2.1 Cooper's Bakery Savory Items Poster	76
67	Figure 4.2.2.2 Cooper's Bakery Savory Items Poster Mockup	77
68	Figure 4.2.2.3 Quest Educare Banani 11 Location Poster	78
69	Figure 4.2.2.4 Quest Educare Banani 11 Location Poster Mockup	79
70	Figure 4.2.2.5 Cooper's Bakery Dessert Item Poster	80
71	Figure 4.2.2.6 Cooper's Bakery Dessert Item Poster Mockup	81
72	Figure 4.2.2.7 Quest Educare Referral Campaign Poster 1	82
73	Figure 4.2.2.8 Quest Educare Referral Poster 1 Mockup	83
74	Figure 4.2.2.9 Quest Educare Referral Poster 2	84
75	Figure 4.2.2.10 Quest Educare Referral Poster 2 Mockup	84

LIST OF FIGURES

Sl.	FIGURES	PAGE NO
76	Figure 4.2.2.11 Cooper's Bakery Weekly Offer Sticker	85
77	Figure 4.2.2.12 Cooper's Bakery Weekly Offer Sticker Mockup	86
78	Figure 4.2.3.1 Quest Educare Study in US, Australia -X Banner	87
79	Figure 4.2.3.2 Quest Study in the UK -X Banner	88
80	Figure 4.2.3.3 Quest Educare Scan for Review X Banner Mockup	89
81	Figure 4.2.3.4 Quest Educare Scan for Review X Banner	90
82	Figure 4.2.4.1 Quest Educare Long Banner	91
83	Figure 4.2.5.1 Quest Educare Visiting Card Front	92
84	Figure 4.2.5.2 Quest Educare Visiting Card Back	92
85	Figure 4.2.5.3 Quest Educare Visiting Card Mockup	93
86	Figure 4.2.5.4 Quest Educare Materials Requisition	94
87	Figure 4.2.5.5 Quest Educare Conveyance Voucher	94
88	Figure 4.2.5.6 Quest Educare Small Sticker)	95
89	Figure 4.2.6.1 Live Restaurant Wallpaper	96
90	Figure 4.3.1 Cooper's Coffee is Everywhere	100
91	Figure 4.3.2 Cooper's Breakfast Combo	101
92	Figure 4.3.3 Afternoon Snacks Combo	103
93	Figure 4.3.4 Signature Saturday Promotion	104
94	Figure 4.3.5 Sunday Sliceday Offer	105
95	Figure 4.3.6 Tuesday Cakeday Promotion	106
96	Figure 4.3.7 Cooper's Custom Cake	108

CHAPTER 1

INTRODUCTION

1.1 Background of the Organisation

Evolve MCL is a hub of creatives, and it is positioning itself as more than a marketing agency - it is a partner in innovation and growth. The agency thrives on a fearless approach and a love of creativity, specializing in creating exciting marketing experiences that capture, inspire and deliver.

The company combines design, animation, video editing, and strategic content planning to help empower brands by combining creativity with strategy to strengthen brand and audience engagement. Evolve MCL's mission is to revolutionise brand presence in the competitive world today by delivering narratives that align with audiences and propel visibility.

I came across a job posting on Facebook and joined Evolve MCL. Selected as a Junior Visualiser I had the chance to work with a professional team developing a range of projects, with hands-on experience in both creative design and strategic execution.

1.2 Objectives of the Internship

The internship was created to give practical exposure to the workings of a professional creative agency whilst helping me to achieve the following objectives:

Skill Enhancement: Enhance the proficiency level in layout designing, motion graphics and content creation in a digital environment with the help of tools such as Adobe Photoshop, Illustrator, After Effects etc.

Practical Application: Apply knowledge from academics to practical projects such as campaigns, festival posters, social media promotions and content for client specific purposes.

Understanding Creative Strategy: Learn the processes of content planning, business strategy and client service and how creative and strategic decisions are implemented in projects.

Professional Growth: Teamwork, time management, and problem-solving skills are all developed while working with supervisors and colleagues and varying teams.

Portfolio Development: Create a variety of portfolios of creative works like food services, higher education consultancies, restaurants, gas companies, garments etc.

1.3 Scope of the Internship

During my internship I worked with the Client Service Team and Business Planning & Strategy Team getting exposure to both creative execution and strategic project management. My job responsibilities were as follows:

Graphic Design Projects: campaign posters festival designs business cards print material (banners of different sizes).

Digital Content Creation: Social media posts, carousel, announcement and promotional visuals for various platforms.

Motion Graphics: Creating video snippets, animated content and short form promotional reels to increase engagement.

Client Exposure: Worked in projects for a diverse range of clients such as food companies, higher education consultancies, restaurants, gas service companies and garment industries.

This internship gave me the chance to apply my theoretical knowledge in practical situations, see how professionals work, and improve on my creative, technical and strategic skills in a real-world context.



Figure 1.3.1: Evolve MCL Logo

CHAPTER 2

COMPANY PROFILE

2.1 Overview of Evolve MCL

Evolve MCL is an innovative marketing agency that portrays itself as a partner in innovation and brand growth. The company thrives on a fearless approach to creativity, offers superannuation of dynamic visual content, motion graphics, and strategic planning to help brands to communicate effectively with their audiences.

The agency is focused on creating engaging marketing experiences that inspire, captivate and drive real results. By combining creativity and strategy, Evolve MCL helps clients to strengthen their brand presence and visibility on various platforms.

2.2 Mission

Evolve MCL's mission is to:

- Create innovative and compelling visual content that helps to enhance the brand identity.
- Combine creative design with strategic planning to have effective results.
- Help clients convey their brand stories in a manner that communicates with audiences and takes engagement to higher levels.

2.3 Vision

Evolve MCL aims to:

- Be known as one of the creative agencies of Bangladesh and known for innovation and impactful campaigns.
- Inspire brands and audiences by means of dynamic storytelling and result-oriented creative solutions.
- Constantly develop into a professional centre for creative talent, promoting innovation and skills

2.4 Services and Expertise

The company offers a wide range of services, such as:

Graphic Design: Campaigns and festivals posters, social media content, banners and brochures, business cards, and stationery.

Motion Graphics & Animation: Video snippets, animated content, as well as promotional reels for both digital and traditional media.

Video Editing: Production of TVC, OBC and promotional videos for different clients.

Content Planning & Strategy: Campaign and marketing strategy development and execution plans to meet client goals.

Client Support: Working with client service groups to meet the challenge of delivering on time, on brand, and with quality.

Evolve MCL caters to clients from various industries such as food services, education consultancy, restaurants, gas services, and the garments sector, and demonstrates versatility and adaptation of creative solutions to fit different market needs.

2.5 Organizational Structure

The organizational structure at Evolve MCL has been established to provide efficient workflow and collaboration:

- **Creative Team:** In charge of the graphic design, motion graphics and video content
- **Client Service Team:** Serves as an intermediary between the client and the creative team and ensures that the project meets the client's needs.
- **Business Planning & Strategy Team:** Responsible for campaign planning, strategy development and execution oversight.
- **Management:** Manages the operations, quality assurance, and client satisfaction.

CHAPTER 3

INTERNSHIP OVERVIEW

3.1 Duration and Schedule of Internship

The internship in Evolve MCL was undertaken for the period of five months from April 5, 2025, to September 4, 2025. The working schedule was six days a week from Saturday to Thursday with the working hours from 12:00 p.m. to 9:00 p.m. every day. This schedule allowed plenty of space to expose pupils to practical experience of professional creative processes whilst giving equal importance to learning goals.

3.2 Department and Teams

During the internship, I was placed within the Creative Team, which is responsible for creating graphic design, motion graphics and digital content for a number of campaigns.

In addition to the creative team, I regularly worked with:

Client Service Team: Worked with clients to get an understanding of project needs, collect feedback, and ensure that client expectations and creative output are in alignment.

Business Planning & Strategy Team: Helped with campaign planning and strategizing, contributing to the whole direction and execution of the projects.

This interaction across the functions gave a holistic understanding of marketing operations and helped me to effectively integrate creativity with strategic planning.

3.3 Roles and Responsibilities

During my internship, I took on several duties that improved my technical skills as well as professional ones. Key responsibilities were as follows:

Designing Visual Content: Designing graphics for campaigns, social media and print materials.

Motion Graphics Development: Creating dynamic content and animations to engage the audience.

Project Collaboration: Working closely with seniors as well as the team members to improve designs and implement creative ideas.

Special Project Handling: Being involved in notable campaigns like Quest Spot Assessment Day and Cooper's Mother's Day Campaign where I had a hand in the design, execution and overall visual strategy of the campaign.

Cross-Team Coordination: Working with client service and business strategy teams to make sure projects were aligned with client goals and strategic objectives

This variety of tasks gave me hands-on experience in both the creative and strategic work of campaign execution which prepared me for professional challenges in the marketing and creative industry.

3.4 Tools and Software Used

During the course of the internship, I used many different professional design and content creation tools, including:

- **Adobe Photoshop** - to edit images, create posters, social media.
- **Adobe Illustrator** - for vector graphics logo and branding materials
- **Adobe After effects** - For motion graphic and animated content.
- **Artificial Intelligence (AI)** - for some graphics and necessary scenarios.

3.5 Learning Outcomes

The internship at Evolve MCL allowed me to acquire important practical skills, which include:

Technical Skills: Increased ability to work with graphic design, motion graphics, layout design, and video editing.

Professional Skills: Improved teamwork and time management skills, as well as problem-solving and client communication skills.

Creative Thinking: Potential to conceptualize and implement campaigns without a hand in the hand while following the brand guidelines.

Strategic Understanding: Knowledge of the support of creative design to business strategy and marketing objectives.

CHAPTER 4

PROJECTS

4.1 Digital Media Projects

Project Workflow for Digital Media

Know the Client Brief

- To comprehend the requirements of the project, the target audience, message and the tone in which the client is addressing his/her audience, take time to read and interpret the brief.
- Seek clarification on the missing data by use of follow-up questions to prevent mismatch in future.
- Determine important deliverables, timeframes, formats, and specification of the platform (FB, Instagram, Web banner, etc.).
- Make sure to establish a premature agreement on brand identity, such as color scheme, font, and the general visual impression.

Pre-Research and Benchmarking.

- Carry out rapid studies to identify past related works in the industry.
- Evaluate the treatment of other people with similar ideas, such as layout, color style, typography and treatment of the visual aspects.
- Find areas and chances of introducing originality to design.
- Assemble brand mood boards, references on thematic basis, and inspiration samples within the company to ensure internal clarity.

Concept Development

- Jot down ideas that are formed as a result of research and brainstorming.
- To gain a visual layout and flow of storytelling, sketch out crudely on paper.
- Make up 2-3 concept directions where necessary.
- Confer with seniors or creative heads on drawings to be refined and accepted.

Asset Collection

- Prepare all the required images, icons, vectors, textures and brand materials.
- Get materials out of licensed sites, company libraries, or offered by clients.
- Obtain the necessary items on Freepik, Flaticon, and Envato Elements, and make sure that they are licensed.

- Create more visual materials using AI image generators in case you need a particular imagery.
- Arrange all the assets within project folders so that they are easy to manage.

Setting Up the Workspace

- Create a new canvas in Adobe Photoshop or Adobe Illustrator depending on the nature of the project.
- The size of the artboard should be set to the recommended dimension of the platform.
- Stabilize a decent grid system and guides in order to achieve alignment and composition balance.
- Color mode of set document (RGB color in digital output).
- Before beginning construction of layouts use colors and typography that have been approved by the brand.

Composition Building

- Put pictures and symbols that were collected on the canvas and begin to construct the base layout.
- Use layer masks to mix elements to smooth results.
- Control the opacities, brightness, exposure, shadows, and highlights.
- Use tools such as:
 - Light and depth control brush tool.
 - Gaussian Blur / Motion Blur / Noise / Grain to increase texture.
 - Color Halftone to effect stylization.
 - Cohesive color tone Layers of adjustment.
- Make sure that the composition is visually impressive and reproduces the brand uniformity.

Typography & Title Placement

- Input the pre-defined title or headline and use the appropriate effects (drop shadow, stroke, glow, or texture overlays).
- Be hierarchical between title, subheading and informative text.
- Use font styles in line with the brand image of the client.
- Make sure that it is mobile and desktop friendly.

Inclusion of CTA and Final Information.

- The call-to-action button or text should be in a conspicuous place.
- Include supplementary materials like links to the websites, contact details or highlights.
- Insert the logo of the client, which goes along with brand specifications.

Internal Review

- Breathing spacing, Alignment, color consistency, typography consistency, and visual clarity.
- Export a rough copy and internally share with seniors to provide feedback and then send the sample to the client.

Client Review & Corrections

- Send a preview to the client to review.
- Gather client feedback or demands.
- Use small modifications like color adjustments, positioning modifications or text changes.
- Make sure that the changes do not interfere with the visual balance.

Final Output Preparation

- Produce the end product of high quality.
- Export different versions based on platform requirements (JPG, PNG, PDF).
- Always verify file size, resolution and quality of colour before delivery.
- Transfer the final files to the customer and a brief message.

Archiving & Backup

- Store all source documents (PSD/AI) and export assets in systematic folders.
- Back-up the finished files in cloud storage.
- Record the project information to refer to and carry on with it later.

4.1.1 Facebook Posts

i) Festival Post

Quest Educare Bangla New Year Post

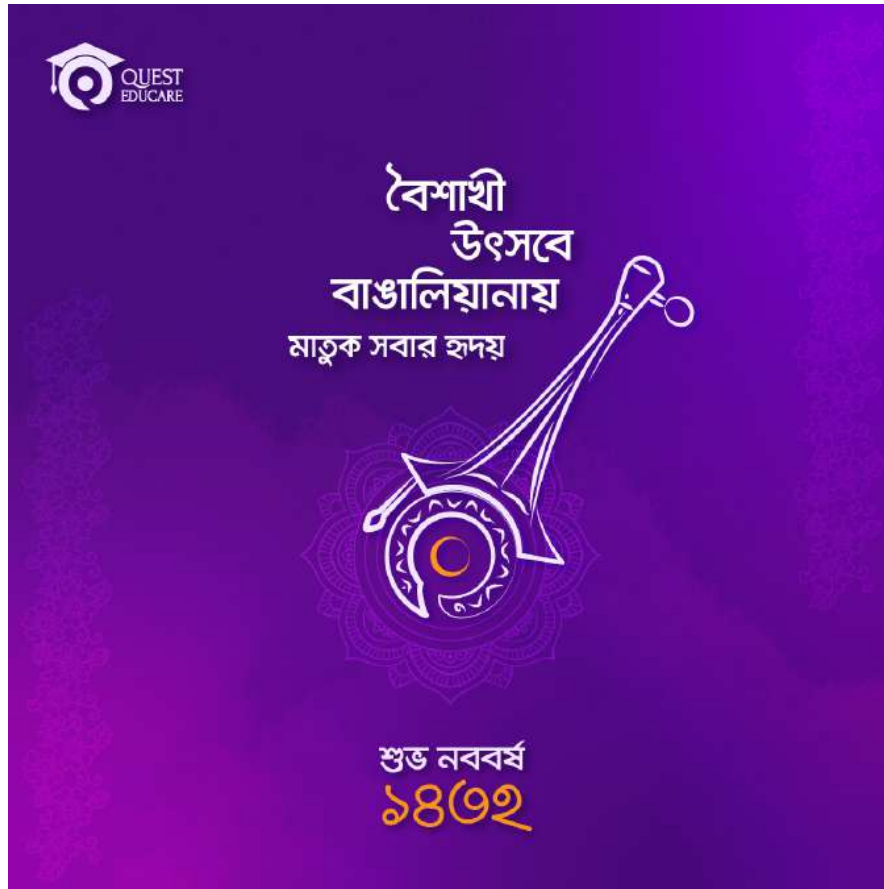


Figure 4.1.1.1: Quest Educare Bangla New Year

Description: The Pohela Boishakh post for Quest Educare came in with a rather open brief, where the best thing that was asked was to remain consistent with the brand's color palette, typography, and identity. With that freedom, I was able to focus on finding a visual direction that could celebrate the cultural essence of the Bangla New Year without being too far from the brand's professional tone. After trying several things, the idea based on the "Ektara" seemed the most authentic. It enabled me to incorporate a powerful cultural symbol whilst carefully combining the Quest Educare logo in the form, giving the art an important combination of tradition and brand appearance.

The client positively answered in this direction, appreciative of how the design had an air of festive warmth, as well as a polished academic feel to it.

Senior designers proposed a few slight changes in typography to improve readability and balance, which helped improve the composition even more. Overall, the design ensured a smooth link between Bangladeshi cultural identity and the well-known visual language of the brand.

For future projects of this nature, there's room to explore more diverse layout structures or integrate more cultural motifs to bring even more rich narrative depth. These creative variations could be used to add more emotional power to the festive content while still ensuring that everything is in line with Quest Educare's consistent and professional brand presence.

Resources: Client-provided brand assets, stock images, Adobe Creative Suite, AI-assisted tools for image adjustments, and senior designer feedback were essential in developing the final design.

Cooper's Bangla New Year Post

Description: The Pohela Boishakh campaign for Cooper's Bakery was created in order to celebrate the Bengali New Year in the warm and festive visual, which carried on a brand's elegant identity. Since the bakery preferred to have a culturally expressive poster around their signature cakes, the objective was to combine the traditional Bengali elements with a clean and modern aesthetic of a bakery. One of the problems at the start, however, was that there were little quality images of the cakes from the client. To retain the premium appearance that Cooper's is known for, we took polish images from Envato to ensure that the final artwork was visually consistent and on brand.

The final design included the greeting "শুভ নববর্ষ" written elegantly on the cake surface itself, and surrounded by mandala-inspired designs, flowers and foliate design patterns which reflected the colourful nature of the festival. Each of the elements was carefully selected to strike a balance between rich cultural tradition and simplicity and make the artwork feel festive without feeling cluttered. Senior designers had an important role in aligning the typography, spacing and colour balance, which helped elevate the final composition to something warm and celebratory, as well as visually consistent.



Figure 4.1.1.2: Cooper's Bangla New Year

Although it was necessary for sourcing external images this time around, the process helped reinforce the levels to which premium resources such as Envato or Freepik can be helpful whenever original assets aren't available.

It also showed the importance of collaborative feedback in crafting the final aesthetic. In future projects, delving into even more varied composition styles and cultural detailing may further add dimensions while still maintaining the clarity and elegance which Cooper's designs are based on.

Resources: Mandala art: Freepik, Leaves: Freepik, Background paper texture: Freepik, Cake image: Envato Elements.

Quest Educare Eid Poster

Description: The Eid al-Adha campaign for Quest Educare involved working with a very specific style of religious art which was shared with the client as reference. At first, the style was difficult to interpret but with a few concepts that were tried out, it slowly became easier to see how the style could be adapted while still maintaining a visually polished appearance. After the first version was submitted, the client asked for a more similar look and feel to their reference that resulted in collating appropriate design elements from a number of different platforms such as Freepik and Envato. This helped to enrich the composition and get it much closer to the result that they had in mind.



Figure 4.1.1.3: Quest Educare Eid Poster

Throughout the process, senior designers also did a great job providing guidance, subtle suggestions and not direct modifications, but enough to help me improve the design on my own while still learning from their experience. This balance of support and autonomy helped to strengthen this outcome and my own confidence.

In the end, the final post corresponded so well with the client's expectation that the owner of Quest Educare expressed appreciation for the work in person.

The experience reconfirmed how powerful curated resources can be when dealing with complex visual styles, and how guiding creative freedom is a role in a continuous improvement process.

Resources: Design elements: Freepik, Envato

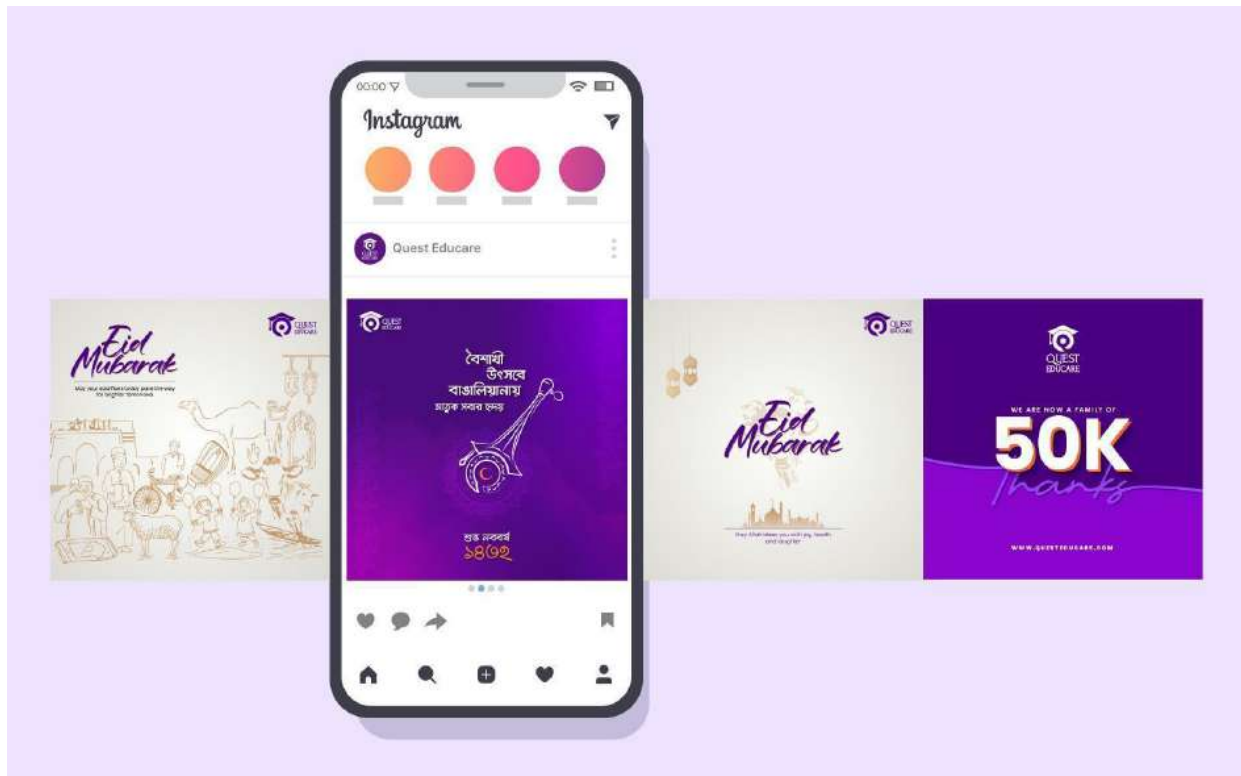


Figure 4.1.1.4: Quest Educare Festival Post Mockup

Cooper's Bakery Easter Sunday Post

Description: In the Easter Sunday campaign Cooper's Bakery would have preferred a joyous and festive social media post that represented the spirit of Easter and still felt like it was part of the visual stylistic representation of the brand. The cake elements were created with the help of AI-generated imagery because the images of appropriate cakes could not be found easily, which was complemented by Easter-related decorations and textures, which were obtained via Freepik. The combination enabled the resulting design to be festive, polished and in tandem with the holiday atmosphere.



Figure 4.1.1.5: Cooper's Bakery Easter Sunday Post

As much as the piece was done in time and published albeit briefly, the marketing team of the bakery later chose not to have an Easter campaign that year and the post was removed. The change was a surprise, yet a lesson to make creative projects always be adaptable because even once the project is executed, decisions on the part of clients may change.

The experience also strengthened the need to balance seasonally-related content and stable brand identity, and it also demonstrated the possibility of using AI-generated content as a viable option in the face of limited resources, provided that they are mixed in a well-considered way to ensure authenticity.

Resources: Cake visuals: Artificial Intelligence-generated, Decorative elements: Freepik, Texture: Freepik.

Cooper's We Mourn Post

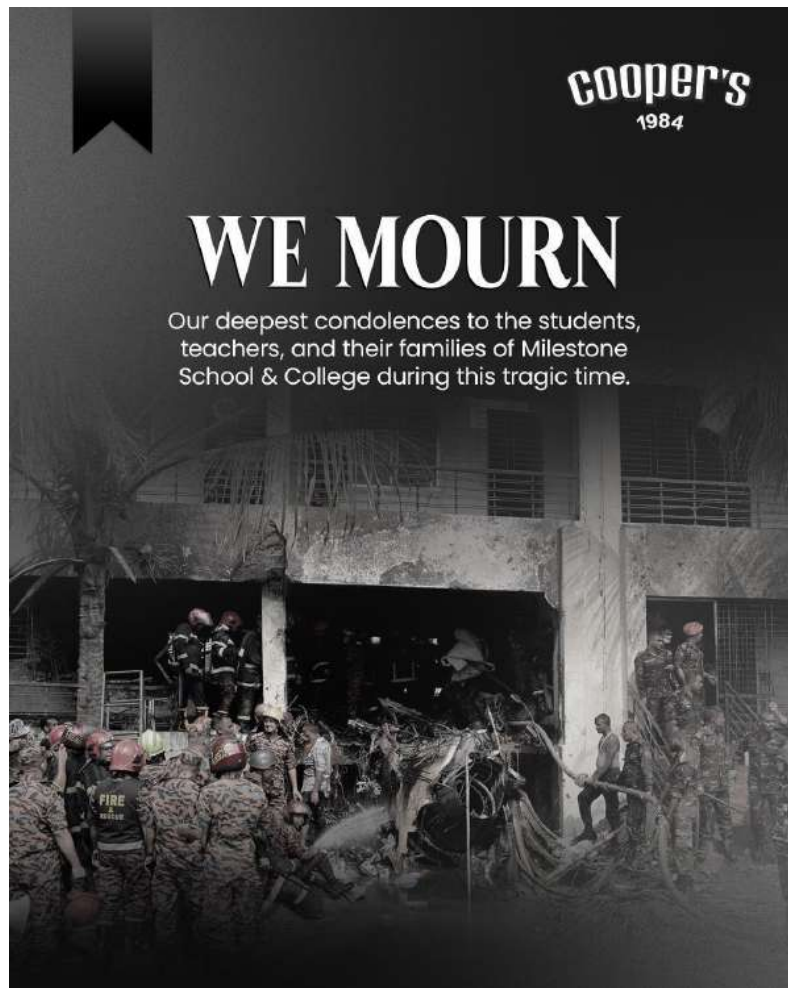


Figure 4.1.1.6: Cooper's We Mourn Post

Description: This post was created for Cooper's Bakery to express condolences regarding the Milestone Tragedy. The design is simple and solemn, presented entirely in black and white, featuring an image related to the incident along with a concise condolence message.

Process: The design process focused on creating a respectful and understated visual. The image was selected carefully to maintain appropriateness, and typography was kept minimal to convey the message clearly.

ii) Wish Post

Quest Educare HSC 2025 Post

Description: In the case of Quest Educare and the announcement of the HSC results, the company desired having a congratulatory social media post which would focus on and highlight students who would have outstanding result scores. The initial version of the design was composed in English with a clean and positive tone, but the client asked that the main title should be changed to Bengali so as to make the message more relatable to the audience. This involved re-writing the heading and re-balancing the design to give the same visual weight and clarity to the Bangla heading as compared to the original. The appropriate student photos on credible news sources and the media were used to ensure the post is genuine and aligned with the event.



Figure 4.1.1.7: Quest Educare HSC 2025 Post

The latter version was generally a success and the client liked the fact that the transition between English and Bengali was managed with a lot of fluidity. The post was able to preserve the mood of academic success and appeal to the target audience.



Figure 4.1.1.8: Quest Educare HSC 25 Initial Design

There were also some essential learning points highlighted by the project- primarily that in anticipation of multilingual differences, it is better to prepare the design at the outset because it will make the design process agile and swift. Furthermore, the idea of adopting trusted media outlets was crucial in terms of credibility and making celebratory posts authentic and opposite.

Resources: Design elements: Freepik, Envato

Quest Educare Congratulations Post

Description: Quest Educare had intended to put into the limelight the inspiring success story of Ishrat Hussain Mithila who was offered a prestigious scholarship by the University of Oklahoma, USA. The project objective was to create a festive and clean social media post that would celebrate her success without compromising on the professional and academic tone of the brand.

The greatest obstacle was revealed in the initial stages, that the client offered a very low-resolution picture of Mithila, which is not an easy task to create a good final layout.

There was also no possibility of cropping or zooming since the photograph had the university gate as the background and to lose this would have been important.



Figure 4.1.1.9: Quest Educare Congratulations Post

To address this, improved AI upscaling instruments were applied to upscale the portrait almost 600 times preserving its detail and clarity without making the image fake. After the improvement, the portrait of Mithila was carefully cut and placed next to the iconic University of Oklahoma entrance gate, which represents her scholastic experience and the milestone which she had attained.

Though the result was successful, the project showed how much the design might have been stronger in case of better original materials or different university pictures. Nevertheless, working within these limitations with the assistance of AI was a valuable learning experience of solving problems, restoring images, and making an impression despite the limitations of technology.

Resources: AI Tools (for image upscaling), FlatIcon (Icons), Freepik (Bangladesh flag).

Quest Educare 50K Thanks Post

Description: Quest Educare was keen on celebrating their 50,000 followers and the idea was to have a basic thank you post and the project sailed well through the project idea to its execution.



(Figure 4.1.1.10: Quest Educare 50K Thanks Post)

The original design was done without outsourcing any specific material, however, after the client himself perused through it, he wanted some few changes and his changes were more in terms of color change, minor changes in the layout, and replacement of the words thanks by thank you which is a more formal way of saying thanks. These modifications were convenient to include, and the design ultimately had a clean and balanced appearance, which corresponded to the tone of the brand.

Despite the simplicity of the task, the changes in the last minute demonstrated the necessity to communicate about the possible alternative color and layout variants earlier to get the approvals simplified. Nevertheless, the amendments ended up making the post closer to the desire of the client and the announcement of the milestone appeared more refined and significant.



Figure 4.1.1.11: Quest Educare 50K Thanks Concept

iii) Announcement

Quest Educare New Partner Announcement

Description: Quest Educare has a consistent tradition of making new collaborations with universities worldwide, each collaboration sees the creation of a special announcement post on Facebook. As the client usually only gives the name of the university, the design procedure is greatly dependent on the independent research- finding the right campus pictures, the university logos and country identifiers and even nuanced cultural indicators. All this is then mixed up with the brand color of Quest Educare so that there is the same appearance, but each post has its own identity. Regardless of the scanty guidance, these designs have been passed on the first shelf and this indicates that the strategy is effective in striking the balance between creativity and brand.

The key issue is to make a refined and culturally correct visual with stripping input and yet make every post unique in its own manner.



Figure 4.1.1.12: Quest Educare New Partner Announcement 1-3

To ensure that the process is even more efficient in the future projects, especially when the number of posts of partners keeps increasing, collecting university-specific assets in advance and creating flexible design templates may be involved.

Resources: University images and logos: University websites, Flags and landmarks: Envato Elements, Icons: Flat Icon.

Quest Educare New Partner -BPP Institute

Description: In the case of the BPP institute announcement post, Quest Education required to promote one of their major partner institutions using a clean and professional layout. The primary challenge was posed by the fact that the client delivered a low-quality campus image, which did not correspond to the image of a clean visual representation, which was the norm of the brand. To solve it, the image has been improved and enlarged with the help of AI tools so that it could be used without losing the original structure. After polishing the image, the layout was created with the brand style of Quest Educare in mind, which includes the harmony of the typography, space, and colors used. Credibility and context were added with the university logo and some academic-related icons.

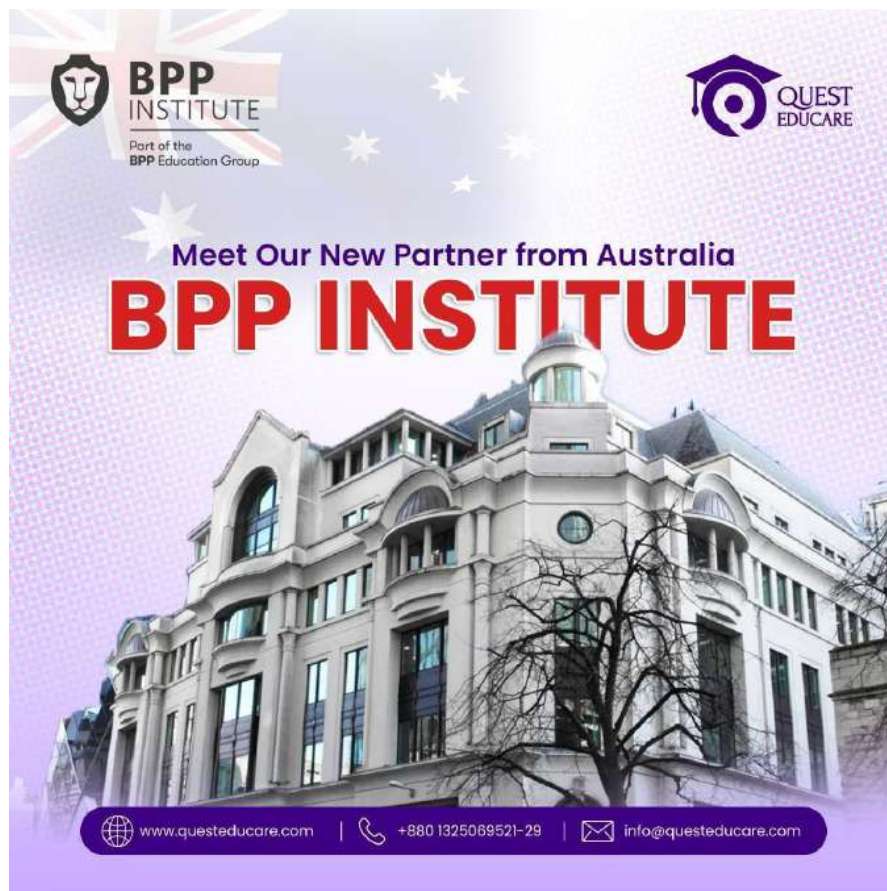


Figure 4.1.1.13: Quest Educare New Partner -BPP Institute

Through the feedback of the senior designers, the composition was perfected so that there was correct alignment and visual balance. Nevertheless, the limitations at the beginning of the process were overcome in the end, and the partnership was introduced in a straightforward and attractive manner.

The customer liked the ways in which the resource limitations were creatively handled, considering the problem of image quality. Although such access to official university media earlier would allow making work on it easier in the future, the project also showed the importance of the availability of the consistent method of improving assets with low resolution.

Resources: University image: Upscaled using AI, University logos: University website, Flags and landmarks: Envato Elements, Icons: FlatIcon.

Quest Educare New Partner -Asia University



Figure 4.1.1.14: Quest Educare New Partner -Asia University

Description: The process of creating the announcement post of the new partner of Quest Educare, the Asia University in Japan, had a certain creative problem: the position of the word Japan was to be found in a way that it felt not accidental and aesthetically balanced. In the early drafts, the text was either merged in the background or the one that was not related to the composition and these made the overall flow disjointed. Having tried a number of designs, the best alternative was to have the word placed right above the university building.

Such a positioning resulted in the country name being very visible and the viewer would not have to look far to see the design as the design naturally leads the eye. The end-result was a professional but a slight touch of cultural overture that created the feeling of the partnership. Senior designers also provided useful advice on text hierarchy and visual rhythm throughout the process to ensure that the composition is refined into a unitary and refined announcement post. Although the project was successfully carried out, it also made me realize the need to consider the concept of text-placement at an early stage and to plan a few layout options to facilitate the process of approvals in the future.

Resources: University image and logo: University website Japan-related visual elements: Freepik Icons: FlatIcon

Quest Educare New Partner -LSBF

Description: The post of announcement of the new partner of Quest Educare, LSBF College of London, was met with certain creative challenges, particularly since the available image of the university was in black and white. To maintain the striking, but professional touch of the visual identity of Quest Educare, I made few adjustments to the general layout by changing the supporting landmark visuals to grayscale and creating an overlay in the official brand palette of a colored half-tone. This was used to provide a visual coherence, and a sense of depth and allowed an academic ambiance that was befitting the announcement. The other refined area was the positioning of the word Malaysia and this took numerous layout tests until it was placed properly on the footer in white and was not obtrusive to the flow of the design.

Nonetheless, the end announcement post still received a balanced and modern appearance that was fitting the brand, and the client did feel the use of a visual limitation turned into a strategic choice of design. In prospect, ensuring that the images of partner universities are of high quality in the earlier stages of the process and developing a set of flexible announcement templates may serve to simplify the subsequent project and minimize the necessity of its post-production modifications.



Figure 4.1.1.15: Quest Educare New Partner -LSBF

Resources: University image: Google Photos University logo: University website, Landmarks and flags: Envato Elements, Icons: FlatIcon.

Quest Educare New Partner from the USA

Description: Quest Educare has announced the new partnership with a number of U.S. universities, which also was a very exciting step and had to be attentively approached in terms of visual layout. Since the brief involved the usage of university logos and the classic American elements only, the design task was to combine several graphics elements into a single unified piece of work.

In order to create a specific sense of location and cultural environment, I used the U.S. flag, such landmarks as the Statue of Liberty and the Capitol Building, as well as the supporting illustrations in vectors as well. These were laid out in a contemporary and balanced composition that captured the academic feel but at the same time, created a touch of enthusiasm and importance in the growth.



Figure 4.1.1.16: Quest Educare New Partner from USA

Specific consideration was chosen to make sure that each university logo was large enough and clear enough not to create visual clutter in spite of the number of elements involved.

During the project, flexibility and modularity were also necessary because of a number of changes in the partner list. This experience made the significance of having the fully confirmed list before entering into the design phase clear and made the importance of using the flexible layouts that could be adjusted quite fast. Finally, the post on the announcement was also taken positively, and the client liked its simplicity, cultural correspondence, and professional look.

Resources: Vector U.S. flag: Freepik, Landmark images and flag photos: Envato Elements, Icons: FlatIcon.

Quest Educare New Partner -Lakeland University

Description: The announcement post that will be designed by Quest Educare when it gets into the new partnership with the Lake Land University in Japan had its own creative problem. The lack of good photos of the campuses made the old illustrated picture on the official facebook page of the university the only possible source of references.



Figure 4.1.1.17: Quest Educare New Partner -Lakeland University

Enhancing the illustration with AI tools made it appropriate in a professional announcement since it did not need to be upscaled, still preserving most of the detail without making the image look distorted. Even by that time, it was hard to incorporate the brand colors of Quest Educare since the stylized quality of the artwork could not take well to direct color layers. This involved a delicate balance of tones to keep the image in the campaign in visual balance with the other campaign posts but also preserving the original aesthetic of the illustration. The other crucial aspect of the design process was to find some clean and balanced layout. Upon trying out various compositions and using the feedback, the final decision was that the upscaled illustration should be given on the left and put the announcement title on the right.

Tiny Japanese-inspired graphic details were also incorporated, namely, minimalist motives and soft patterns, without laden down with the design. The process of refining and approving was simplified with the assistance of previous experience of the same type of university partnerships, which led to the final output that the client liked as keeping the brand consistent, culturally relevant, and easy to view regardless of the fact that the visual resources were rather limited.

Resources: Logo: University website Japan-themed elements: Freepik, Icons: FlatIcon.

Quest Educare Time Update Notice



Figure 4.1.1.18: Quest Educare Time Update Notice

Description: Quest Educare was determined to adjust their office hours to accommodate students and I was tasked with the responsibility of making a post at Facebook to make an announcement. The original one was deliberately minimal and tidy with the emphasis on clarity and simple communication. Although it addressed the minimum requirement, the client subsequently showed an interest in making the post more interesting to gain more attention in social media.

They proposed to include a quote and have a more active title so that the announcement would sound friendlier and warmer.

The design was then changed according to this feedback having a more appealing layout, better type use and the quote asked but at the same time making sure that the necessary information was easy to comprehend. The new one managed to strike the right balance between visual attractiveness and clarity and the client accepted it.

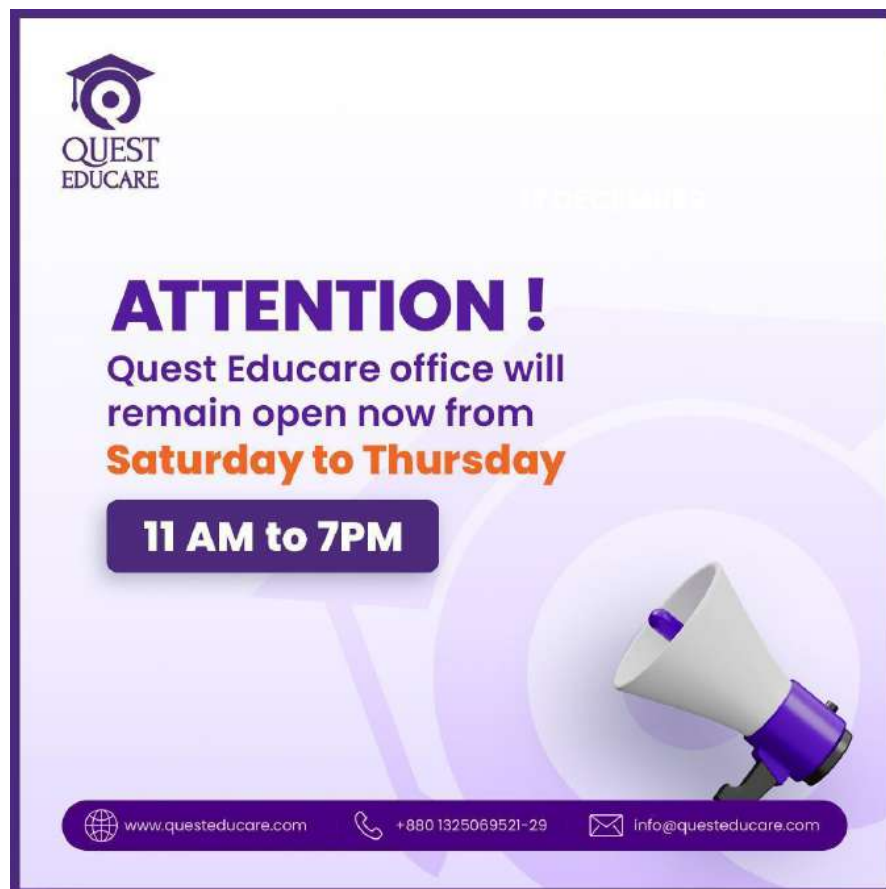


Figure 4.1.1.19: Quest Educare Time Change Initial Concept

On the whole, this assignment has shown that it is essential to learn the required tone and visual style of a client early in their life. Gathering these preferences sooner may minimize the number of back and forth revisions particularly in simple announcement posts. It also reaffirmed how even minor aesthetic touches such as considerate typography or an appropriate quote can greatly enhance the appeal to the audience and help them feel that otherwise mundane updates were more worthwhile.

Resources: Microphone icon: Freepik, Other icons: FlatIcon

iv) Offer Post

Cooper's Bakery Aftabnagar Discount Post

Description: To promote the new branch of Cooper's Bakery in the new Aftabnagar branch, the design needed was to combine the place and the 25 percent discount offered with the vibrant image of the brand. The background of the image was soft with Aftabnagar that created the sense of place and then mixed with the orange tone of Cooper to create brand recognition. The discount highlight has been highlighted on a table in the composition making it the direct point of attention to the viewers.



Figure 4.1.1.20: Cooper's Bakery Aftabnagar Discount Post

The proposed design was effective in terms of integrating the local context with the brand consistency, and the location of the offer was useful to attract attention within a short period of time and in a concise manner. In the future, the location-driven promotions would be enhanced by the presence of custom photos of the physical branch, which would be authentic and would not rely on generic images.

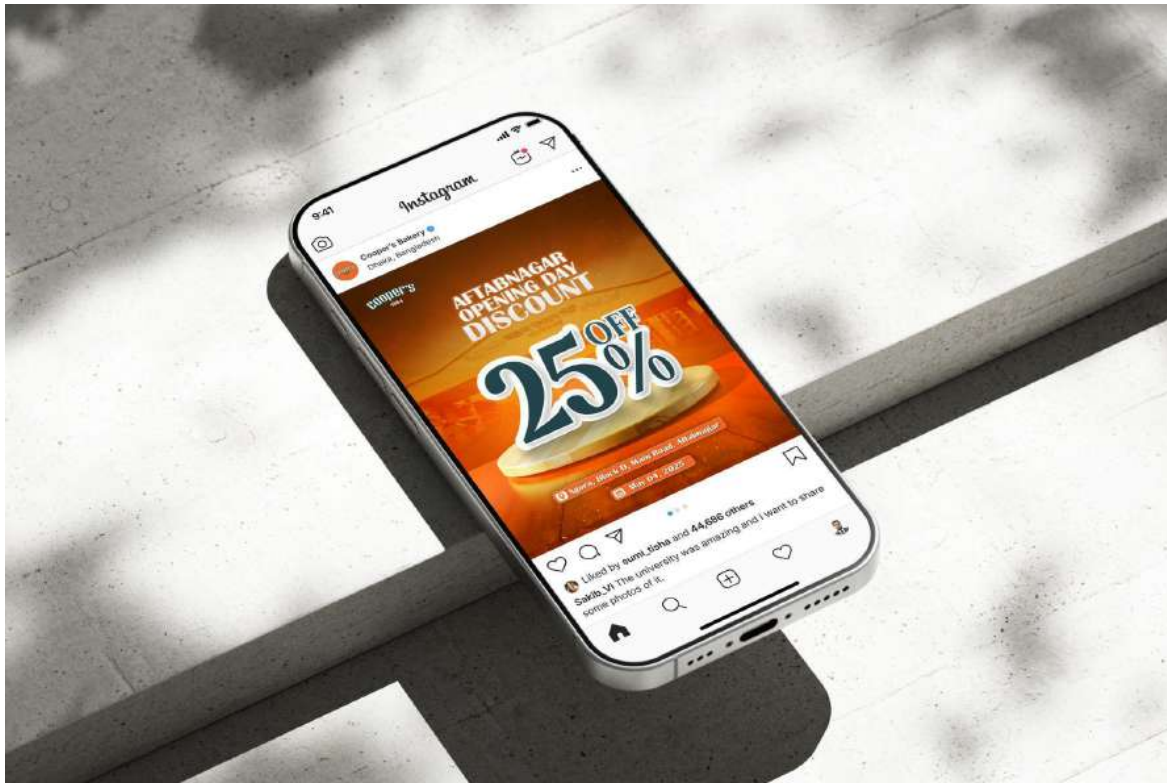


Figure 4.1.1.21: Cooper's Bakery Aftabnagar Discount Post Mockup

Resources: Aftabnagar background image: Collected from the internet, Icons: Flat Icon, Lighting overlays: Freepik.

Cooper's Bakery Mother's Day Offer Post

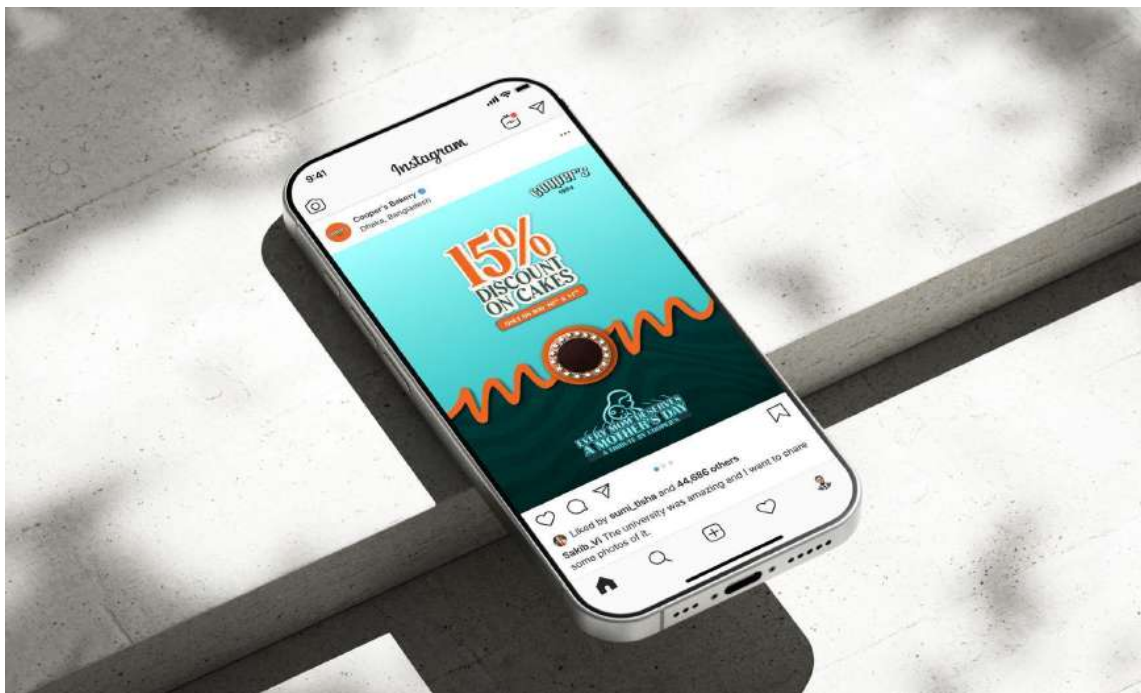


Figure 4.1.1.22: Cooper's Bakery Discount Post Mockup

The process was guided by senior designers especially when it comes to placement of title, alignment as well as color balance to make the post fit to Cooper branding perfectly. Several versions were made to polish the details making it attractive and more moving.

The client was pleased with the final design and it was successfully posted on the social media of Cooper and this advertisement as effective promotion to the campaign. In the future, a timely brainstorming and balancing of the brand components with the artistic images can make the festive campaigns fast and enhance the viewer interest.

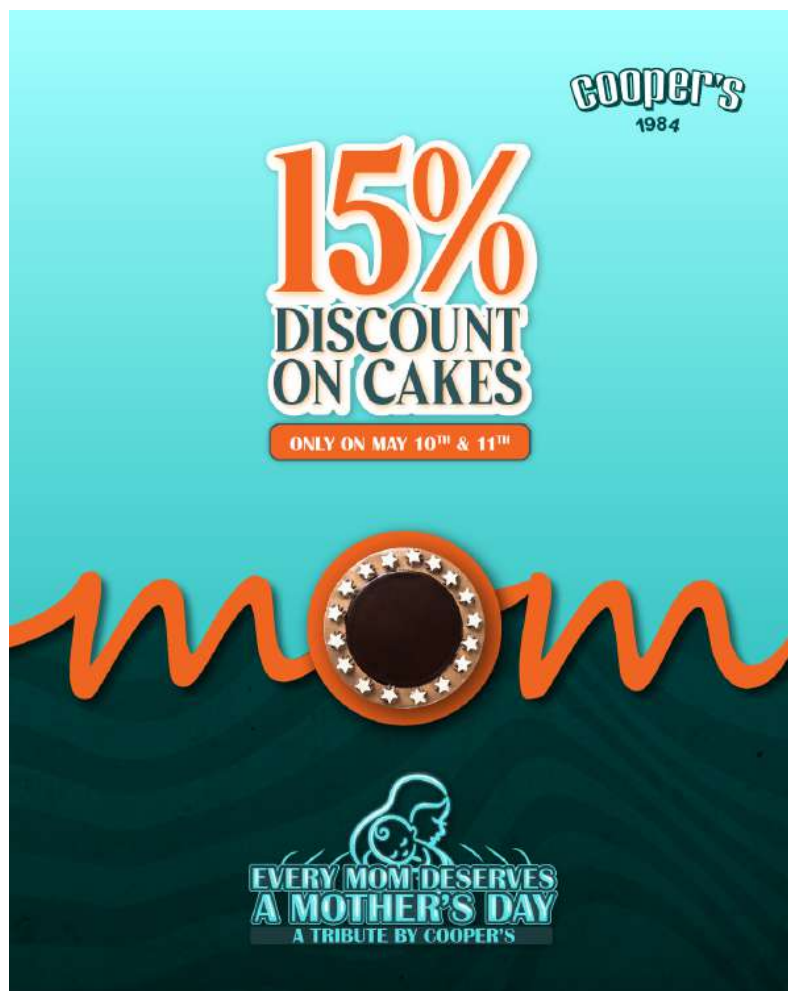


Figure 4.1.1.23: Cooper's Bakery Mothers Day Offer Post

Resources: Cake image: Cooper's Bakery, Background paper texture: Freepik.

Cooper's Bakery Ventura Mall Opening Discount

Description: Cooper Bakery opened a new branch at Ventura Mall, Gulshan 2 campaign post was developed to inform about the opening and keep a celebratory and welcoming tone of the brand. The photo of the exterior of Ventura Mall was used as the background to bring an immediate relevance, and light textures and overlays were used to add festive nature.



Figure 4.1.1.23: Cooper's Bakery Ventura Mall Opening Discount

The last design was useful in conveying the prestige and excitement of the new Gulshan 2 location, keeping both lively and professionally present. It was visually engaging as the celebratory atmosphere was highlighted with the help of the light texture used in the text.

To introduce new branches in the future, it might also be necessary to include color lighting effects of the brand to enhance the association to the iconic aesthetics of Cooper and make the visuals of the campaign even more memorable.

Resources: Background image: Internet-sourced (Ventura Mall), Textures & overlays: Freepik, Campaign mnemonic: Designed by Senior Designer.

Cooper's Bakery Saturday Discount Post

Description: Cooper Bakery also operates a weekly campaign known as Signature Saturday that is recurring in nature and is on all their custom cakes with a discount of 15 percent every Saturday. To facilitate this, posts made in the social media would be ready and made weekly on Fridays and would feature the cakes made by Cooper in a more attractive manner. One of the key issues was the development of the layout that would provide the promotion message and product images at the same time. The design was then optimized with assistance of senior designers to have a professional, clean and attractive appearance.



Figure 4.1.1.25: Cooper's Bakery Saturday Discount Post

The campaign mnemonic has been created in a specific way to preserve the brand consistency and AI upscaling of the cake images has been performed to provide the high quality of presentation. The last posts were effective in presenting the custom cakes in addition to explaining the weekly offer in a way that builds anticipation and interaction with the customers.

The campaign was easily identifiable and the visual branding made Cooper very strong. To incorporate this in the further versions, it may be possible to experiment with motion graphics or the carousel format and have several types of cakes in one post that will add a certain degree of dynamism and expand the level of audience involvement even more.



Figure 4.1.1.26: Cooper's Bakery Saturday Concept Post

Resources Used: Cake images: Provided by client (upscaled using AI), Campaign logo (mnemonic): Designed by a senior designer.

Cooper's Bakery Friendship Day Post

Description: During Friendship Day, the first idea was that of a bunch of friends having a cake together as a means of celebrating togetherness. The initial image was created with the help of Artificial Intelligence, so the cake and the scene in general was corresponding in terms of the festive and friendly theme. A campaign mnemonic was also developed to remain in line with the brand identity of Cooper. Nevertheless, following the review of the draft, the client proposed a new creative approach, which required a redesign to suit their anticipations better. The last posting also included AI-generated visuals, to which the supporting icons were added, downloaded through Flat Icon in order to supplement the composition.



Figure 4.1.1.27: Cooper's Bakery Friendship Day Concept Post

Although the symbolic value of the first concept was high, it lacked fulfillment to the vision of the client. The updated design achieved a balance between the brand and the visuality.

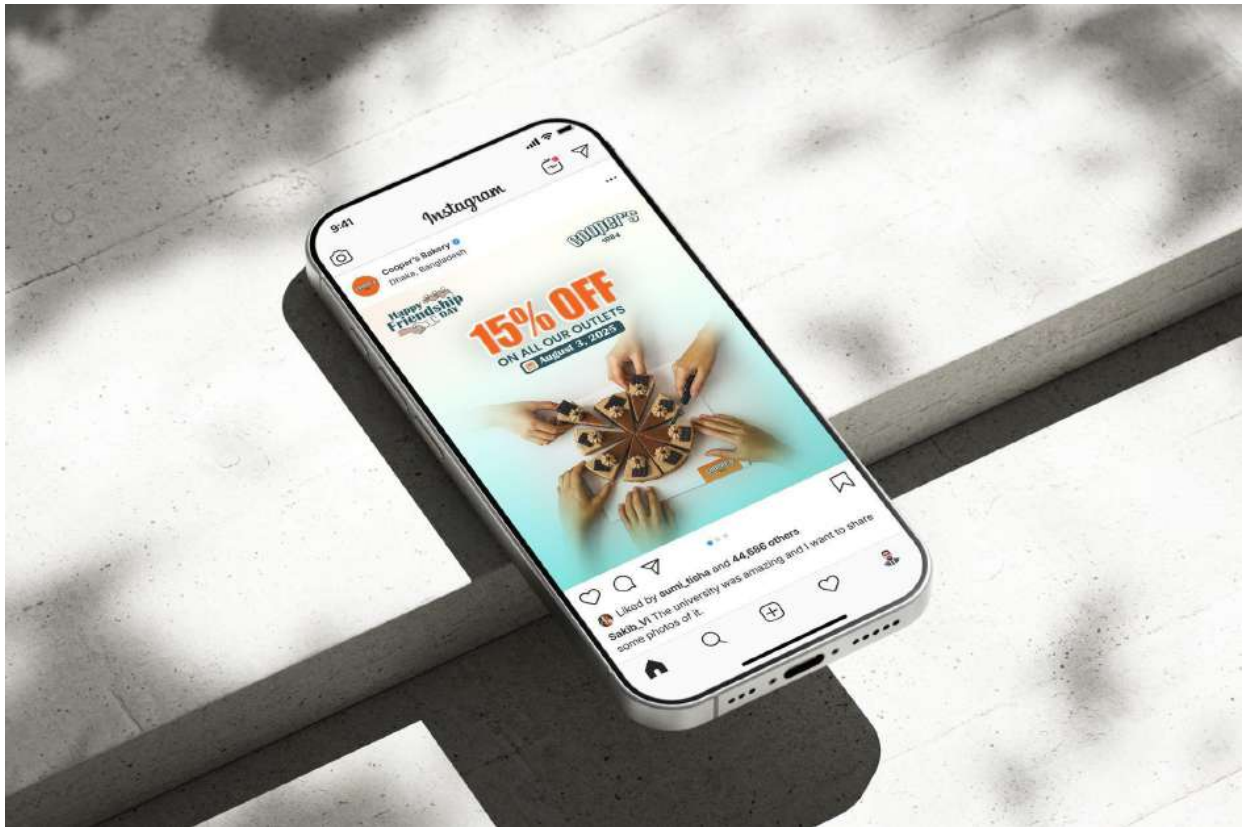


Figure 4.1.1.28: Cooper's Bakery Friendship Day Concept Mockup

This result was a post that engaged the audience and pleased the client. In future campaigns, it would be better to use real customers images, or even real product images, but still, the creative AI-generated elements can be added to provide some uniqueness and visual appeal.

Resources: AI-generated cake and concept visuals, Icons: Flat Icon.

v) Carousels

Weekly Offer Carousel Page 1 of 3

Description: On the homepage of the Cooper Bakery as a three offer campaign of every week, the first page of a three-page carousel was created to show the popular slice cakes of Cooper Bakery. The images were realistic, and the live product images were given by Cooper Bakery following an internal photoshoot. The senior designer had to ensure brand consistency and that is why the campaign mnemonics were created by her, and the paper-textured background, which she came across in Freepik, balanced out the cakes and made the composition warm.

The last design effectively brought an accent on real product images and this gave the audience more credibility and interest than AI-generated images. The combination of the well-organised layout, rough textures, and the obvious focus on the products formed a simple but appetising focus. To enhance the carousel campaigns in the future, the use of sequential storytelling might make the offers more visually related and engaging to the viewers and help them navigate through every page of the promotion.



Figure 4.1.1.29: Cooper's Bakery Weekly Offer Carousel 1

Weekly Offer Carousel Page 2 of 3

Description: On the second page of the three-part carousel campaign, the emphasis was on the high-end Pre-order Cakes that Cooper's Bakery manufactures in order to fulfill the individual customer demands. The location of such decorated cakes was one of the biggest challenges in the design process. Their details and good contrasts were at first sight too crowded in the layout. The background cakes were carefully centred backward in subsequent reiterations with the advice of senior designers.

Who minimized visual clutter and made the composition balanced and extremely minimal which emphasized the hero product in the foreground. The new design has managed to convert the layout to clean and premium based, as the design of custom cakes is luxurious and celebratory. This change made it easier to read and at the same time retain the brand beauty.



Figure 4.1.1.30: Cooper's Bakery Weekly Offer Carousel 2

To further enhance the upcoming campaigns, it might be necessary to include some background details in the form of subtleties or minor gradients, e.g. feasts or presentations, without damaging the simplicity and elegant style.

Weekly Offer Carousel Page 3 of 3

Description: The last page of the three part carousel featured the regular cakes of Cooper bakery where they aimed at having a premium with a visual appeal presentation.

In order to accomplish it, the composition was inspired by a telephoto lens effect with the central cake being in focus as the hero element. Both the foreground and background cakes were deliberately blurred in order to provide a natural depth-of-field effect where the focus was on the centrally placed product. The methodology provided an aspect of realistic photography and gave the entire display a touch of class and a departure from the normal flat layouts.



Figure 4.1.1.31: Cooper's Bakery Weekly Offer Carousel 3

The response of the senior designer and the client was highly positive and the creative application of depth and blur was appreciated to offer the design the bold and professional appearance without going beyond the visual style of the brand. To improve its further development, soft shadows might be introduced to make the surroundings more realistic and create a live environment, but keep the concept of depth.

Resources: Cake photography: Provided by Cooper's Bakery (live shoot), Campaign mnemonics: Designed by Senior Designer, Background texture: Freepik.

Custom Cake Carousel Page 1 to 6

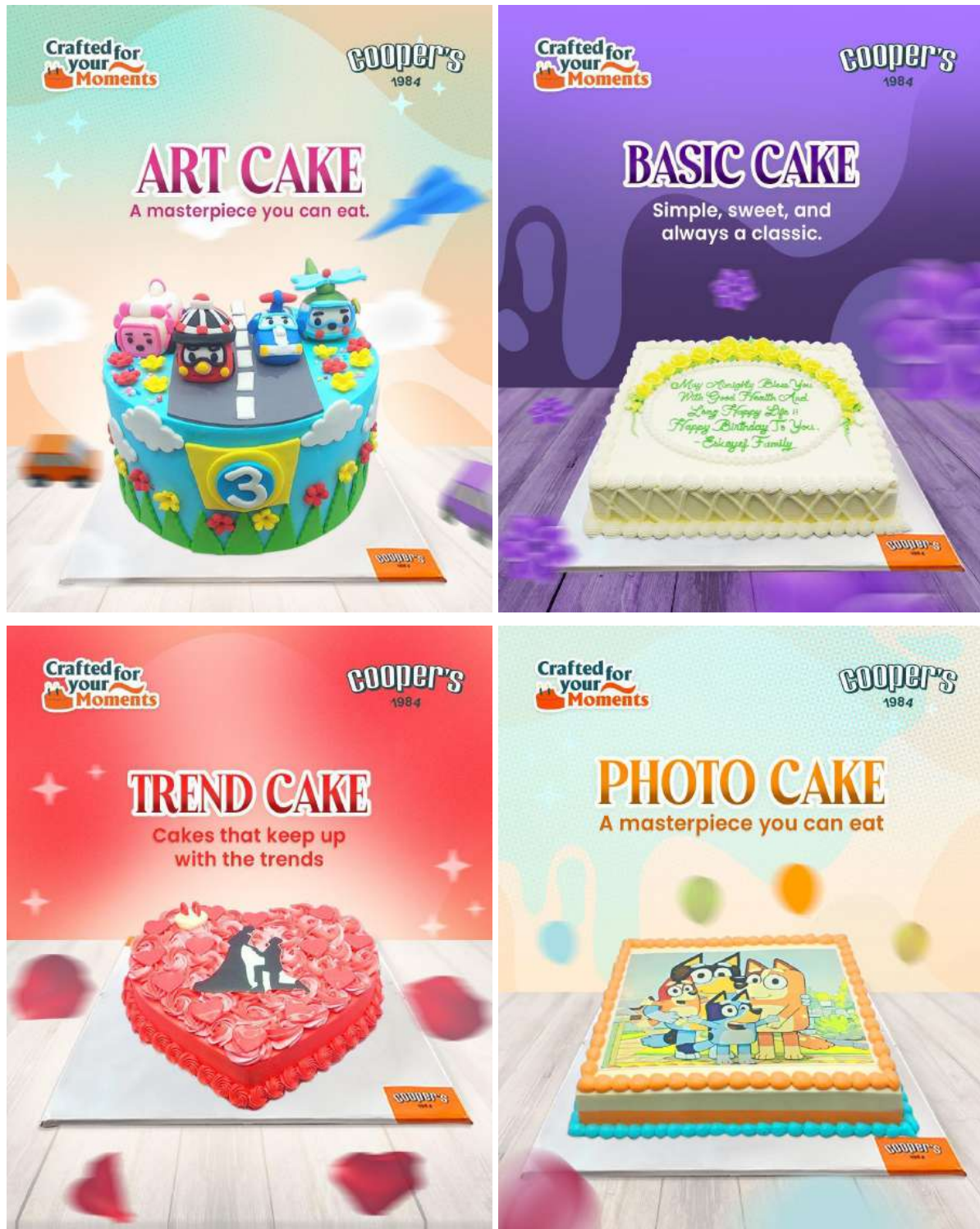


Figure 4.1.1.32: Cooper's Bakery Custom Cake Carousel 1-4

Description: This was a project that dealt with the design of a 6 page carousel that was to be used by Cooper bakery to advertise their variety of customized cakes.

The client also desired a visual appeal layout whereby each type of cake will not only be placed prominently but also shape the other design setting with the cake names being creatively placed in each page. Art Cake, Basic Cake, Trend Cake, Photo Cake, Step Cake and Fondant cake were all included in the carousel.



Figure 4.1.1.33: Cooper's Bakery Custom Cake Carousel 5-6

The primary difficulty was the short schedule, only two hours to complete all the six pages. A lot of the cake pictures were of low quality and therefore, AI upscaling software was used to make them clear. Backgrounds were obtained via Freepik, whereas textures and tables were obtained via the Internet, and some original ones were made to preserve a certain distinction. Typography and layout were given advice by senior designers, especially in the case of the mnemonics of the cakes.

Irrespective of these limitations, the final carousel was able to catch every cake in addition to having a well-unified and pleasing design. The project was very good in sharing the brand identity and variety of Cooper and both the client and the senior designers were pleased by the project. The carousel was able to showcase every cake in an attractive manner despite time constraints and quality of the images. Some slight problems in placement and color balance were observed but did not influence the overall reception.

The next generation of works can be improved by having the client provide cake images in higher resolution to minimize the use of AI upscaling. Ensuring a bit more time on the design would be better in element placement and harmony in color. Templates of other types of carousels might also be pre-approved to make workflow easier and more efficient and consistent in other future campaigns.

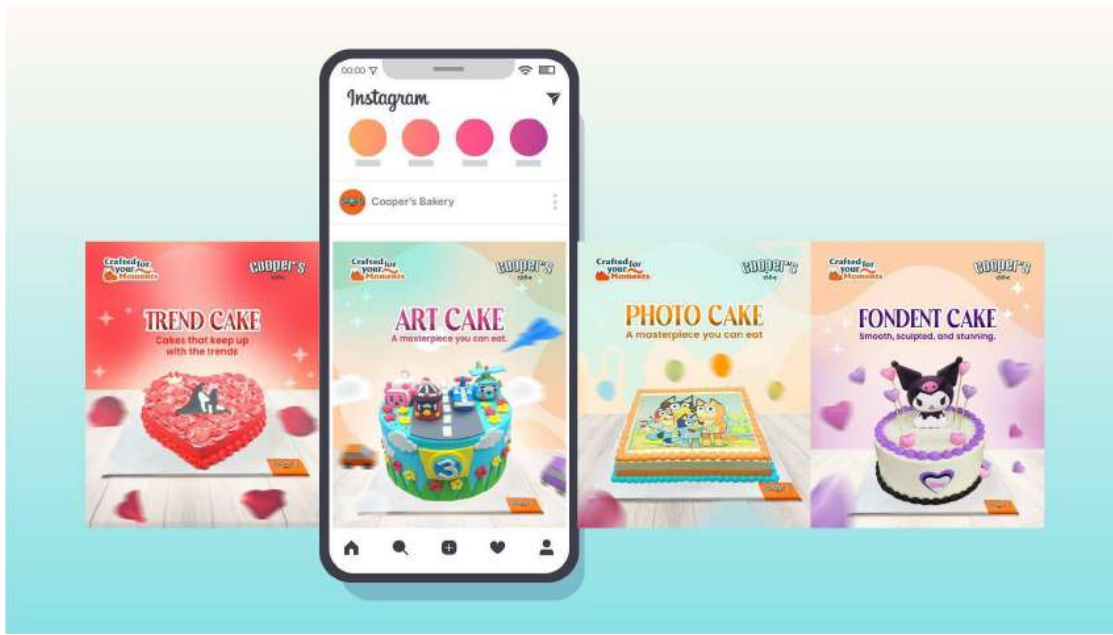


Figure 4.1.1.33: Cooper's Bakery Custom Cake Carousel Mockup

Resources:

- Cake images provided by Cooper's Bakery
- Background textures & table textures from Freepik
- Additional elements collected from the internet or custom-created
- Typography support from a senior designer

Top Universities Carousel Page 1 of 3

Description: This Quest Educare carousel has been designed to show their association with the leading universities in the world. The client asked to have the mnemonic design, which would be visually related to these prestigious institutions but one that is in line with the purple theme of Quest. To do so, the symbolic structures of well-known universities were gathered and color-adjusted and the names of the top hundred universities were incorporated into the design.

The logo of Quest Educare was put on the right and to create balance out of the visual, it was tapered on a text on the left making the composition to be very harmonious. The background image of a university campus was chosen in subtle ways, so as not to overwhelm the main elements.

The next few pages gave the emphasis on the mnemonic and the logos and names of the ranked universities and the mnemonic kept on the same side. This was done to enable the viewers to identify with the wide scope of partnerships that Quest Educare has at a very short period of time without having to lose the visual aspect of the partnerships. The client was very happy with the final design as it was informative and well polished.



Figure 4.1.1.35: Quest Educare Top Universities Carousel 1

To improve on this in the future, mnemonic designs can be made dynamic or interactive with the aim of ensuring greater engagement with digital audiences. A minor difference in the size of text might make it easier to read, and more visual elements might be added to emphasize the variety of partner universities, which would make the design even more interesting and user-friendly.



Figure 4.1.1.36: Quest Educare Top University Carousel 2-3

Resources:

- University campus images: Envato Elements
- Symbolic university images: Freepik
- University logos: Official university websites

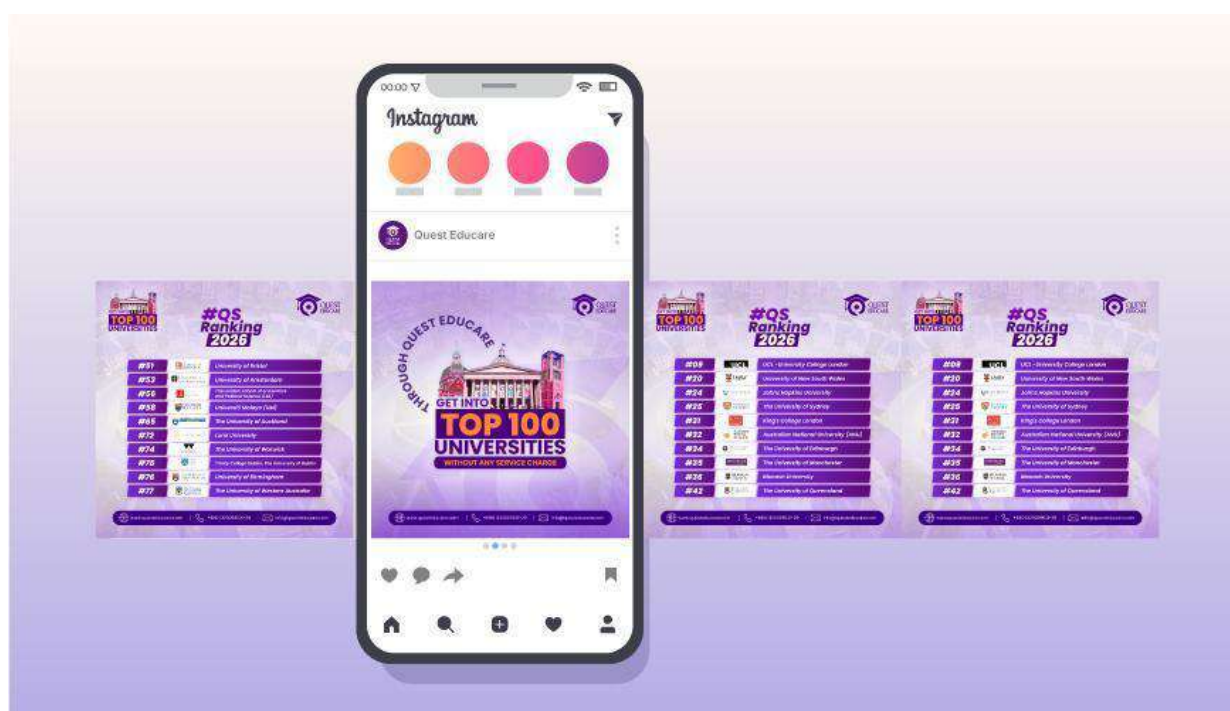


Figure 4.1.1.37: Quest Educare Top University Carousel Mockup

4.1.2 Instagram Posts

Cooper's Bakery Gulshan 2 Coffee Post

Description: This Instagram advertisement was meant to have the product of Cooper bakery introduce their new coffee products in different places in Dhaka, specifically the Gulshan 2 store. The idea made Cooper coffee stand out by displaying a background picture of Gulshan 2 and a coffee cup, which was creatively edited in Freepik and changed to the style of the brand. The icons that were used to give support were gathered in Flaticon and to make the composition complete a complementary sky image was used in Freepik.



Figure 4.1.2.1: Cooper's Bakery Gulshan 2 Coffee Post

Due to the discussions of senior designers, minor changes were done on the location section to enhance clarity. The finished design was effective as it captured both the launch points and was still attractive and informative to look into. It merged the brand consistency with the Instagram-friendly visuals to ensure that the post was appealing and simple to grasp by the audience.

Senior designers provided suggestions on how to improve the layout so that all the elements have a better visual harmony. To improve in future, interactive or animated features can be added to help entertain the audience more in social media. Also, there can be some minor visual details included that would emphasize several places but not clutter the design making it easier to use and more appealing to look at.



Figure 4.1.2.4: Cooper's Bakery Gulshan 2 Coffee Concept Post

Resources: Background image (Gulshan 2): Internet source, Coffee cup: Freepik (manipulated for branding), Icons: Flaticon, Sky texture: Freepik.

Cooper's Bakery Tejgaon Coffee Post

Description: The following is the post on Instagram of a Cooper Bakery that was designed to announce the opening of their coffee shop at the outlet of Tejgaon. When speaking about the most appropriate method of presenting the location, one of the pictures of Tejgaon Novotheater was taken as the background and the coffee was positioned in the middle to attract attention. The supporting elements such as the sky and location icon were found on the Freepik, and the image of Novotheater was obtained on the Internet. Guidance on the alignment of the location text and product placement was given to the senior designers so that the composition would be evenly balanced and brand-wise.



Figure 4.1.2.2: Cooper's Bakery Tejgaon Coffee Post

The last design was so successful in pointing out the new outlet Tejgaon with a clean and interesting layout. It was able to provide a combination of product focus and location narratives and positioned the post as informative and attractive to Instagram users. The visual hierarchy helped the viewer focus naturally on the coffee and details of the outlet. To improve it in the future, it is possible to add minor animations or different variants of carousels to make the posts more engaging and active.

Moreover, it would be possible to make the background more harmonious with the product images to promote the storytelling and visual impression.

Resources: Novotheater image: Internet source, Sky and location icon: Freepik, Coffee cup: Freepik (manipulated for branding).

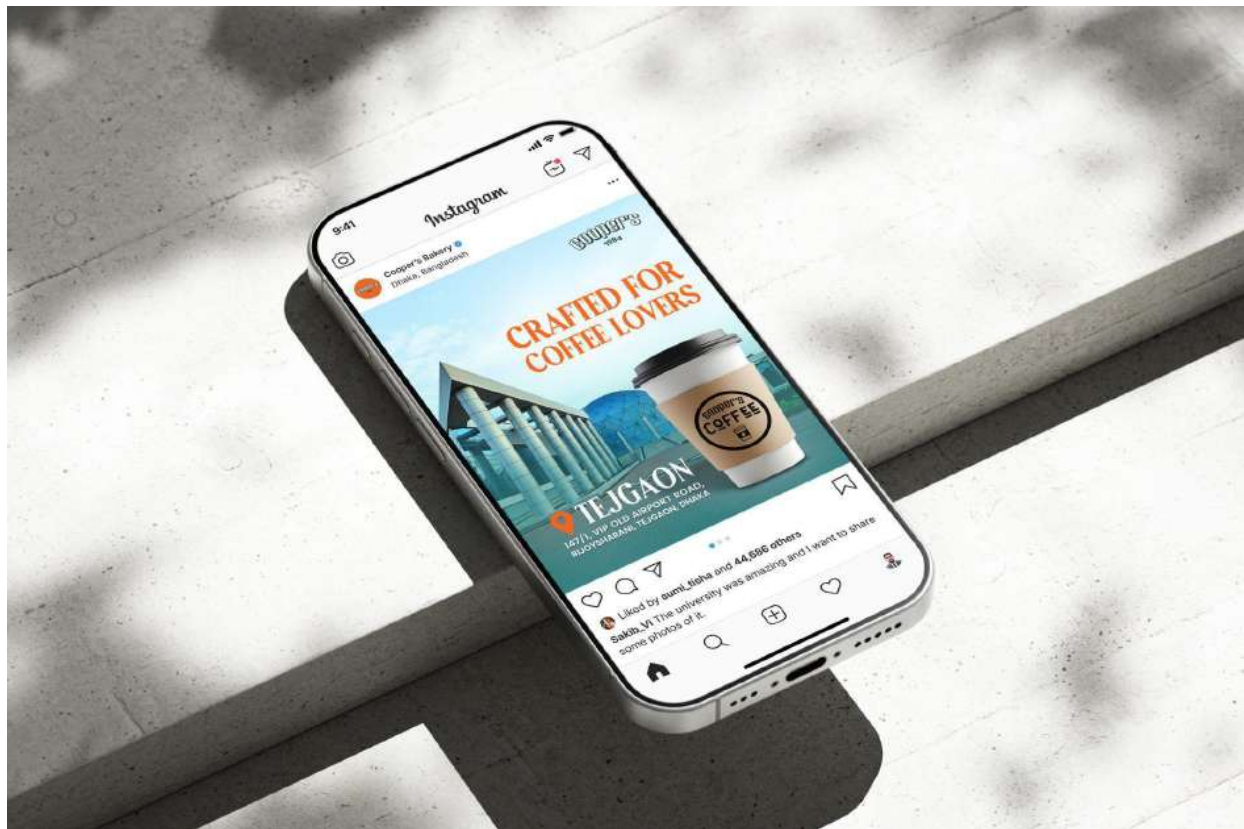


Figure 4.1.2.3: Cooper's Bakery Tejgaon Coffee Post Mockup

Cooper's Bakery Custom Cake Awareness Post

Description: This post was meant to display custom cakes done by Cooper Bakery, and three types of cakes were displayed. The brand consistency across the composition was kept with the help of a mnemonic that was designed by another designer. Since the quality of the images offered by the client is extremely low, artificial intelligence tools were used to upscale the visuals, which would make the images clearer and present the cakes in an appealing way. The end design was effective in keeping the brand intact and the enlarged pictures helped the products to appear aesthetically pleasing regardless of the initial constraints. Nevertheless, Cooper's Bakery chose not to keep the custom cakes being advertised after the post was made and thus, the design was not posted.



Figure 4.1.2.5: Cooper's Bakery Custom Cake Awareness Post

To improve on the same, high-quality images should be acquired by the client to minimize the use of AI upscaling in the future and enhance efficiency. Also, it might be better to devise a more precise planning and articulate the continuity of the campaigns to avoid unspent designs.

Resources: Cake images: Provided by Cooper's Bakery (upscaled using AI), Mnemonic: Designed by another designer.

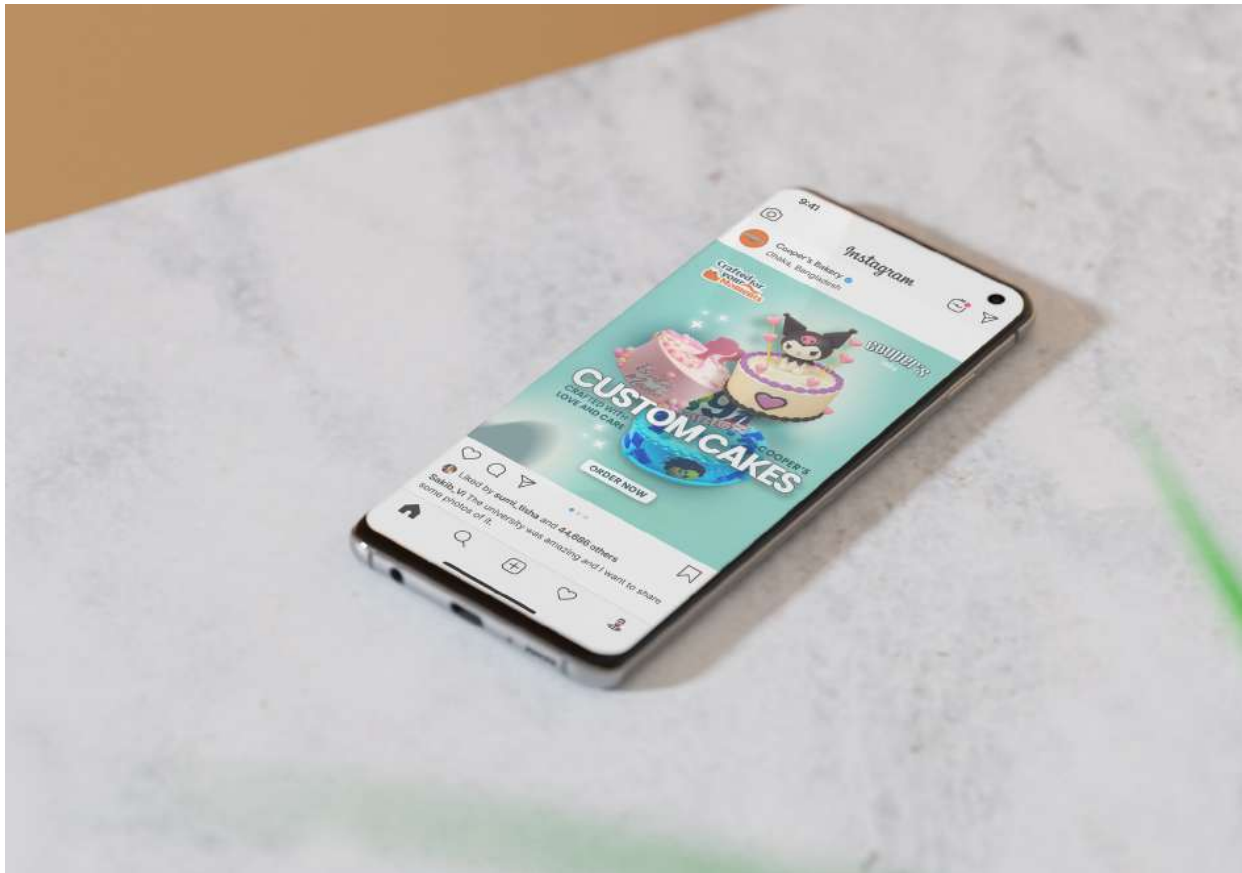


Figure 4.1.2.6: Cooper's Bakery Custom Cake Awareness Mockup

Cooper's Bakery Fondant Cake Post

Description: Cooper bakery ordered an advert to be made to draw attention to one of their special fondant cakes. To guarantee the visual aspect and clarity of the image, the client has provided an image of an attractive cake that was improved with the help of AI upscaling. The design was well written to give the impression that the cake was elegantly positioned on a plate with a faint text strap going round the back side to create a dynamic but clean look. There was no title or distracting emphasis on any other title.

The post was able to present the cake in a refined composition and with creative detailing but Cooper Bakery ended up not going ahead with this campaign, and the design was not published.

To make it better in the future, a good title or tagline may be added, and more correspondence with the long-term promotional plans of the client may help to avoid that the completed designs cannot be left without use. Besides, the direct sourcing of the high-resolution images by the bakery would eliminate the necessity to enhance AI and simplify the design process.

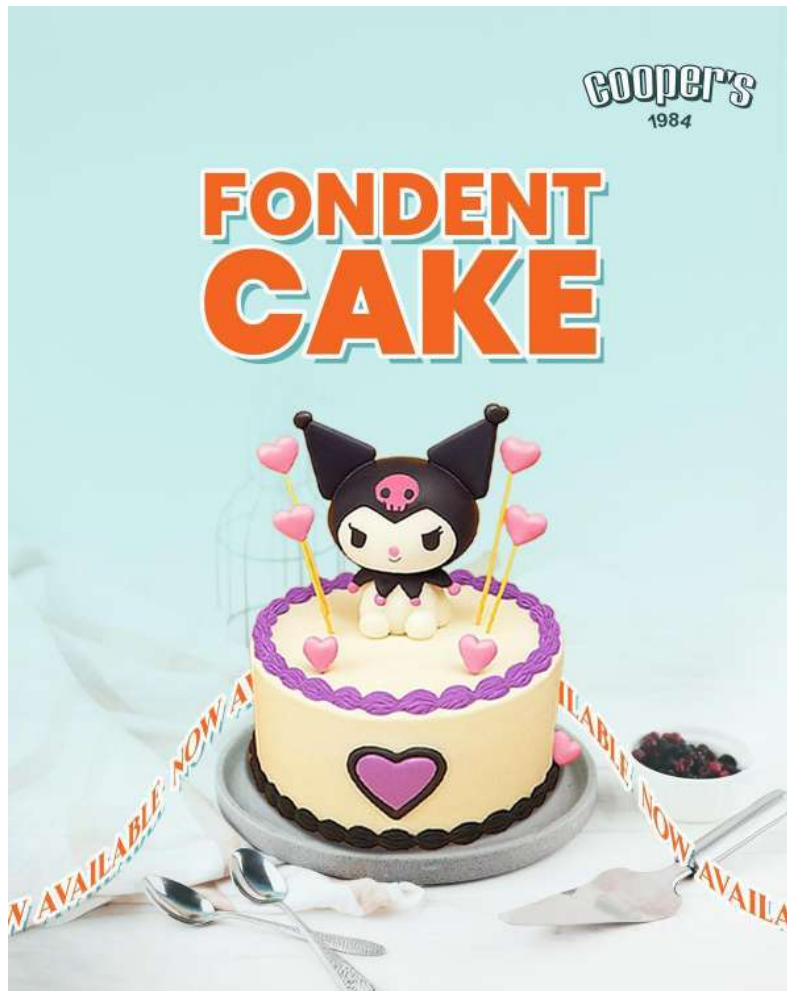


Figure 4.1.2.7: Cooper's Bakery Fondant Cake Post

Resources: Cake image: Provided by Cooper's Bakery (upscaled with AI), Background image: Freepik.

Cooper's Bakery South Banasree Location Post

Description: Cooper Bakery wanted a set of promotional posts to create awareness to their South Banasree store where the customer traffic was relatively low. The primary objective was to pass the message of the location of the outlet clearly and make the customers find it easily. Because of the absence of any high profile landmark, an overall picture of Banasree was employed as a background with an illustrated map displaying the precise location of the bakery. Several familiar surroundings, like Dutch-Bangla Bank, South Banasree Jame Mosque, the 10-storied market, etc., were marked on the map to help the viewers to identify with it and navigate the area effortlessly. The illustration and reference points made the post informative and understandable visually getting a positive review by both the senior designers and Cooper Bakery.



Figure 4.1.2.8: Cooper's Bakery South Banasree Location Post

To make the design more convincing in the future, use of high quality photographs of familiar local landmarks should be included, and an additional tagline such as Easy to Find should also attract the audience. Also important would be having consistency in the graphics and color scheme of the map which would resonate well with Cooper brand identity.

Resources: Background images: Collected from the internet, Icons: Freepik.

Cooper's Bakery Mascot Plaza Coffee Post

Description: The arrival of Cooper Bakery coffee at Mascot Plaza was to be announced with a special social media post, to which the client asked to be approached in a fresh and creative manner that was not typical of their usual theme. This was the idea behind the coffee bean opening to expose the coffee inside Cooper, which is a sign of freshness, quality and excitement of the new place. As a way of grounding the design to the real world, a picture of Mascot Plaza was made in the background, and the coffee bean and its contents were created and improved with the help of Artificial Intelligence, which provided the post with a refined and visually pleasing appearance.



Figure 4.1.2.9: Cooper's Bakery Mascot Plaza Coffee Post

This integration of the real world photos and the imaginative AI production made it a unique image that could be called a breakthrough in the usual promotional content. Beautiful narration, jovial execution, and strike between creativity and professionalism were very much valued by the client and senior designers.

The post was able to draw attention without losing the brand identity of Cooper and hence, the announcement was memorable and appealing to the eyes. To improve further in the future, the AI-created coffee bean may be more smoothly integrated into the background to become more realistic. Delicate branding elements, like a logo mark on the surface of the coffee or beans, may only build on brand memory, and a tagline about the new availability in Mascot Plaza may build on communication and interaction with the audience.

Resources: Background image (Mascot Plaza): Collected from the internet, Coffee bean foreground: AI-generated, Other minor enhancements: In-house editing.

Cooper's Bakery Mirpur 12 Coffee Post

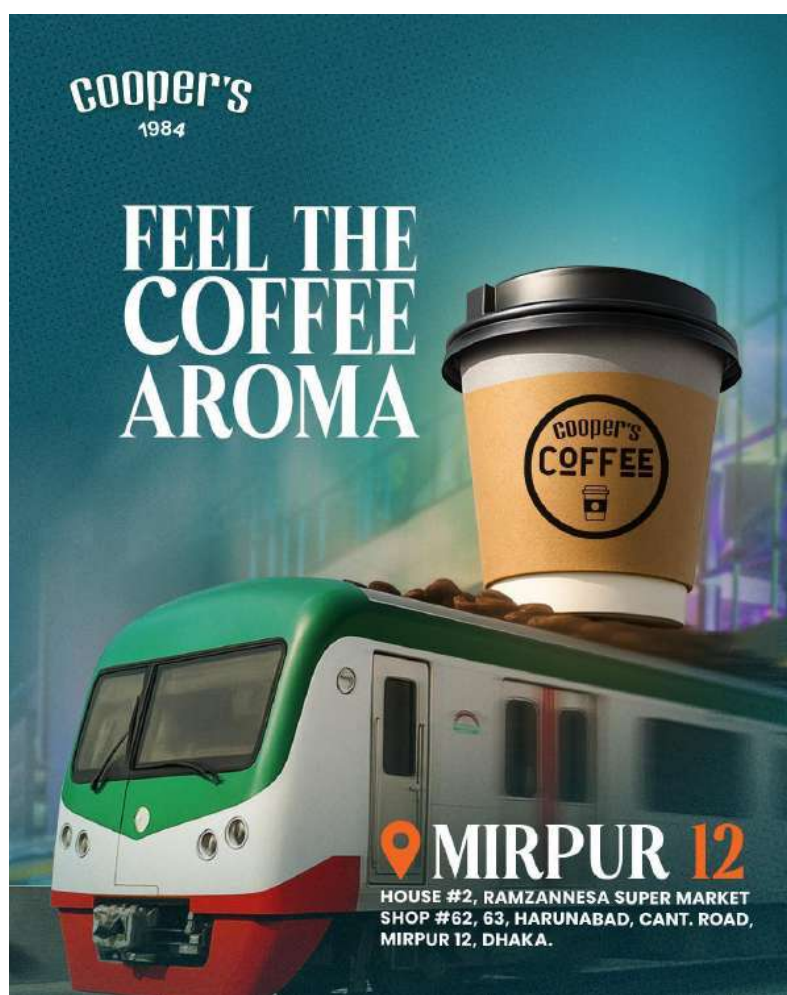


Figure 4.1.2.10: Cooper's Bakery Mirpur 12 Coffee Post

Description: A promotional design was built to publicize the introduction of the coffee by Cooper at Mirpur 12 and the creatively followed concept was with the recently hyped metro rail. The concept was based on the fact that Cooper coffee needed to be positioned as something unique.

One that comes at the top of the metro instead of being a simple drink among city-goers. The whole piece was created with the help of Artificial Intelligence, and the backgrounds and foregrounds were edited to make the concept fit into it.

The positioning of the location icon was also a difficult task during the process, as it is possible to see numerous metro elements, however, with the help of senior designers, it was possible to make some modifications refining the layout and promoting the clarity. The creative approach and innovative presentation of the coffee idea were also accepted positively by the customer and the top design team. The post has been able to convey an impression of freshness and the excitement without losing the branding of Cooper and being a visually stimulating content.

In order to achieve better results in the future, the interaction between the coffee and metro can be developed with more motion effects or perspective changes to increase some realism. To make the message more focused, adding a tagline like Cooper Coffee has landed in Mirpur 12 would help to increase the balance of colors in the generated elements of AI and the actual background to enhance the overall visual balance.

Resources: Location icon: FlatIcon, Coffee visual: AI-generated, Background image: Collected from the internet, Final adjustments: In-house editing.

Cooper's Bakery Barista Coffee Ventura Mall Post

Description: Cooper Bakery also launched its special Barista coffee at Ventura Mall, Gulshan 2 and a promotional design was developed to support the launch with the following message, Barista Coffee has arrived in Gulshan 2. The primary image of the hand of a barista making a cup of coffee was created with the help of Artificial Intelligence, and the background design used an original picture of Cooper's Bakery with the light effects added by Freepik. Since the idea was based on an earlier campaign, the client readily accepted the design and the post was brand consistent and clear.

The barista hand visual was a good way of highlighting the fact that coffee is handcrafted, and the Cooper Bakery background was also real and enhanced the credibility of the brand. As much as the idea worked, the use of an old method, but slightly different, diminished its originality. It was mentioned in the feedback that freshness in reuse of campaign visuals was significant, but that they also had to look attractive and brand-wise.



Figure 4.1.2.11: Cooper's Bakery Barista Coffee Ventura Mall Post

In order to improve it in the future, it is possible to make it unique by developing a variant of the idea. The location storytelling can be improved by including minor allusions to Gulshan 2, e.g. details that suggest Ventura Mall. Furthermore, the light and shadow effects between the synthesized AI elements and the actual background should be further refined to make it more realistic and create greater harmony of the visual image.

Resources:

- Main barista hand coffee image: AI-generated
- Background: Original Cooper's Bakery photo
- Location icon: Google Icons
- Light overlays: Freepik

Quest Educare Study in Australia Post

Description: Quest Educare produced a social media post in the campaign of Study in Australia, but the Australian flag takes a significant place in the background with the iconic landmarks such as Sydney Opera House visible to indicate the country. Informational cards were overprinted in order to bring out the main advantages of studying in Australia, which gave clear and straight forward messages. The general idea was aesthetically consistent as it was designed in the same way as the X-banners previously created, which ensured the brand consistency in both Web and real life.



Figure 4.1.2.12: Quest Educare Study in Australia Post

The design was well balanced with the placement of the informational cards to make the content easy to read. The use of the accepted X-banner style reinforced the viewers and linked the post directly to current campaigns of Quest Educare. To make these educational posts more entertaining without sacrificing clarity and brand identity, minimal changes in the layout or the elements of interactivity might be suggested in the future.

Quest Educare Study in Canada Post

Description: In the case of the study in Canada campaign, Quest Educare was able to create a social Media post that adhered to the same style as their own X-banner in order to have visual continuity. The background was the Canadian flag, and the recognizable landmarks like CN Tower had been incorporated to bring immediate recollection to the country. Informational cards were introduced to make the main advantages of studying in Canada clear and balance the information with the appealing design.

The use of national flags and iconic landmarks was consistent in creating a familiar identity to the specific campaign and the professional and reliable design solidified the brand image of Quest Educare.

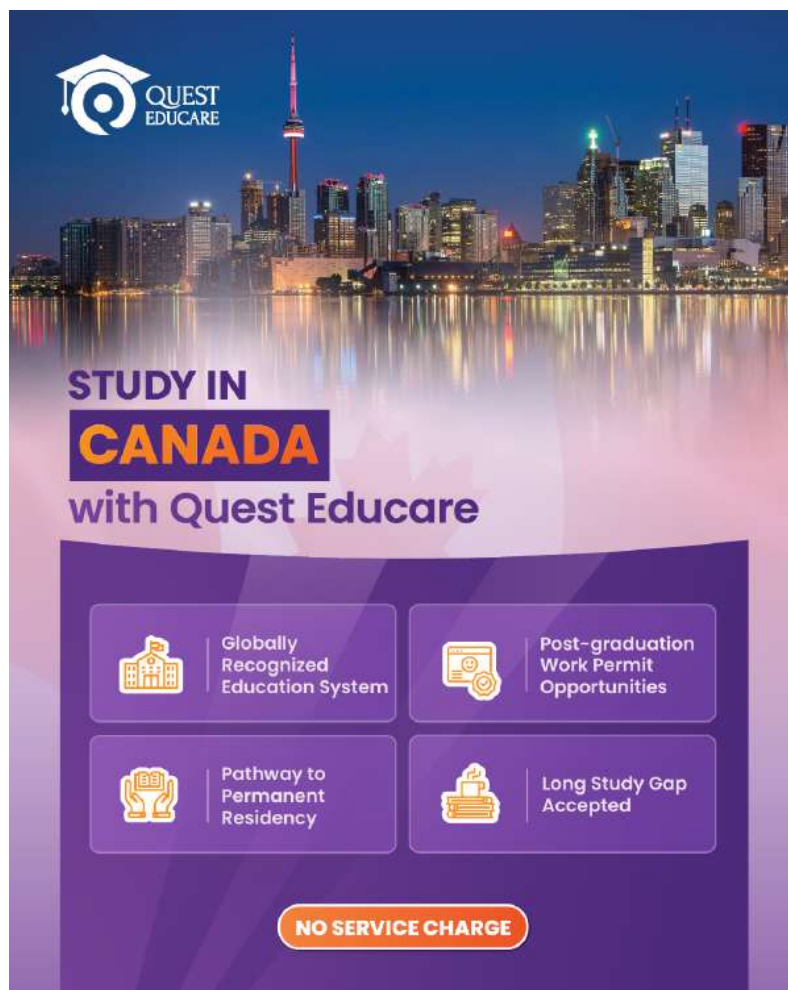


Figure 4.1.2.13: Quest Educare Study in Canada Post

To improve in the future, minor differences in design or the interactive component might be another way of getting more viewers involved without losing the clarity or brand continuity.

Quest Educare Study in Malaysia Post

Description: In the case of the Study in Malaysia campaign, Quest Educare created a social media post where the Malaysian flag was taken as the background of the post, and the most iconic landmarks like Petronas Twin Tower were incorporated to produce the instant identification. Informational cards were included to draw much attention to the study opportunities in Malaysia, creating balance between bright graphics and easy to read information.



Figure 4.1.2.14: Quest Educare Study in Malaysia Post

The post was able to retain brand consistency and offer an exciting and educative layout. To be improved in the future, visual diversity might be increased through slight differences in the cards design, with their accent color based on the flag of each country. Also, it may be a good idea to include some landmarks that are less popular, and the campaign will be more unique.

Quest Educare Study in US Post

Description: The post "Study in USA" was designed to be in line with the campaign materials of Quest Educare. The background was covered with the American flag, and the elements of the landscape, including the Statue of Liberty were incorporated in the picture.

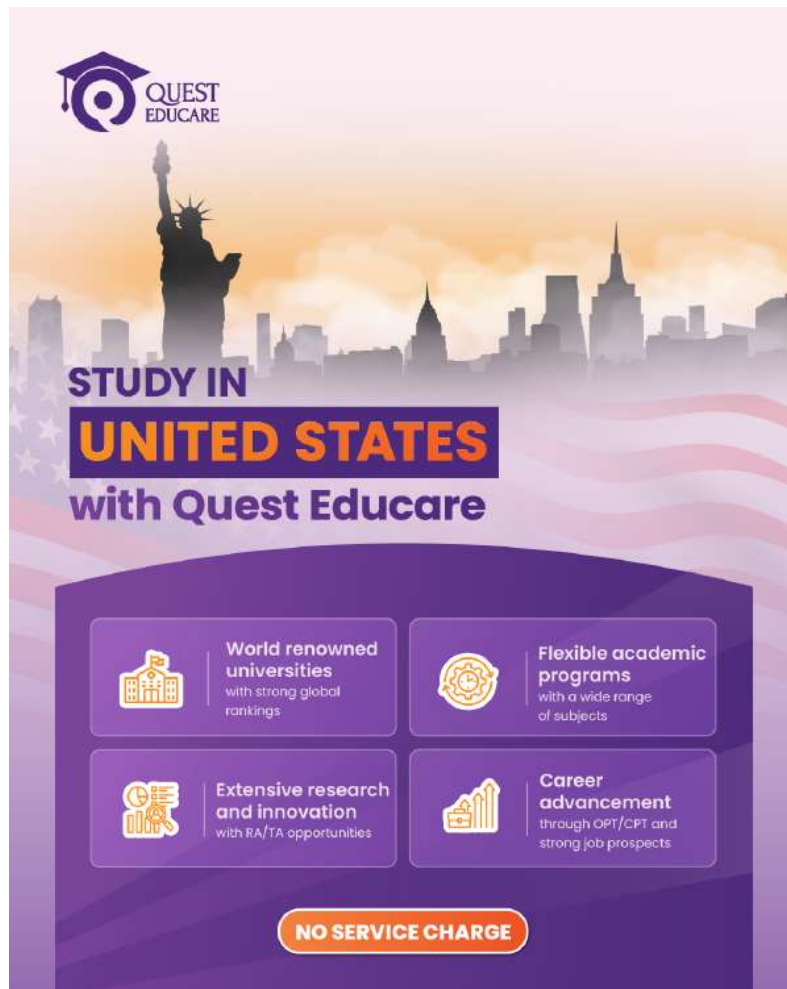


Figure 4.1.2.16: Quest Educare Study in US Post

The cards were placed to give information regarding the benefits of seeking higher education in the United States. The design was turned out to be consistent with the X-banner and was readily accepted by the client.

Resources: Flags and landmarks: Envato Elements, Icons: Flaticon.

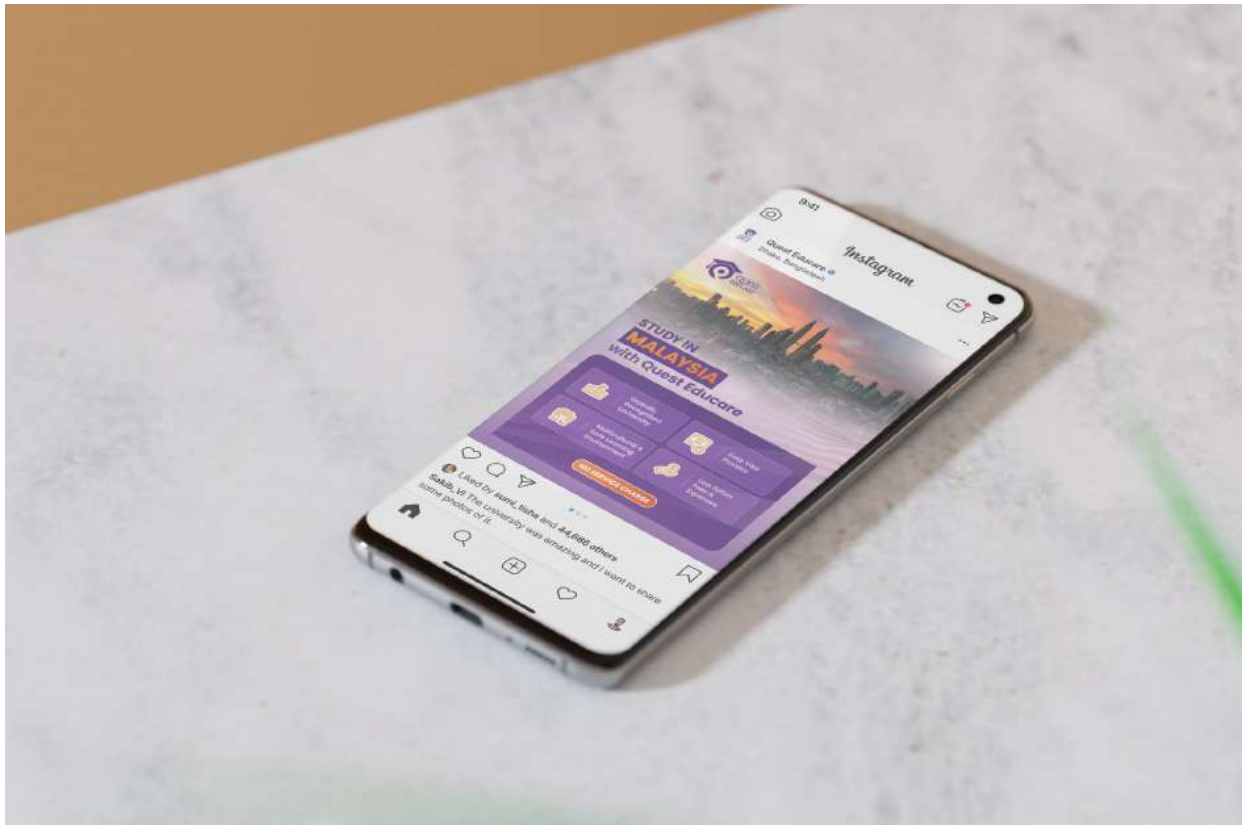


Figure 4.1.2.15: Quest Educare Study in Malaysia Mockup

4.1.3 Event & Campaign

Quest Educare A.P.U. Spot Assessment Event Cover

Description: Quest Educare hosted a Spot Assessment Day, in partnership with Asia Pacific University, and asked to have a cover designed in a visually appealing manner. The first concept was designed as an early ready post-concept, as initially, the brief was taken as a social media posting. After the clarification, the project was diverted to an event cover with the right dimensions and composition. The last design was heavily dominated by the representative of the university, Helmy Habib, which added personal and professional touch, whereas other elements were well-organized to achieve balance and coincide with the brand image of Quest Educare.

The layout was effective in its communication of the essence and the professionalism of the event, and was given commendation by both top designers and the client.



Figure 4.1.3.1: Quest Educare A.P.U. Spot Assessment Event Cover

The use of the imagery of Asia Pacific University and inclusion of the representative made the cover look more authentic and relevant, so that it would be remembered as a significant visual in the occasion.

To avoid rework, clarifying the size and format of cover should be clarified at the start of a project in the future. Including thematic graphics concerning the assessments, trial with the typography to highlight the title of the event would further improve visual hierarchy and event specificity.

Resources

- Representative's photo: Provided by the client.
- University image: Collected from the internet.
- Icons: Sourced from **Flaticon**.

Quest Educare Multi-Destination Spot Assessment Post



Figure 4.1.3.2: Quest Educare Multi-Destination Spot Assessment Post Australia

Description: One of the largest events of Quest Educare was the Multi-Destination Spot Assessment, and it needed a number of posts on social media to emphasize the countries where it will take place. At first, there were several designs that were discarded when the client was not certain about what he or she wanted and even the designs of the senior designers did not satisfy the expectations. To solve this, one of the senior designers proposed a definite design direction which the client accepted. Based on this direction, the final designs were implemented, with incorporation of slight landmarks of the said countries in order to give a context without overloading the background.

Although the process was difficult at first, the end product was able to strike a balance between simplicity and informative visuals, and made both the client and the design team happy with the end product. The combination of landmarks enriched the posts with depth of the visual and cultural appeal, not cluttering the look with details.



Figure 4.1.3.3: Quest Educare Multi-Destination Spot Assessment Post UK

In future projects, setting the moodboard (or sample mockup) during the early alignment of client expectations would allow avoiding rejections that happen again and again. Furthermore, typography and layout balance refinement would also bring about a better visual impact and the clarification of requirements at the beginning would lower the number of unnecessary iterations and simplify the workflow.

Resources: Landmark images: **Envato Elements**, Illustrations: **Freepik**.



Figure 4.1.3.4: Quest Educare Multi-Destination Spot Assessment Post Canada



Figure 4.1.3.5: Quest Educare Multi-Destination Spot Assessment Post Malaysia

4.1.4 Others

Quest Educare Counsellor Hiring Post

Description: Quest Educare contracted a recruitment drive comprising three roles: Counselor, Senior Counselor, and Junior Counselor. The client has demanded a warmer and more engaging visual experience leaving the traditional job-post aesthetics. In this regard, an AI-based mascot was developed to have a supportive and friendly character of the brand.



Figure 4.1.4.1: Quest Educare Counsellor Hiring Post

All the posts had a role-related pose of the mascot, which was friendly to Counselor, authoritative to Senior Counselor, and friendly to Junior Counselor, whereas the overall layouts were kept as slim as possible to ensure the details of the job and the rules of the application were easily understood. Typography and hierarchy were modified to put an emphasis on role titles and calls-to-action.

The mascot-based strategy offered a unique and friendly lentilla to the campaign, which conformed to the client request of not having the regular hiring ads.

The plain design was such that the text was easy to read and the posture, color highlight and tone variation of each role was discrete enough to not disrupt visual integrity across the three posts.



Figure 4.1.4.2: Quest Educare Jr. Counsellor Hiring Post

To identify hierarchy in future campaigns, there might be subtle color accents or role-specific badges, which would allow making hierarchy noticeable at once. Short animated versions or carousel versions of the mascot executing role-relevant movements would be an addition to the interest. Regularizing the copy blocks of requirements and benefits would also simplify the production of similar posts as the process would become more clean and quick.



Figure 4.1.4.3: Quest Educare Sr. Counsellor Hiring Post

Resources:

- Mascot illustration: AI-generated (in-house)
- Supporting icons and visual elements: Flaticon, Freepik
- Final layouts: In-house design files (Figma / Photoshop)

4.2 Print Media Projects

Print Media Project Workflow

Clients Brief Understanding

- Thoroughly read and analyze the brief of the client to get an idea of project requirements, target audience, message, brand tone.
- Elaborate missing information by way of follow-up questions to prevent lack of alignment in future.
- Determine important deliverables, due dates, formats and print requirements (A2 banner, poster, flyer, brochure, etc.).

Preliminarily Research and Benchmarking

- Carry out a research to learn about other comparable past works in print media.
- Compare design, color, and font usage, and visual presentation of similar designs.
- Find ways of being original and maintaining a professional appearance.

Concept Development

- Create research and brainstorming ideas.
- Draw some crude hand drawings to see how it will look.
- Share sketches with the designers and refine them and approve.

Asset Preparation of high quality

- Gather images, icons, and vector and textures, brand materials of high resolution.
- Supplementary elements may be used with Freepik, Flaticon, and Envato Elements.
- Check on the suitability of all assets to print quality.

Document Setup

- Create a fresh canvas on Adobe illustrator or Photoshop with right print dimensions.
- Arrange the definition of bleeds, safe zones and margins.
- Develop grids and guidelines to follow in order to compose correctly.

Composition Building

- Position the elements of vectors and pictures in the way of the planned layout.
- Make changes on the photos in Photoshop and then import into Illustrator when necessary.
- Use masks, color changes and adjustments to achieve visual uniformity.
- Choose fonts and colors that corresponded with the brand of the client.

Typography, Logo and CTA Positioning

- Place company logos, taglines and call to action details strategically.
- Make good use of hierarchy between title, subheadings and supporting text.
- Be readable as well as balanced in all the print forms.

Internal Review

- Alignment of checks, space, color and typography as well as visual clarity.
- Share internally, get feedback with senior designers.

Client Review & Corrections

- Send a draft to the client in the form of feedback.
- Implement demanded changes, keeping the balance of the design.

Finishing the Prep to be Printed

- Ready print-ready artwork in an AI form, PDF or other necessary format.
- Check bleeding, safe areas, 300dpi resolution, and CMYK.
- Submit the completed file to the customer or printer to be printed.

Archiving & Backup

- Store all files of source and export files in arranged folders.
- Store documents in clouds to make a safe backup.
- Prepare the details of the document project to be used in future.

4.2.1 Invitation

Description: Quest Educare has just moved to a new office located in Banani and they wished to invite their well-wishers, stakeholders, and partners to the opening ceremony. They asked to be given a more appealing invitation card that expressed their professional brand image and at the same time be interesting. To do so, we researched various reference designs and styles featuring the brand color scheme and typography of Quest Educare as a base. The design was well planned to make sense in the flow of information development and to take into consideration the development of a coherent and refined design, that would not only look nice in cyberspace but printed.



Figure 4.2.1.1: Quest Educare Operation Grand Opening Invitation

There were several editions of corrections done, aimed at typeface, font size, interspacing and color schemes to find a reasonable and harmonious visual result. Client and senior designer feedback were used to improve the card to achieve aesthetic and practical objectives.

The end design was able to embody professionalism and beauty and left a positive impact on the participants, and effectively signaled the move to the new Banani office.

In further invitation projects, it may be better to add some slightly textured or patterned background, and the application of the particular fonts or other visual images may render the design itself more memorable and special. These advancements may contribute to the improvement of print and online invitations of the special events.

Resources: Elements: Freepik, Icons: Flaticon.

Quest Educare Milad Mehfil Post



Figure 4.2.1.3: Quest Educare Milad Mehfil Post

Description: The post was created in order to attract people to attend the opening of a new office of Quest Educare in Banani. The primary headline, which included the Grand Opening, was written in Eagle Horizon font. Although the senior designers were not convinced with this decision at first, the client agreed to it, and this matter was of importance because the font matched with their aesthetic vision. An online version of the post was completed to be shared online, which is accessible and engaging on social media.

The design was informative to the intent of the event and was able to capture the preferences of the client without being too professional or celebratory. The use of font, a choice that was not typical in the agency, was effective in displaying the vision of the client and made the announcement visually unique.

In the future, providing the option of other fonts at the initial design stages may assist in meeting the expectations of the clients and agency and minimize the number of reiterations. Furthermore, the layout should be optimized to be viewed on mobile to increase the readability and interaction on small screens.

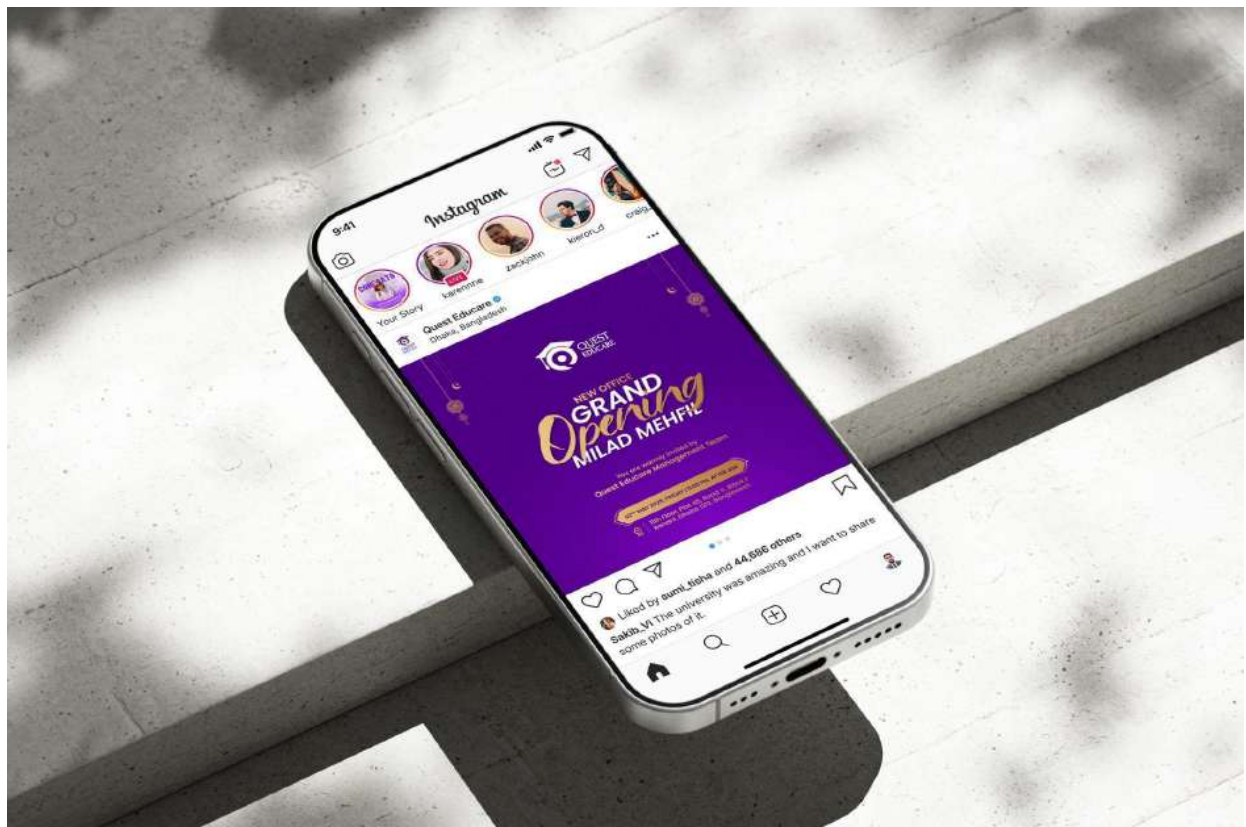


Figure 4.2.1.4: Quest Educare Milad Mehfil Post Social Mockup

Resources: Design elements: Freepik, Icon: Google Icons.

4.2.2 A2 Poster

Cooper's Bakery Savory Items Poster



Figure 4.2.2.1: Cooper's Bakery Savory Items Poster

Description: This design was developed in a manner that would market the savory products of Cooper Bakery beyond the products which they specialize in cakes. The print banner was designed to look like an A2-size without any additional details to be displayed on the outside of the bakery as it was the main goal to inform that Cooper offers not only sweets but also various types of savory products. Originally, the design was based on the patterned backgrounds, but the review made the top designers propose adding the doodle art and improving the title to make it a more significant visual effect.

The last banner was effective in attracting interest, as it was clearly created with a very colorful mix of doodle illustrations and the quality of food photos, which made the bakery savoury food quite clear. The collaboration with senior designers allowed to uplift the general composition, making the design attractive, as well as keeping in line with the brand image of Coopers.



Figure 4.2.2.2: Cooper's Bakery Savory Items Poster Mockup

To develop the future campaigns, trying other layouts or theme-oriented visuals that could suit different types of products would be an experiment, but it would result in a more unique visual impression. Moreover, it would be better to print banners using higher-resolution images, which would additionally boost the clarity and make the banner even more effective.

Resources: Food images: Provided by Cooper's Bakery, Doodle art: Freepik.

Quest Educare Banani 11 Location Poster



Figure 4.2.2.3: Quest Educare Banani 11 Location Poster

Description: This was a print version of an already existing social media post in promoting the dessert products of Cooper Bakery. The key activity was the transformation of the square-ratio digital design into A2 print format and preserving the visual effect and clarity of the original. The visuals of food were supplied by the Bakery itself of Cooper, and other elements were obtained with the help of Freepik to make the composition complete.

The end print design was able to capture the spirit of the social media print, which emphasized the dessert products and maintained the layout as appealing and aligned with the aesthetics of the brand. The digital to print was a gradual shift that made sure that nothing was misplaced making it clear and appealing on a bigger scale.

To make the layout optimized in future, proportions specific to print media might be optimal to enhance balance and readability. Furthermore, the inclusion of small textures or finishes that are particular to print might add a better finish to the end production, that would be more high-end and touchable.



Figure 4.2.2.4: Quest Educare Banani 11 Location Poster Mockup

Resources: Flags: Freepik, Icons: Flat Icon, QR Code: Adobe.

Cooper's Bakery Dessert Item Poster

Description: In this project, a A2 layout was designed to be printed out on print paper to be utilized by Quest Educare to do its referral campaign and to provide a reward of BDT 20,000 on successful visa referrals. The first one tried with a centered design but with feedback of senior designers, the information was adjusted to a left-aligned structure. This change enhanced the level of readability and a better visual hierarchy.



Figure 4.2.2.5: Cooper's Bakery Dessert Item Poster

The ultimate design was able to convey the referral incentive in a professional and clean way, hence the message was instantly comprehensible and could be printed in an attractive way. The left-centered design was able to bring out the most important data such as the amount of reward without overloading the design.

To begin the next campaign, some visual accents or design features may be added to the reward amount to draw attention. Also, it might be advisable to increase the spacing between text and visuals to increase clarity and effect of presentation.



Figure 4.2.2.6: Cooper's Bakery Dessert Item Poster Mockup

Resources: Food images: Provided by Cooper's Bakery, Other elements: Freepik.

Quest Educare Referral Campaign Poster 1

Description: It was made on the same principle as Quest Educare BDT 20,000 referral campaign, but in a cleaner, more abstract manner without any human figures. Such important details like a QR code, Flat Icon icons and country flags found on Freepik were included to ensure informational balance and visual balance of the layout.

The fact that human figures were not present meant that the referral reward could be given the center stage making the main message immediately evident and the design itself could be used in a variety of applications. A modern professional aesthetic that is appropriate in print and digital medium was also solidified by the abstract style.

To make the future changes, it might be possible to use minimalistic graphics or slight incorporation of motion to increase the engagement in the digital campaigns without adding complexity and concentration on the main message.



Figure 4.2.2.7: Quest Educare Referral Campaign Poster 1

Resources:

- Images: Envato Elements
- QR Code: Adobe Express



Figure 4.2.2.8: Quest Educare Referral Campaign Poster 1 Mockup

Quest Educare Referral Poster 2

Description: This is another post for the BDT 20,000 referral campaign, designed without any human objects. The primary change from the previous design was the removal of human figures to maintain a cleaner, more abstract visual approach. A QR code created in Adobe Express was incorporated, along with icons sourced from Flat Icon. Country flags were used as visual elements, sourced from Freepik.

Removing human figures simplified the design, making the key message the referral reward more prominent. The abstract approach keeps the post versatile for multiple uses. Future variations could explore minimalistic graphics or subtle motion elements for digital campaigns to attract more attention without cluttering the design.

Resources: QR Code: Adobe Express, Icons: Flat Icon, Flags: Freepik.



Figure 4.2.2.9: Quest Educare Referral Poster 2



Figure 4.2.2.10: Quest Educare Referral Poster 2 Mockup

Cooper's Bakery Weekly Offer Sticker

Description: Cooper Bakery was initially designed as an A2 print layout which was intended to be published in print but the development of most of the mnemonics and structural elements were by senior designers. It was later modified to be a sticker that could be displayed on the wall and as the main section, thereby conveying the weekly offer to the customers in the stores. The bakery also provided cake images, whereas background textures and additional elements were found in Freepik.



Figure 4.2.2.11: Cooper's Bakery Weekly Offer Sticker

The sticker version was flexible in terms of in-store placement, and it was effective to attract attention to the promotion so that the weekly offer was not forgotten and appealing to the customers.

The design was clear and appealing to the eye and that is why it was both practical and visually aligned to the brand image. To further improve on future editions, more bright textures or soft 3D effects may be added to the wall display which will make the promotion even more memorable and appealing to the shoppers.

Resources:

- QR Code: Adobe Express
- Icons: Flat Icon
- Flags: Freepik



Figure 4.2.2.12: Cooper's Bakery Weekly Offer Sticker Mockup

4.2.3 X-Banner

Quest Educare Study in -X Banner

USA: This X-banner was created in Quest Educare in an effort to promote the "Study in USA" campaign. It was done on the background of the American flag and the most recognizable landmarks of the country were used to showcase it visually like the Statue of Liberty. There were also informational cards that were to be given to show the major advantages of higher education in the United States. The design was based on the visual style of the current X-banner and it was passed by the client.



Figure 4.2.3.1: Quest Educare Study in US, Australia -X Banner

Australia: This X-banner was created to be used by Quest Educare to promote the campaign known as Study in Australia. The background was predominantly the Australian flag and some of the characteristic landmarks in the country like the Sydney opera house were used to symbolize the country. Top informational cards were put over to bring to fore the main advantage of studying in Australia. The design was based on the idea of the already developed social media post to ensure the similarity of the visuals across platforms.



Figure 4.2.3.2: Quest Study in UK -X Banner

UK: This X-banner was created in the name of Quest Educare in the campaign of Study in the UK. The flag of the United Kingdom was taken as the background and iconic landmarks of the country including Big Ben and the London eye were used in the design. Informational cards were included to emphasise major advantages of studying in the UK. The banner was in tandem with the current X-banner style and acceptable by the client.

The X-banners of the USA, Australia and UK manage to effectively process the spirit of each study destination with the help of national flags and other destination symbols like the Statue of Liberty (USA), Sydney Opera House (Australia) and the Big bench and the London eye (UK). Informational cards are properly located, and they contain information about the benefits of studying abroad in a particular country. The banners are also consistent in their visual aspects throughout the campaign and they have been accepted by the client.

To be implemented in future versions, minor improvement points such as accent colors, or shadow effect on the information cards can be considered to enhance the visual hierarchy and put key points into the foreground without affecting the overall balance.

Resources Used: Flags & Landmark: Envato Elements, Illustrations & Icons: Freepik.

Quest Educare Scan for Review X Banner

Description: To display the Facebook and Google reviews, two X-banners designs were developed that would enable Quest Educare to express the new authentic social proof in a single instance to the customers. The layout was maintained in a plain and uncluttered manner with each platform having a specific color scheme that was in accordance with the branding of Quest and also had the differentiating sources of the reviews in a visible manner.



Figure 4.2.3.4: Quest Educare Scan for Review X Banner



Figure 4.2.3.3: Quest Educare Scan for Review X Banner

The banners have effectively placed emphasis to the reviews and ensured brand consistency and offered credibility on visual inspection. Next time, minor graphic details such as stars or rating symbols could be added so that the social proof would be more graphical and lively.

Resources: Elements: Freepik, Icons: Flaticon.

4.2.4 Long Banner

Quest Educare Long Banner

Description: Quest Educare had a long banner design, which was hung behind a building facade, with visuals based on a previous X-banner as far as the brand name was concerned, but the layout had to be simple and clear enough to read forthright. Due to its magnitude, the design underwent numerous adjustments to achieve the right proportions, alignment and visual balance of the height of the building. With the consideration of the pressing and distribution of the banner, the last banner delivered the desired effect. Although it is not the main emphasis of this project, a modular design might be useful in the future implementation to be able to resize it to fit various building sizes in order to be more efficient in production and flexible.

Resources:

- Elements: Freepik
- Flags: Freepik

Figure 4.2.4.1: Quest Educare Long Banner



4.2.5 Stationery

Quest Educare Visiting Card



(Figure 4.2.5.1: Quest Educare Visiting Card Front)



Figure 4.2.5.2: Quest Educare Visiting Card Back

Description: This business card has been created at Quest Educare based on their renewed branding and there were multiple stages of redesigning because the initial ideas were not entirely aligned with the expectations of the client. Once the layout, colors, and the visual direction were refined, a final shape was accepted, and all the personal names and information were added to it. This experience taught the need to better align initial design offerings with what the client actually wants and future projects may proceed more quickly through offering a small number of concept options that have been thoroughly developed at the beginning of the design to facilitate the approvals process and eliminate unnecessary iterations.



Figure 4.2.5.3: Quest Educare Visiting Card Mockup

Resources: QR Code: Adobe Express, Icons: Google Icons.

Quest Educare Materials Requisition & Conveyance Voucher

Description: The development of such Material Requisition and Conveyance Voucher documents was made under the lack of clear instructions, standard size, and full information on the part of the client. As the intention of each document was initially comprehensively only partially and the basis was functioning basically as a money receipt and a transaction slip the layouts had to be designed according to internal assumptions and custom dimensions. It resulted in a number of correction cycles, where missing or incomplete information brought the workflow to a halt on many occasions.



**QUEST
EDUCARE**

info@questeducare.com
 11th Floor, Plot 45, Road 11, Block F
 Banani, Dhaka 1213, Bangladesh.
 www.questeducare.com

Date:

Materials Requisition

Name :
 Address :
 Contact :

Sl.	Item Description(s)	Total Requisite	Previous Recieved	Current Requisite	Rate	Amount
Sub Total						

Proposed by

Recomend by

Approved by

Recieved by

Figure 4.2.5.4: Quest Educare Materials Requisition

The project also brought out the importance of the correct reference materials and standardization of specifications in the creation of accurate administrative documents. Having clearer introductory directions and with assigned sizes, all the process would have been much more efficient, reducing revisions and making everything accurate in the first place.

Resources: Design software and internal templates (as no details were provided).

Conveyance Voucher

Date:



**QUEST
EDUCARE**

Name :
 Department :
 Designation :

Date	From	To	Vehicle	Amount	Purpose
Total Amount					

Submitted by

Audited by

Approved by

Figure 4.2.5.5: Quest Educare Conveyance Voucher

Quest Educare Small Sticker

Description: The sticker was created as a minimalistic, round seal with the bare minimum of needed contact information of Quest Educare, the same that they use in their business card. There were no decorative or illustrative effects since the purpose was purely informational. The design was centered on simplicity, harmony, and readability that this sticker could be printed on different materials without losing the readability of the advert regardless of the size or the surface. Since the requirements were simple and minimum, the designing was a smooth process as it was mainly focused on the arrangement of the information in the circular format.



Figure 4.2.5.6: Quest Educare Small Sticker

Though the sticker served its utilitarianism well, it can be improved in subsequent versions. To make the sticker look a little more visually distinct and yet still clean and practical, it can be offered to introduce subtle branding accents, i.e., a thin border treatment, a soft background texture, or a small brand emblem. These additions would make brands strong without a complex approach that Quest Educare aimed.

4.2.6 Wallpaper

Live Restaurant Wallpaper

Description: Wallpaper to Live Bakery started with a clear set of wall measurements by the client which permitted a good layout at the beginning. Following the preliminary meetings with the senior designers, the major idea was generated and presented, although the customer did not think that it aligned with the image they had in mind.

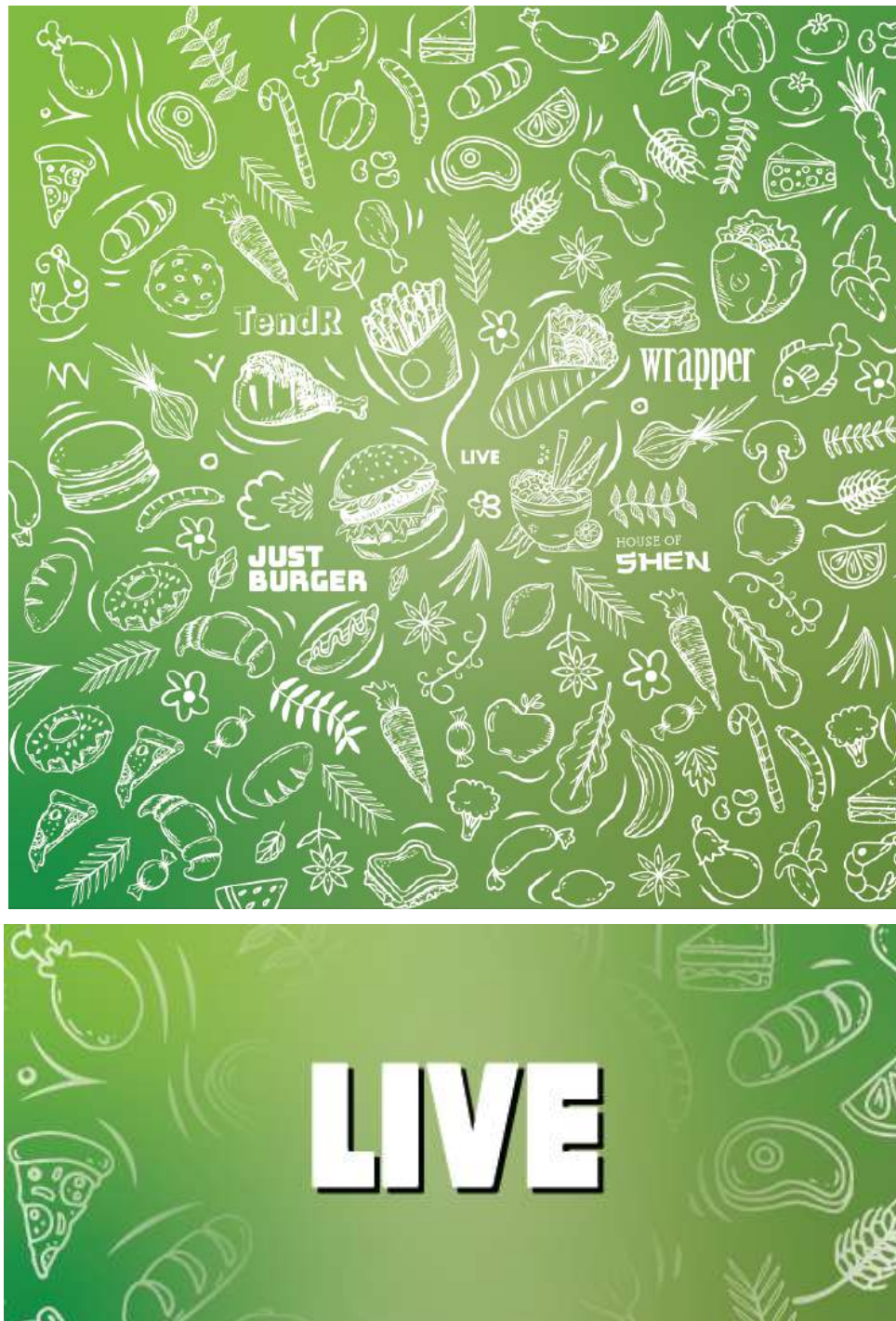


Figure 4.2.6.1: Live Restaurant Wallpaper

When they gave reference images, the course of action became more apparent. This design was then refined several times to eventually become a doodle type of wallpaper and this fitted very well with the clients expectations. The resultant product was vibrant, harmonious, and fit the bakery environment and was highly appreciated by the client.

Although the result was successful, there were some areas of enhancement that were identified in the process. Previously providing the client with visual references would facilitate establishing the direction of design early and minimize the number of needless changes.

It would also make a presentation of several rough ideas early, which would result in faster alignment. The early stages of the doodle might be more creative by having a greater variety of doodles. Also, by making sure that the style of illustration used is always in line with the overall branding of Live Bakery, this would enhance visual unity throughout their space in the long run.

Resources: Doodle art elements: Freepik, Logos incorporated: TendR, Wrapper, Just Burger, and House of Shen.

4.3 Motion Graphics & Reels

Motion Graphics & Reels Workflow

In-House Planning & Ideation

- The client brief is delivered to the in-house creative team with which the project objectives are discussed.
- Research is done to get some similar motion graphics or reels campaigns to be inspired and benchmarked.
- Sources, moodboards and other useful materials are gathered and distributed among the team.
- Brainstorming is done, which is recorded down; sketches or storyboards are made to visualize the motion flow and transition of scenes.
- The ideas are also checked by senior designers and the direction is approved to be implemented.

Composition in Photoshop

- The Photoshop 9:16 canvas is opened to Reels format.
- The main composition is done, where a clear hierarchy and location of future animations is upheld.
- Animated elements (text, icons, graphics) are drawn on different layers; background is also put on a different layer.
- Freepik, Flaticon, and Envato Elements are the sources of high-quality images, vectors, icons, and textures.
- The choice of colors and typography is in accordance with the brand of the client.
- The organization of the layers is done with care to allow an easy transfer to after effects.

Import to Adobe After Effects

- The Photoshop composition is then imported into after effects maintaining the layer structure.
- They are pre-compositions that are made when dealing with grouped elements to make the job of animation easier.
- Guides and grids are established when required in order to keep things on track and consistent during the process of animation.

Animation & Effects

- Depending on the storyboard planning, position, rotation, scale, and opacity animation is done to the relevant layers.
- Text animation is done under After Effects preset to design moveable titles and informative texts.
- Video effects such as transitions, masks, overlays, and effects using the plugins (e.g., Mister Horse) are also utilized in order to make a video more appealing.
- Timing, easing, sequence flow are polished in order to provide the flow of the story and professional motion.
- The depth cues (shadows, blur, changes in the level of depth, etc.) and light adjustments are made to add the effect of reality and center of interest.

Preview & Internal Review

- Draft previews are exported to check on the animation, timing and general composition.
- Senior designers provide internal feedback regarding adjustments.
- Small corrections such as alignment of text, color correction and effect intensity are honed.

Client Review & Feedback

- The client is provided with Draft Reels that are to be reviewed and approved.
- There is also client feedback where timing, animation style, or even composition detail changes can be made.
- Any modification is done in a meticulous manner that does not disrupt the animations and visual symmetry.

Final Export & Delivery

- Final Reels are delivered in MP4 format, which is optimized in social media (Instagram, Facebook, YouTube Shorts).
- Project files and after effect compositions, photoshop files and support media, such as the media used in projects are stored in organized folders.
- Final delivery is forwarded to the client accompanied with confirmation notes and optional posting instructions.

Archiving & Documentation

- The assets, project files and final videos are all stored up in the cloud storage.
- A short project documentation is kept to be used in future or other similar campaigns.

Cooper's Coffee is Everywhere

Description: Description: The project was aimed at the promotion of Coopers special coffee that is available in various places in Dhaka. The dynamic motion graphic advertisement was a 10-15 seconds film which projected the message that Coopers coffee has captured important locations in the cities like Gulshan 2, Mascot Plaza, Mirpur 12, Panthapath, Moghbazar, Ventura Mall and Tejgaon.



Figure 4.3.1: Cooper's Coffee is Everywhere

The video started with a hook; a cup of Coopers coffee running away, showing the name of the video Coopers Coffee. The visual effects of location and color grading were perfected with help of senior designers. The graphics of branded coffee cups were used to blend city landscapes so as to relate the brand to the recognizable landmarks.

Cooper's Breakfast Combo

Description: The project was developed to advertise breakfast combinations of Coopers, requesting the customer to have either coffee with Chicken Crescent, Chicken Wrap or Chocolate Donut. The combinations visually brought out in the 10-15 second video generated interest and desire in the audience.



Figure 4.3.2: Cooper's Breakfast Combo

Process: The video was created in 4:5 proportions to use on social media. The flow is initiated by a hot cup of coffee consisting of Coopers, which is put on the left side of the frame, and then breakfast goods seem to fall in and out on the right side.

This movement flow actually presented the query of what combo customers like most. The seniors designers helped in making corrections on colors so as to have a perfect visual balance.

Collaboration & Tools

- **After Effects (motion design) by Adobe.**
- **Adobe Photoshop (preparation of the composition)**
- **Feedback on color correction by senior designers.**

Deliverable: A short advert, which is engaging and interactive and conveys the breakfast offerings of Coopers in an uncomplicated yet attractive way. It is streamlined to social media feeds and is efficient in building the brand-customer interaction.

Resources Used

- Assets of Coffee cup that Coopers acquired internally.
- Coopers supplied images of food.
- Table element from Freepik

Scope of Improvement

Include more transitory effects on food items.

Test either a text over or motion typography to emphasize which one do you prefer? question

Include faint background music to make the audience have a better connection.

Afternoon Snacks Combo

Description: This is a motion graphic that was done to advertise afternoon snack combos of Coopers. The 10-15 seconds video is interactive because it presents a question that requires the audience to give answers on whether they prefer the upper combo or the lower combo. The top combo will have the Coffee of Coopers with Chicken Crescent, whereas the bottom combo will have Chicken Wrap with Falooda.

Procedure: The video tape starts with asking the question, what is your afternoon snack? then displaying the two combination offers. This visual analogy is used to make the audience make a quick decision. Coopers is the provider of all food assets.

Collaboration & Tools

- **After Effects (motion design) by Adobe.**
- **Adobe photoshop (preparation of compositions)**
- **Advice on composition and color by seniors designers.**

Outcome

A social media advert that is interactive and visually appealing that conveys effectively through clear communication about the options of the snack in the afternoon, thus making the audience of Coopers to engage.



Figure 4.3.3: Afternoon Snacks Combo

Resources Used

- Images of coffee cups and food by Coopers.
- Background and table textures (Freepik, should be used)

Scope of Improvement

Add motion accent or slight animation can be added to bring out the combo options in a more noticeable way.

Typography overlays experiment to affirm the question.

Add background music or sound effects (not obligatory, but might increase viewers interest).

Signature Saturday Promotion

Description: The video was designed around a Saturday campaign of Cooper's Bakery whereby they are offering a 15 percent discount on their custom cakes under their Signature Saturday campaign. The concept will present each cake as it comes, a close up followed by zooming out to the display of five cakes and the title of the offer placed above.

Procedure: The cakes that are used are all Cooper custom cakes. The design and animation were to emphasize on individual cakes and then display the set of cakes. Timing and transitions were also slightly modified to make the picture more visual.



Figure 4.3.4: Signature Saturday Promotion

Process: Senior designers led the process of animation. Motion graphics were done using Adobe After Effects and composition elements were prepared using Adobe Photoshop.

Result: The client was pleased with the basic but effective video, which was effectively posted on the social media page of Cooper Bakery.

ResourcesUsed: Cake images by Cooper bakery, background and supporting textures by Freepik.

Sunday Sliceday Offer

Description: This video was made within the framework of the Sunday Slice Day, a campaign run by Cooper's Bakery, which offers the following: purchase three slice cakes and receive one. It is based on a Tik Tok-style toe game wherein circles are drawn up on one side, and the slice cakes made by Cooper are shown on the other side. When three cakes are shown, and the game looks like a failure, an additional slice is introduced, and the cakes will win the game.

Process: The video was structured on the platform of Cooper original table. The mnemonic was developed by senior designers and all the cakes incorporated in the video are original products by Cooper. Animation would be done so that the game mechanics fall in line with the cake appearance.



Figure 4.3.5: Sunday Sliceday Offer

Teamwork and Software: Adobe After Effects was employed in motion graphics, whereas Adobe Photoshop was employed in the preparation of elements of composition. The creative process as well as key frame review were conducted by senior designers.

Result: The client enjoyed the creative method and the video was accepted to be published on social media.

Texts: The images of the cakes are obtained at Cooper Bakeries; the table picture is owned by the client; other minor details are obtained at Freepik.

Improvement Area: The next time around, it would be interesting to experiment with the interactive-style animations or playful sound effects to interest the viewers even more.

Tuesday Cakeday Promotion

Description: The video was designed to promote a campaign of the Tuesday Cake Day by Cooper Bakery, where the company is offering a special of 15 percent off all display cakes. In the concept, the cake is shown with 15% Discount on the top, the mnemonic written on the top and Tuesday offer written on the bottom. Part of the cakes is introduced on each of the four sides to produce an active effect.



Figure 4.3.6: Tuesday Cakeday Promotion

Process: The video was supposed to be very brief and it took only 10 seconds and contained the branded outro of Cooper. The timing of motions and hierarchy in the visuals were put in consideration to emphasize on the discount and offer.

Teamwork & Software: Adobe After Effects was applied in the animation process, and Adobe Photoshop to assemble and ready the cake and text messages. The positioning of mnemonics and textual items was directed by senior designers.

Result: The client accepted the plan regarding the social media usage as the offer is well communicated and dynamically presented.

Used Resources: Cake pictures offered by the Bakery of Cooper; text and design elements were drawn in Photoshop; small elements of decoration were taken in Freepik.

Areas of Enhancement: In future videos the slightest animational effects of the words and mnemonics can be added to the offer in order to make it even more appealing.

Cooper's Custom Cake

Description: This video was made to advertise custom cakes made by Cooper bakery. The title of this piece, Cooper-s-Custom-Cake, swings in a vibrant way at the top. A window is opened where cakes are introduced on one side and the names of the categories are mentioned on the other side. There are five cakes and five names of the cakes in different sequences and the background is alternated between Cooper tile and orange color.

Process: The design was done once, but the cakes were updated and re-implemented following the feedback of the clients. The motion timing, transitions, and switching of colors were well manipulated to provide a pleasant flow of images.

Teamwork: Motion graphics was created using Adobe After Effects and preparation of cake images and category text was done in Adobe Photoshop. The senior designers gave directions concerning timing, typography, and changing of colors.

Result: The video on the dynamic one was readily accepted by Cooper Bakery and was posted on their Facebook page and it did a great job of advertising the services of custom cakes.



Figure 4.3.7: Cooper's Custom Cake

Resources Used: Cake images borrowed off Cooper Bakery; background images and color text modified off of Freepik; category text modified in Photoshop.

Scope of Improvement: Future releases might consider the inclusion of some faint motion effects on the background and category text to increase the appeal even further.

CHAPTER 5

CONCLUSION

5.1 Summary of Learning Outcomes

A summary of the learning outcomes is provided below.

In the process of carrying out design projects on Quest Educare and Coopers Bakery, there were a number of important learning outcomes realized:

- **Practical Design Skills:** Received practical experience in designing social media posts, carousels, banners, business cards, and print materials with the compliance with branding requirements of the clients.
- **Problem-Solving:** Learned to solve problems like poor quality of the source images, ambiguity of instructions given to the client, and strict time deadlines, using both creative and technical problem-solving techniques, such as AI-based image optimization.
- **Client Communication:** Mastered the skills on how to interpret the needs of clients efficiently, use feedback constructively and produce final designs that meet the expectations of clients.
- **Time and Resource Management:** The enhanced abilities to operate under tight deadlines, use the resources to the maximum extent, and plan tasks across various parallel projects.
- **Collaboration and Guidance:** The mentorship and direction provided by the senior designers were advantageous in improving professional development, decision-making in design, and critical analysis of work.

5.2 Future Career Application

The knowledge and experience gained during those projects will be the firm ground of an upcoming career development in the field of graphic design, digital marketing, and visual communications:

- **Professional Design Practice:** Design conceptualization, creation, and delivery of designs on various platforms are the skills that are used in the preparation of jobs in agencies, in-house design teams or even freelance jobs.
- **Flexibility:** Not all clients are similar and the variety of design challenges will prepare to deal with a dynamic workplace and changing project demands.
- **Technical Proficiency:** AI tools, design software, and managing resources are skills that increase the employability in the contemporary, technological-centered design industries.
- **Strategic Thinking:** The comprehension on how design is attuned to the marketing objectives, brand name and customer interest helps make strategic decisions in professional work.
- **Portfolio Development:** The acquired projects are good portfolio items to show off the abilities, creativity, and solving of problems to a prospective employer or client.

5.3 References

1. Google, “Search Engine,” Available: <https://www.google.com>. [Accessed: 07-Apr-2025].
2. Freepik, “Graphic Resources for Designers,” Available: <https://www.freepik.com>. [Accessed: 11-Jul-2025].
3. OpenAI, “ChatGPT,” Available: <https://chatgpt.com>. [Accessed: 26-Jun-2025].
4. Gemini, “Google’s AI Platform,” Available: <https://gemini.google.com>. [Accessed: 28-Aug-2025].
5. Adobe, “Adobe Photoshop,” Available: <https://www.adobe.com/products/photoshop.html>. [Accessed: 14-Apr-2025].
6. Adobe, “Adobe Illustrator,” Available: <https://www.adobe.com/products/illustrator.html>. [Accessed: 15-Apr-2025].
7. Adobe, “Adobe After Effects,” Available: <https://www.adobe.com/products/aftereffects.html>. [Accessed: 19-Apr-2025].
8. Adobe, “Adobe Premiere Pro,” Available: <https://www.adobe.com/products/premiere.html>. [Accessed: 23-Apr-2025].
9. Behance, “Creative Portfolio Platform,” Available: <https://www.behance.net>. [Accessed: 17-May-2025].
10. Dribbble, “Discover the World’s Top Designers,” Available: <https://dribbble.com>. [Accessed: 27-May-2025].
11. Canva, “Online Graphic Design Tool,” Available: <https://www.canva.com>. [Accessed: 03-Jun-2025].
12. Color Hunt, “Color Palettes for Designers,” Available: <https://colorhunt.co>. [Accessed: 17-May-2025].
13. Unsplash, “Free Stock Photos,” Available: <https://unsplash.com>. [Accessed: 25-Jul-2025].
14. Pexels, “Free Stock Photos and Videos,” Available: <https://www.pexels.com>. [Accessed: 20-Jun-2025].
15. Pixabay, “Free Images and Videos,” Available: <https://pixabay.com>. [Accessed: 17-Jun-2025].
16. Shutterstock, “Royalty-Free Images, Videos & Music,” Available: <https://www.shutterstock.com>. [Accessed: 09-Jul-2025].

17. Instagram, “Social Media Platform,” Available: <https://www.instagram.com>.
[Accessed: 05-Jul-2025].
18. Facebook, “Social Media Platform,” Available: <https://www.facebook.com>.
[Accessed: 25-Jul-2025].
19. YouTube, “Video Sharing Platform,” Available: <https://www.youtube.com>. [Accessed:
18-Jul-2025].
20. LinkedIn, “Professional Networking Platform,” Available: <https://www.linkedin.com>.
[Accessed: 14-May-2025].
21. Envato Elements, “Creative Assets and Templates,” Available:
<https://elements.envato.com>. [Accessed: 17-Jun-2025].
22. Cooper’s Bakery, “About Us,” Available: <https://coopersbakery.com/about-us>.
[Accessed: 08-Apr-2025].
23. Tailg Technology Group, “TAILG – About Us,” Available:
<https://tailg.com/about.html>. [Accessed: 12-Aug-2025].
24. Quest Educare and Career Consultancy, “Home,” Available: <https://questeducare.com>.
[Accessed: 30-Aug-2025].
25. Pinterest, “Inspiration Platform,” Available: <https://www.pinterest.com>. [Accessed:
02-Jun-2025].
26. Leonardo AI, “Generative AI Art & Design,” Available: <https://www.leonardo.ai>.
[Accessed: 04-Sep-2025].

The End

ORIGINALITY REPORT

5%

SIMILARITY INDEX

5%

INTERNET SOURCES

1%

PUBLICATIONS

4%

STUDENT PAPERS

PRIMARY SOURCES

1

dspace.daffodilvarsity.edu.bd:8080

Internet Source

4%

2

[Submitted to Loughborough University](#)

Student Paper

<1%

3

[Submitted to Roehampton University](#)

Student Paper

<1%

4

[Submitted to University of Kent at Canterbury](#)

Student Paper

<1%

5

[Submitted to Daffodil International University](#)

Student Paper

<1%

6

[Submitted to Liverpool John Moores University](#)

Student Paper

<1%

7

[Submitted to University of Essex](#)

Student Paper

<1%

8

dspace.uiu.ac.bd

Internet Source

<1%

9

[Submitted to Aberystwyth University](#)

Student Paper

<1%

10

[Submitted to University of Strathclyde](#)

Student Paper

<1%

11

albertsonny.usn.myareaguide.com

Internet Source

<1%

12	fun-a-day.com Internet Source	<1 %
13	keep.lib.asu.edu Internet Source	<1 %
14	www.breckhuskies.org Internet Source	<1 %
15	www.ir.juit.ac.in:8080 Internet Source	<1 %
16	www.tovima.com Internet Source	<1 %
17	www.unesco.pl Internet Source	<1 %

Exclude quotes Off

Exclude matches Off

Exclude bibliography Off