

Task 3 Report – Blockchain & Crypto Internship

Design a Crypto Meme or Educational Poster

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Internship Programme: Blockchain & Crypto Internship – Future Interns

Task Title: Design a Creative Crypto Meme or Educational Poster

Task Type: Educational (Using Canva)

Submission Date: 13/07/25

Task Objective

The objective of this task was to creatively design two visual assets – either memes or educational posters – that explain or humorously represent a concept in the blockchain or crypto world. This visual storytelling exercise helps simplify technical concepts and enhances engagement through design.

Selected Theme

Topic: Smart Money Concepts (SMC) in Crypto Trading

Tool Used: Canva

Approach: Educational (concept simplification)

Smart Money Concepts (SMC) are widely used by institutional traders and increasingly adopted by professional retail traders. These concepts help decode market manipulation, liquidity grabs, and price structure dynamics that influence crypto markets.

Tools & Resources

Tool	Purpose
Canva	To design the infographic-style posters
ChatGPT	For scriptwriting, copy assistance, and explanation
LinkedIn	For content sharing, engagement, and tagging @Future Interns

Concept Explanation

Poster 1: "The Liquidity Grab" – Explained Visually

Idea:

This poster explains how **liquidity grabs** work in Smart Money Concepts. Often, retail traders think a breakout means a trend continuation. However, institutional players use such breakouts to “grab liquidity” – meaning they trigger stop losses placed by retail traders before reversing the market direction.

🎨 Visual Elements:

- A **retail trader** excitedly shouting: *"We're breaking resistance!"*
- An **institutional trader** smirking with the quote: *"Thanks for your stop loss liquidity."*
- A **chart sketch** indicating a false breakout followed by reversal.
- Title: *"The Liquidity Grab – Smart Money Concepts 101"*

📖 Educational Value:

Helps viewers understand that price manipulation isn't random. Instead, it follows a predictable pattern of collecting liquidity before the real move begins. This is central to SMC theory.

🖼️ Meme Placement:



📌 Poster 2: "SMC vs Retail Logic" – The Mindset Shift

💡 Idea:

This poster contrasts traditional retail logic with Smart Money logic. While a retail trader sees a resistance break as a buy signal, smart money interprets it as a trap and looks to sell into the liquidity.

🎨 Visual Elements:

- **Split screen** format.
- Left: Retail trader shouting: *"It broke resistance, I'm buying!"*
- Right: Smart Money trader saying: *"It broke resistance to grab stop losses. I'm selling."*
- Title: *"SMC vs Retail Logic"*

📖 Educational Value:

Encourages viewers to think beyond basic support/resistance strategies and understand **why price moves** in certain patterns. It introduces **market intent** and **liquidity zones** as core ideas.

Meme Placement:



Sharing Strategy

Platform: LinkedIn

- Both posters were posted with educational captions.
- Tagged @Future Interns and used **#futureinterns** for visibility.
- Caption included a brief explanation of the SMC topic and tools used.

Post Snippet:

Created these educational posters to visually explain **Smart Money Concepts** in crypto. Thanks to @Future Interns for encouraging creativity through education!
#futureinterns #cryptoeducation #smartmoneyconcepts #web3design #canvacreations

Skills Demonstrated

- **Crypto concept simplification**
- **Educational design using Canva**
- **Visual storytelling for blockchain topics**
- **Content creation for social media**
- **Understanding of market structure and SMC**

Outcomes

- 2 high-quality visual assets for educational purposes

- Increased understanding of SMC for both creator and audience
- Social engagement and portfolio enhancement
- Visibility on Future Interns' platform (pending selection)