

Guru Ghasidas University

(Bilaspur-495001, CG)

INTERNSHIP REPORT

Akanksha Raj
BJMC- 4th Sem
Roll no. 22001705

Company: Additional Creative Agency

Location: Sector-70, Noida, UP

Internship Duration: 22 /05/24 to 21/06/24



Introduction

As part of partial credit fulfillment for my Bachelor of Journalism and Mass Communication from the Faculty of Journalism and Mass Communication, Guru Ghasidas University CG, I worked with Addition Creative Agency.

Established in 2012, “Addition Creative Agency” crafts compelling brand identities, designs captivating visuals, and develops innovative digital solutions that resonate with audiences, driving engagement and growth through strategic creativity and meticulous execution.

I have been employed in the position of graphic designer and content writer where my direct superiors are Kullu Mahajan, the Managing Editor, and Dino Mauriya, the Programming Director.

My primary responsibilities as a graphic designer and content writer included researching and writing well-informed political articles and designing graphics as well as collaborating effectively with the editorial team. The scope of my work included both the pre-production and production phases of content creation.

Detailed information on position and work

In my capacity as a graphic designer, I create the overall layout and production design for various applications such as advertisements, brochures, magazines, and corporate reports. My main purpose of the work is to conceptualizes and creates visual concepts to communicate ideas that inspire, inform, or captivate consumers.

As a content writer I produces insightful analysis, op-eds, and investigative reports that scrutinize political events and policies. They aim to inform the public, shape public opinion, and hold leaders accountable through compelling storytelling and thorough research.

As of my job responsibilities, I was tasked with creating shoot schedules, compiling and making production lists, hiring crew members and actors, shooting content, Assisting the production department of live shows, and managing the delivery and streamlining of data for post-production processes, among other related duties.

Internship Certificate

This is to certify that **Akanksha Raj** has successfully completed his internship at Addition Creative Agency from 22 May, 2024 to 21 June, 2024. During her tenure, **Akanksha Raj** has worked diligently on computer systems as a graphic designer and content writer.

Her responsibilities include :

Researching and writing well-informed political articles and designing graphics.

Ensuring accuracy and relevance of content.

Meeting deadlines and collaborating effectively with the editorial team.

We found **Akanksha** to be a dedicated and hardworking individual who consistently delivered high-quality work. Her contributions were valuable to our projects, and we wish her all the best in her future endeavors.

Yours Sincerely,
Shiv Ranjeet Singh
Owner

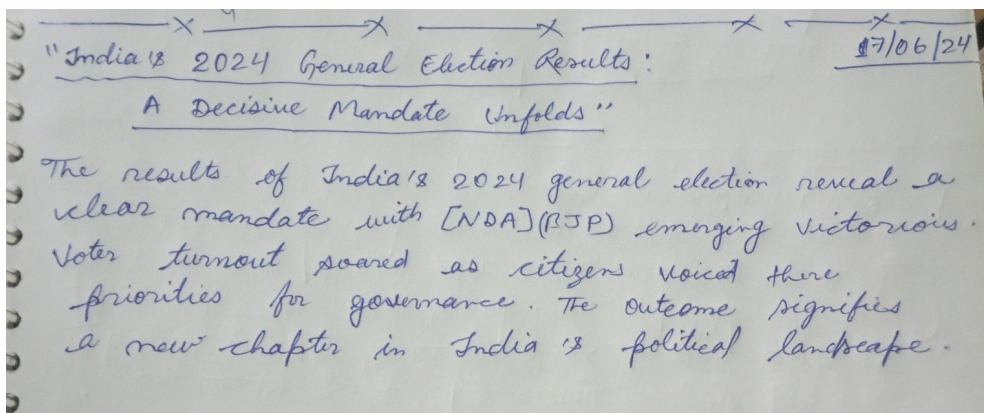
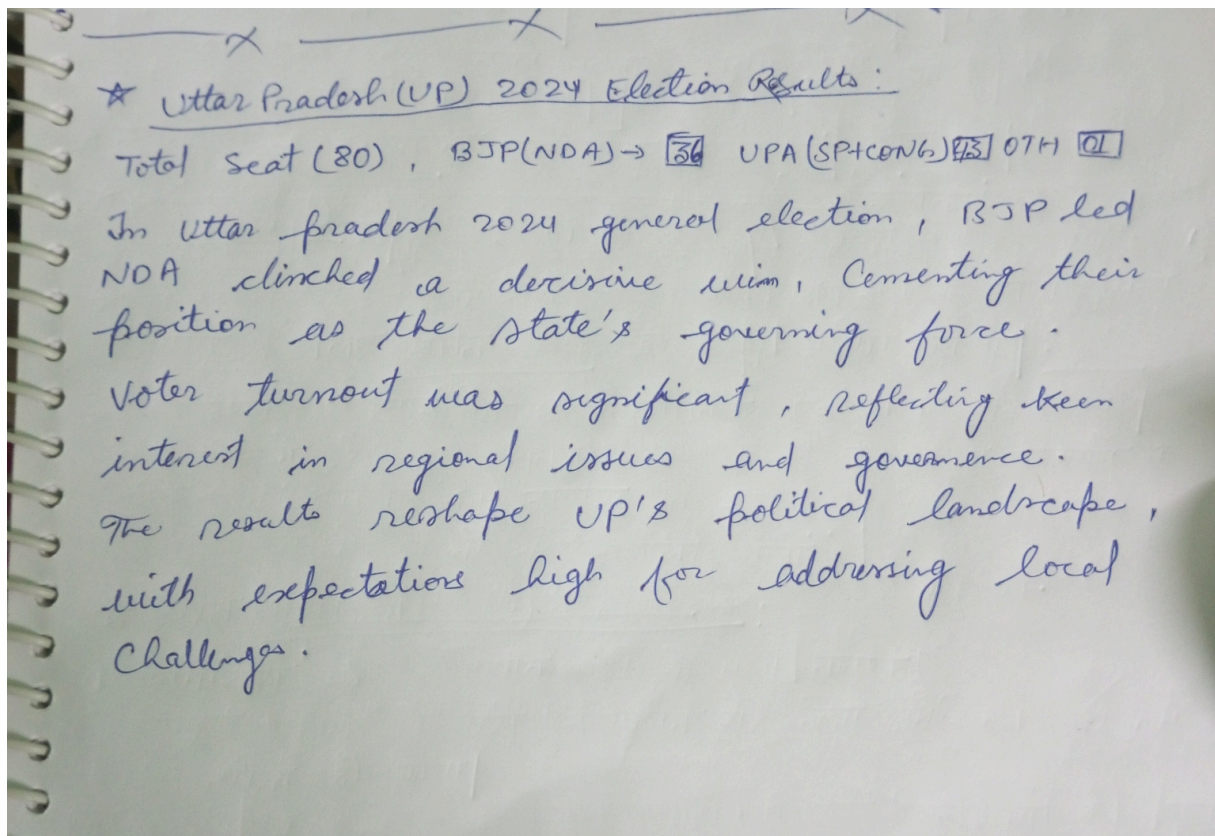
Addition Creative Agency
Sector 70, Noida



Work practice sample



Content writing



Conclusion

When I first joined the company, it took me some time to understand how things worked. But as I spent more time there, I became more comfortable and started experimenting with new techniques and concepts. I received guidance and mentorship from Ranjit Singh, which was incredibly helpful.

I am grateful to have been provided with industry-standard equipment such as cinema cameras, editing software, lights, and sound equipment by the company. I also learned how to work with minimal resources and crew where I have to do multitask. I was able to apply the knowledge I gained in college to my work and find solutions to problems that arose.

In conclusion, my internship experience with addition creative agency has been both rewarding and insightful. As a graphic designer, I have gained valuable knowledge and hands-on experience in various aspects of content creation, from pre-production planning to post-production processes.

Through my work on a diverse range of projects, including advertising campaigns, brand-related initiatives, and in-house content for YouTube and Instagram, I have been able to contribute to the company's digital content production and learn from experienced professionals.