

INTERNSHIP

Subject Code: S27INT

Submitted in partial fulfillment of the requirements for the award of

**Bachelor of Science
in
Visual Communication**

By

**THANGAMANI
38270069**



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, **THANGAMANI** 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: 15-04-2021

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 THANGAMANI Reg.No : 38270069 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 15-04-2021

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.

CONTENTS

NO.	Content
1	Introduction
2	About The Organization
3	Profile Of The Organization
4	Organizational Flow Chart
5	Insights And Lessons
6	Work Description
7	Conclusion
8	Future Plans
9	Appendix

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. Radaan Mediaworks 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: D Craft Media and Technology Private Limited

ADDRESS: No. 8/3, 4th main road, 6th avenue, second floor, besent nagar, Chennai-600090, TamilNadu, India.

PH: +91 7010985838 Number of People Employed: 40+ Work Guide: Mr. Sugumaran, manager, radaan mediaworks. AREA OF INVOLVEMENT

Designing, advertising, Movie 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

During this internship as an intern in graphic designer I have learnt the challenges and on time targeted project submission I learnt how to create a perfect ppt slides for a professional company and how to choose a correct high quality images for the posters and upcoming banners for the company the colour, text and image selection are lessons learnt in this internship

I also learnt how to present on time in both work as well as presenting myself in the company I learnt how to behave in corporate company and adapted to the ethics of the company learnt how to perfectly edit videos and also learnt to make 2d and 3d animations using various adobe software's like (photoshop, animate cc) etc.

The manager Mr.Sugumaran was very helpful and guided me throughout the entire internship he was assisting me and teaching me how to create certain ppt slides like a pro he also boosted and encouraged me to do 2d animation using other software's like animate, etc though I am a intern in this company but made me to feel like an employer I learnt a new lessons or experience of how to present in a proper meeting for a corporate company my work on converting the companies name into Tamil has been initiated by laying upon the original companies name which gave me a success.

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 than 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 Resurrection 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 mind-set 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 than 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 nowhere 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 Info career 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 leanings 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 Ansell 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.

WEEK - 1 HOURS OF WORK THIS WEEK 49 hours TOTAL HOURS COMPLETED THIS WEEK 49 hours

DATE & TIME	DAILY WORK DESCRIPTION
05/02/2021 10:00 → 5:00	DEPT: Observation.
06/02/2021 10:00 → 5:00	DEPT: Illustration basics.
08/02/2021 10:00 → 5:00	DEPT: Illustration basics.
09/02/2021 10:00 → 5:00	DEPT: Finding mistakes from concert videos.
10/02/2021 10:00 → 5:00	DEPT: Finding mistakes from concert videos.
11/02/2021 10:00 → 5:00	DEPT: Finding mistakes from concert videos.
12/02/2021 10:00 → 5:00	DEPT: Mother Teresa video edit.

NEW LESSONS LEARNT AND INSIGHTS

1. Illustration basics.
2. Colour correction.
3. Font styles.

SPECIFIC AREA TO CONCENTRATE NEXT WEEK

WORK GUIDE REMARKS:

very attentive, quick learner

m. thi.
OBSERVATION OF THE FACULTY

WORK GUIDE SIGNATURE

DATE AND TIME OF REPORTING:

For DCRAFTS MEDIA AND TECHNOLOGIES PVT. LTD.
Authorised Signatory.

For DCRAFTS MEDIA AND TECHNOLOGIES PVT. LTD.
Authorised Signatory.

WEEK 02 HOURS OF WORK THIS WEEK 49 hours TOTAL HOURS COMPLETED THIS WEEK 49 hours.

DATE & TIME	DAILY WORK DESCRIPTION
13/02/2021 10:00 - 7:5:00	DEPT: mother teresa video edit.
15/02/2021 10:00 - 7:5:00	DEPT: mother teresa video edit.
16/02/2021 10:00 - 7:5:00	DEPT: poster design for chevinet.
17/02/2021 10:00 - 7:5:00	DEPT: poster design for chulams biriyani
18/02/2021 10:00 - 7:5:00	DEPT: poster design for chevinet.
19/02/2021 10:00 - 7:5:00	DEPT: poster design for chevinet.
20/02/2021 10:00 - 7:5:00	DEPT: poster design for chulams biriyani

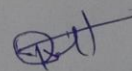
NEW LESSONS LEARNT AND INSIGHTS

1. I learned video editing.
2. colour correction.
3. I learned After effects.

SPECIFIC AREA TO CONCENTRATE NEXT WEEK

WORK GUIDE REMARKS: Always worked on time

M. Thy.
OBSERVATION OF THE FACULTY


WORK GUIDE SIGNATURE

~~Always~~ ~~on~~ ~~work~~ and on time

DATE AND TIME OF REPORTING:

For DRAFTS MEDIA AND TECHNOLOGIES PVT. LTD.

Authorised Signatory.

For DRAFTS MEDIA AND TECHNOLOGIES PVT. LTD.

WEEK 03 HOURS OF WORK THIS WEEK 49 hours TOTAL HOURS COMPLETED THIS WEEK 49 hours.

DATE & TIME	DAILY WORK DESCRIPTION
22/02/2021 10:00 - 5:00	DEPT: poster design for Chorrinet.
23/02/2021 10:00 - 5:00	DEPT: Camera rentals template.
24/02/2021 10:00 - 5:00	DEPT: Camera rentals template.
25/02/2021 10:00 - 5:00	DEPT: Chorrinet March post.
26/02/2021 10:00 - 5:00	DEPT: Ghulams Insta post.
01/03/2021 10:00 - 5:00	DEPT: Stalin Sir birth day video x video thumbnail.
02/03/2021 10:00 - 5:00	DEPT: Ghulams Insta post.

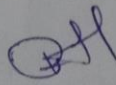
NEW LESSONS LEARNT AND INSIGHTS

1. I learned thumbnail edit.
2. Colour correction.
3. Font style.

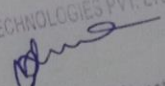
SPECIFIC AREA TO CONCENTRATE NEXT WEEK

WORK GUIDE REMARKS:

M. Thi Good works
OBSERVATION OF THE FACULTY


WORK GUIDE SIGNATURE

DATE AND TIME OF REPORTING:

For CRAFTS MEDIA AND TECHNOLOGIES PVT. LTD.

Authorized Signatory.

For CRAFTS MEDIA AND TECHNOLOGIES PVT. LTD.

WEEK 04. HOURS OF WORK THIS WEEK 28 hours TOTAL HOURS COMPLETED THIS WEEK 28 hours.

DATE & TIME	DAILY WORK DESCRIPTION
03/03/2021 10:00 → 5:00	DEPT: Camera rentals post design.
04/03/2021 10:00 → 5:00	DEPT: Women's day post design.
05/03/2021 10:00 → 5:00	DEPT: Camera rentals post design.
	DEPT:
	DEPT:
	DEPT:
	DEPT:

NEW LESSONS LEARNT AND INSIGHTS

1. Font Style.
2. Colour Correction.
- 3.

SPECIFIC AREA TO CONCENTRATE NEXT WEEK

WORK GUIDE REMARKS:

m.thy. Next works and on time deliverables

OBSERVATION OF THE FACULTY

WORK GUIDE SIGNATURE

DATE AND TIME OF REPORTING:

For DCRAFTS MEDIA AND TECHNOLOGIES PVT. LTD.

Authorized Signatory.

For DCRAFTS MEDIA AND TECHNOLOGIES PVT. LTD.



MEDIA AND TECHNOLOGIES PRIVATE LIMITED

70109 85838 / 90423 27096

E-mail : dcrafts.info@gmail.com

TO WHOMSOEVER IT MAY CONCERN

We are glad to inform you that Ms.Thangamani M from SATHYABAMA Institute of Science and Technology (Deemed to be university) has successfully completed her internship at Dcrafts Media & Technologies Pvt.Ltd. from February 1 to March 12

During this Internship, She was exposed to the various activities in Graphic Design and 2D animation

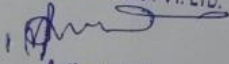
We found her extremely inquisitive and hard working. she was very much interested to learn the functions of our core division and also willing to put her best efforts and get into the depth of the subject to understand it better.

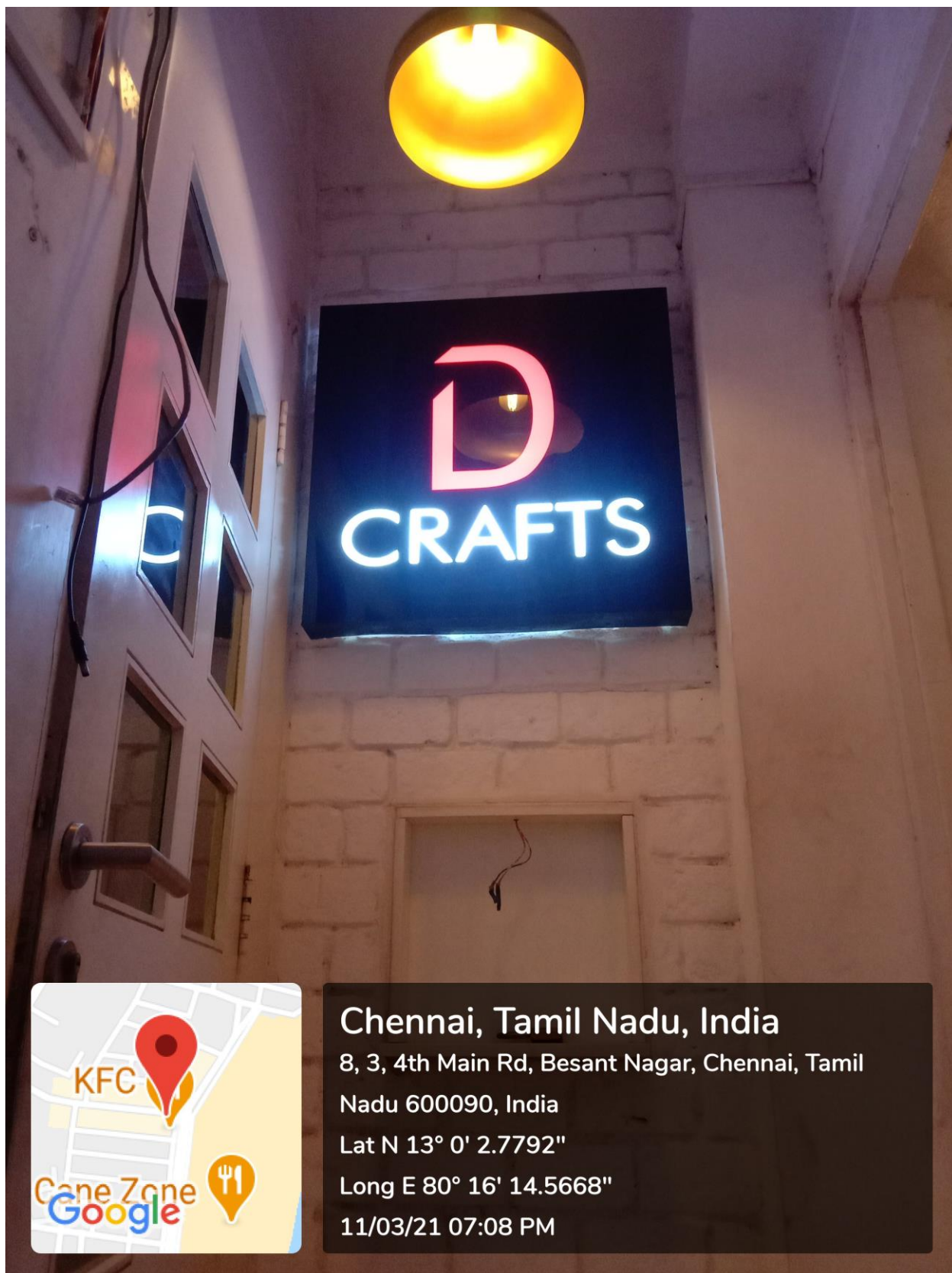
Her association with us was very fruitful and we wish her all the best for her future endeavors.

Thank You,

Sincerely

For DCRAFTS MEDIA AND TECHNOLOGIES PVT. LTD.


Authorized Signatory.



Chennai, Tamil Nadu, India

8, 3, 4th Main Rd, Besant Nagar, Chennai, Tamil
Nadu 600090, India

Lat N 13° 0' 2.7792"

Long E 80° 16' 14.5668"

11/03/21 07:08 PM