

Company Overview

Since the launch of the creative Joules, the company has been supercharging businesses all over India and even internationally with IT based solutions such as Ui/Ux, Digital Marketing, Branding and Media Production. With major tech brands, casinos, salons, fashion labels and tech brands as clients under their belt, they bring refreshing new energy to an industry that has not yet seen a saturation point in terms of Identity and Cutting edge design.

Services Provided include :

1) App & Website Development : *They Provide cutting edge technological solutions for next generation web applications.*

Their extensive experience in website design, IOS and Android app, WebApp design & Deployment and Front end Development, combined with modern technology and creative ideas ensure they deliver beyond expectation.

2) Ui/Ux Design : *They provide complete UI/UX services using cutting-edge techniques and technologies, including UI Design & Branding, Wireframe Design, Flow & System Architecture Design, UX Auditing and Usability Testing.*

With years of experience in the design industry, they are known for their creative zeal and hands-on experience in all domains of UI/UX, and they understand what it takes to establish a brand from a design standpoint while creating personalised experiences that will increase user engagement, usability, and brand recall.

3) Digital Marketing : *By providing tailored experiences to broaden your reach on social media, they assist your business in building stronger brand awareness and customer relationships.*

They enable you to achieve this by providing insights-driven decision making, Performance Marketing, Creative Social Media Marketing, Brand Awareness, Lead Generation, Email Marketing and hyper-personalised Campaign Management, resulting in improved customer experience and brand loyalty.

4) Branding & Graphic Design : *We provide a full range of creative services suited to your ongoing and prospective company needs. From logo design to print and web, we've got you covered.*

We create your visual brand identity materials to connect to your target audience to help you achieve your positioning targets faster. Our services include Logo Design & Visual Identity, Branded Merchandise, Social Media Identity & Posts, Print Media Design & Execution, Web Graphics & Banner, and Corporate Presentations.

5) Media Production : *Your company needs a strong, consistent visual identity now more than ever in today's highly visual internet ecosystem. Audiences consume with their eyes by scrolling endlessly through hundreds of images daily on their phone and computer screens.*

We work with a team of talented Photographers and Videographers who specialise in Brand Photography & Commercial Shooting, Fashion Photography, Video Editing, Colour Grading, and Product Photography. Beginning with pre-production, where we communicate with you to create a brief that best outlines the goals and deliverables.

Introduction

The internship program was held for a duration of 8 weeks starting from 22 August 2022 to 14 October 2022, in online-offline mode at Creative Joules pvt ltd.

There were two mentors assigned for their valuable guidance during the internship program

- 1) Shawn Kenneth for ui/ux design**
- 2) Seetam Divkar for Web3**

The internship was based on web3 and Ui/ux design, which included :

- 1) Front end development using reactJS
- 2) Working with Web3 library
- 3) Blockchain used was Ganache
- 4) Programming Languages used during the internship program included Javascript, Solidity (for smart contracts)
- 5) Free software like Figma were used for ui/ux design

An introduction to technologies used in Brief

1) ReactJS

React is a JavaScript library for building user interfaces. It is used to build single-page applications and allows us to create reusable UI components.

2) Ganache(Blockchain)

Ganache is a private Ethereum blockchain environment that allows us to emulate the Ethereum blockchain so that you can interact with smart contracts in your own private blockchain and provides advanced mining control.

3) Web3 library

Web3 is a collection of JS libraries that lets you interact with an Ethereum node remotely or locally. Simply, it provides us with an API to use so we can easily work with the blockchain. Web3 works as a wrapper for JSON RPC to connect to a remote or local Ethereum node with either a HTTP or IPC connection.

4) Solidity

Solidity is an object-oriented, high-level language for implementing smart contracts. Smart contracts are programs which govern the behaviour of accounts

5) Javascript

JavaScript is a lightweight, interpreted, object-oriented language with first-class functions, and is best known as the scripting language for Web pages, but it's used in many non-browser environments as well.

Details of Internship Work Done

As the internship lasted for a duration of 8 weeks. Each week consisted of 2 lectures (**One on web3 and other on Ui/Ux**) on new technology followed by assignment of that particular week. After completion of each week the weekly was to be submitted for both ui/ux and web3. The code was shared using github.

Week1

Introductory session held at Agnel Institute of Technology and Design regarding :

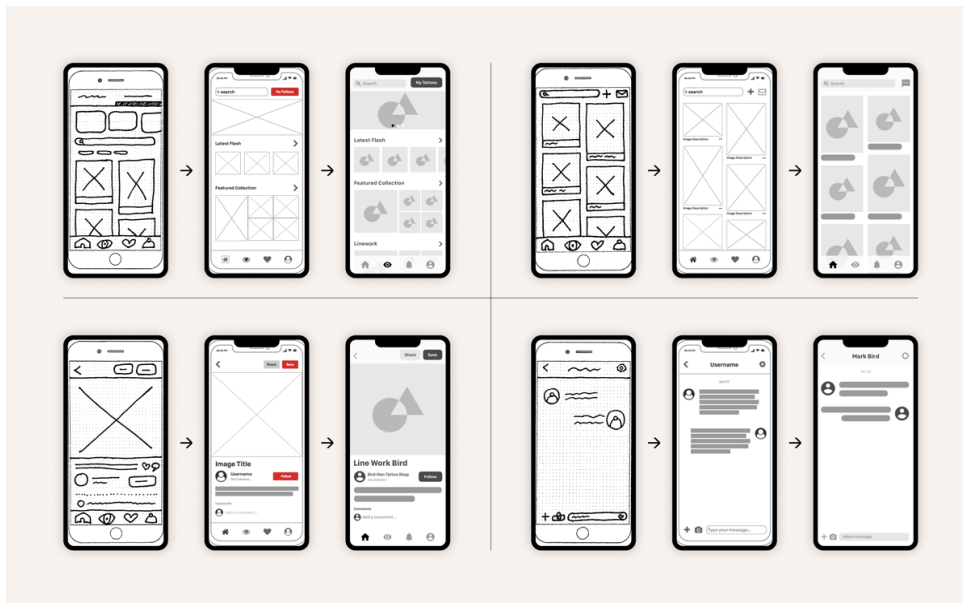
- 1) Introduction to Ui/Ux
- 2) What is Ui/Ux
- 3) Importance of Ui/Ux
- 4) Effect of Ui/Ux on Modern Businesses
- 5) Introduction to Web3
- 6) Importance of Decentralization over centralised web
- 7) An Introduction to BlockChain technology
- 8) Formation of group for final project

The Topic for the final group project was **NFT MARKETPLACE FOR MUSIC ALBUMS.**

Week 2

Ui/ux : Wireframing of a Ui/Ux design

A wireframe is a diagram or a set of diagrams that consists of simple lines and shapes representing the skeleton of a website or an application's user interface (UI) and core functionality.



Web3 : An Introduction to Front End development using ReactJS
 React is an open-source JavaScript library used for frontend development, which was developed by Facebook. Its component-based library lets you build high-quality user-interfaces for web apps. This library allows you to place HTML code inside JavaScript and it works with Virtual DOM.

Week 3 :

ui/ux : Creating colour palette for web page using figma which defines every colour possible on the page and selecting various fonts to be used further in the web page design

Red Excitement Strength Love Energy	Orange Confidence Success Bravery Sociability	Yellow Creativity Happiness Warmth Cheer	Green Nature Healing Freshness Quality	Blue Trust Peace Loyalty Competence
Pink Compassion Sincerity Sophistication Sweet	Purple Royalty Luxury Spirituality Ambition	Brown Dependable Rugged Trustworthy Simple	Black Formality Dramatic Sophistication Security	White Clean Simplicity Innocence Honest

H1 **Lorem Ipsum**

H2 **Lorem Ipsum**

H2 **Lorem Ipsum**

P1 Lorem ipsum dolor sit amet, consetetur
sadipscing elitr, sed diam nonumy eirmod
tempor invidunt ut.

B Lorem ipsum dolor sit amet,
consetetur sadipscing elitr, sed
diam nonumy eirmod tempor

BUTTON TEXT

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod
tempor invidunt ut.

Web3 :

Working with ReactJs custom components which included creating,importing,styling and importing of react components(function based)

Working with react router dom for in page navigation without reloading page

Working with React Hooks like useState for state management within the application and useEffect for API calls (asynchronous HTTPS get request handling)

Working with scss for styling the react components

Week3 assignment submission

week 4 :

ui/ux : creation of user persona and defining user journey

User Persona :

A UX persona is a fictional character which represents your target users. Personas are an extremely valuable UX tool, allowing you to better understand your target audience and make design decisions accordingly.

User Journey :

A user journey is a path a user may take to reach their goal when using a particular website. User journeys are used in designing websites to identify the different ways to enable the user to achieve their goal as quickly and easily as possible.



USER PERSONA



Shayna Alqoway

IT Student, 19yo

Goals

Learn how to code and also build a great Startup

Pain Points

Hard to find any community related and expert mentor

Personality

Introvert
Introvert
Extrovert
○

Creative
Creative
Analytical
○

ADAM ARTIST

Task

Adam registered and would like to sell his first product

Motivation

To earn money with his hobby
To popularize his art

Context

He is working on his computer in his studio



Web3 : Creating a Backend for a NFT marketplace using Ganache Blockchain which included :

Connecting smart wallet to blockchain

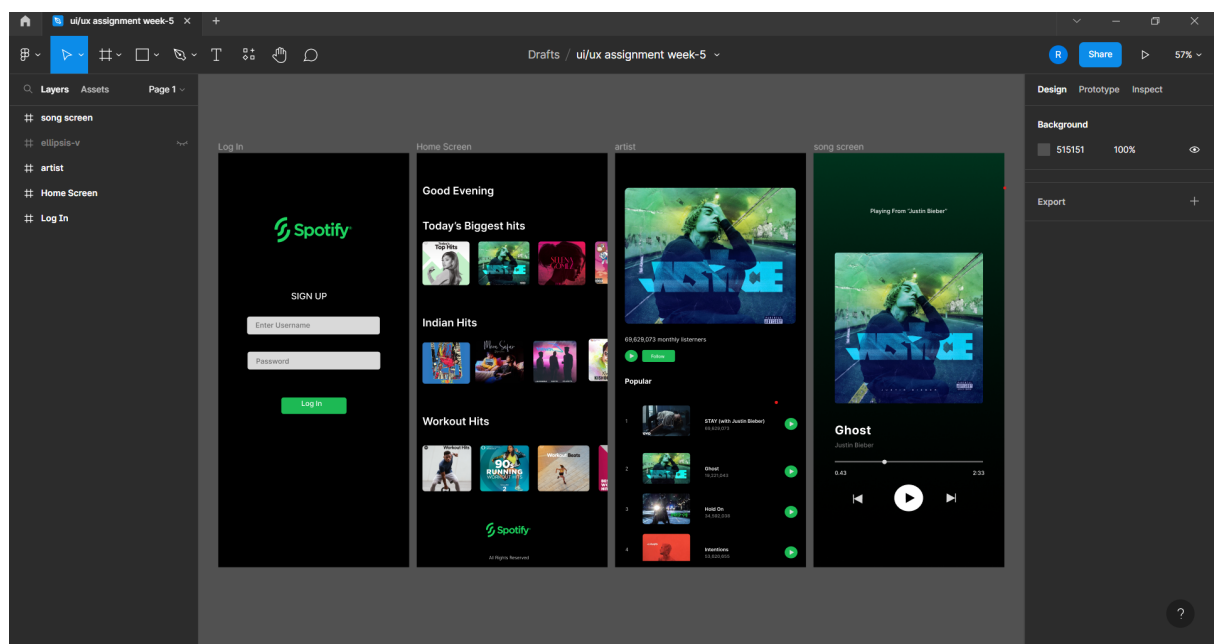
Writing smart contracts to handle request using Solidity

Creating a dummy account on ganache blockchain and executing transactions(fake) using **ethereum** cryptocurrency(fake eths).

Week 5 :

Ui/Ux : Prototyping and Animation using Figma:

Prototyping : It allows you to create interactive flows directly in the design file with advanced, yet easy-to-use features. In just a few minutes, you can turn your static designs into a realistic version of your website or product.



Web3 : Creating a frontend for NFT marketplace created during the previous week (backend) using ReactJS.

Week 6 : Started working on Final Group Project(NFT marketplace for music).The group consisted of 4 members and each member was assigned to work on either ui/ux,ReactJS,Solidity and blockchain.

Started working on the frontend using REACTJS .

During week6 I started working on creating wireframes(for a better development experience) and setting up all the resources like images,fonts,colours.

Created a basic create app using command “npx create-react-app app-name”.

Created basic structure and installed all the required libraries like **Axios** for **HTTPS Api get request handling** and **MaterialUI** for **styled components**.

Created components folder consisting various components like Header,Footer,Main Content Box,Search Query Box (for searching albums), Canvas for Music Albums.

Since the app was becoming very large with many frames,we used **Redux** Library for state management.

Basic Styling of components using **MaterialUI theme**.

Used “**react-router-dom**” for navigating between pages without reloading.

Week 7 :

Started working on the backend and frontend for the NFT marketplace for music.

Created Account on Ganache Blockchain.

Connected smart Wallet to Ganache BlockChain

Writing Smart Contracts to handle requests

Setting up Buyer and Seller accounts and connecting their wallets

Following REST API protocols (for backend API request handling)

Finally,

Integration of the frontend and backend and testing of the Dapp.

Week 8 : Offline session held at Goa College of Engineering at Farmagudi Goa.

The session included topics like :

- 1) What next? Further scope for Working under the field of Ui/Ux or Web3**
- 2) IT industry rapid growth in India.**
- 3) Presentation of the final group project(NFT marketplace for music albums) at GEC(IT department).**
- 4) Selecting winners for the best web3 and best ui/ux project.**
- 5) Vote of Thanks and handling of Internship certificates.**

Difficulties faced during Internship Work

Sometimes working with web3 was a little bit too overwhelming as I had never worked with web3 before, Specially the backend part which included a lot of knowledge of solidity, smart contracts

Working with both ui/ux and web3 together was also challenging as these two topics are of completely different domains. Ui/Ux deals with design where as web3 is more on Decentralisation of web, smart contracts,

Conclusion and Future scope of Work

Conclusion : The final project (NFT marketplace for music albums) was successfully completed with frontend as well as the backend of the Dapp and submitted on week 8.

Future Scope of work : The internship program has helped me to get a hands on experience on Ui/Ux as well as web3. The knowledge of web3 and crypto can lead to a full time employment as blockchain developer as the crypto world is on the rapid rise and blockchain developers are in demand.

Also Ui/Ux is in demand as the Ecom companies like amazon etc constantly need Ux designers so that they can design a very engaging Ui which will in turn help in the Ecom stores in customer retention.

