

AN INTERNSHIP REPORT
on
DIGITAL MARKETING
at
TECHALIAS SOLUTION PVT.LTD



Pokhara University

Submitted By
Nitu Gautam
P.U. Registration No:2021-1-53-0029.
Symbol Number: 21530245

In the partial fulfillment of the requirement for the degree of
BACHELOR OF COMPUTER APPLICATION

Submitted To
Department of Bachelor of Computer Application,
CITIZEN COLLEGE
(Affiliated To Pokhara University)
Kumaripati, Lalitpur,
Nepal.

JAN, 2025

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Head

Department of Science and Technology

Citizen College, Pokhara University

Kumaripati, Lalitpur, Nepal.

DEPARTMENTAL ACCEPTANCE

The Internship report on **DIGITAL MARKETING** at TechAlias Solution Pvt.Ltd, submitted by **Nitu Gautam** in partial fulfillment of the requirement for the award of the degree of “**Bachelor of Computer Application**” has been accepted as a genuine record of work independently carried out by the student in the department.

Head of the Department
Department of Science and Technology,
Citizen College,
Pokhara University, Nepal.

Jan, 2025

DECLARATION

I, **Nitu Gautam**, hereby declare that I have undertaken my internship at **Tech Alias Pvt.Ltd** as part of Digital Marketer intern. During this internship, I worked on the graphic designing, gaining practical experience in Adobe Photoshop, Adobe Illustrator and Filmora to edit and design photos and videos. This internship has provided me with an excellent opportunity to enhance my technical and problem-solving skills. I have adhered to **TechAlias Solution Pvt.Ltd's** work ethics and maintained confidentiality regarding any proprietary information encountered during my internship.

I sincerely thank **TechAlias Solution Pvt.Ltd** and its team for their support and guidance throughout this internship program.

Signature: _____

LETTER OF APPROVAL

We certify that we have examined this report entitled “**Internship Report on Digital Marketing at TechAlias Solution Pvt.Ltd**”, and are satisfied with the internship defense. In our opinion, it is satisfactory in the scope and qualifies as internship in partial fulfillment of the requirements for the **Bachelor of Computer Application** under **Department of Bachelor in Computer Applications, Pokhara University**.

Examiner

Principal

Hari Krishna Aryal
Citizen College

BCA Program Coordinator

Er. Nishan Khanal
Citizen College

Jan, 2025

ACKNOWLEDGMENT

I would like to express my heartfelt gratitude to everyone who supported me during my internship . I am deeply thankful to **Miss. Himani Chaudhary**, at **TechAlias Solution Pvt.Ltd** for providing me with the opportunity to work on digital marketing and for their invaluable guidance and encouragement throughout the internship. I also extend my sincere appreciation to our BCA coordinator, **Er. Nishan Khanal**, for coordinating the internship, providing astute criticism, and having inexhaustible patience.

I am also grateful to my classmates and friends for offering me an advice and moral support. I am grateful to my colleagues and team members, whose collaboration and support enriched my learning experience.

ABSTRACT

This internship report provides a comprehensive overview of the learning outcomes and experiences gained in the field of digital marketing. The internship program is designed to develop both creative and technical skills in visual communication, allowing participants to create impactful digital and print materials using various digital media tools. Through structured training and hands-on experience, the program enables interns to explore different aspects of digital marketing, including branding, social media graphics, illustrations, and user interface design. Collaboration with experienced marketing managers and content creators plays a crucial role in the learning process, providing valuable industry insights and practical exposure. Interns actively contribute to marketing campaigns, assisting in the development of engaging visual content that aligns with brand identity and target audience expectations. The program incorporates the use of industry-standard design tools such as Adobe Creative Suite and Figma, helping interns refine their technical proficiency and creative problem-solving abilities. A strong emphasis is placed on fostering creativity, innovation, and a client-centric approach to design. Real-world projects serve as the foundation of the internship, offering opportunities to apply theoretical knowledge in practical settings. These projects not only enhance design expertise but also improve project management, teamwork, and communication skills. By the end of the internship, participants acquire a well-rounded understanding of digital marketing strategies, develop a professional design portfolio, and gain valuable experience that prepares them for future opportunities in the dynamic and evolving field of digital marketing.

Keywords: Adobe Creative Suite, Design Collaboraton, Digital Media, Graphic Design, Print Media, social media marketing.

CERTIFICATION OF INTERNSHIP

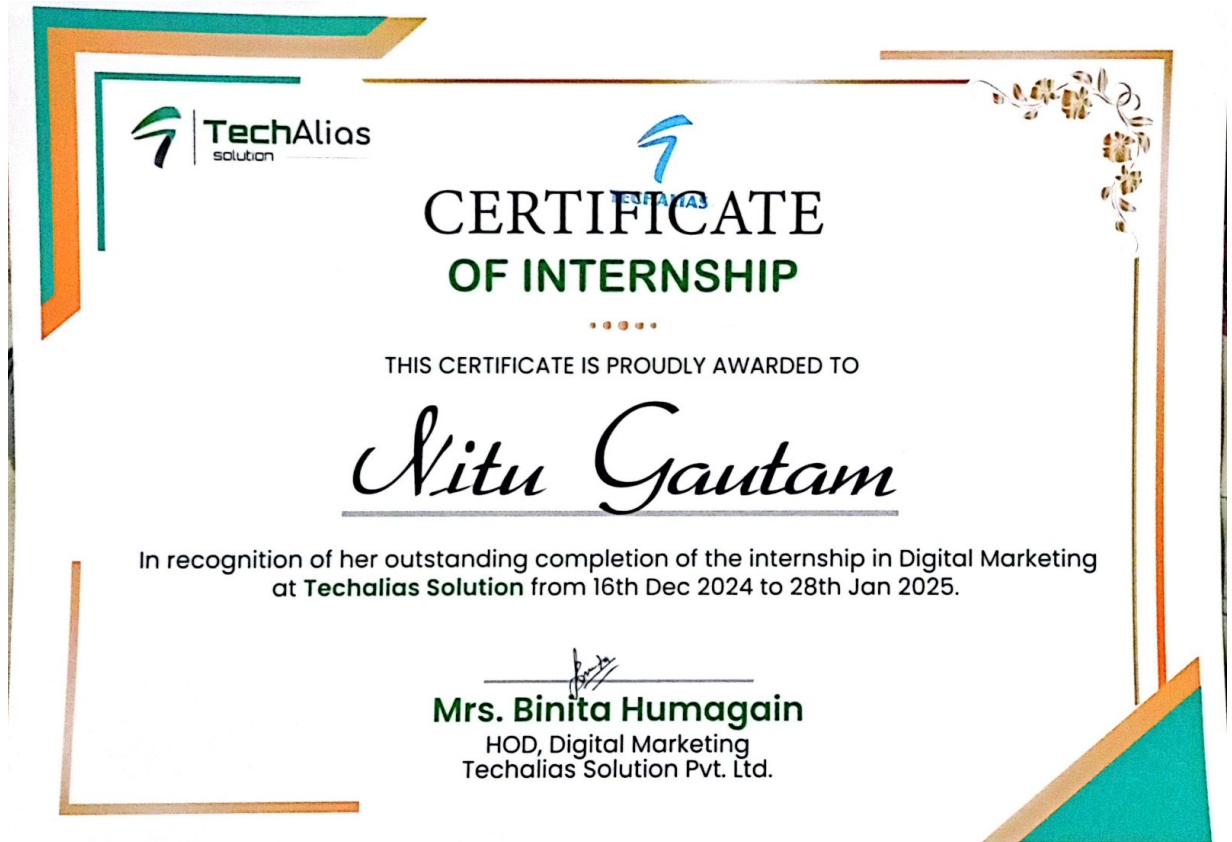


Figure 1: Certificate of internship

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LIST OF ABBREVIATIONS

AI	Adobe Illustrator
CMYK	Cyan, Magenta, Yellow, Black
DPI	Dots Per Inch
FPS	Frames Per Second
JPEG	Joint Photographic Experts Group
MP4	MPEG-4 Video File Format
PNG	Portable Network Graphics
PSD	Photoshop Document
RGB	Red, Green, Blue
UI/UX	User Interface / User Experience

1 INTRODUCTION

1.1 Introduction of Internship

An internship is a structured professional learning experience designed to provide students, fresh graduates, and aspiring professionals with the opportunity to gain practical knowledge, hands-on training, and industry-specific skills in a chosen field[2] . It serves as a crucial bridge between theoretical education and real-world application, allowing individuals to transition smoothly from academic learning to professional practice. Through direct exposure to workplace environments, internships enable participants to understand industry dynamics, business operations, and professional expectations, helping them become more prepared for future career challenges.

Internship programs are essential for skill development, as they provide opportunities to enhance both technical and soft skills. Technical skills vary depending on the field but may include proficiency in software applications, project management techniques, research methodologies, or industry-specific tools. On the other hand, soft skills such as teamwork, communication, adaptability, and problem-solving are equally critical, as they contribute to an individual's overall professional competence. By working under the guidance of experienced mentors and professionals, interns receive valuable feedback and insights that help refine their skills and improve their work efficiency.

Beyond skill enhancement, internships also serve as a platform for career exploration. They allow individuals to gain exposure to various job roles and industries, helping them make informed decisions about their career paths. Some interns may discover new interests or specialties, while others may confirm their passion for a particular field. Additionally, internships provide opportunities for networking, enabling interns to connect with industry professionals, potential employers, and peers. Building these professional relationships can lead to mentorship opportunities, job referrals, and even full-time employment prospects in the future. Internships contribute to personal and professional growth by instilling a strong work ethic, discipline, and a sense of responsibility. Interns learn to manage their time effectively, handle real-world challenges, and adapt to workplace expectations. These experiences help them develop confidence and independence, making them more competitive candidates in the job market.

1.1.1 Types of internship

Academic Internship An academic internship is typically part of a formal educational program and is often mandatory for completing a degree or certification. These internships are designed to provide practical exposure related to a student's field of study.

Industrial Internship Industrial internships focus on providing in-depth exposure to industry practices and standards. These internships are often offered by companies to familiarize interns with real-world workflows and technologies.

Paid Internship In a paid internship, interns receive financial compensation for their work. These internships are highly sought after, as they provide monetary benefits alongside professional experience. Paid internships offer more extensive networking opportunities. Companies investing in interns involve you in more significant projects which exposes you to a broader network of professionals.

Unpaid Internship Unpaid internships are focused on skill-building, experience, and learning rather than monetary compensation. These are commonly offered by non-profits, smaller organizations, or in sectors where funding is limited. Many startups, non-profits, and smaller companies offer unpaid internships. This can open up opportunities that paid positions might not[2].

Virtual/Remote Internship Virtual or remote internships are conducted online, enabling participants to work from any location. These internships have gained popularity with the advent of digital communication tools. Remote internships allow you to work for a company or organization from a location outside their physical office. You can complete your internship tasks and responsibilities using online communication tools, email, video conferencing, and other remote collaboration tools.

1.2 Objective of Internship

The objectives of the internship are as follows:

1. To acquire proficiency in Adobe Photoshop for image editing and retouching.
2. To master Adobe Illustrator for vector-based graphic design.
3. To learn and apply video editing techniques using Filmora.
4. To understand industry standards in graphic design and video production.
5. To develop creativity and adaptability in solving design challenges.
6. To explore career opportunities and gain insights into industry practices and standards.
7. To build a professional network and establish connections with industry experts.
8. To develop time management and organizational skills by adhering to project deadlines and deliverables.

1.3 Digital Marketing objectives of Internship

The internship in the field of Digital Marketing aims to achieve the following objectives:

1. To utilize social media, and content marketing to improve brand recognition and reach a broader audience..
2. To use targeted ads, landing pages, and email campaigns to attract and convert potential customers.
3. To foster relationships through personalized content, social media interactions, and responsive communication.
4. To simplify complex information with clear, organized visuals.
5. To ensure designs align with current cultural and social trends.
6. To provide innovative visual solutions for specific challenges.

1.4 Limitation of internship

Although the internship provided valuable learning experiences, it was not without its limitations. The key limitations faced during the internship are as follows:

1. **Limited Time Frame:** The duration of the internship was relatively short, which restricted the scope of tasks and projects that could be completed.
2. **Narrow Focus:** The internship focused on specific aspects of the field, limiting exposure to other relevant areas and broader skill development.
3. **Resource Constraints:** Access to certain advanced tools, software, or hardware required for deeper exploration was not available.
4. **Learning Curve:** Adapting to new tools, technologies, and organizational workflows required time, which impacted overall productivity during the initial phase.
5. **Limited Professional Interaction:** Opportunities for interaction with senior professionals or experts in the field were restricted due to organizational structure or remote work settings.
6. **Real-World Challenges:** Exposure to large-scale or complex real-world projects was limited, as interns were primarily assigned smaller, less critical tasks.
7. **Knowledge Gaps:** Some theoretical knowledge gaps from academic learning became evident during practical application, requiring additional self-learning efforts.
8. **Dependency on Mentors:** The dependency on supervisors or mentors for guidance occasionally slowed down progress in independent work.

1.5 Scopes of Internship

The scope of this internship encompassed a wide range of activities in the fields of digital marketing and video editing. Key areas included:

1. **Graphic Design:** Interns are exposed to real-world challenges in their respective fields, enabling them to apply theoretical knowledge to practical problems.

2. **Image Editing:** Utilizing advanced tools in Adobe Photoshop for retouching and manipulating images to meet professional standards.
3. **Video Editing:** Editing promotional and marketing videos using Filmora, with a focus on smooth transitions, sound synchronization, and professional effects.
4. **Professional Development:** Gaining hands-on experience with industry-standard tools and enhancing teamwork, communication, and project management skills.
5. **Networking Opportunities:** The internship allows interns to connect with professionals and build a network within the industry, which can be beneficial for future career growth.
6. **Collaboration:** Interns collaborate with teams of professionals, fostering communication, teamwork, and understanding of how projects are managed and executed in a professional environment.
7. **Mentorship and Guidance:** Interns receive mentorship from experienced professionals who provide guidance and feedback to help them grow professionally and refine their skills.
8. **Exposure to Organizational Structure:** Interns gain an understanding of the organizational structure, workflows, and business operations, which helps in adapting to professional environments.
9. **Career Path Exploration:** Interns have the opportunity to explore potential career paths in their field, gaining insights into different roles and career progression within the industry.

2 ORGANIZATIONAL PROFILE

2.1 Organizational Profile

Company Name: Techalias Solution Pvt. Ltd. Established: January 5, 2014 Headquarters: Mahalaxmi-04, Lalitpur, Nepal Industry: Information Technology Digital Solutions Specialization: Software Development, Branding, Digital Marketing, Web Mobile Application Development

Techalias Solution Pvt. Ltd. is a technology company dedicated to software development and digital transformation while preserving and promoting Newari culture. Established in 2014, the company integrates traditional aesthetics, architecture, and cultural elements into its branding, marketing, and web development services. Unlike conventional IT firms, Techalias prioritizes cultural preservation by designing digital platforms that reflect Newari heritage, ensuring that tradition and innovation coexist in the modern digital space.

The company provides comprehensive services in branding, social media marketing, e-commerce solutions, and customized web and mobile applications. Over the years, Techalias has worked on various projects, including Techalias Travel, an online platform supporting cultural tourism, and Onlinekinau.com, an e-commerce marketplace for local artisans and businesses. These initiatives help preserve traditional craftsmanship, Newari food, and architectural identity by making them more accessible in the digital world.

Techalias Solution Pvt. Ltd. has a highly skilled team of developers, designers, and marketing experts dedicated to providing technologically advanced solutions while respecting cultural heritage. The company is recognized for its innovative approach to digital transformation and has gained a reputation for blending technology with tradition.

With its headquarters in Lalitpur, Nepal, Techalias continues to expand, working with local businesses and global partners to create culturally inspired digital solutions. The company remains committed to using technology to enhance cultural visibility, ensuring that Newari heritage is preserved and appreciated in the modern digital landscape.

Contact Information:

Email: info@techalias.com.np Phone: +977 9849086029 Website: www.techalias.com.np

2.1.1 Mission, Vision, Goal

Mission: Techalias Solution Pvt. Ltd. is dedicated to preserving and promoting Newari culture through modern technology. The company aims to integrate Newari heritage, including food, dress, and architecture, into digital branding, web development, and e-commerce solutions. By combining cultural preservation with innovation, Techalias strives to create a digital space where tradition meets technology, enabling businesses and communities to grow while staying connected to their roots. The company is committed to delivering high-quality digital solutions that support local artisans, entrepreneurs, and businesses while ensuring that Newari culture remains visible, accessible, and relevant in the modern world.

Vision: Techalias Solution Pvt. Ltd. envisions a future where Newari and Nepalese culture thrive in the digital age. The company aims to be a leading technology-driven organization that bridges the gap between cultural heritage and modern innovation. By expanding its digital platforms, branding services, and e-commerce solutions, Techalias seeks to bring Nepalese traditions to a global audience. The long-term vision includes promoting sustainable digital transformation while keeping cultural identity at the core of every project. Techalias aspires to be a pioneer in cultural technology, ensuring that traditional values, art, and architecture are celebrated and preserved for future generations through digital excellence and innovation.

Goal: The primary goal of Techalias Solution Pvt. Ltd. is to integrate cultural heritage with modern technology, ensuring that Newari traditions, architecture, and craftsmanship are preserved and promoted through digital innovation. The company strives to provide high-quality digital solutions, including branding, web development, digital marketing, and e-commerce platforms, that help businesses grow while maintaining their cultural identity. By blending traditional aesthetics with modern design, Techalias aims to create digital experiences that reflect Nepalese heritage and make them accessible to a wider audience.

Techalias is committed to supporting local businesses, entrepreneurs, and artisans by offering them technology-driven solutions that enhance their online presence and expand their market reach. The company seeks to develop advanced web and mobile appli-

cations that incorporate cultural elements, ensuring that tradition remains relevant in the evolving digital landscape. Through strategic collaborations with both national and international organizations, Techalias aims to promote sustainable digital transformation while preserving authentic cultural values.

Techalias Solution Pvt. Ltd. aspires to become a pioneer in cultural technology innovation, using modern digital tools to connect tradition with the future. By continuously evolving and embracing cutting-edge technologies, the company envisions a world where Newari culture is celebrated, appreciated, and seamlessly integrated into the digital era, ensuring that its rich heritage is passed on to future generations.

2.2 Levels of Management at TechAlias Solution

At the top level, executives such as the CEO, directors, and founders are responsible for setting the company's vision, making strategic decisions, and overseeing overall business operations. They focus on long-term growth, partnerships, and financial planning to ensure the company's success in the competitive tech industry.

The middle-level management consists of project managers, team leads, and department heads who act as a bridge between top management and employees. Their primary role is to implement company strategies, oversee project execution, and ensure that teams meet deadlines. They coordinate between different departments and provide necessary guidance to employees, maintaining operational efficiency.

At the lower level, supervisors, coordinators, and junior managers handle day-to-day activities and ensure smooth workflow within teams. They assign tasks, monitor employee performance, and address immediate challenges to maintain productivity. This level plays a crucial role in ensuring that projects are completed efficiently while maintaining quality standards.

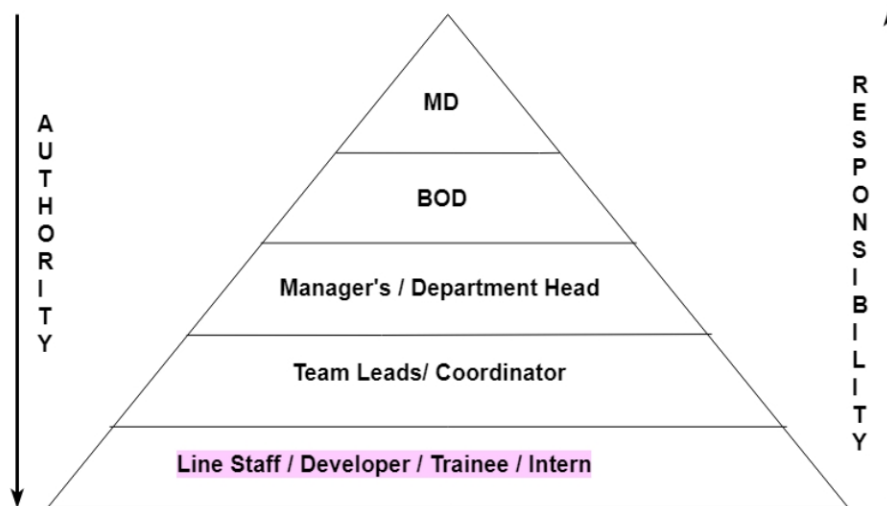


Figure 2.1: Level of management at TechAlias Solution

2.3 Organizational Hierarchy of TechAlias Solution

At the top level, the CEO, directors, and founders oversee the company's overall strategy, decision-making, and long-term goals. The middle level consists of project managers, team leads, and department heads who implement strategies, coordinate teams, and ensure smooth project execution. At the lower level, supervisors, coordinators, and junior managers handle daily tasks, monitor team performance, and ensure productivity.



Figure 2.2: Organizational Hierarchy

2.4 Departmental Chart

At the top is the Managing Director (MD), responsible for overall company strategy and decision-making. Below, the Department Head oversees different branches, ensuring alignment with company goals. Each branch is managed by a Manager, who supervises daily operations and team performance. The team is further divided into Senior Support, Junior Support, and Interns/Trainees. As an Intern/Trainee, your role involves assisting junior and senior support teams, gaining hands-on experience, and contributing to various projects under supervision. This structure ensures efficient workflow, mentorship, and professional growth within the company.

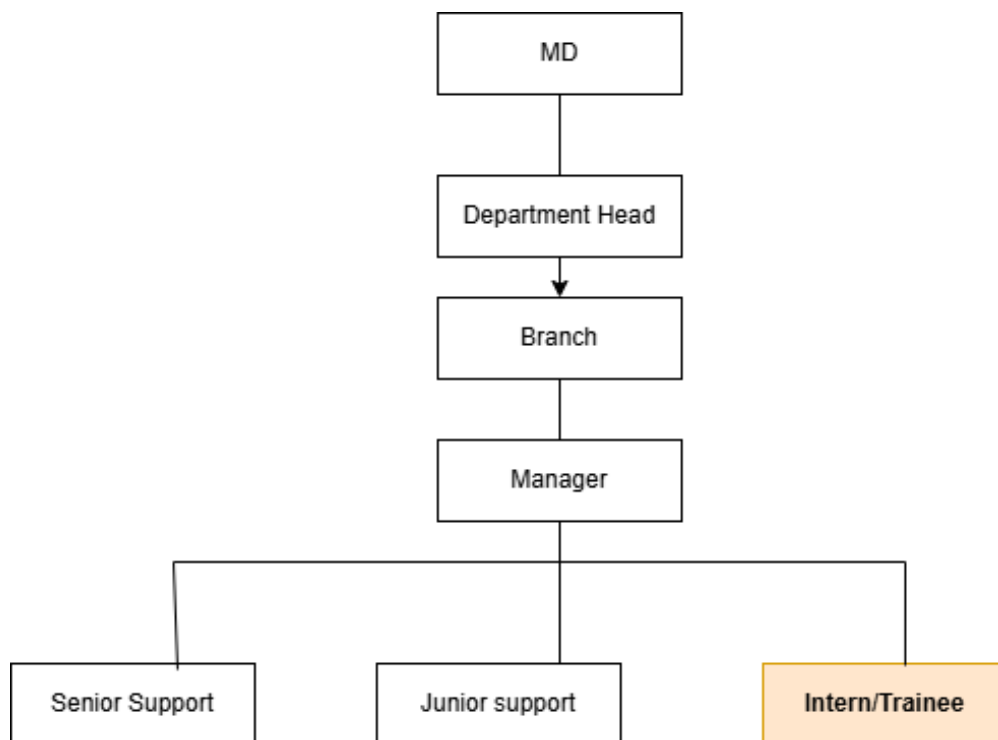


Figure 2.3: Departmental Chart of TechAlias Solution

3 Internshipp Activities

3.1 Internship Detail

Name of Organization	Tech Alias Pvt.Ltd
Address of the Company	Satdobato, Chapagaun Dobato, Lalitpur
Website	https://www.techalias.com.np/
Internship Type	unpaid
Joined Date	16th December
Completion Date	28th January
Working Hour	11am-5:30pm
Department	Digital Marketing
Name of Supervisor	Himani Chaudhary
Designation of supervisor	Supervisor
Email of supervisor	info@techalias.com.np
Phone	9851179898

Table 3.1: Internship Details

3.2 Roles and Responsibilities

1. Visual Communication Design.

Visual communication design refers to the practice of using graphic elements, typography, colors, imagery, and layout to effectively communicate a message, concept, or brand identity. It plays a vital role in making information visually appealing, clear, and engaging for the target audience. The goal is to capture attention, convey emotions, and establish brand recognition through carefully crafted visuals.

Effective visual communication is crucial for businesses, as it helps in building brand identity, enhancing user experience, and influencing consumer behavior. Designers use principles such as contrast, balance, alignment, and hierarchy to ensure that the design is aesthetically pleasing and easy to understand. Whether designing logos, posters, websites, or social media graphics, the focus remains on creating visuals that are not only attractive but also functional and meaningful.

2. Design and Layout

Design and layout involve the structuring, organizing, and arranging of elements within a composition to achieve a visually harmonious and effective result. Whether for digital platforms like websites, mobile applications, and social media posts, or for print materials like brochures, magazines, and advertisements, a well-planned layout ensures that the message is easily understood by the audience.

A successful layout follows key design principles such as proximity, alignment, repetition, and contrast to create a logical flow of information. Designers must carefully consider typography, spacing, color schemes, and imagery to enhance readability and engagement. In advertising and marketing, layout design plays a critical role in ensuring that the content not only looks professional but also guides the viewer's attention effectively, leading to higher interaction and conversion rates.

3. Tool Proficiency

To produce high-quality and professional designs, graphic designers rely on specialized software tools that allow them to create, edit, and refine their work. The most commonly used tools include Adobe Creative Suite—comprising Photoshop, Illustrator, and InDesign—as well as Figma, which is widely used for web and user interface (UI) design.

4. Collaboration with Teams

Collaboration plays a vital role in the design process, as designers work closely with various teams, including marketing professionals, content creators, developers, and clients, to produce visually compelling and strategically aligned designs. Marketing teams depend on designers to create engaging promotional materials that enhance brand visibility and customer engagement. Effective collaboration between designers and content creators, such as copywriters and social media managers, ensures that visual and textual elements complement each other, resulting in a cohesive and impactful message.

Client collaboration is equally important, as designers must thoroughly understand business objectives, target audiences, and brand identities to create visuals that accurately represent the client's vision. In digital projects, working alongside developers is crucial, particularly in web and application design. Designers ensure that visual concepts are

translated seamlessly into functional interfaces, maintaining consistency between initial mockups and the final product. Strong teamwork across these areas fosters creativity, efficiency, and the successful execution of design projects.

5. Problem-Solving

Problem-solving is a fundamental aspect of the design process, requiring designers to think both critically and creatively to address challenges related to branding constraints, tight schedules, accessibility, and user experience. Design is not solely about aesthetics; it must also serve a functional purpose and effectively communicate a message. For example, if a client requests a website that blends modern aesthetics with cultural heritage, designers must strategically incorporate traditional patterns and colors while ensuring a sleek, user-friendly interface.

In advertising, designers must craft visually striking layouts, select compelling color palettes, and use engaging typography to ensure that promotional materials capture attention and differentiate themselves from competitors. Additional challenges include adapting designs for various screen sizes, maintaining readability for diverse audiences, and adhering to brand guidelines without limiting creativity. By adopting an innovative approach to problem-solving, designers develop solutions that improve usability, enhance brand identity, and create a more engaging experience for the audience.

6. Staying Updated on Trends

Staying updated on design trends is essential for producing modern, relevant, and competitive visuals. The design industry constantly evolves, introducing new styles, technologies, and best practices. Keeping up with trends helps designers understand consumer preferences, experiment with new techniques, and implement the latest software advancements to create fresh and engaging designs. Recent trends include minimalist aesthetics, which focus on simplicity and clarity, as well as 3D and motion graphics, which add depth and interactivity to digital content. The rise of dark mode UI designs has improved user experience by reducing eye strain, while sustainable and eco-friendly design approaches reflect growing social awareness. Typography-based designs have also gained popularity, using bold and expressive fonts to make a strong impact[1].

3.3 Weekly Log

Week	Task
Week 1	Introduction to Adobe Photoshop interface. Explored toolbars and panels
Week 2	Learned to resize image maintaining its alignments and scale
Week 3	Created product for social media post
Week 4	Explored illustrator's interface, layers and grouping.
Week 5	Designed a promotional poster
Week 6	Practiced basic video trimming and splitting in filmora
Week 7	Worked on a mini ad film project combining all learned techniques

Table 3.2: Weekly Log

3.4 Description of the Project Involved During Intern

3.4.1 Introduction

During the internship, the role of Photo and Video Editor provided the opportunity to work with a range of professional tools, including Adobe Photoshop, Adobe Illustrator, and Filmora, to create and edit high-quality visual content. In this capacity, a variety of tasks were undertaken, such as enhancing and retouching photographs, designing graphics, and producing and editing video content.

With Adobe Photoshop, the primary focus was on image refinement, including tasks like color correction, exposure adjustments, and detailed retouching to ensure that photos met the highest standards for both digital platforms and print media. The ability to use advanced features such as layer manipulation, masking, and advanced filters allowed for the creation of polished visuals that aligned with specific project requirements. In addition, graphic design work was done using Adobe Illustrator, where the creation of logos, promotional banners, social media posts, and infographics took place. The emphasis was on creating vector-based designs with precise lines and scalable graphics, ensuring versatility and clarity across different applications. Techniques such as typography manipulation, pathfinder tool usage, and the creation of custom illustrations were applied to achieve the desired visual outcome for each project.

Video editing was another key area of responsibility, where Filmora was the primary

tool used for video production. This included editing raw footage, cutting and arranging clips, and incorporating transitions, effects, and audio elements to produce engaging and cohesive video content. Special attention was paid to pacing, narrative structure, and visual appeal, ensuring that the final videos captured the intended message and maintained viewer interest. Techniques like color grading, motion tracking, and sound synchronization were applied to elevate the overall quality of the videos.

Throughout the internship, the projects varied in scope and complexity, which provided opportunities to apply technical skills while also fostering creativity and innovation. The work completed contributed to enhancing the brand's visual identity and communication strategy across different media platforms, ranging from social media content to promotional materials. This experience also helped develop the ability to manage multiple projects simultaneously, meet deadlines, and refine the creative process based on feedback. Overall, the internship allowed for significant professional and technical growth, with a deeper understanding of how to create effective, visually appealing content that resonates with target audiences.

3.5 Tasks Assigned

3.5.1 Week 1: Introduction to Adobe Photoshop interface. Explored toolbars and panels

Photoshop related work

- Introduced Adobe Photoshop interface. Explored toolbars and panels including:
 - layers and blending modes
 - cropping the products using pen tool in PS.
 - making curve of product using pen tool.

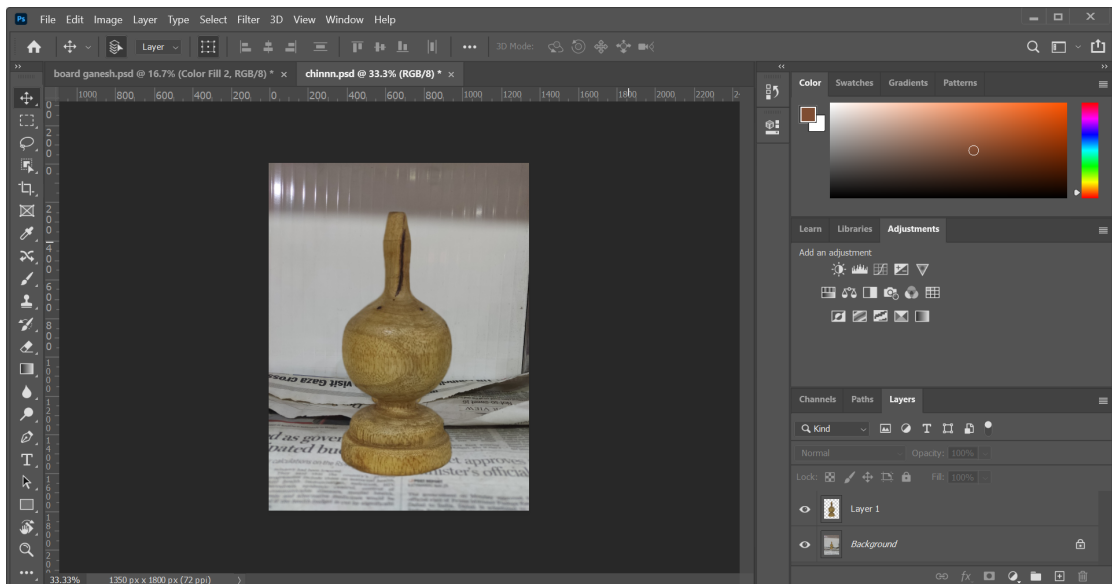


Figure 3.1: work on photoshop

3.5.2 Week 2: Learned to resize image maintaining its alignments and scale

Converted image into png by:

- removing the background of the product.
- putting colorful background for the product.
- Scaling, transforming and maintaining Alignment of the product

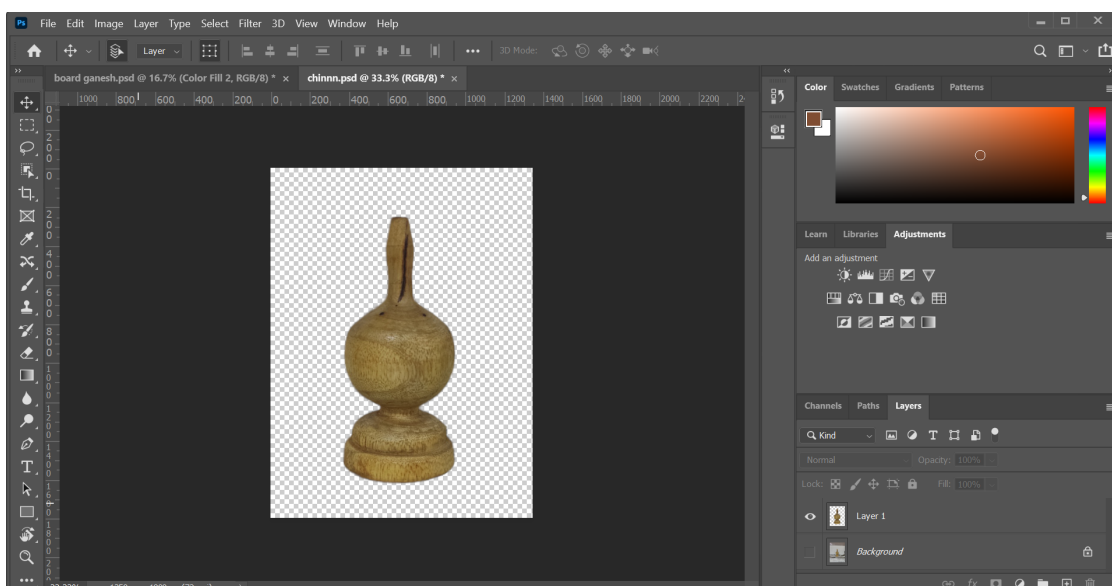


Figure 3.2: converted image into JPEG

3.5.3 Week 3: Created product for social media by converting image into png

- Adjusted brightness, contrast, and saturation.
 - Created a content for social media post using text overlays and images.
 - Explored filters and effects to create artistic image edits.
 - Designed a post for a mock event using all learned techniques.

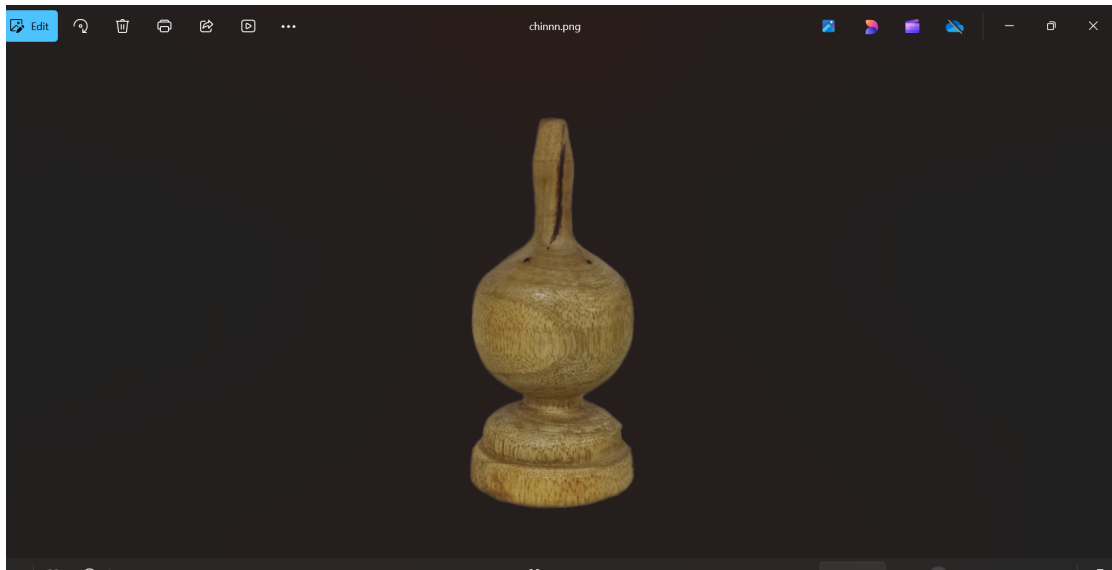


Figure 3.3: Created product for social media

3.5.4 Week 4: Explored illustrator's interface, layers and grouping.

- Explored Illustrator interface and tools.
 - Worked with Pen Tool for custom paths.
 - Experimented with color swatches and gradients.
 - Practiced using the Type Tool and text effects.

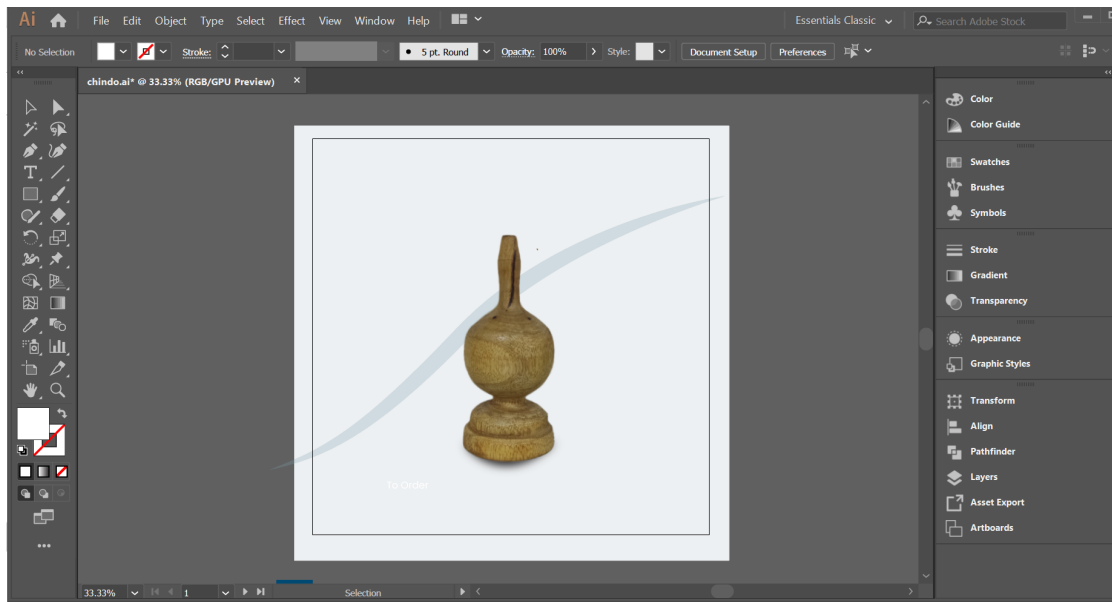


Figure 3.4: Creating Post

3.5.5 Week 5: Designed Poster

Poster Design

- Designed a Poster for the social media by using the product which was made using adobe photoshop.
 - Designed a post by making its shadow which helped the product to look realistic.
 - Letters was designed according to the products need and requirements.
 - Background of the colour of the text was changed and designed according to the product.
- Added hover effects and a semi-transparent background with a TechAlias Solution Pvt.Ltd logo.

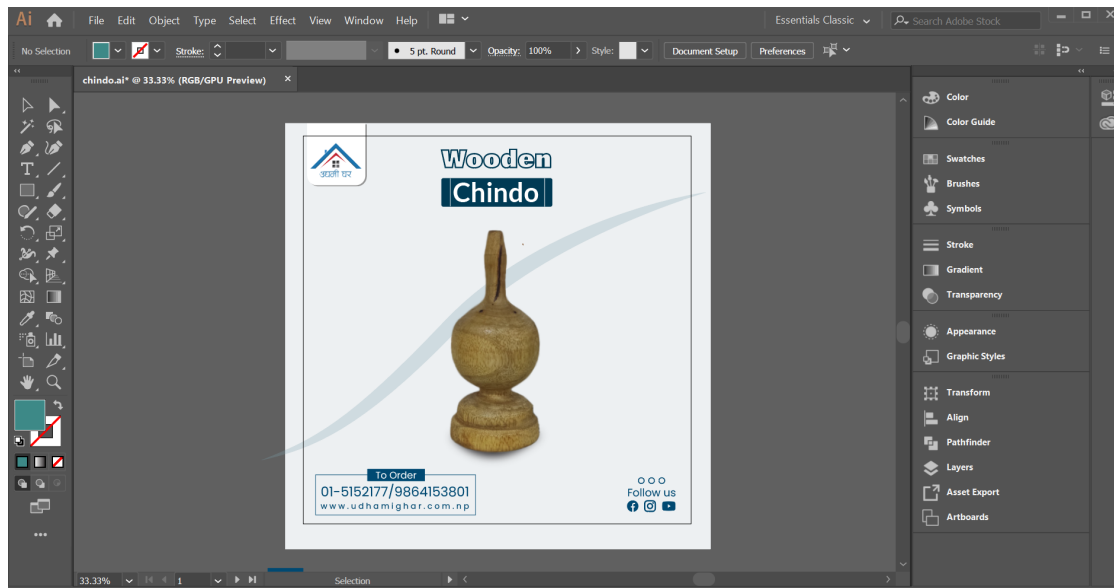


Figure 3.5: Post for social media

3.5.6 Week 6: Basic video trimming and splitting in filmora

- Explored the Filmora interface and basic tools with alternating row colors and hover effects.
- Imported media and organized the project.
- Practiced basic video trimming and splitting.
- Worked with transitions between video clips.
- Added text overlays and titles to videos.
- Explored color correction and filters.
- Experimented with background music and audio sync.

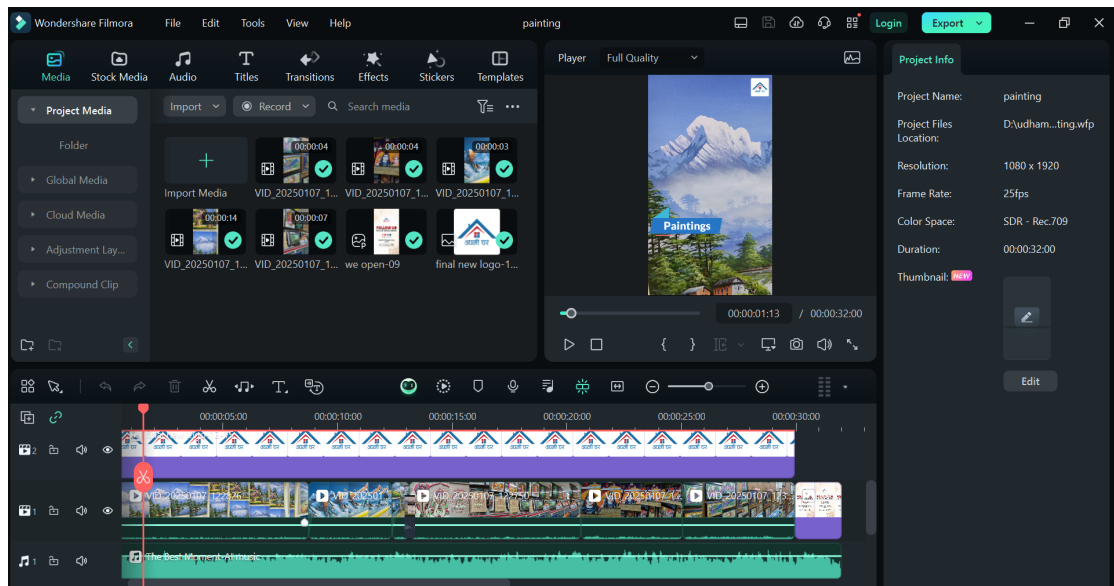


Figure 3.6: Video trimming

3.5.7 Week 7: Worked on a mini ad project combining all learned techniques

- Practiced keyframe animation for simple effects
- Added overlays and visual effects to clips.
- Explored video speed adjustments.
- Created subtitles and captions for videos.

Combination of tasks across Photoshop, Illustrator and Filmora is done

4 Conclusion and Learning Outcome

4.1 Conclusion

The internship offered an invaluable opportunity to enhance skills in graphic design and video editing. Through hands-on experience with industry-standard tools such as Adobe Photoshop, Adobe Illustrator, and Filmora, significant improvement was achieved in both technical and creative abilities. Proficiency in Adobe Photoshop was developed, focusing on advanced photo editing, retouching, and the creation of visually compelling graphics. The use of Adobe Illustrator enabled mastery of vector-based graphic design, including tasks such as logo creation, typography, and the development of infographics, all essential for effective visual communication. In addition, the internship provided the chance to refine video editing skills using Filmora, where the focus was placed on applying transitions, effects, and storytelling techniques to create engaging content. Throughout the internship, several real-world projects were successfully completed, including the design of social media banners, posters, and branding materials. These projects not only demonstrated the application of acquired skills but also contributed to the development of a professional portfolio, preparing for future opportunities in the creative industry. This internship has been a transformative experience, enabling the application of technical skills in real-world scenarios and fostering professional growth in the field of digital marketing and video editing.

4.2 Learning Outcomes

The internship provided a rich learning experience, offering insights into both technical and professional aspects of software development. Key takeaways include:

4.2.1 Technical Skills

- **Adobe Photoshop:** Mastery of photo editing tools, including advanced retouching, color correction, and blending techniques. Proficient use of layers, masks, filters, and smart objects for non-destructive editing.
- **Adobe Illustrator:** Acquired skills in vector-based design, such as logo creation, custom illustrations, and typography. Expertise in using the Pen Tool, Pathfinder, gradients, and artboards for professional-quality designs.
- **Filmora:** Developed video editing capabilities, including transitions, effects, and

audio synchronization. Gained familiarity with advanced features like motion tracking, keyframing, and color grading.

4.2.2 Professional Skills

- **Time Management:** Improved ability to handle multiple projects simultaneously and meet strict deadlines. Learned to prioritize tasks effectively to ensure quality output.
- **Collaboration and Communication:** Worked cohesively in a team environment, communicating ideas and incorporating feedback from peers and supervisors. Presented creative concepts and delivered final designs aligning with client requirements.
- **Adaptability and Problem-Solving:** Adapted to evolving design challenges and utilized creative solutions to meet project demands. Quickly learned new tools and techniques to enhance workflow efficiency.

4.2.3 Personal Growth

- **Creativity and Innovation:** Enhanced creative thinking skills by experimenting with diverse design styles and concepts. Gained confidence in expressing unique design perspectives and incorporating trends effectively.
- **Self-Motivation and Discipline:** Demonstrated a proactive approach to learning and refining skills outside assigned tasks. Cultivated a disciplined work ethic, focusing on delivering high-quality results.
- **Confidence and Presentation Skills:** Improved ability to articulate design choices and justify creative decisions during reviews. Built self-assurance in handling constructive criticism and turning it into actionable improvements.

The internship was a transformative experience, providing both technical expertise and soft skills critical for professional growth. These learnings will undoubtedly serve as a foundation for future endeavors in the field of software development.

4.3 Tools and Technology used:

Software	Details
Adobe Photoshop	Image Editing,Layer Management,Photo Retouching.
Adobe Illustrator	Vector Graphics,Color Management, Layout Design,Perspective Design.
Filmora	Video Editing,Animation, Speed Contro,Audio Editing,Titles and Text.

Table 4.1: Tools and Technologies Used

APPENDIX A

A.1 Logbook

Internship Log Book 2024 Fall						
Citizen college						
Program: BCA				Page No. 01-4		
Name of the Student: Nitu Gautam				PU Registration No.: 2021-1-53-0029		
Name of the Organization: TechAlias Solution Pvt.Ltd				Internship Start Date: 16th December		
Department(s) Assigned to intern: Digital Marketing				Location of the Organization: Satsdobato, Chapagaun Dobato, Lalitpur		
Name of the organizational Supervisor(s): Himani Chaudhary				Mobile No. of Organizational Supervisor(s): 9824726026		
Designation of the Organizational Supervisor(s): Supervisor				Email of the organizational supervisor(s): info@techalias.com.np		
S.No.	Date	Time In	Time Out	No. of Hours	Major Activities Performed	Any concerns or problems you encountered
1	16 dec	11am	5pm	7	Learned to take perfect pictures of a product to edit further to make post for social media.	
2	17 dec	11am	5pm	7	Successfully installed Adobe Photoshop and learning about basic tools.	
3	18 dec	11am	5pm	7:30	Introduction to Adobe Photoshop interface. Explored toolbars and panels.	Difficulty in remembering tool shortcuts.
4	19 dec	11am	5pm		Learned about layers and blending modes.	Struggled with layers management.
5	20 dec	11am	5:30pm	7:30	Learning to crop the products using pen tool in PS.	
6	21 dec	11am	5:30pm	7:30	Learning to make curve of product using pen tool.	
7	22 dec	11am	5:30pm	7:30	Learning to make the perfect curve.	
8	23 dec	11am	5:30pm	7:30	Learning to make the perfect curve.	
9	24 dec	11am	5:30pm	7:30	Learning to make the perfect curve of the product.	
10	25 dec	11am	5:30pm	7:30	Learned to make the perfect curve of the product.	
11	26 dec	11am	5:30pm	7:30	Learned to remove the background of the product.	
12	27 dec	11am	5:30pm	7:30	Learned to put colorful background for the product.	
13	28 dec	11am	5:30pm	7:30	Learning on resizing images.	Confusion about image resolution.
14	29 dec	11am	5:30pm	7:30	Learning to Scale, Transform and maintaining Alignment of the product.	

Internship Log Book 2024 Fall						
Citizen college						
Program: BCA				Page No. 02-4		
Name of the Student: Nitu Gautam				PU Registration No.: 2021-1-53-0029		
Name of the Organization: TechAlias Solution Pvt.Ltd.				Internship Start Date: 16 th December		
Department(s) Assigned to intern: Digital Marketing				Location of the Organization: Satsdobato, Chapagaun Dobato, Lalitpur		
Name of the organizational Supervisor(s): Himani Chaudhary				Mobile No. of Organizational Supervisor(s): 9824726026		
Designation of the Organizational Supervisor(s): Supervisor				Email of the organizational supervisor(s): info@techalias.com.np		
S.No.	Date	Time In	Time Out	No. of Hours	Major Activities Performed	Any concerns or problems you encountered
15	30 dec	11am	5:30pm	7:30	Learning to Scale, Transform and maintaining Alignment of the product.	
16	31 dec	11am	5:30pm	7:30	Edited photos by removing blemishes and applying basic color corrections.	Overuse of tools made the images look unnatural.
17	1 jan	11am	5:30pm	7:30	Retouched images using Spot Healing and Clone tools.	
18	2 jan	11am	5:30pm	7:30	Adjusted brightness, contrast, and saturation.	Struggled with colour correction tool.
19	3 jan	11am	5:30pm	7:30	Created content for social media post using text overlays and images.	Difficulty aligning text consistently.
20	4 jan	11am	5:30pm	7:30	Explored filters and effects to create artistic image edits.	Overused filters, making the design cluttered.
21	5 jan	11am	5:30pm	7:30	Created a simple logo design using shapes, text, and gradients.	Difficulty aligning elements symmetrically.
22	6 jan	11am	5:30pm	7:30	Designed a post for a mock event using all learned techniques.	Struggled with color balance and font choices.

23	7 jan	11am	5:30pm	7:30	Explored Illustrator interface and tools.	Initial confusion navigating between artboards and panels
24	8 jan	11am	5:30pm	7:30	Practiced creating and editing shapes.	Struggled to align shapes perfectly on the artboard.
25	9 jan	11am	5:30pm	7:30	Worked with Pen Tool for custom paths.	Difficulty controlling anchor points and curves.
26	10 jan	11am	5:30pm	7:30	Experimented with color swatches and gradients.	Struggled with smooth gradient transitions.
27	11 jan	11am	5:30pm	7:30	Explored layers and grouping.	Confusion in grouping/un-grouping nested elements.
28	12 jan	11am	5:30pm	7:30	Practiced using the Type Tool and text effects.	Challenges in curving text along paths.

Organizational Supervisor's

Signature *Himani*

Finding: Adobe Photoshop is a versatile tool for photo editing, retouching, and creating raster-based designs like posters and banners, offering powerful features such as layers, filters, and text integration.

Internship Log Book 2024 Fall Citizen college

Page No. 03-4

Program:

Name of the Student: Nitu Gautam

PU Registration No.: 2021-I-53-0029

Name of the Organization: TechAlias Solution Pvt.Ltd

Internship Start Date: 16th December

Department(s) Assigned to intern: Digital Marketing

Location of the Organization: Saldobato, Chapagaun Dobato, Lalitpur

Name of the organizational Supervisor(s): Himani Chaudhary

Mobile No. of Organizational Supervisor(s): 9824726026

Designation of the Organizational Supervisor(s): Supervisor

Email of the organizational supervisor(s): info@techalias.com.np

S.No.	Date	Time In	Time Out	No. of Hours	Major Activities Performed	Any concerns or problems you encountered
29	13 jan	11am	5:30pm	7:30	Practiced using the Pen Tool for illustrations.	Difficulty refining smooth curves and accurate shapes.
30	14 jan	11am	5:30pm	7:30	Designed icons using basic shapes.	Difficulty maintaining proportions while resizing.
31	15 jan	11am	5:30pm	7:30	Worked with clipping masks and transparency.	Initial confusion in editing masked objects.
32	16 jan	11am	5:30pm	7:30	Created an infographic design.	Struggled with layout balance and spacing.

33	17 jan	11am	5:30pm	7:30	Designed a promotional poster.	Alignment issues between text and graphics.
34	18 jan	11am	5:30pm	7:30	Explored the Filmora interface and basic tools with alternating row colors and hover effects.	Confusion with layout navigation and timeline adjustments.
35	19 jan	11am	5:30pm	7:30	Imported media and organized the project.	Issues with large file imports slowing down performance.
36	20 jan	11am	5:30pm	7:30	Practiced basic video trimming and splitting.	Difficulty maintaining smooth transitions between clips.
37	21 jan	11am	5:30pm	7:30	Worked with transitions between video clips.	Audio syncing issues.
38	22 jan	11am	5:30pm	7:30	Added text overlays and titles to videos.	Struggled with timing text to sync with video content.
39	23 jan	11am	5:30pm	7:30	Explored color correction and filters.	
40	24 jan	11am	5:30pm	7:30	Experimented with background music and audio sync.	
41	25 jan	11am	5:30pm	7:30	Practiced keyframe animation for simple effects.	Confusion about keyframe positioning and timing.
42	26 jan	11am	5:30pm	7:30	Added overlays and visual effects to clips.	

Organizational Supervisor's

Signature *Himani*

Adobe Illustrator excels in creating vector-based graphics such as logos, illustrations, and infographics, ensuring high-quality scalability and precision. While it offers powerful tools like the Pen tool and advanced typography features, its steep learning curve and complexity in maintaining alignment can be challenging for beginners.

Internship Log Book 2024 Fall Citizen college

Page No. 04-4

Program:

Name of the Student: Nitu Gautam

PU Registration No.: 2021-I-53-0029

Name of the Organization: TechAlias Solution Pvt.Ltd

Internship Start & End Date: 16th December, 28th January

Department(s) Assigned to intern: Digital Marketing

Location of the Organization: Saldobato, Chapagaun Dobato, Lalitpur

Name of the organizational Supervisor(s): Himani Chaudhary

Mobile No. of Organizational Supervisor(s): 9824726026

Designation of the Organizational Supervisor(s): Supervisor

Email of the organizational supervisor(s): info@techalias.com.np

S.No.	Date	Time In	Time Out	No. of Hours	Major Activities Performed	Any concerns or problems you encountered
43	27 Jan	11am	5pm	7	Explored video speed adjustments.	Difficulty with motion graphic smoothness.
44	28 Jan	11am	5pm	7	Combination of tasks across Photoshop, Illustrator and Filmora is done.	Misalignment of captions.
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Organizational Supervisor's Signature *(Signature)*

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- [2] Mohammed Nuseir, Ghaleb El-Refae, Ahmad Aljumah, Muhammad Alshurideh, Sarah Urabi, and Barween Al Kurdi. *Digital Marketing Strategies and the Impact on Customer Experience: A Systematic Review*, pages 21–44. 02 2023.