

INTERNSHIP

Subject Code: S27INT

Submitted in partial fulfillment of the requirements for the award of

**Bachelor of Science
in
Visual Communication**

By

**RESHMA KRISHNAN
38270058**



SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**(Established under Section 3 of UGC Act 1956)
JEPPIAAR NAGAR, OLD MAMALLAPURAM ROAD
CHENNAI – 600 119**

**SCHOOL OF SCIENCE AND HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION**

April 2021

DECLARATION FORMAT

I, **RESHMA KRISHNAN** hereby declare that the Project Report entitled “**3D Modelling and Special Effects**” done by me under the guidance of **E. Senthil Kumaran. M.C.J., M.Phil, (Ph.D.)** Visual Communication at **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY** (Deemed to be university) is submitted in partial fulfillment of the requirements for the award of degree in B.Sc Visual Communication.

DATE: April 2021

PLACE: CHENNAI

SIGNATURE OF THE CANDIDATE



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

(Established under section 3 of the UGC Act, 1956)
Accredited with a Grade by NAAC
JEPPIAAR NAGAR, CHENNAI – 119

DEPARTMENT OF VISUAL COMMUNICATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of RESHMA KRISHNAN
Reg.No : 38270058 who carried out the project entitled “**3D Modelling and Special Effects (SVC4065)**” under our Supervision from Feb 2021 to March 2021.

Head of the Department

Ms. N.NAZINI. M.Sc., M.Phil., (Ph.D)

Submitted for Viva voce Examination held on april 2021

Internal Examiner

E. Senthil Kumaran. M.C.J., M.Phil, (Ph.D.)

External Examiner

Acknowledgement

First & foremost, I praise and thank the almighty, who has been an unfailing source of strength, comfort & inspiration throughout my carrier.

I extend my gratitude to our Founder Chancellor **Colonel Dr. Jeppiaar**, M.A., B.L., Ph.D., Sathyabama Institute of Science and Technology whose blessings is always profound and also thank to **Chancellor Dr. Mariazeena Johnson**, B.E., M.B.A., M.Phil., Ph.D. I would also like to express my sincere gratitude to the **President Dr. Marie Johnson**, B.E., M.B.A., M.Phil., Ph.D.,

My sincere thanks to Vice chancellor **Dr.T.Sasipraba**. Ph.D., Registrar **Dr. S. S . Rau.**, Ph.D. & Controller of Examinations **Prof.Dr. Igni Sabasti Prabu**, Ph.D., for their valuable support.

I consider it as a privilege to thank **Ms. N.Nazini**. M.Sc., M.Phil., (Ph.D) Head of the Department for helping & guiding me throughout my curriculum.

And I wish to thank **E. Senthil Kumaran**. M.C.J., M.Phil, (Ph.D.) subject-in-charge, for his valuable guidance, concrete suggestion, constant encouragement & ever willing help to nourish my project work. I record my deep sense of gratitude.

Finally, I thank all those people who helped directly or indirectly to complete this project successfully. Last but not the least, this project wouldn't be possible without the love of my parents I would fail in my duty if I don't express my love towards them.

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INTRODUCTION

Graphic Design as the name by itself describes how creative job it would be exciting, creative, professional field where you can put your passion for art to daily use. Employers of every shape and size need skilled graphic designers to help them communicate with their audience and mainly influence me to choose graphic design where it make convince people to take action—whether it's purchasing a product or service or joining an important social cause.

You may not know this, but graphic designers actually help influence almost everything you do on a daily basis on the personal note When I was doing my UG course in visual communication little bit had a idea of choosing photography as my main stream but as day goes by I thought how cool it will be when people around you refer you as graphic designer and started working on it by choosing the right text and images for my designs

Selection of template type, font, size, color, and line length of headlines, headings, and text deciding how images and text will go together on a print or webpage, including how much space each will have. When using text in layouts, graphic designers collaborate closely with writers who choose the words and decide whether the words will be put into paragraphs, lists, or tables. Instead of using only images, text, and color learnt how a designer uses visual graphics and diagrams, which can make complex ideas more accessible by reaching all type of audience through single image design

ABOUT THE ORGANIZATION

With a population of over a billion India is the second largest entertainment market in the world. And perhaps the most competitive. It has over 8000 television production houses covering 30 languages. More than 500 daily and over 200 weekly television programmes are telecast. Due to fragmented audience attention, ratio of successful programmes is estimated at only around 5-10 percent. Mitra Analytics is one Company that has emerged as one of the most successful media entertainment stories in India. Indeed the leading production house in South India. And among the top five in the country. Radaan is one of the earliest entrants in the media & entertainment industry having started off as a proprietary business in 1994 and subsequently converting into a corporate entity in 1999.

PROFILE OF THE ORGANIZATION

NAME: Mitra Analytics Private Limited

ADDRESS: First floor, rajaram complex, 11/15, Anna street, chitlapakkam, Chennai: 600064, Tamil nadu, India.

PH: +91 9941408325 STARTED IN: 2012 OWNED BY: Mr. Velayutham. Number of People Employed: 20+ Work Guide: Mr. Velayutham, Mitra Analytics. AREA OF INVOLVEMENT

Movie production, serial production, editing, dubbing, television production, youtube channels.

With a population of over a billion India is the second largest entertainment market in the world.

INSIGHTS AND LESSONS

Amid this internship as a assistant in realistic originator I have learnt the challenges and on time focused on extend accommodation I learnt how to make a idealize ppt slides for a proficient company and how to select a adjust tall quality pictures for the blurbs and up and coming standards for the company the colour, content and picture determination are lessons learnt in this internship I moreover learnt how to show on time in both work as well as showing myself within the company I learnt how to act in corporate company and adapted to the ethics of the company learnt how to superbly alter recordings conjointly learnt to form 2d and 3d movements utilizing different adobe software's like (photoshop, quicken cc) etc. The manager Mr.Velayutham was exceptionally supportive and guided me all through the complete internship he was helping me and instructing me how to form certain ppt slides like a professional he too boosted and empowered me to do 2d movement utilizing other software's like quicken.

Where the full time graphic designer job is full of hectic and stressful but this company had made it less stress and more relaxing rather then dedicated to work alone the creative head always spoke with us to understand the difficulties of the work and also reduced it which made even more attached to take up this job seriously to do so.

WORK DESCRIPTION

Graphic designer need to have sense of creativity and a good sense of bringing out the creativity through designs like logos, banners, templates etc my creative resume which I created gave the idea of choosing me as there intern they gave various test like picking and choosing of images colours those where both my main challenges and also learning's these are some of my assignment's targets given by the organization

Creating ppt backgrounds for each slides Colours for corporate companies logos Animation video in a simple and professional way using(adobe photoshop, animate cc) etc How to involve yourself in team work Creating websites by sampling other well created websites Editing website templates Correction of a particular given logos for a corporate companies Selection of correct HD quality images for animation Converting multi word files into pdf Editing videos from raw video footages Proper Scripting for creating a animation videos Recorrection of already edited images and videos.

CONCLUSION

Working as a graphic designer was a dream come true to me during the internship period I not only improved my designing skills but also learnt certain life skills that would help me in my career and life

I had a memorable experience working in a corporate environment the excitement of viewing edited videos that are going to be posted in you tube the fun environment in office learning new lessons of bringing new images it was an experience in a lifetime

Life skills such as moral and ethical values of the company communication skills, understanding the unity through team work working through pressure, controlling temperament and most importantly in which I have gained through this internship

More importantly through this internship I have attended team meetings, and also attended meeting with other companies the kind of general knowledge I have been exposed to during the period of internship is enormous.

Last but not the least through this internship I have been exposed to a work environment which I have never been a part of it earlier. It has helped me to build my personality and mindset many people (employer's) I came across during this course of this internship are highly influential on me as a budding graphic designer.

FUTURE PLANS

Although I decided to pursue my career by taking up visual communication where rather then ending up in cinema or photography instead took up graphic design as my future. Now I have interned with designs and more creativity in graphics I have no regrets whatsoever

To be more clear I have taken up graphic design as my main stream which is no where a less priority job comparing with other streams after being noticed and encouraged by many experienced pro graphic designers my spirits to stick to this area of work have gone higher Infocareer Private Limited the organization I interned with have offered me an entry level job which I will choose to take up on the completion of my graduation my plan as of now is to work with different corporate sector or MNC companies for gaining more exposure in corporate field as well as to train myself to become a pro graphic designer and also have a plan to do PhD if possible To conclude I'd like to say life is full of experiences and learnings with this in my mind I wanted to learn and experience more in this creative richer stream called graphic design just like Paul Rand, Ruth Ansel and Carolyn Davidson I wanted to tell or communicate people through my editing and designs using powerful colours to describe the beauty of design through peacefulness.

mitra



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Feb 23rd 2021

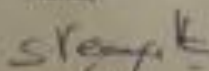
TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Reshma Krishnan, 10 Year B.Sc., in Viscom of Satyabama Engineering Institute of Science and Technology, Chennai 119 has undergone an internship training in our organization from Feb 5th 2021 to March 5th 2021. During the course she was given a chance to explore and learn the UI/UX Design & Development.

She has shown keen interest towards the learning and her conduct was found satisfactory during the internship period.

We wish her all the best for her future endeavours.

Thanks,


S. Velayutham

Director

Product Development

MITRA ANALYTICS
First Floor, Rarjanam Complex,
11/15, Anna Street, Chittipakkam,
Chennai - 600 064.

Date & Time	Daily Work Description
05/02/21 9:30am-7:30pm	On day one, I have been asked normal question, partially it was a interview. They asked ethical question based on my intrest, field, why I choose the company to perform my internship. After ive been selected, the asst.Graphic designer took me a visit around studio and work process of the studio.
06/02/21 9:30am-7:30pm	On day two, Graphic designer told me there is a assemble test for me, he told me to fix the mic in plug in, roll the wiring and stuffs. Except for wire rolling test, I did well in other areas. Graphic designer told to asst.Graphic designer to make me roll in and roll out the wires as practise for all day.
08/02/21 9:30am-7:30pm	On day three, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Later they took me with them for a live audio recording, in phoenix mall for assigning a small show, for hyundai cars. They taught me the way how to deal clients. Due to high work they didn't teach me much but I learnt a bit.
09/02/21 9:30am-7:30pm	On day four, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. After lunch, asst Graphic designer gave me some knowledge about the plug-in of speakers and how to handle them.
10/02/21 9:30am-7:30pm	On day five, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. After lunch time I got instructed and explained like how to maintain a studio professionally.
11/02/21 9:30am-7:30pm	On day six, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. After lunch, asst Graphic designer gave me some knowledge about the healthy way to handel a studio ethically and what all are the basic routine we should follow, that should be done in studio everyday.
12/02/21 9:30am-7:30pm	On day seven, I have a practise for rolling the headset wires, mic wires, plug-in wire wire.later ive taught what are the thing that are minimum required in the studio and what are the uses of each and every instruments.
13/02/21 9:30am-7:30pm	On day eight, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. I have been taught with what the company is dealing with, mainly and how.
15/02/21 9:30am-7:30pm	On day nine , I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Then asst.Graphic designer gave a speech about what they using for recording, aso what microphones and so.
16/02/21 9:30am-7:30pm	On day ten, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. They taught me the ruels that should be followed in studio and its ethical way of taking.

17/02/21 9:30am-7:30pm	On day eleven, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Later Graphic designer asked me question based on what I learnt from the day in joined the internship till now. Then they taught me where to where the condenser microphones and dynamic microphones can be used.
18/02/21 9:30am-7:30pm	On day twelve, I have a practise for rolling the headset wires, mic wires, plug-in wire wire, today we had a local recording. I was instructed by Graphic designer to observe things happening around and they approach, mannered and recording.
19/02/21 9:30am-7:30pm	On day thirteen, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Day02 we had a local recording. I was instructed by Graphic designer to observe things happening around and they approach, mannered and recording.
20/02/21 9:30am-7:30pm	On day fourteen, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Day03 we had a local recording. I was instructed by Graphic designer to observe things happening around and they approach, mannered and recording. Also I intracted with the local artists and the crew.
22/02/21 9:30am-7:30pm	On day fifteen, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Second crew recording started, I was instructed by Graphic designer to observe things happening around and they approach, mannered and recording.
23/02/21 9:30am-7:30pm	On day sixteen, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Last day of second cre recording, I and another intership guy was arranging stffus as audigrapher guided us.
24/02/21 9:30am-7:30pm	On day seventeen, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Later Graphic designer asked me question based on what I learnt from the day in joined the internship till now. He told tomorrow he will let asst Graphic designer to in softwar oriented things.
25/02/21 9:30am-7:30pm	On day eighteen, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Then Graphic designer told me to stop it for today and observe what he is doing and his works are happening with software.
26/02/21 9:30am-7:30pm	On day nineteen, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Tody he gave a little more brief about the software he using. He told me to obsever 10 to 15 days, with the working. Day 01 observation
27/02/21 9:30am-7:30pm	On day twenty, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Day 02 observation
01/03/21 9:30am-7:30pm	On day twenty one, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Day 03 observation

02/03/21 9:30am-7:30pm	On day twenty two, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Day 04 observation.
03/03/21 9:30am-7:30pm	On day twenty three, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Day 05 observation.
04/03/21 9:30am-7:30pm	On day twenty four, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Day 06 observation.
05/03/21 9:30am-7:30pm	On day twenty five, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Day 07 observation.
06/03/21 9:30am-7:30pm	On day twenty six, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Day 08 observation.
08/03/21 9:30am-7:30pm	On day twenty seven, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Day 09 observation.
09/03/21 9:30am-7:30pm	On day twenty eight, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Day 10 observation.
10/03/21 9:30am-7:30pm	On day twenty nine, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Day 11 observation.
11/03/21 9:30am-7:30pm	On day thirty, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Day 12 observation. The Graphic designer asked for the feedback. Then he asked the questions from what I observed so far. Then he told I need to observe for two more days, till 13/03/21.
12/03/21 9:30am-7:30pm	On day thirty one, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Day 13 observation.
13/03/21 9:30am-7:30pm	On day thirty two, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Day 14 observation.

15/03/21 9:30am-7:30pm	On day thirty three, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Day 15 observation. After lunch, he told me to sit in te system to access the sotware and edit the audious, under assit Graphic designers guidance.
16/03/21 9:30am-7:30pm	On day thirty four, I have a practise for rolling the headset wires, mic wires, plug-in wire wire, Day 02 working, in logic pro X software, editing audio for the story series “ yar adi nee mohini”
17/03/21 9:30am-7:30pm	On day thirty five, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Day 03 working, in logic pro X software, editing audio for the story series “ yar adi nee mohini”
18/03/21 9:30am-7:30pm	On day thirty six, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Day 03 working, in logic pro X software, editing audio for the story series “ yar adi nee mohini”
19/03/21 9:30am-7:30pm	On day thirty seven, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Day 04 working, in logic pro X software, editing audio for the story series “ yar adi nee mohini”
20/03/21 9:30am-7:30pm	On day thirty eight, I have a practise for rolling the headset wires, mic wires, plug-in wire wire. Day 05 working, in logic pro X software, editing audio for the story series “ yar adi nee mohini”