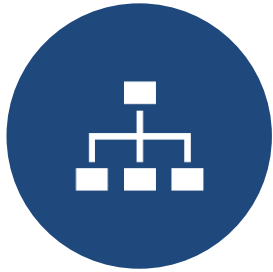


Internship report

Poyal murali sushil raju
38270052



ORGANIZATION NAME:
POSSIBILITEA MEDIA AND
MARKETING AGENCY



SUPERVISOR NAME: VIJAY
HONNABANDI



ADVERTISING AGENCY



FROM 25TH JAN 2021 -
ONGOING

Subject: INTERNSHIP CONFIRMATION

Dear Sushil,

We are delighted to inform you that we have confirmed your internship with POSSIBILITEA MEDIA AND MARKETING LLP, as an Intern – Content/Copy Writer.

Your stipend shall be INR 3000 per month plus incentives/variables (Based on your performance on monthly basis)

Start date of internship would be 25th of January, 2021.

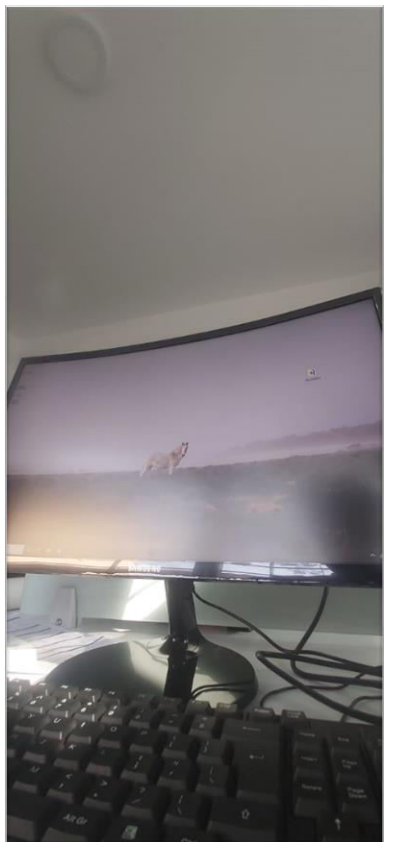
Reporting time: 10:30am

Internship Period: 2 months

Office timings: 10:30am to 6:30pm (*Monday to Friday and some Saturdays - Subject to the nature of projects/work*)

Address: #1574, Outer Ring Road, Banashankari Stage II, Near Devegowda Petrol Bunk, Bengaluru 560070.

Congratulations and welcome on board! We look forward to your joining the company.





Work assigned: Content writer



Work learned: Creative writing for brands, such as taglines, descriptions, script writing for videos

**INTERNSHIP
DIARY**

NAME: - Poyal murali sushil raju

REGISTER NO.: - 38270052

**DEPARTMENT OF VISUAL COMMUNICATION
THYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY
CHENNAI-119**

PROFILE OF THE ORGANISATION

NAME: Possibilitèa media and marketing agency

STARTED ON: 25th January 2021

AREA OF INVOLVEMENT:

- Content writing
- Content creation
- Script writing
- Production team

Week 1

DATE & TIME	DAILY WORK DESCRIPTION
25 th jan 10:30am-6:30pm	Studying brands OBSERVATION INTRODUCTION
26 th jan 11:00am-6:00pm	HOLIDAY
27 th feb , 10:00am-6:00pm	Photoshoot (e commerce)
28 th feb 10:00am-6:00pm	Photoshoot (e commerce)
29 th feb 2021 10:00am to 6:00pm	Editing photos

Week 2

DATE & TIME	DAILY WORK DESCRIPTION
30 th jan 10:00am-6:00pm	Writing captions and descriptions for brands
1-FEB-2021, 10:00am-6:00pm	Grid work for brands

2-FEB-2021, 10:00am-3:00pm	Grid work for brands
3-FEB-2021	Grid work for brands
4-FEB-2021, 10:00am to 6:00pm	Assisted for video production

Week 3

DATE & TIME	DAILY WORK DESCRIPTION
5-FEB-2021, 10:00am-6:00pm	Assisted for video shoot
6-FEB-2021, 10:00am-6:00pm	Working on script for video
8-FEB-2021, 10:00am-6:00pm	Working on script for video
9-FEB-2021, 10:00am-6:00pm	Working on grid for brands
10-FEB-2021, 10:00am to 3:00pm	Assisted for video shoot

Week 4

DATE & TIME	DAILY WORK DESCRIPTION
11-FEB-2021, 10:00am-6:00pm	Working on grid for brands
12-FEB-2021, 10:00am-6:00pm	Working on grid for brands
13-FEB-2021	Working on grid for brands
15 feb-2021, 10:00am-6:00pm	Worked on video script
16 feb-2021, 10:00am-6:00pm	Working on grid for brands

Week 6

DATE & TIME	DAILY WORK DESCRIPTION

17 th feb-2021, 10:00am-6:00pm	Assisted in photoshoot
18 th feb-2021, 10:00am-6:00pm	Assisted in photoshoot
19 th feb-2021, 10:00am-6:00pm	Working on grid for brands

DATE & TIME	DAILY WORK DESCRIPTION
20th-FEB-2021, 10:00am-6:00pm	Working on grid captions
22-FEB-2021, 10:00am-6:00pm	Working on script for video
23-FEB-2021, 10:00am-6:00pm	Working on script for video
24-FEB-2021, 10:00am-6:00pm	Working on grid for brands
25-FEB-2021, 10:00am to 3:00pm	Working on script for video

Script-outline

- Title: The breakup
- One-liner: 20-year-old man trying to move on with his life, after a breakup in a positive way
- Genre: Coming of age, drama
- Characters: Gautham – (20-year-old protagonist)
- Setting budget: 3000
- Target group: Teenagers
- Concept: To present a breakup in a positive way
- Why did I choose this story: Many youngsters undergo this type of phase in their life, and I wanted to document the positive side of a breakup
- Climax: How does he end up moving on in his life

Synopsis

- Gautham is in need for drugs to overcome his breakup, and how he ends getting the drugs, but things get complicated when he gets into overdose, and the entire night, he is seen expressing his love to his girlfriend, but later he finds out that he has been talking to his pet dog.