



ULAB

UNIVERSITY OF LIBERAL ARTS
BANGLADESH

Department of Media Studies & Journalism
Portfolio Report

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ID: 201012056

Term: Spring 2025

Course Code: MSJ11499

Submission Date: 25.04.2025

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Student Details

Name: Mrinmoy Kumar Shil

Student ID: 201012056

Department: Media Studies & Journalism

Concentration: Digital Film and Television Production

Career Goal: I want to see myself as a cinematographer, and from there, I would like to work as a DOP after qualifying.

Web address: <https://300web.site/topuvai>

PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.
2. I acknowledge and understand that plagiarism is wrong.
3. I understand that my research must be accurately referenced.
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: Mrinmoy Kumar Shil
ULAB ID: 2012056

Signature  _____



PORTFOLIO APPROVAL FORM

Student Name Mrinmoy Kumar Shil

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Semester (Tick one):

☒ Spring 2025

☐ Summer 2025

☐ Fall 2025

Advisor APPROVAL

(Please place a Tick)

☒ Approved

☐ Not Approved

☐ Partial Re-write

☐ Full Re-write

Remarks (If Not Approved/Pretrial/Full Rewrite):

Signature:

Date: 25-04-2025

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Title: Assistant Professor

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Introduction

The last five years at ULAB have been truly life-changing, shaping me academically and personally. Throughout this time, I had the privilege of being instructed by incredible faculty members who not only imparted valuable knowledge but also made me realize my own potential. I also had the fortune of meeting great colleagues who advised and supported me along the way.

The well-structured curriculum at ULAB, specifically the Digital Film and Television Production (DP) coursework, played a vital role in enhancing my knowledge and skills in the media sector. The integration of various MSJ courses and the effectively structured content of my major enabled me to build the ability to convey ideas, concepts, and creative visions instantaneously within my workplace. These skills were also greatly beneficial during my internship, where I had the chance to apply what I had studied to real life. My colleagues used to praise ULAB's education system quite often and would request me to tell them more about the university and its teaching method.

Beyond academics, I could translate my learning into cinematography work for various companies, bringing my education to life in the industry. Not only did such hands-on experiences advance my creative and technical capabilities, but they also reinforced the significance of storytelling and visual communication.

I am deeply grateful to my instructors, staff, administrators, and friends who have been a significant part of my development over the past five years. ULAB has given me the opportunity to develop, grow, and explore the world of media like I never imagined. The commitment of the faculty members, their support, and their quest for excellence have moved me immensely, and I am thankful to be part of such a dynamic and forward-looking academic environment.

Self-reflection

First of all, let me say that I am a photographer. And from here, a good attraction to cinematography was born. Even though I had a chance to study filmmaking and television at my public university, Jagannath University, I didn't get admitted there because I heard from my elders that ULAB is the best in Bangladesh for film. I really like the environment here, the teaching techniques of the teachers, and the friendly behavior with the students. They explain difficult topics in an easy way.

I have tried to submit 15 assignments here and have also submitted various requirements. The most interesting thing is that I learned here in notebooks and pens and was able to apply it in the outside world, and our learning was not limited to the classroom, we also submitted it practically through assignments. Besides studying, I can now easily judge whether I am ethically right or wrong and try to live as a good person.

These assignments have helped me think deeply and produce quality work. If I may say so, I can now work as a one-man army.

Objectives

Listed below are some of the objectives I aimed to achieve through my projects at ULAB:

Through my academic journey at ULAB and hands-on experience in Digital Film and Television Production, my primary objective has been to master both theoretical knowledge and practical applications in the media industry. I aimed to enhance my communication skills, allowing me to confidently express ideas and collaborate effectively. My experience in cinematography, editing, directing, and video production helped me develop creative problem-solving abilities while working under pressure. I strived to sharpen my research and analytical skills, enabling me to construct feasible ideas and implement them in real-world scenarios. Most importantly, I sought to explore my creativity with every project, bridging the gap between theoretical learning and professional execution.

Project 1

Course Code and Name: MSJ 11102 Communication Research

Project Name: Research Proposal

Topic: Campaign to Eradicate Child Labour in Bangladesh

Project Date: Winter 2020

Project Description

This project was conducted as part of my coursework at ULAB, focusing on raising awareness and advocating for the eradication of child labor in Bangladesh. The campaign involved extensive research, content creation, and strategic planning to highlight the social and economic impacts of child labor. We developed a comprehensive plan that included digital storytelling, visual materials, and outreach strategies to engage different stakeholders. The project emphasized the role of education, legal enforcement, and community involvement in addressing this critical issue.

Project Justification

Child labor remains a persistent issue in Bangladesh, especially in impoverished communities where children are forced to work under hazardous conditions to support their families. Many of them are deprived of education and basic rights, perpetuating the cycle of poverty. Despite existing laws, weak enforcement and socio-economic constraints continue to fuel the problem. This campaign was necessary to shed light on these challenges and advocate for stronger policies, increased public awareness, and collective action to eliminate child labor. By addressing its root causes and proposing sustainable solutions, the campaign aimed to contribute to meaningful social change.

Project Produced under this Course:



Department OF Media Studies & Journalism

MSJ 11102 Communication Research

Section- 1

Research proposal

On

Campaign to Eradicate Child Labor in Bangladesh

Submitted to

Nandita Tabassum Khan

Senior lecture undergraduate program coordinator

Department OF Media Studies & journalism

University of Liberal Arts Bangladesh (ULAB)

Submitted by

Name	ID
Mrinmoy Kumar Shil	201012056
Purnota Mahamood	201012041
Ramira Haque	201012075
Touhidul Faysal	201012052

Submission Date: 01 October, 2020

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Title: “*Campaign to Eradicate Child Labor in Bangladesh*”

1.0 Introduction:

1.1 Focus area: - Child labour in Bangladesh is so common. There are plenty of reasons of child labour such as financial, personal and family oriented but the main reason is the lack of education. In our research proposal, our main focus is on rural areas. Bangladesh’s majority areas are rural. On those rural areas have many unprivileged child who are involved in child labour. So our focus will be mainly in those areas where proper education is must.

1.2 Background:

Unable to pay for education and the inconvenience of the family forced a parent to employ his child. Children are attractive to employers as workers motivated by profit because children are easier to control, more compliant and are less likely to claim a wage increase or improved working conditions. A poor child is forcibly out from school because of his poor education, the language he/she uses, his clothes, his absence, lack of relevancy in lessons. Government has taken many steps to decrease child labor problem from society. Government has ensure primary education will be universal, compulsory and free. The government is cooperating in education with free text books also. Most of the child laborers work in hazardous conditions such as direct contact to pesticides, chemicals, dusts and carcinogenic agents in agriculture, mining and quarrying, and manufacturing. These increase the risks of developing bronchial complaints, cancers and other form of life threatening diseases.

1.3 Reason behind choose the topic:

There are many reasons behind choose this topic. Child labour is very common in Bangladesh. As we know, government couldn’t help every child labour and his family. NGO’S can’t help every child. Then child labours have some family oriented problems and many others. In rural areas children’s faced this kind of problems. That’s why we want to help them and this is the main reason for choose this topic.

1.4 research objectives:

- To study the perception of child labour parents
- To identify the tools

● **1.5 questions:**

- What is the perception of child labour parents?
- What would be the tool to persuade their perceptions?

1.6 scopes:

- As a result of doing this research, there are two major benefits: Improved education and improved health.
- By doing this research can make people aware of how child work destroys the future of children

1.7 Limitations:

- When we present the research to the public, many will highlight their financial problems and illiterates will not address.
- When we preach, many will find it as nuisance.
- We get very few people who will work with us on their own initiative

2.0 literature review:

2.1 Title: “Causes of child labour in Bangladesh: A case study on the city of Dhaka”.

In this research, UNICEF aimed to protect children from child labour. It will take initiatives to improve child protection at the national and grassroots levels, including legal reform, institutional capacity building, access to services, and evidence-based(Unicef, 2010).

Objectives:

- To withdrawing children hazardous jobs.
- To improving income generating opportunities for parents so they're not so reliant on child income.
- To offering incentive for working children to attend school(Unicef, 2010).

Methodology- The methodology of this research is intended to serve as an up-to-date practical guide for users ranging from researchers affiliated with workers' and employers' organizations to nongovernmental organizations, community-based organizations, ministries and other government agencies. The manual can also serve as a resource kit for experienced research institutions, international consultants and trade unions(Unicef, 2010).

Findings- The results shows that the education of parents significantly increases the probability that a school-age child will specialise in study. Government to make it compulsory for all children below certain age must go to school and not allow to be idle or work anywhere. Families should be aware about child spacing and their children rights to have a shelter, food, clothing and education so parents should know these rights and they should do their best to provide it so child labour and be avoided(Unicef, 2010).

2.2 Title: “Child Labour in Bangladesh (UNICEF Bangladesh, June 2010)”

In this research, UNICEF aimed to bring legal protection for child labours so that no one has the courage to work with children, giving children the opportunity to learn and relieving them of all emotional stress so that they will have the opportunity of their development (UNICEF, 2010).

Objectives -

- Children are forced to go to work under family pressure but it should be legally prohibited.
- To provide adequate income to the families who are facing financial difficulties so that they can provide education to their children.

Methodology - The methodology of this research is to alleviate the problems of those who are suffering from financial problems. Taking legal action against officials who takes children for in work. It is possible to prevent child labor if the human rights of children are highlighted and made known to all (UNICEF, 2010).

Findings - The results shows that, if we inform the parents of child laborers about the assessment of education, they will send their children to school. If the lack of families of child laborers is eliminated, the work pressure on children will be less. Those takes children in work or work with children will not have the courage to do so. The light of education will spread among the children (UNICEF, 2010).

2.3 Title – “Protecting Child Labour in Bangladesh under Domestic Laws (Scientific Research, April 2016)”

The Author of this researcher was Mahbub Bin Shahjahan, Mst. Jesmin Ara and Md. Ayaz. This research was published on 4 April, 2016. This research paper is written on protect of child labour in Bangladesh under domestic laws (Shahjahan et al. 2016).

Objectives:

- To Removing child labour from the society.
- To finding ways the solution to decrease it(Shahjahan et al. 2016).

Methodology: The methodology of this research is an online survey. They’ve collected data from the internet and put it on the assignment. Though this research has been done with under the age of 14. According to the research, from 1992 to 2014, various organizations or surveys have revealed that they have taken various rules and regulations(Shahjahan et al. 2016).

Findings: Researchers have concluded that the mistakes made by guardians in Bangladesh are to send their sons and daughters to child labour within 14 years age and include them for the family income. In our country, it is becoming a rule. At present, various rules and regulations are being made to get rid of this misconception. If children get healthy development and education from an early age, it will surely become the future of the country one day(Shahjahan et al. 2016).

3.0 Research design:

3.1 Research approach:

Qualitative research approach is appropriate for our research topic. In our research we need some Focus group discussion. Bi group discussion we can collect all the information's. That's why we chose qualitative research approach for our research topic.

3.2 Methodology:

Actually in this paper is based on secondary data type , on the topic of review literature and collect information from child labours and their parents. Usually child labor has serious consequences and Impact for children, parents and families and as it was recognized as a social evil. In recent years, a lot attention has been paid to controlling and prohibiting child labor. However, the child labor system is not declining, even the government has enacted various laws to prevent child labor. In this paper attempts to present a review of the literature relating to the problem chosen for the search, then the need is mentioned, Study, problem statement, study objectives, conjecture, sample design, data collection methods and use techniques, opportunities and limitations of the study and chapter projects(Bashir1Dr et al.).

3.3 Sampling: -

For our research topic stratified sampling is appropriate. In our research we will divided some people (volunteers) to collect the information from child labour parents. By using this method our research will be clear to understand.

3.4 Budget:

Category	Cost
Online research (megabit)	8,000
Volunteers	10,000
Materials	15,000
Total	58,000
Content Analysis	25,000

3.5 Time Frame:

Category	Time
Group Discussion	30 Days
Final Report	10 Days
Data Analysis	30 Days
Data Collection	30 Days
Total	3 month 10 Days

4.0 references:

- UNICEF, S.N(2010) Child Labour in Bangladesh.
https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.unicef.org/Child_Labor_Education_and_Policy_Options.pdf&ved=2ahUK Ewjkn-fEponsAhUFdCsKHcFTBlwQFjAAegQIARAB&usg=AOvVaw0tEmwNccm5zl6Xt9TJfi9h&cshid=1601209300886
- Shahjahan, M. , Ara, M. and Ayaz, M. (2016) Protecting Child Labor in Bangladesh under Domestic Laws.
<https://m.scrip.org/papers/69186>
- Jakowan, M., Afrah, S.H.(2019, November) causes of child labour in Bangladesh: A case study in the city of Dhaka.
https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.researchgate.net/publication/337211104_Causes_of_Child_Labor_in_Bangladesh_A_Case_Study_in_the_City_of_Dhaka&ved=2ahUKEwj2zqPoqYnsAhUHb30KHSc_BUIQFjABegQIBBAB&usg=AOvVaw02tNr6CKLxDkwGt1bvFgGD

Learnings and Outcomes (Self-Reflection)

Working on this project allowed me to apply both theoretical knowledge and practical skills in media production, communication strategy, and research. I gained a deeper understanding of how to develop impactful campaigns, communicate social messages effectively, and use visual storytelling to drive engagement. The experience also enhanced my ability to work under pressure, collaborate with a team, and think critically about real-world social issues. Most importantly, it reinforced my passion for using media as a tool for advocacy and positive change.

Project 2

Course code & Course name: MSJ11211 Mass Communication

Project name: Violent Communication and its Effects between Teacher and Student

Project type: Mask Making

Theme: Non-violent Communication

Semester of submission: Spring 2021

Project Description

This project focused on exploring the absence of non-violent communication in love affairs through the lens of Face Negotiation Theory. Our work revolved around creating a symbolic mask installation that visually represented the emotional struggles in relationships. The masks were designed to depict two contrasting emotions—anger and sadness—to highlight how partners often see only each other's frustrations while ignoring the underlying pain. The project also incorporated handwritten notes listing the essential but often absent elements of healthy communication, such as trust, respect, time, affection, mutual understanding, and responsibility. Through this artistic representation, we aimed to raise awareness about the significance of non-violent communication in maintaining a healthy and meaningful relationship.

Project Justification

In many relationships, conflicts arise due to a lack of communication, misunderstanding, and failure to acknowledge each other's emotions. People often focus on external expressions of anger rather than understanding the deeper emotional pain that fuels it. This project was designed to visually and conceptually address this issue. By using masks and a color-coded approach, we symbolized the hidden pain behind anger and how miscommunication leads to emotional detachment. Our goal was to encourage people to reflect on their own relationships and recognize the importance of empathy, active listening, and constructive dialogue in preventing conflicts.

Project Produce Under this course:



Project Title: Mask-Making Project

Course Title: Mass Communication
Course Code: MSJ11211
Section-01, Group-07

Submitted To:
Course Instructor
Mahmudun Nabi
Senior Lecturer

Department of Media Studies & Journalism

Submitted By:

Mrinmoy Kumar Shil (201012056)

FM Sadman Sakif (201012009)

Report Title:
Absence of the elements of non-violent communication in love affairs

Face Negotiation Theory

The social contrasts in the general public shape the reactions to clashes in various social orders. The hypothesis holds up the idea of maintaining a face according to their societies. The face is only an identity. A face represents us. As the face addresses oneself in the general public, individuals show a demeanor which is attractive to them.

The mask making project helped me a lot realizing my inner self. While I was choosing the theme, I had to think about many different issues. I especially found myself so related to the topic as I had to go through the same issues in real life. So this definitely made me go deeper into my inner self and relate my situation with these issues.

Layout

In our mask we separated the face by two parts, one symbolizes sadness, the other is angry. We've painted two masks, one represents male and other represents female as we're talking about a relationship of love. We wanted to show the audience the situation as if they're only seeing each other's angry faces but they didn't see that they both were hurt on the other side of the face. Yes we wanted to add some sticky notes on the board which represents some common violent act and the absent element in a relationship. We mostly used black and white which represents the colorlessness of the relationship, blue for social media conversation and red for the added broken heart. Yes we added a few texts on the board. They're the absent element of non-violent communication in love affairs. For example Time Trust Respect Affection Mutual Understanding Responsibility Communication, these are the things that are guilty for the violent communication between lovers. We added those in our board.

Painting and Installation

We used the color to match the situation of the two faces. We used a brush to paint the mask. Also we've needed markers and rulers to make it perfect. Not but least we did use a human face as a foundation of the mask. We didn't use any kind of pigment. No, we didn't use any printed image. However we added a few notes which are hand written. Because we wanted to keep our project board more realistic. No, we didn't improvise our plan during painting. We created the mask as we planned it before painting. So we didn't have to change our plan. Basically we faced a problem while we tried to paint facial structure on the mask. I was a bit sloppy at first as I had never done painting before. In our opinion we liked the final result. It wasn't that good what we expected it to be but still it was good. First we've created the mask layer with the help of plaster paper. Then we used Vaseline inside it. Then we waited until it dried up, and did watercolor on it. So that we can paint on it easily. Finally we painted the facial expression and the rest of the board.

Mask Theme:

Our theme of the mask is basically about the absent elements of nonviolent communication in terms of love affairs. It is relevant to almost all of our lives. Most of us have experience of violent communication in love affairs. Actually lovers do want smooth communication between them. However, it doesn't always go that smooth. Sometimes we go through tough periods because of trust issues, sometimes communication gaps are the reason for misunderstanding. In my personal life I've experienced a toxic phase of relation. We did have a lack of respect for our personal life and work flow between us. Some of us does have problem with the time management. When these element are absent in love affair, it ended up with the lack of affection. When lovers deny to take responsibility of their own work, it increases the chance of ending of a beautiful relation like love.

Our message

Our message is to end violence in love affair by using non-violent communication. Because when these element are absent in love affair, it ended up with the lack of affection. When lovers deny to take responsibility of their own work, it increases the chance of ending of a beautiful relation like love.

Realization

We all have personal problems in our own life. However its better not to introduce these problem in love. Love is not that confusing when we use proper communication between us.

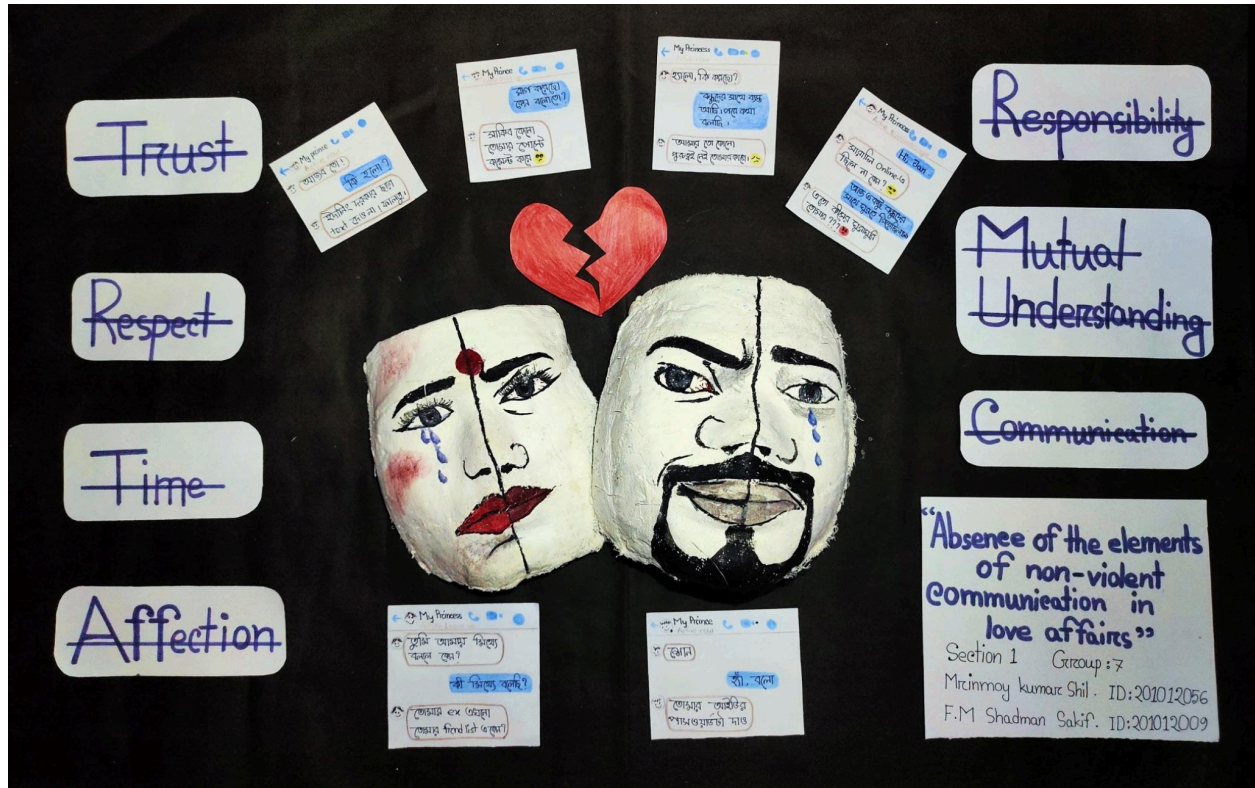
Role of individuals

Actually i(Shadman Sakif) did the report writing part and my team mate(Mrinmoy Kumar Shil) has created the mask. Since we were not in the same place so we've happily decided to divide our individual work.

Conclusion

Love is beyond everything. To conclude we must've to say that love is considered the most precious thing we can achieve in our life. So we must manage each and every element in any relationship. We shouldn't accuse our partner directly before judging if we don't want to put ourselves in a toxic war of violent communication and also we should practice non-violent communication in love affair to spread happiness.

Material produced under this project:



Learnings and Outcomes (Self-Reflection)

This project was a deeply personal and thought-provoking experience. Creating the masks and conceptualizing the theme helped me better understand the psychological and emotional aspects of communication in relationships. I realized that effective communication is not just about expressing feelings but also about understanding and acknowledging the emotions of others. From a technical perspective, working with plaster, watercolor, and visual composition was a new and exciting challenge. Despite initial difficulties in shaping and painting the masks, the process taught me patience, creativity, and adaptability. More importantly, this project reinforced the importance of non-violent communication in relationships, making me more conscious of how I interact with others in my personal life.

Project 3

Course code & Course name: MSJ11213 Principals of Public Relations

Semester of submission: Spring 2021

Project Description

This project focused on the principles and applications of Integrated Marketing Communication (IMC), highlighting its significance in branding, public relations, and digital media. The assignment explored how IMC integrates advertising, sales promotion, public relations, and online marketing to create a cohesive brand message across various platforms. Additionally, the project examined the role of soft skills in professional communication, emphasizing teamwork, adaptability, and problem-solving. Ethical considerations in public relations were also discussed, addressing the relationship between legal and moral responsibilities in professional settings.

Project Justification

IMC plays a crucial role in shaping brand identity and ensuring consistent messaging across multiple channels. In today's competitive marketing landscape, businesses and professionals must adopt an integrated approach to communication to maintain credibility and engage their target audience effectively. Similarly, soft skills are essential in media and communication-related fields, enabling professionals to work collaboratively, manage time efficiently, and make strategic decisions. Ethical considerations further reinforce trust and accountability in public relations, making it imperative for professionals to balance corporate objectives with responsible communication.

(We were not given any posters or such assignments in this course)

Project Produced under this Course:



Program: Bachelor of Social Science in
Media studies and Journalism

Course: MSJ 11213: Principles of Public Relations

Semester: Spring 2021

Section: 2

Final Assignment (Type B)

Submitted To

Wafi Aziz Sattar

Lecturer, Media Studies & Journalism Department

University of Liberal Arts Bangladesh (ULAB)

Submitted by

Student's Name: Mrinmoy kumar shil

ID: 201012056

Date Submitted:

10/06/2021

Answer no 1:

We know that IMC means Integrated marketing communication.

It is a marketing system that helps provide an attractive marketing experience for a product or service. This is the process used to establish the brand message in the production of advertising on social media and communication in public relations that is stable across all media channels. Social media marketing Journalism Anyone who has a place in marketing through the communication industry can get a job in areas like digital media and market research. They may also be involved in public relations consulting television radio and other fields. Let me discuss why it's important, I think this is an important part of public relations because a partition of IMC activities will be softened and integrated marketing communications Brand messages communicate an important role to a wider audience. Combined minimum spending goes a long way in creating brand awareness among customers. Integrated Marketing Communication is not just for business people but also for direct communication with customers. Communication implementing agencies not only successfully promote their banks to all audiences but also build confidence among those who do not always successfully promote their brands but their Builds confidence in those who always keep their things steady, no matter what. When customers arrive at the same time in the same sentence it ultimately creates a better impression on them. In fact, it does not rely on any general media marketing. It usually does data-driven marketing to make a peer better and its impact can be seen in the Enterprise Block Website Display Billboard Magazine and in search engine news. In fact, they control the way things are in modern society. Some service entailed within IMC is given below:

Public events, Public relations and affairs, Sales Promotion, Online and direct marketing, advertising and publicity.

In this way, IMC entitled services are provided.

Answer no 2:

Soft skills are interpersonal skills within a person. It makes people feel comfortable in their environment and helps them to collaborate and adapt. Simply put, it is not very easy to define, and these are skills that are difficult to measure. Soft skills refer to interpersonal abilities that allow us to become more at ease in our surroundings, collaborate with them, and adapt to them. On the other hand, qualities and abilities are more difficult to measure and define. It helps you to work with a team at ease and teaches rules like keeping communication and conversation right and understanding things. I am a professional photographer so I have to work with the team almost all the time. Now if I can't cooperate with them then all my soft skills will not work. It is a transferable skill that plays an important role in any type of work field or real life situation. In general, we can't learn soft skills like regular things. Soft skills are some unique examples that are very important to become a 'PR Specialist'

Flexibility

Creativity

Listening

Punctuality

Intelligence

Multitasking

Responsibility

Problem-solving

Strategic thinking

Time management

Good decision making

From the above, we can see that public relations are a place that needs a team that has the ability to think well, increase the ability to solve problems and be creative.

The skill of teaching us anything is called hard skill. We can achieve this through any previous course training and various experiences. Hard skills are the ones that we were taught in school. It also refers that technical skills are job-specific and specific to each position and seniority level. We can also obtain them through certificates, courses, vocational training, or past work experience. Companies examine people's curriculum vitae for hard skills to see how knowledgeable they are about the job.

Different types of corporate organizations look for skills on your curriculum to judge how much you know about work. That is to say, the activities of a person in a particular place are determined by his hard skills and whether that place is perfect for him. Again, not only hard skills but also soft skills are needed to make him perfect in all respects. So hard and soft skills are very important nowadays but hard skills can get the job of our choice and soft skills can take it to a more powerful stage and one of the best platforms.

Answer no 3:

Ethics –

Basically ethics is a branch of philosophy concerned with the moral principles and values with what to be the case and how people ought to live their lives. It is a set of moral principles, ones relating to a specified group, field, or form of conduct. It is directly related to the trust and reputation people have for an organization. So it is very important for everyone. It also deals with the organization's values, their code of ethics. Ethics helps to develop employers and client's expectations and public interests. All we are taught to do right and wrong is ethics.

All ethical standards have been enacted as law. If something is legal, it also ethical. If an action is legal, many practitioners also consider it ethical. It is all about concepts of right and wrong behavior. Some actions may be legal but in some people's opinion not ethical. The relationship between laws and ethics is not always clear. Although we may have a legal right to do something, this doesn't necessarily mean it is ethically justified.

As a PR competitor, the ethical consideration we have to practice -

We have to know what we have to say or do to win.

We absolutely have to know who we are trying to influence. Moreover, if we move from our main topic to another topic, we will never be able to succeed on our own topic. We have to take care all the time on what are the positive and negative results of our actions. I need to know how I can serve my client objectively.

One thing that is very important, I cannot work with my client as long as they don't affect my way to work.

We need to know when we should decline jobs if they do not meet our ethical practices.

Learnings and Outcomes (Self-Reflection)

This project provided valuable insights into the practical applications of IMC and its impact on modern marketing strategies. I gained a deeper understanding of how brands establish and maintain their presence through strategic communication. Additionally, I learned the importance of soft skills in fostering teamwork and navigating real-world professional challenges. The ethical component of the project reinforced my awareness of responsible communication practices and the necessity of aligning business objectives with ethical considerations. Overall, this assignment enhanced my ability to think critically, develop strategic communication plans, and apply ethical reasoning in professional settings.

Project 4

Course code & Course name: MSJ11203 Communication & Technology

Project name: Non-violent Communication

Project type: Blog post

(<https://mrinmoykumarshil201012056.blogspot.com/2022/09/what-makes-viral-content-viral.html>)

Theme: What makes viral content viral?

Semester of submission: Spring 2022

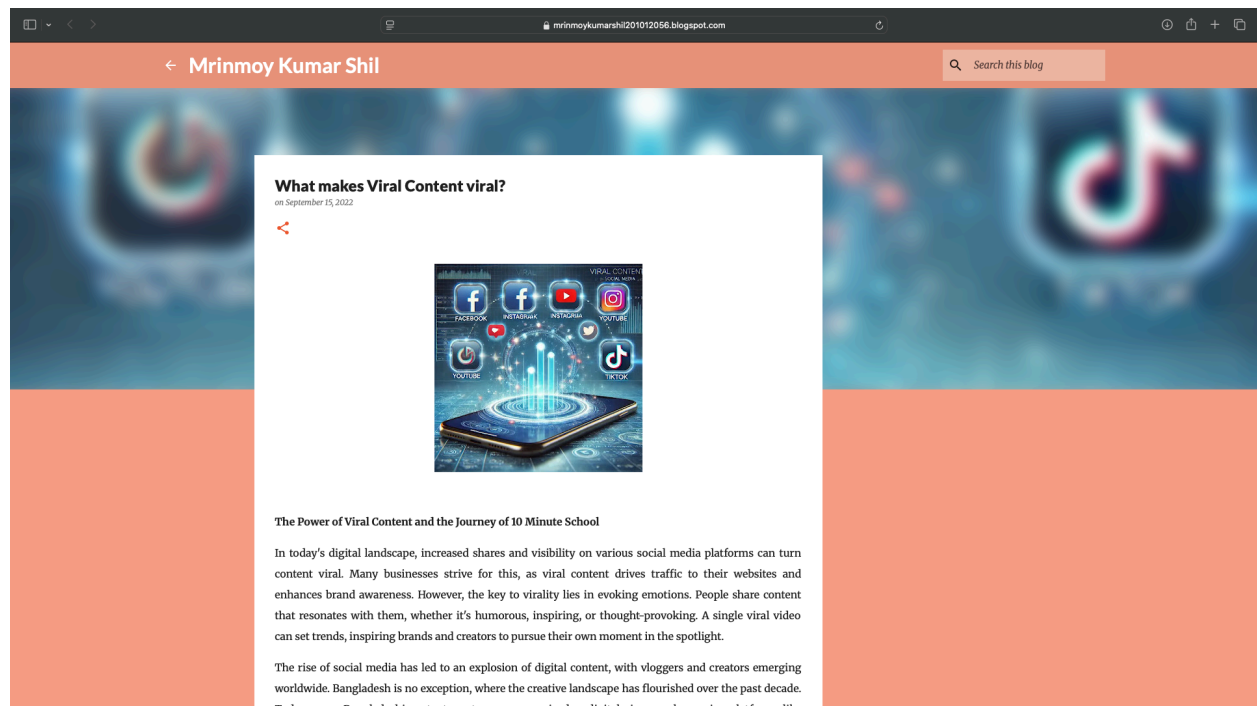
Project Description

This assignment explored the power of viral content and the remarkable journey of 10 Minute School, Bangladesh's leading EdTech platform. The project analyzed how digital content gains widespread attention, the emotional triggers behind virality, and the evolution of content creation in Bangladesh. It also highlighted the inspiring story of Ayman Sadiq, whose perseverance transformed a small initiative into a groundbreaking online education platform. Through research and analysis, this project aimed to understand the impact of social media on education and digital entrepreneurship.

Project Justification

With the rise of digital platforms, content virality has become a crucial aspect of brand growth, education, and engagement. This project was essential in understanding how emotional appeal drives shares and influences online audiences. The case study of 10 Minute School served as a prime example of how innovative ideas, persistence, and digital strategies can lead to success. Ayman Sadiq's journey also provided valuable insights into overcoming challenges, adapting to technological shifts, and making education more accessible in Bangladesh.

Project Produced under this Course:



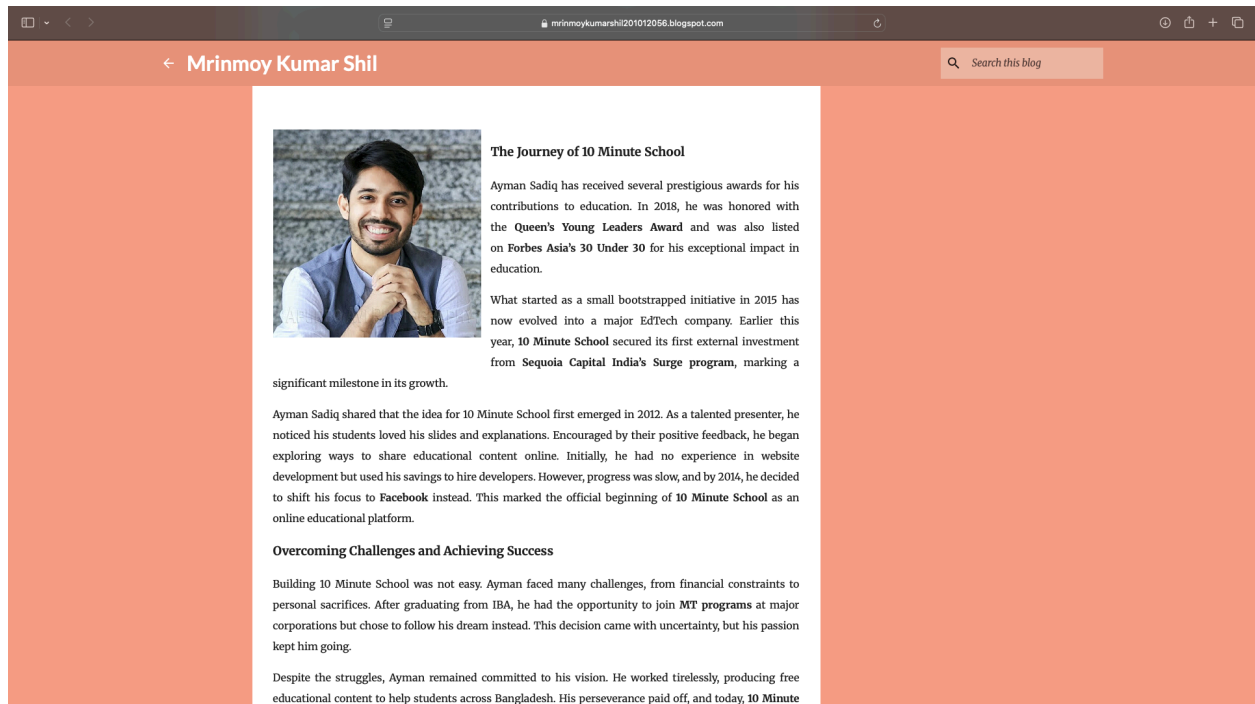
Screenshot of the blog content

The Power of Viral Content and the Journey of 10 Minute School

In today's digital landscape, increased shares and visibility on various social media platforms can turn content viral. Many businesses strive for this, as viral content drives traffic to their websites and enhances brand awareness. However, the key to virality lies in evoking emotions. People share content that resonates with them, whether it's humorous, inspiring, or thought-provoking. A single viral video can set trends, inspiring brands and creators to pursue their own moment in the spotlight. The rise of social media has led to an explosion of digital content, with vloggers and creators emerging worldwide. Bangladesh is no exception, where the creative landscape has flourished over the past decade. Today, many Bangladeshi content creators are recognized as digital pioneers, leveraging platforms like YouTube, Instagram, and TikTok to engage audiences. The Evolution of Content Creation in Bangladesh Bangladesh's digital content scene took off in the early 2010s, primarily with YouTubers producing urban-centric comedy videos. Over time, the content diversified to include food vlogging, travel experiences, educational videos, and much more. With the growing influence of Instagram and TikTok, breaking into the content industry has become more competitive than ever. One of the most influential figures in Bangladesh's digital education sector is Ayman Sadiq, the founder and CEO of 10 Minute School, the country's largest EdTech platform.

His story is an inspiring testament to perseverance and innovation in the online education space. The Journey of 10 Minute School Ayman Sadiq has received several prestigious awards for his

contributions to education. In 2018, he was honored with the Queen's Young Leaders Award and was also listed on Forbes Asia's 30 Under 30 for his exceptional impact in education. What started as a small bootstrapped initiative in 2015 has now evolved into a major EdTech company. Earlier this year, 10 Minute School secured its first external investment from Sequoia Capital India's Surge program, marking a significant milestone in its growth. Ayman Sadiq shared that the idea for 10 Minute School first emerged in 2012. As a talented presenter, he noticed his students loved his slides and explanations. Encouraged by their positive feedback, he began exploring ways to share educational content online. Initially, he had no experience in website development but used his savings to hire developers. However, progress was slow, and by 2014, he decided to shift his focus to Facebook instead. This marked the official beginning of 10 Minute School as an online educational platform. Overcoming Challenges and Achieving Success Building 10 Minute School was not easy. Ayman faced many challenges, from financial constraints to personal sacrifices. After graduating from IBA, he had the opportunity to join MT programs at major corporations but chose to follow his dream instead. This decision came with uncertainty, but his passion kept him going. Despite the struggles, Ayman remained committed to his vision. He worked tirelessly, producing free educational content to help students across Bangladesh. His perseverance paid off, and today, 10 Minute School is a household name, offering courses that allow students to learn from anywhere. Conclusion The success of 10 Minute School exemplifies the power of persistence, creativity, and adaptation in the digital age. Whether it's viral content or educational platforms, the key to success is engagement, consistency, and delivering value to the audience. As Bangladesh's digital landscape continues to grow, creators and innovators like Ayman Sadiq will inspire the next generation to dream big and take bold steps toward their goals.



Blog Link: [Tap here](#)

(<https://mrinmoykumarshil201012056.blogspot.com/2022/09/what-makes-viral-content-viral.html>)

Learnings and Outcomes (Self-Reflection)

This assignment deepened my understanding of digital content trends, the mechanics behind viral engagement, and the growing influence of social media in education. I learned how strategic content creation, consistency, and audience engagement contribute to success in the digital space. Analyzing 10 Minute School's journey also inspired me to appreciate the role of resilience and adaptability in building a long-term impact. This project reinforced my belief in the power of media as an educational tool and encouraged me to think critically about content strategies in the evolving digital landscape.

Project 5

Course Code and Name: MSJ 11201 English for Media

Project Name: Hard News (English)

Topic: Young Lady Turza is a Dreamer

Project Date: Spring 2022

Project Description

The project "Young Lady Turza is a Dreamer" explores the inspiring journey of Turza, a young woman entrepreneur who overcame societal and familial challenges to establish her own business. It sheds light on the struggles and successes of female entrepreneurs in Bangladesh, focusing on Turza's resilience in starting a mobile food shop, "Turza's Kitchen," along with her online ventures in luxury cosmetics, clothing, and jewelry. The project highlights her determination, her efforts to empower other women, and her vision of expanding her business into a full-fledged restaurant.

Project Justification

Women's entrepreneurship in Bangladesh has faced numerous barriers, including societal norms, family resistance, financial struggles, and gender-based discrimination. Turza's journey represents the resilience and ambition of modern women who break stereotypes and create opportunities. This project is significant because it demonstrates how social media, persistence, and self-belief can help women overcome societal obstacles. By sharing Turza's story, the project aims to inspire unemployed and marginalized women to pursue their dreams despite external pressures. It also emphasizes the importance of family support, especially from spouses, in enabling women to thrive in business.

Project Produced under this Course:



Final Assignment – Spring-2022

Course: MSJ 11201

Course Name: English For Media

Section: 2

Submitted to: Syeda Sadia Mehjabin

Lecturer, Media studies & Journalism

University of Liberal Arts Bangladesh

Submitted By: Mrinmoy Kumar Shil

Date Submitted: 28 May 2022

Project Produced under this Course:



Photo: Tanjuma Islam Turza with burgers in "Turzar Kitchen". May 25, 2022

Young Lady Turza is a Dreamer

There was a time when women lived within the boundaries of four walls. Working out of the house was like a world victory or a dream. But that time is now past. Women are now starting to create new jobs. One such started her youth from adolescence, has set up a mobile food shop called 'তুর্জার কিচেন'. Turza is studying in the second year of Borhan Uddin post graduate college in Dhaka's South Kerniganj. In addition to her studies, she has become self-sufficient in online luxury cosmetics, clothing, jewelry and other products. She is known as a young woman entrepreneur.

In March 2020, she started Turza's Kitchen, capitalizing on his dream. However, the small food shop built on the side of the road was closed due to the epidemic. Although the world came to a standstill, his desire to fulfill his dream did not subside. He decided to turn around anew. Started a business of clothing, jewelry and other products through social media. After the lockdown stabilized, the closed food shop started in full swing again.

Starting a food business with a capital of half a lakh rupees was not easy. Obstacles come from families, locals. Although the shop was built in an abandoned place on the side of the road, the locals had to pay a monthly fee. Sometimes disconnecting the electrical connection of the shop and sometimes evicting the shop was a daily task. Turza did not stop even after thousands of obstacles. Moving forward in his own will.

Turza said, 'The family did not agree when the shop started. But I did not give up gradually everyone's perception has changed. Now everyone advises me to move forward.' Regarding future plans, she said, "I want to turn this small shop into a big restaurant. Many people want to arrange employment. I want to give priority to unemployed women in particular."

"Now there are two people engaged in delivering food to people's homes. I am thinking of having a female salesperson in the shop," she said.

Turja has just tied the knot. She said that she was getting encouragement and support from her husband in business. "Everyone needs a person in their life who will always be by their side," Turza said. She (husband) is encouraging the business as well as helping me in various activities.

Turza's husband Abir said, "I am very happy with his work. Girls can do whatever they want, Turza is an example of that. I want him to go further. I will always be by his side."

Turza wants to work with the neglected, jobless, divorced women of the society. According to Turza, no task is small. Have to try. Do not sit still. The barrier will come from the family. Society will put pressure. Attempts will be made to detain him on the pretext of religion. But the girls have to come forward with courage. Shameless self promotion for Ballistic Products and a great bargain on a neat little knife for you. New jobs and possibilities will be created.

Addressing unemployed women, she said, "If you want to reach your goals, you have to ignore the constraints of society." If it is not possible to go out and work, then work from home. Use social media as a suitable platform. Turza has too many dream. She cares not only about her husband and family but also about other women in the society. Turza's goal is very clear. According to him, it doesn't matter what people say. If

you keep your morale steady and stick to your decision, victory is assured.

Learnings and Outcomes (Self-Reflection)

Through this project, I gained a deeper understanding of the struggles and triumphs of female entrepreneurs. It helped me recognize the importance of self-motivation, perseverance, and adaptability in achieving success. I also learned how social constraints, financial challenges, and gender biases can impact business growth and how overcoming them requires strong willpower and community support. Additionally, this project reinforced the significance of using digital platforms for entrepreneurship and how women can leverage social media for business expansion. Most importantly, it taught me that true success is not just about personal achievements but also about uplifting others, as Turza aspires to do by empowering jobless and disadvantaged women.

Project 6

Course Code and Name: MSJ 11214 Convergence Communication 1

Project Name: Installation Art

Title: Single Parenting

Project Date: Fall 2019

Project Description

This project focused on the struggles and resilience of single parents, particularly single mothers, as they navigate societal judgment while raising their children. Through performance art, we aimed to visualize how a mother protects her child from the harsh realities of social stigma and negative perceptions. Our short film depicted the challenges single parents face, the emotional toll on both the parent and child, and the strength required to overcome societal pressure. The project involved conceptualizing, filming, and editing a performance piece that effectively conveyed the message within a limited timeframe.

Project Justification

Single parenting is an increasing reality in today's society due to rising divorce rates and other circumstances. However, societal attitudes often make it difficult for single parents and their children to lead a normal life without facing judgment. This project was necessary to highlight the emotional and psychological impact of such experiences. By bringing this issue to light through an artistic medium, we hoped to foster empathy and understanding, encouraging people to support rather than criticize single parents. The performance art approach allowed us to communicate the message in a powerful and thought-provoking way, making it accessible to a wide audience.

Video Link: https://youtu.be/2Hl_ZwtNSSc

Project Produced under this Course:



Full Mark: 20

Deadline: January 22, 2022

Each student must individually fill up the following form to write the report on her/his group/individual project for the final term examination.

Reporter's ID: 201012056

Reporter's name: Mrinmoy Kumar Shil

Question	Answer		Point
Title of your work:	Single Parenting		01
Group details (if any)			
Group name: (Write 'individual' for individual projects.)	Team Bijoy		01
Group member's list. (Write your group member's names with their ID.)	Member's ID	Member's name	01
	201012013	Redwan Ahmed	
	201012056	Mrinmoy Kumar Shil	
	201012075	Ramira Haque	
	201012041	Purnota Mahmood Khan	
	173012059	Shaily Nasrin Bhuiyan	

Theme		
CI theme: (Write about the semester theme 'Gatekeeping Theory' in your language.) (50-150 words)	<p>It is a process in which the information is divided into different parts and they are sorted as required by the Gate Keeping Criteria. Different types of filters are applied to the gatekeeping mechanism and the most common filter is the type of information.</p> <p>Simply put, how much information is important and it is a group or the individual. Here the gatekeeper runs the entire system of the division.</p>	01
Group/Individual theme: (What was your theme? Why did you take this theme?) (150-250 words)	<p>The theme is about single parenting. How a single parent saves his child from the various questions and hostile environment of society and tries to give the gift of a beautiful world. The child faces many kinds of questions but the mother saves him from it again and again.</p> <p>The prevalence of divorce has increased a lot in today's society. That is why many people are in such a situation, they have to face many problems and we listen to such parents/children in different ways so that future generations do not have to go through such situations.</p>	02
Artwork		

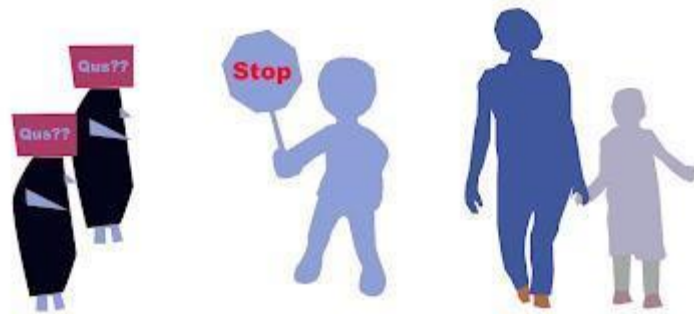
Layout & Plan:

(Attach the image of your layout)

(Why and what kind of installation/performance/others did you want to do?)

(150-250 words)

Single Parenting



The plan

In our performance art, we will be showing five people. Among them, one will be the gate, and the mother will be the gatekeeper, who is fighting for her child, and the obstacles around her. Another person is a child who is bullied by society. And two other people will represent society, the society that always questions the child. There will be two boxes in their head, we will write 'question' in the box. We will show that the child that is raised by a single mother is always bullied by other people. We will be showing this in performance art.

Designed By - Team Bijoy

We have chosen performance art depending on our theme. It is about a single mother. We wanted to visualize this through performance art, how a single mother raises her child without facing various questions in society. We've all discussed these in groups and plan to present them properly in a short time. In fact, in today's society, a single parent has to deal with different situations and questions. And to put it all together, it would be incomplete, so we chose Performance Art.

Production:

(Please write about the production process of your work from the beginning including materials you used, the place you worked at, any obstacles you faced, any improvisation you did, the result came out at the end.)

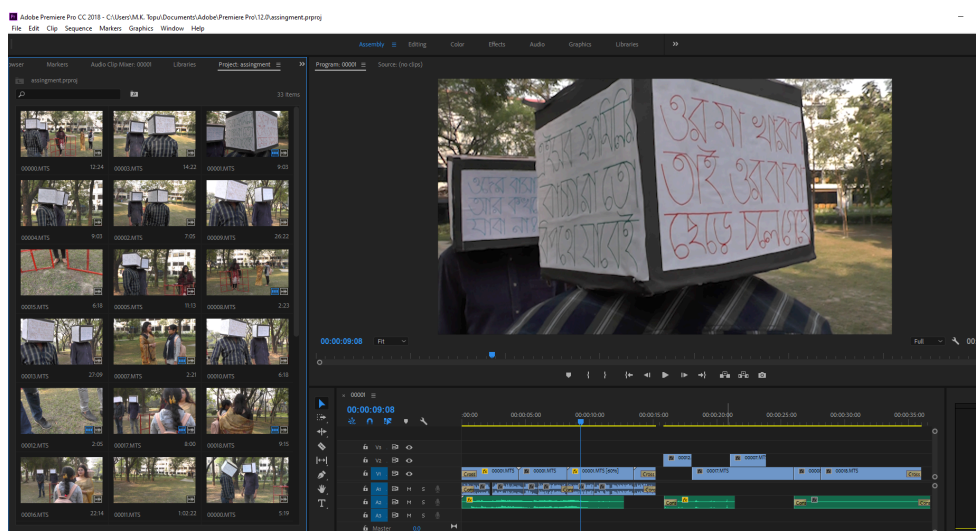
(Please attach some images of your production process.)

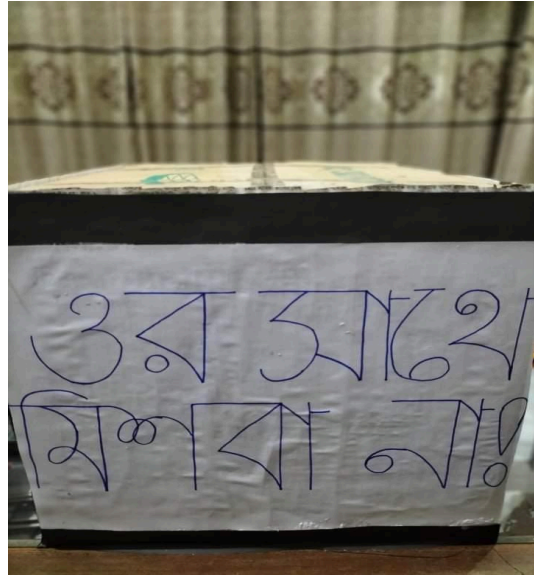
(300-400 words)


First, we got together as a group and then we emailed from the media lab for two cameras, microphones, and all sorts of things we needed, with the help of Shipu Sir. After collecting these, we shot the video in one day.

Here is a video made with 5 people in which mother played by Ramira Haque daughter played Shaily Nasrin Bhuiyan and Purnota Mahmood Khan for the gate and Redwan Ahmed and I(Mrinmoy Kumar Shil) were the people of the society.

But after completing the video we faced a problem. We got all the video files but could not collect the audio files from the media lab. Later we collect the files from Media Lab and on the last day of submission, I edit and submit the video.





		
Exhibition		
<p>Exhibition: (Where was the show, how was that platform, who were the spectators, was any other platform (like Shilpakala Academy/permanent campus) better for the show, and why?) (150 -250 words) (Please attach some images/screenshots of your final work and show)</p>	<p>We have shown this performance art on the Facebook platform and the spectators here are the Facebook audience. Yeah, it'll be better if we performed the show on the Permanent Campus/ Shilpakala Academy. What we can understand face to face is a little difficult to explain in a short time through video. And of course, performing at the Performing Arts Shilpakala Academy or Permanent Campus or in the open air is beautiful and has always been the case in the last few years.</p>	02



Feedback

(Please interview 5 people and ask the same 5 questions to each person to fill up the table below.)

(Please edit question number 5 with your message in it, before you send the questions to your interviewee.)

04

Question	Answer	
Interviewee:1		
1. Please tell me your name and profession (in detail).	Name: Kinjol Saha	Profession (in detail): Student (Bachelor of Science 2nd year in Changsha University of Science and Technology, Hunan, China)
2. Please tell me what message you get after seeing my artwork, or is it very confusing and	I got genuine trouble of our society bullying, at the moment when a circle of relatives or character going through severe intellectual trauma.	

very hard to understand?		
3. If you get any message, which clues have helped you to understand the message?	We have to understand their problem and help them with staying beside them.	
4. Does this artwork look common or does it look extraordinary to you? If it looks unique or creative to you, what kind of uniqueness do you find in this work?	No, this is a unique and understandable message.	
5. I wanted to tell you (write your message here). Have you found this message in this artwork? How my message could be more visible in it, please suggest to me.	Yeap. It is visible and we should try to give this kind of awareness to our next generation.	
Interviewee:2		
1. Please tell me your name and profession.	Name: Sarwar Hossain Bappy	Profession (in detail): Student (LLB, Stamford University)
2. Please tell me what message you get after seeing my artwork, or is it very confusing and	This Artwork points out some dirty Society rules which are indirectly made by us.	

very hard to understand?		
3. If you get any message, which clues have helped you to understand the message?	The Clues which help to understand are the two characters Who Wears The boxes with some dirty Rules of social And The persons Who Talk in this Artwork.	
4. Does this artwork look common or does it look extraordinary to you? If it looks unique or creative to you, what kind of uniqueness do you find in this work?	It's a common thing which we have seen everywhere in our country. But the artwork is really unique And mind-blowing. I haven't seen it before which Contents are totally Different And Every word of This Artwork is meaningful.	
5. I wanted to tell you (write your message here). Have you found this message in this artwork? How my message could be more visible in it, please suggest to me.	Yes, The artwork carries The message Where society doesn't understand. It should be better if Any Mother or any character of this Artwork gives us any message At the End of This Artwork.	
Interviewee:3		
1. Please tell me your name and profession.	Name: Anonna Chowdhury	Profession (in detail): Student. Dinajpur Govt. College. Science Group.

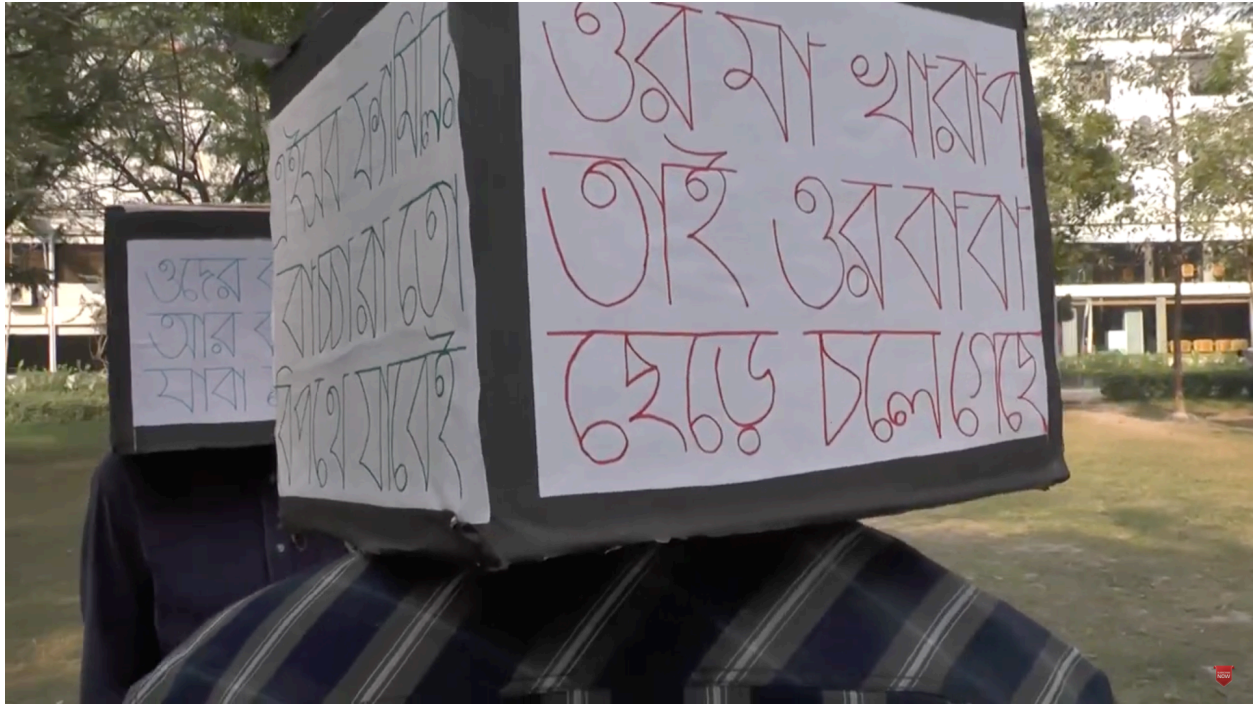
2. Please tell me what message you get after seeing my artwork, or is it very confusing and very hard to understand?	Though the artwork is not enough to fully describe the message I get the concept of how hard is to run a family for being a single mother.
3. If you get any message, which clues have helped you to understand the message?	The Placards that the characters have held on their head and the gate as obstacles to avoid that public, helped me to understand the message.
4. Does this artwork look common or does it look extraordinary to you? If it looks unique or creative to you, what kind of uniqueness do you find in this work?	This artwork looks unique in presentation as the concept is very common in our society. I found the uniqueness in where the mother who bravely brought the obstacle between her child and low-lying people of her society.
5. I wanted to tell you (write your message here). Have you found this message in this artwork? How my message could be more visible in it, please suggest to me.	I think you could add more surroundings of how the child gets into the harassment. Like her friends of the school, a society where she faces the crowd of ignorance, disgraceful attitudes.

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Interviewee:4		
1. Please tell me your name and profession.	Name: Avilash Bhowmik	Profession (in detail): Student(CSE) American International University-Bangladesh
2. Please tell me what message you get after seeing my artwork, or is it very confusing and very hard to understand?	I saw the real-life social problem in this artwork. No, it is not confusing to understand the theme.	
3. If you get any message, which clues have helped you to understand the message?	We should not force our next generation.	
4. Does this artwork look common or does it look extraordinary to you? If it looks unique or creative to you, what kind of uniqueness do you find in this work?	It looks extraordinary to me.	
5. I wanted to tell you (write your message here). Have you found this message in this artwork? How my message could be more visible in it, please suggest to me.	We should be motivated single parents for leading a beautiful life.	

Interviewee:5		
1. Please tell me your name and profession.	Name: Taifa islam jame	Profession (in detail): Student at North South University(BBA)
2. Please tell me what message you get after seeing my artwork, or is it very confusing and very hard to understand?	No. It's not that hard to get learned that the artwork shows the difficulties of Single Parenting.	
3. If you get any message, which clues have helped you to understand the message?	I get the message by the Negative talks around the child which is a very common hearing in society.	
4. Does this artwork look common or does it look extraordinary to you? If it looks unique or creative to you, what kind of uniqueness do you find in this work?	It is a creative one because It is a rare issue to talk about. We all just visualize the facts but there is no one ready to talk or hold the issue to the society for changing the antithetical outlook.	
5. I wanted to tell you (write your message here). Have you found this message in this artwork? How my message could be more visible in it, please suggest to me.	In my opinion, it can be more visible if there would be more characters and scenes where the mother also encountered different types of provoking talks.	
Realization		07

<p>(Have you got all the feedback from the audience as you expected to? Did the viewers get your message? Please explain the reasons why or why did not they get your message. What have you realized about your succession at the end? How should you do the installation/performance if you want to do it again? What were the strengths of your work? Why? What were your faults? How can you avoid your faults next time? What is your thought about this project?) (400-500 words)</p>	<p>In fact, I didn't get all the feedback from the expected audience due to being an online platform. Yes, visitors got our message, they also know about our theme. Many have also told me that the video has become too short, they do not know the art of performance, that is why they have said so and the performance should be made within 50 seconds or one minute. Although the video was short, we tried to make it very informative, so we should respect all of us without degrading the policy in society.</p> <p>If I wanted to do this later, I would spend a lot of time trying to give the job perfectly and clear the video so that everyone can know the complete information in the first scene, that is, our main message is clear in the first scene.</p> <p>We all did well after sharing the work so that we would not have any problems. First of all our course teacher helped us properly. He took care of us every step so that we are less likely to forget and correct mistakes. This is our main strength.</p> <p>I don't see any fault in it, if there is any error, then next time I have to work in a very perfect way. Of course, a successful project needs to be structured in order to present it beautifully. This is the first time I've been involved in a project like this and it's great to have this kind of group work. I want more such projects in the future and we all work together as a team.</p>
Total	25



Screenshot of our installation art video

Installation Art Video Link: https://youtu.be/2Hl_ZwtNSSc

Learnings and Outcomes (Self-Reflection)

This project was an eye-opening experience that helped me develop both creative and technical skills. From planning and executing the performance to overcoming technical difficulties with audio and video, I learned the importance of teamwork, problem-solving, and adaptability. The feedback from the audience showed us that while our message was clear, some aspects could have been expanded for better understanding. If I were to do this project again, I would focus on adding more context and depth to certain scenes. Ultimately, this experience reinforced the power of storytelling in addressing social issues and left me inspired to explore more meaningful projects in the future.

Project 7

Course Code and Name: MSJ 11202 Bangla for Media

Project Name: Hard News (Bangla)

Project Title: ঢাকার বুকে সবুজে ঘেরা ইউল্যাব

Project Date: Summer 2022

Project Description: I had previously worked on a project requiring me to write English news articles. I was assigned to prepare Bangla hard news this time for this project. In this class, I learned how to write a paper in Bengali. I decided to cover ULAB's permanent campus. It's basically a photo story which was published in our Varsity Magazine "Ulabian".

Project Justification: Writing in Bangla for a hard news article was a new and valuable challenge that pushed me beyond my previous experience with English news writing. This project was significant because it allowed me to develop my proficiency in Bangla journalism, a crucial skill for media professionals working in Bangladesh. At that time, our course teacher selected me to write a story of green ULAB's permanent campus and also the opportunity to explore and present the university's unique environment through a compelling photo story. By showcasing the blend of modern architecture and natural beauty, the article not only informed readers but also created a sense of pride and connection among students and faculty. Additionally, being published in *Ulabian* strengthened my confidence in my writing and storytelling abilities.

Project Produced under this Course:



Assignment on
News Writing
Course: MSJ-11202

Prepared By
Mrinmoy Kumar Shil
ID: 201012056

Submitted To
Bikash C. Bhowmick

Assistant Professor, Media Studies & Journalism Department
University of Liberal Arts Bangladesh (ULAB)

Name in English and Bengali: Mrinmoy Kumar Shil, মৃন্ময় কুমার শীল

Id no: 201012056

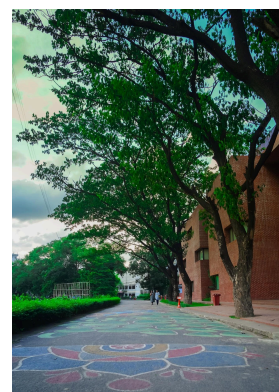
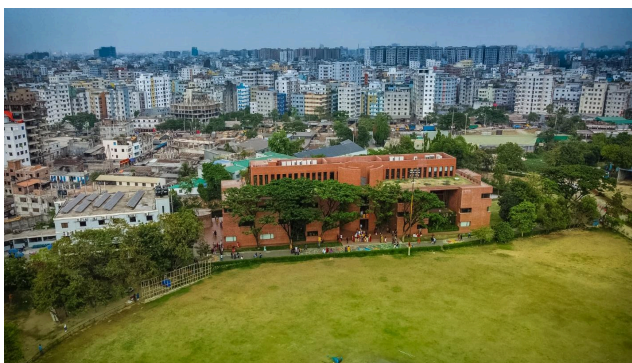
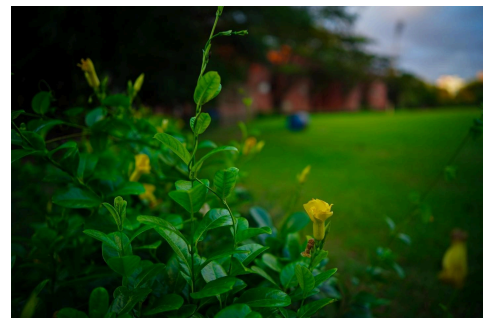
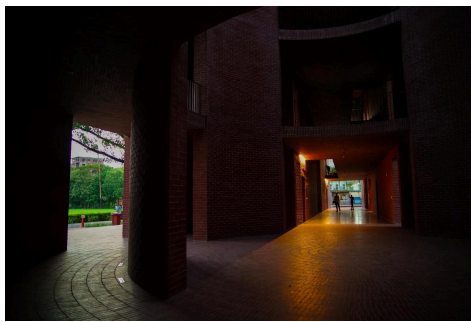
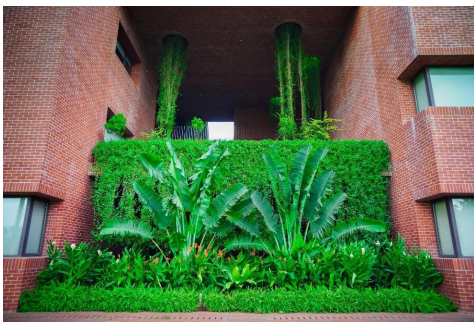
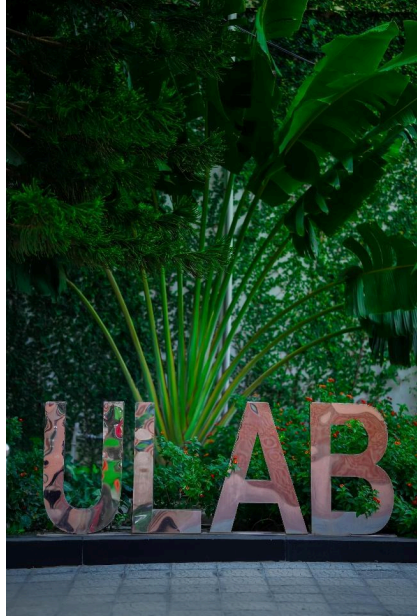
ঢাকার বৃক্কে সবুজে ঘেরা ইউল্যাব

নগরায়নের এই যুগে আমরা একটি বেসরকারি বিশ্ববিদ্যালয় মানেই বৃষ্টি কনক্রিটে ঘেরা উঁচু উঁচু দেয়াল আর তারমধ্যে বদ্ধ গুটিকয়েক শীততাপ নিয়ন্ত্রিত ক্লাসরুম। অথচ এই শহরের অভ্যন্তরেই আধুনিকতা আর নিরিবিলি প্রাকৃতিক সমারোহের মিশে গড়ে উঠেছে একটি বেসরকারি শিক্ষা প্রতিষ্ঠান ইউনিভার্সিটি অব লিবারেল আর্টস বাংলাদেশ, লোথমুখে যা শোভা পায় ইউল্যাব নামে। এদিকে খুব অল্প সময়েই বিশ্ববিদ্যালয় নিয়ন্ত্রক সংস্থা ইউজিসির নির্দেশনা অনুযায়ী ইউনিভার্সিটি অব লিবারেল আর্টস বাংলাদেশ (ইউল্যাব) স্থায়ী ক্যাম্পাসে সম্পূর্ণভাবে শিক্ষা কার্যক্রম শুরু করেছে ২০১৯ সাল থেকে। আধুনিক স্থাপত্যবিন্যাসে এই সবুজস্বর্গ মোহাম্মদপুরের রামচন্দ্রপুরে ৯ একর জমিতে নির্মিত হয়েছে। চিরসবুজ আধুনিক এই ক্যাম্পাসকে ভালোবেসে শিক্ষার্থীদের কেউ কেউ এর নাম দিয়েছেন তাদের বৃন্দাবন।

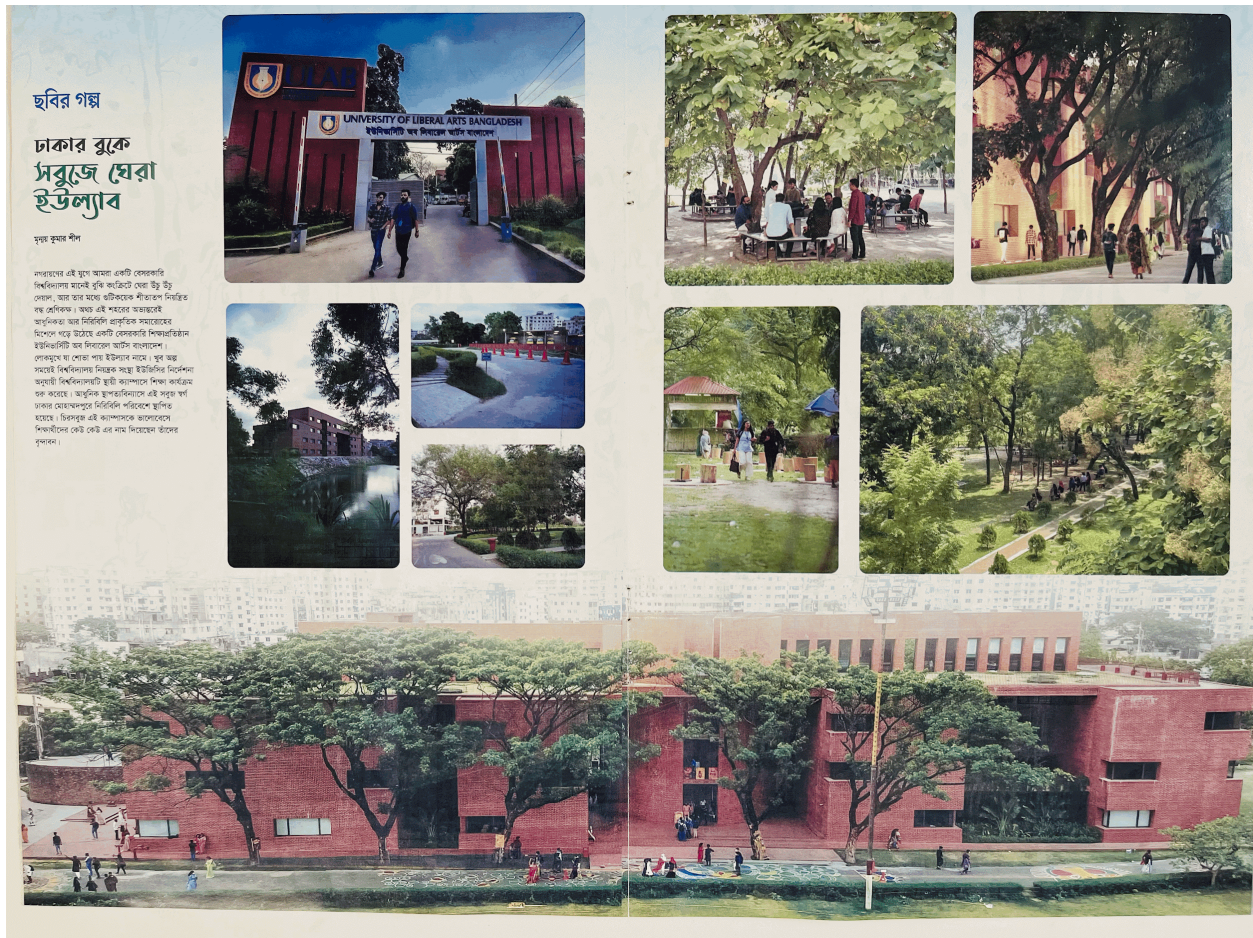
ক্যাম্পাসে প্রবেশ করলেই ডান দিকে দেখা মেলে নীলাভ পানিপূর্ণ লেক যেখানে হরেক রকম গাছের আলোছায়া যেনো তার স্নিগ্ধতা আরো বাড়িয়ে যায়। সেই সাথে রয়েছে ছোট ছোট ডিঙি নৌকা ও। আর বাম দিকে রয়েছে বিশ্ববিদ্যালয়ের নিজস্ব বাস সার্ভিসের স্ট্যান্ড ও পার্কিং জোন। হ্যাঁ আপনি একটি পুরাতন চিত্রকল্পে সজ্জিত সংরক্ষিত গাড়িও লক্ষ্য করতে পারবেন, এই ভাস্কর্যটি চোখের আড়াল করা অসম্ভব বিষয়। যদিও এই গাড়ির তাৎপর্য নিয়ে রয়েছে শিক্ষার্থীদের মনে হরেকরকমের কল্পকাহিনী। তারপর কিছুটা এগিয়ে গেলে সবুজ ঘাসের গালিচায় আবৃত উঠান। এখানে ঢাকা প্রিমিয়ার লিগ(ডিপিএল), 'ইউল্যাব ফেয়ার প্লে কাপ সহ শিক্ষার্থীদের বিভিন্ন রকম ইনডোর ও আউটডোর খেলাধুলার পরিচর্যা করা হয়। মাঠের পাশেই বড় বড় গাছে ঘেরা উঁচু দালানটি শিক্ষার্থীদের ডি-বিল্ডিং কিংবা অনেকে মজা করে বলে "দ্যা রেড ফোর্ট"। এই স্থাপনাটি আর্টিস্ট স্ট্রাকচারে নির্মিত, যা এক দেখায় উপলব্ধি করা যায়। এছাড়া আরও দুইটি বিল্ডিং রয়েছে যেমন ক্যাফেটেরিয়া, লাইব্রেরী, কম্পিউটার ল্যাব, শ্রেণী কক্ষ ইত্যাদি। ফুলে-ফলে সমৃদ্ধ বাগান এই ক্যাম্পাসকে রূপ দিয়েছে একটি পরিকল্পিত বোটানিক্যাল গার্ডেনে।

শিক্ষার্থীরা চাইলে অবসর সময়ে গাছ তলায় গোল টেবিল গুলাতে আড্ডা দিতে পারে। যা তাদের পড়ালেখার একঘেয়েমিকে নিমিষেই বর্জন করতে কাজে দেয়। ক্যাম্পাসে রয়েছে শীততাপ নিয়ন্ত্রিত ক্যাফেটেরিয়ার নানান আধুনিক খাবার খাওয়ার ব্যবস্থা। ক্যাম্পাসের একপাশে বাঁশ ও কাঠের দ্বারা নির্মিত দুটি রেস্টুরেন্টও রয়েছে। এখানে গাছের গুড়িতে বসে সকালের নাস্তা, দুপুরের খাবার কিংবা বিকালের নাস্তা করে শিক্ষার্থীরা। আবার লেকের পাশেও রয়েছে হাল্কা নাস্তা সেরে নেওয়ার মতো সুবিধা। ঢাকার প্রাণকেন্দ্রে সবুজে ঘেরা স্থায়ী ক্যাম্পাসে ঘুরে দেখার জন্য স্বাগতম আপনাদের।





This Project has been selected by ULABIAN



Photostory of University Magazine Ulabian

Learnings and Outcomes (Self-Reflection)

This project helped me refine my ability to write structured and engaging news pieces in Bangla while maintaining journalistic standards. I learned how to balance informative content with descriptive storytelling, making the piece both factual and visually appealing. The process also enhanced my research skills, as I had to gather accurate details about ULAB's permanent campus. Working within a deadline and crafting a publishable piece for *Ulabian* reinforced the importance of precision, clarity, and audience engagement in journalism. Most importantly, this experience broadened my perspective on the power of language in media, encouraging me to further develop my skills in bilingual reporting.

Project 8

Course Code and Name: MSJ 11215 Convergence Communication 2

Project Name: Video Art

Title:

Project Date: Spring 2020

Unfortunately I miss this work.

Project 9

Course Code and Name: MSJ 11401 Development Communication

Project Name: Communication Campaign Plan

Title: Understanding the health condition of Pregnant women and newly mother living in Nabi Nagar Housing

Project Date: Spring 2021

Project Description:

This project focused on understanding the health conditions of pregnant women and new mothers living in Nabi Nagar Housing, a densely populated area where families live in extreme poverty and lack access to proper healthcare. Through field visits and interviews, we explored their awareness of maternal health, the challenges they face during pregnancy and childbirth, and their access to medical facilities. The study aimed to highlight the real-life struggles of these women, particularly in terms of nutrition, medical care, and social support, while identifying potential solutions to improve their health and well-being.

Project Justification:

Maternal health is a crucial issue, yet many underprivileged women in Bangladesh continue to suffer due to poor living conditions, early marriage, lack of education, and limited healthcare access. Our findings revealed that many of these women married and had children before the age of 18, with little to no knowledge of prenatal and postnatal care. Some avoided medical visits due to financial constraints, while others relied on traditional midwives instead of hospitals, sometimes leading to life-threatening complications. Malnutrition, unsafe working conditions, and a lack of awareness further contributed to their struggles. Addressing these issues is essential not only for improving maternal health but also for breaking the cycle of poverty and ensuring a better future for their children.

Project Produced under this Course:



Final Assignment

Submitted to : Dilshad Hossain Dodul (Senior Lecturer)

Course: MSJ 11401 Development Communication

Section: 04

Submitted by: Group 9

Group members:

1. Jarin Anan (192011121)
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4. Mrinmoy kumar Shil (201012056)
5. Sanchita Barman Mim (181012076)

Understanding the health condition of Pregnant women and newly mother living in Nobi Nagar Housing

Childbearing is an important part of women's lives. To understand the health condition of pregnant women and who have just become a mother we visited a densely populated area called Nobi Nagar Housing at Dhaka Uddan, where at least 5 people live together in a 10 feet by 10 feet room. The privacy almost doesn't exist among the residents, they all use a common washroom and kitchen. Chaos has become their part of life. Every single change in the economy or in weather has a great impact in their daily life. None of them are local to Dhaka. They have moved to Dhaka with their families in search of a better life. Most of them are not educated, they work as day laborers. Not only men, in most cases women do work too. They live from hand to mouth.

Our aim was to find out how much these women and their family members are concerned about the health care of the pregnant woman and their unborn child.

Findings:

We had conducted 8 Interviews of different women who have recently given birth to their babies, and two women who are pregnant (one just found about her pregnancy 1 month ago, and other one is 9 months pregnant) All of them got married and had their first child before the age of 18. None of them has completed their highschool education. When asked whether they visited the doctor throughout the pregnancy, only four reported that they visited the doctor regularly for checkups even when they had no problems.

One of them who went to the doctor regularly, did not go to the doctor during delivery but went to the village midwife and had a normal delivery.

A woman needed an emergency cesarean due to drying up of amniotic fluid, and was operated against her will, which she is not at all happy about. According to her, it is a complete scam by the doctors, as her mother gave normal delivery to her 9 siblings. She is a working woman, so this seizure left her crippled. She also had High blood Pressure, itchiness in the vaginal area during the pregnancy but never consulted with experts. Where other women got in touch with the Health workers who provide door-to-door services, because of working outside she never got the facilities.

Her work place was not pregnancy-friendly.

One who gave birth to her second child developed a tumor at the site of her previous cesarean, causing her to have another cesarean ahead of schedule.

Even if the baby is born healthy, the baby is not getting enough breast milk. As a result, the one-month-old baby is being fed marketed food.

A mother of 3 children had complications because of Anemia. Fortunately, her three children were delivered normally and healthy.

When asked if they face any kind of problem from such a place, they said that everyone around is very helpful so they don't face any problem. Besides, their mothers from their village home have come to help them.

The girl who is not sure if her age is 18 or 19, is one month pregnant. She has no idea about what to do during pregnancy, whether to talk to the doctor or not. She had her pregnancy tested with a pregnancy kit. She also doesn't know that it could be some other disease besides pregnancy.

All of them had and continue to have feeding problems. Doctors had prescribed them to take medicine, some are taking the pills, some are not.

A girl with an ovarian cyst took a long time treatment to have a baby. Her family is well off and much more health conscious than other girls' families.

Money plays a very important role here. How often and what type of hospital they go to for treatment depends on their financial status.

Solution:

Eradicating the problems of child marriage and early motherhood in an economically weak country like Bangladesh is a very difficult task. In rural villages, girls are considered a burden to their family. So they try to get the girls married and sent to other families as soon as possible. But no one thinks about the curse that comes in the lives of these girls. To save girls from this problem, the government as well as everyone should come forward equally.

1. As stipends are given to girls to continue their studies, it is important to ensure that they are receiving them properly.
2. Apart from age, there should be a requirement of education for girls in marriage.
3. What are the problems of child marriage and having children at a young age should be included in the textbooks. At least from fifth grade to eighth grade. Not only girls but also boys should be informed about these things.
4. Not only from text books, NGOs working on health should go directly to schools and talk to students, which will be more effective.
5. It is not enough to just talk to the students, their parents should be made aware first. In that case, schools or NGOs can organize a focus group discussion, where the parents of the children can also know about the problems and what to do.
6. Due to low income, parents want to marry off their daughters. Therefore, girls should also be given the opportunity to earn or improve their skills during their studies. With which not only the family, she herself can be financially independent.

7. Easy access to medical care (quality maternity care services) should be provided especially in villages. Because the women who are living from the village, are the ones who later move to the village to give birth.
8. These pregnant women have a problem with eating. Many people think that if you eat more, the baby in the womb will grow bigger, as a result, normal delivery will not happen. They should be disabused of this idea, and a chart should be handed to them with the foods they can and cannot eat.
9. Young married couples should be encouraged to use condoms or the pill to prevent unwanted pregnancies.
10. A healthy environment should be provided for those who are living and giving birth in unhealthy environments. Clean water, food security must be ensured.
11. Those who have two children before should be discouraged from having more children. They need to be made aware of the health risks of having more children.
12. Women should be informed about the common health problems during pregnancy. So that they know when they should go to the doctor if they feel any kind of discomfort. In this case, door-to-door health care workers will play a very important role.
13. Both husband and wife should undergo counseling in case of child bearing. Although the mother carries the child, the father also has a very important role here. A husband should have a clear idea of what to do to ensure the health of his wife.
14. Most of the women here have internet access, social media and various platforms can be used to influence them by creating different content and spreading awareness.
15. Important messages can also be conveyed to pregnant women and their families through advertisements on national TV channels, mobile SMS, local postering or performance art.
16. Sometimes campaign or focus group discussion is not enough. To influence the parents or the partner, there needs to be a Public figure (who can be the chairman, religious leader or a celebrity) to make them understand about the cons of early marriage and pregnancy.
17. Mental health is a big concern during and after pregnancy, but no woman is that much aware of this. It should also be treated with equal importance as physical fitness. Whenever someone goes for health care, she should also be made aware of mental health.

Conclusion:

As the population of the world is increasing day by day, the quality of living environment is decreasing. Even after living in 2022, we are still not aware of our health. Since girls have to play an important role from housekeeping to child bearing to rearing, they should be aware of their physical and mental health. Childbirth is an unearthly feeling, as well as being aware of one's own well-being is important. A sick mother can never raise a healthy child. It is not only important for the mother and child but also for the society. So every person in the society should be equally involved in it.

Learnings and Outcomes (Self-Reflection):

This project provided me with deep insights into the harsh realities faced by marginalized pregnant women and new mothers. It strengthened my research and analytical skills as I engaged in real-life interviews, collected data, and assessed the critical gaps in maternal healthcare. I realized the importance of education and awareness in changing deep-rooted societal beliefs about pregnancy and childbirth. The experience also enhanced my ability to think critically and propose practical solutions, reinforcing my passion for social advocacy. Most importantly, it emphasized the role of media and communication in addressing public health issues and driving meaningful change in underprivileged communities.

Project 10

Course Code and Name: MSJ11231 Visual Communication

Project Name: Comic Book

Topic: ধর্ম যার যার, দেশটা সবার

Project Date: Summer 2024

Project Description

This project is a visual representation of religious harmony in Bangladesh, inspired by the slogan "ধর্ম যার যার, দেশটা সবার" (Religion is for each person, while the country is for all). The artwork consists of four religious structures—Hindu temple, Islamic mosque, Buddhist stupa, and Christian church—placed side by side, equal in height and design prominence. Each structure incorporates traditional architectural elements and symbols representing its respective faith while maintaining visual harmony. The goal of this project is to emphasize equality, tolerance, and peaceful coexistence, showing that despite religious differences, we share the same land and national identity. The final artwork is created digitally using Adobe Illustrator and Photoshop and can be reproduced as posters or educational materials.

Project Justification

Religious harmony is a cornerstone of a peaceful society, yet incidents of communal violence continue to challenge unity. Bangladesh, with its diverse religious communities, must continually reinforce the message of inclusion and respect. This project serves as a symbolic reminder that every faith has an equal place in our nation. By illustrating the four religious structures standing together, the project highlights the importance of unity over division. Additionally, incorporating Bengali inscriptions ensures accessibility and cultural relevance for the local audience. Through art, this project aims to promote awareness, spark dialogue, and contribute to the broader movement of social harmony and acceptance.

Project Produced under this Course:



Concept Paper: "ধর্ম যার যার, দেশটা সবার"

Submitted To: Nibras Bin Sayed

Submitted By:

Name: Mrinmoy Kumar Shil

ID: 201012056

Course: Visual Communication

Course Code: MSJ 112231

Mission:

"ধর্ম যার যার, দেশটা সবার", or "Religion is for each person while the country is for all," is the slogan that promotes harmony in diversity. To achieve this aim, I would depict an illustration whereby there are four religious structures that will each represent four different religions. These four buildings, which will be illustrated one next to the other and of the same height, will depict equality, tolerance and peaceful co-existence as depicted in the adage, even though we may have different religions, we live on the same land.

This vision is based on the idea of saving peace by reinforcing that even if the citizens belong to different religions, they belong to one nation and the same nation has a duty to. The objective is

to this end is to convey the message of inclusion and encourage respect for different beliefs within society through the medium of art.

Idea:

As a rule, the main idea of the project is to show the relations of several religions through the means of such art as architecture. The four religious monuments will be lined up next to each other focusing on unity and non discrimination. The four structures will be reflecting different architectural elements which are typical to the different religions while remaining within the parameters of visual harmony.

Hinduism: It usually has a temple shaped sculpture adorned with a Om (ॐ) or lotus.

Islam: This is a mosque shaped structure decorated with a moon and star (☾☼).

Buddhism: It is often a stupa or a pagoda decorated with a Dharma wheel (☸).

Christianity: It is a church like a building decorated with a cross (✝).

The inclusion of all four religions makes it easy to understand that there is equal status accorded to all the religions in the country. However, the inscribing of the names of each of the religions in Bengali together with this plan will incorporate gestures to the local audience to enhance functionality to the plan.

How I Plan to Materialize It, More Specifically:

Research and Planning:

First of all, I was curious as to what the concept of Bangladesh is. After the new government emerged, there have been many cases of communal violence, it is from here this concept was conceived. Stephan K.

I will begin with the analysis of religious symbols and architectural forms in order to prevent misinterpretation of each religion.

Rough sketches will be produced of these details in order to work out some of the proportions and configuration of the arrangements.

Tools and Materials:

Digital illustration will be accurate and of proper design because Adobe Illustrator and Photoshop will be used in the illustration.

The finished work will be an electronic work of art but it can also be reproduced as a poster or for example as part of educational material.

Architectural Composition: The four structures will be the subject to five illustrations.

To promote the effect of oneness, it is simple to say that I will also use colors depicting the traditional colors of different religions e.g. saffron H converts to Hinduism green H accommodates Islam.

Purpose and Presentation:

Each structure will be stood on symmetric visuals whereby the message of every belief will be saturated within the mosaic of balance that every building will have.

Conclusion:

This artwork shall contain rich designs that will be well aimed at revealing the concept of unity in respect of diversity, hate against particular religions will be eliminated. Each of the major religions will be equally portrayed by the artwork in such a way that even if the people have different religions, they can be proud of themselves as members of one nation. In such a situation, I will make an illustration with the help of computer programs, including Adobe Illustrator and Photoshop, which can be applied digitally as well as in paper, thus I will maximize on the peace and social harmony promotion exercises through all available mediums.

In this way, I would like to be a part of an ongoing discussion about the need to be tolerant and embrace diversity as well as promote unity, which is relevant in achieving a better society than the one we currently live in.

Final Result:



Learnings and Outcomes (Self-Reflection):

Through this project, I have learned how visual communication can be a powerful medium for promoting social harmony and inclusion. I explored the architectural symbols of four major religions, which deepened my understanding of cultural and religious sensitivity. The process sharpened my research skills and helped me translate abstract social values into meaningful visual elements. Working with Adobe Illustrator and Photoshop enhanced my technical abilities in digital illustration, while composing the structures taught me how to maintain visual balance

across diverse forms. I also realized how art can initiate social dialogue and foster unity. This project encouraged me to incorporate cultural relevance in design and improved my confidence in planning and executing concept-driven artwork. Overall, it has strengthened both my creative and critical thinking skills as a socially conscious visual communicator.

Project 11

Course Code and Name: MSJ11332 Media Presentation and Performance

Project Name: Media Performance

Title: *Mouths of Destruction – A Documentary on Ecological Restoration*

Project Date: Winter 2023

Project Description:

Mouths of Destruction – A Documentary on Ecological Restoration is a documentary film aimed at highlighting the devastating impact of Sakar Fish on the river ecosystems of Bangladesh, particularly in Mohammadpur Beribadh (Turag River). Our project follows the story of Mohammad Mohsin Patowary, a local fisherman, who not only catches these invasive fish but also repurposes them into animal feed. Through this film, we explore the ecological threats posed by the uncontrolled population of Sakar fish and the potential solutions that can help restore balance to our rivers. The production involved on-location shoots, in-depth interviews, and extensive documentation of the fishing process. The filming took place from morning to evening, overcoming challenges such as crowded locations and environmental disruptions. Each team member played a vital role, ensuring that the story was captured with authenticity and impact. Post-production was completed using Premiere Pro, with a carefully curated background score to enhance the emotional depth of the documentary.

Project Justification:

The documentary is essential because it sheds light on an urgent environmental crisis. Sakar fish, a non-native species, have been destroying the natural balance of aquatic life, threatening native fish populations, and damaging the livelihoods of local fishermen. Despite these dangers, public awareness about the issue remains low. By documenting the experiences of a fisherman who actively combats this problem, we aim to educate the audience on the severity of the situation and encourage discussions on potential ecological restoration efforts.

Moreover, the project aligns with broader environmental concerns, addressing issues of biodiversity loss, habitat destruction, and sustainable fishing practices. Through this documentary, we hope to create awareness and inspire policymakers, conservationists, and citizens to take action in protecting the country's rivers from further degradation.

Project produce under this course:



**Mouths of DESTRUCTION
- A Documentary on Ecological
Restoration**

Date: [14/12/2023]

Location: Mohammadpur Beribadh, Near Turag River

Team Members:

Mrinmoy kumar shil,
Ajharul Hoque Siam,
Syed Mohsin Husain

Today marked the beginning of our ambitious journey into the heart of ecological restoration through the lens of a documentary film. Our focus lies on the critical issue of Sakar Fish, locally known as Sakar fish, causing extensive damage to the river ecosystems, particularly in the Mohammadpur Beribadh (Turag River). Our protagonist, Mohammad Mohsin Patowary, a fisherman by trade, has become a central figure in our narrative as he not only engages in catching these harmful fish but also transforms them into animal feed. Our objective is to shed light on the destructive impact of sakar fish on the environment and explore potential solutions.

Pre-Production and Production

We started this project because we care a lot about protecting the environment. To get things going, we went out on Thursday morning to find Mohsin Patowary. Once we located him, we had a heartfelt talk, knows about his daily struggles and understanding how he deals with the environmental issues caused by sakar fish.

We told Mohsin Patowary about our project and why we were making a documentary. He kindly agreed to work with us. Excited and ready, we got our cameras and equipment to capture the story of Mohsin Patowary's life and his efforts to help the environment.

Details of Our Documentary:

Total Duration: 7 min

Interviews: 1 person

Location: Mohammadpur Beribadh (Turag River).

Time: From morning to evening.

Budget: 2000 taka

On-Location Challenges: As we went into the center of Mohammadpur Beribadh (Turag River), we faced many challenges. There were a lot of people there, which made it hard for us to do our filming. But, even with all the difficulties, our team stayed strong and determined, making sure the filming went well.

Since Mrinmoy is very good with the camera, Mrinmoy was interviewing Mohsin Patowary, Siam was taking side shots with another camera that we needed for the documentary. And Mohsin was helping Mrinmoy in shooting, whether the camera is capturing everything properly, If there is any problem, solve it immediately.



In the busy surroundings, we had a long talk with Mohsin Patowary. We asked him many questions to understand how sakar fish affects the environment and to find ways to fix the problems it causes. Mohsin Bhai shared some important information that showed how urgent it is to take action and restore the environment. Mohsin Patowary, with his years of experience, graciously shared the art of catching sakar fish from the river. The camera rolled as he expertly skewered the fish, providing us with invaluable footage for our documentary. The teamwork among our crew members was evident, with each person playing a crucial role.



Picture of Mohsin Patowary

Post-Production

At the end of shooting that day, we all sat together for editing. We took all the footage from the camera to the PC and started editing with Premiere Pro Apps. As our production director was Mrinmoy and being adept at editing, Mrinmoy completed most of the editing in a very short span of time. The rest of the members have helped with the sound and which clip will go after which clip. Since editing is an important task so everyone has completed the work very carefully on time. In our documentary we used a flute tune as background music. We think that fits our video very well.

Conclusion:

As we finished our day by the Turag River in Mohammadpur, we thought about the tough times and the good moments. Our production diary now shows how much our team worked hard to tell the story of Mohsin Patowary and his important efforts to deal with the environmental problems caused by sakar fish. In the days, we'll go through all the footage we recorded and put together a strong story. Our goal is not just to talk about the problems but also to inspire people to do something to help the environment. This documentary shows how storytelling can make people aware and bringing about positive changes for our environment.

This production diary is like a quick look at our journey, and we're excited to share the full story through our documentary. We hope it encourages people to have a better and more balanced relationship with nature.

Documentary Link: https://youtu.be/vr6I_BIGboI?si=QCGO7Az2_f5I1Sml



Scene From the Documentary in Mouth of Destruction which we are Acting

Learnings & Outcomes (Self-Reflection)

Working on this documentary was an eye-opening experience that strengthened our skills in storytelling, research, cinematography, and teamwork. We learned how to effectively document environmental issues and present them in a compelling manner. The project also improved our ability to work under pressure, tackle logistical challenges, and adapt to real-world filming conditions.

From a personal perspective, this project deepened our understanding of environmental sustainability and the delicate balance of ecosystems. It taught us the power of visual media in driving social awareness and change. Seeing how Mohsin Patowary transformed an ecological threat into an opportunity made us realize the importance of innovative solutions in conservation efforts.

Ultimately, this documentary is more than just a film—it is a call to action. We hope that through our work, audiences will become more conscious of their role in protecting the environment and take steps toward a more sustainable future.

Project 12

Course Code and Name: MSJ11333 Writing for Film and Television

Project Name: Script Writing

Title: **"বদল"**

Project Date: Summer 2021

Project Description: **"বদল"** (Badol) is a screenplay that follows the inspiring journey of a young man who fights against financial struggles and societal pressures to carve his own path. Set against the backdrop of Dhaka city, the story captures his determination, resilience, and ambition as he juggles academics, part-time work, and a passion for technology.

The narrative takes the audience through the protagonist's relentless pursuit of success, from his university days to working in a café, budgeting his savings, networking at tech events, and investing in tools that help him grow. Through these experiences, he transforms setbacks into stepping stones, ultimately reaching a pivotal moment—an important job interview that symbolizes his hard-earned progress.

The screenplay combines realistic struggles with cinematic storytelling, highlighting themes of perseverance, financial responsibility, and self-discovery in a rapidly evolving world.

Project Justification: **The story of "বদল" is deeply relevant in today's world, where many young individuals face the challenges of financial hardship, career uncertainty, and societal expectations. It explores how technology, education, and self-discipline can empower an individual to overcome obstacles and achieve success.**

Many students in Bangladesh and beyond juggle multiple responsibilities—education, part-time jobs, and passion projects—while striving for a better future. This screenplay sheds light on their struggles, showing that growth comes from persistence, resourcefulness, and embracing change. Moreover, "বদল" aims to inspire audiences by proving that success isn't just about privilege but about resilience, strategy, and belief in oneself. By highlighting a journey that many can relate to, the film seeks to motivate young dreamers to push forward despite hardships.

Project produce under this course:

'ব দ ল'

SCREENPLAY

& WRITTEN BY

Mrinmoy Kumar Shil

Based on

A True Story

Address: Chondrima Housing R/8, Mohammadpur, Dhaka.

Phone Number: 01767022866

FADE IN:

EXT. PRIVATE UNIVERSITY CAMPUS - DAY 1

A prestigious private university campus. Students hustle and bustle, and among them is a determined young man, THE BOY (early 20s), juggling textbooks and a part-time job schedule.

INT. BOY'S DORM ROOM - NIGHT 2

The Boy sits at his desk, surrounded by books and his laptop. He's focused, studying hard to keep up with his academic responsibilities.

NARRATOR (V.O.)

(voice filled with determination)

Every day, he walked a path of ambition, fuelled by the dreams of a little boy inside him.

INT. COFFEE SHOP - DAY 3 3

The Boy, now wearing a barista apron, whips up coffee drinks with energy and precision. He interacts with CUSTOMERS, each interaction a chance to make his earnings.

INT. BOY'S DORM ROOM - NIGHT 4

The Boy counts his earnings and updates his budget, ensuring he can cover his expenses and make his dreams come true.

EXT. DHAKA CITYSCAPE - DAY 5

The hustle and bustle of Dhaka city life. The Boy navigates through the pressures and conflicts, using them as stepping stones rather than obstacles.

INT. TECH STORE - DAY 6 6

The Boy stands in front of the display case, gazing at the latest iPhones. His eyes light up with a dream.

INT. CLASSROOM - DAY 7 7

The Boy engages with WEALTHY FRIENDS, discussing tech trends and entrepreneurship. He's determined to learn and grow.

EXT. TECH EVENT - DAY 8

The Boy attends a tech event, soaking in knowledge and networking with professionals. His passion for technology continues to grow.

INT. MACBOOK STORE - DAY 9

The Boy stands in awe, holding a MacBook. His love for hobbies and self-improvement drives him to invest in tools that aid his progress.

INT. MOTORCYCLE DEALERSHIP - DAY 10

The Boy negotiates for a sleek motorbike. His determination to overcome challenges is mirrored in his quest for

independence.

INT. BOY'S DORM ROOM - NIGHT 11

The Boy faces problems and misadventures, yet his spirit remains unbroken. His changing life reflects his unwavering enthusiasm and courage.

EXT. INTERVIEW LOCATION - DAY 12

The Boy, now wearing a suit, sits across from an INTERVIEWER. His journey has led him to a path of self-discovery and growth through technology.

NARRATOR (V.O.)

He embraced each challenge, nurturing his dreams, and fostering growth with the aid of technology and determination.

FADE OUT.

Learnings & Outcomes (Self-Reflection)

Writing and conceptualizing "ब द ल" was an eye-opening experience that deepened my understanding of storytelling, character development, and cinematic expression. This project not only sharpened my screenwriting skills but also helped me reflect on the struggles faced by ambitious youth trying to break barriers.

Through this screenplay, I learned:

- The importance of crafting a relatable protagonist whose challenges reflect real-life struggles.
- How to balance drama and realism while maintaining an engaging narrative flow.
- The role of visual storytelling in conveying emotions, ambitions, and personal growth.
- How technology and determination can shape one's destiny, making challenges stepping stones rather than roadblocks.

Ultimately, "ब द ल" is more than just a script—it is a personal and social commentary on ambition, perseverance, and self-made success. Through this journey, I realized that every obstacle is a lesson, every setback is temporary, and every dream is achievable with persistence.

Project 13

Course Code and Name: MSJ11334 Digital Cinematography

Project Name: Music Video

Title: Act of Kindness

Project Date: Fall 2020

Project Description

For this project, students were required to apply their classroom learning to the production of a music video, bringing theoretical concepts to life through visual storytelling. The assignment centered around Rational Choice Theory, demonstrating how individuals make decisions based on personal benefit and logical reasoning.

To ensure a seamless production process, I took on the responsibility of assembling a dedicated crew and coordinating various aspects of the project, from pre-production planning to on-set execution. The team worked collaboratively to create a visually engaging music video while maintaining the core message of the theory.

Project Justification

The primary objective of this project was to produce a music video for the song "One Day." Beyond just filmmaking, the assignment aimed to provide hands-on experience with camera operation, composition, and visual storytelling techniques.

The concept of the video revolves around the ripple effect of helping, illustrating how a single act of kindness can influence others in unexpected ways. By incorporating Rational Choice Theory, the narrative highlights how people make decisions that ultimately contribute to a cycle of positive change. This project served as an opportunity to explore the power of visual media in conveying complex social and psychological concepts.

Project produce under this course:



Department of Media Studies and Journalism

Course Code and Name: MSJ11334 Digital Cinematography

Project Name: Music Video

Title: Act of Kindness

Project Date: Fall 2020

Name: Mrinmoy Kumar Shil

Submitted To

Faculty: Nibras Bin Sayed

Act Of Kindness & Rational Choice Theory

Introduction

In 'Act Of Kindness' a young woman named Puja performs an act of kindness that inspires a global wave of similar actions. This story can be related to rational choice theory, which explains how individuals make decisions to maximise their benefits.

Story Outline:

In a crowded city, a young woman named Puja performs a simple act of kindness by helping an elderly man cross a busy street. A passerby captures this moment on their smartphone and shares it on social media.

The video goes viral, touching the hearts of people worldwide. Inspired by Puja's gesture, viewers start performing acts of kindness in their own communities—from helping neighbours with groceries to volunteering at local shelters.

As more people join in, the kindness spreads, reaching unexpected corners of the globe. The video montage shows snippets of these acts: a child donating toys, a group cleaning up dirty places, strangers buying meals for the homeless.

Throughout the video, Puja remains unaware of the impact of her small act. However, one day, she receives a flood of messages and letters from people expressing gratitude and sharing their own stories of how her kindness inspired them.

The story ends with Puja realising the power of a single act of kindness and deciding to continue spreading positivity in her community. The final scene shows her smiling as she helps another elderly person, symbolising the ongoing ripple effect of compassion and generosity.

Analysis of the Story Through Rational Choice Theory passerby's Decision to Share the Video:
Cost-Benefit Analysis:

- Costs: Time and effort to record and upload the video.
 - Benefits: Potential social recognition, personal satisfaction from sharing a positive story, and contributing to a positive social media environment.
 - Rational Choice: The passerby decides that the benefits of sharing the video, such as spreading positivity and possibly gaining social approval, outweigh the minimal costs.
- Viewers' Response and Subsequent Acts of Kindness.

Cost-Benefit Analysis:

- Costs: Time, effort, and possibly resources to perform acts of kindness.
- Benefits: Personal satisfaction, improved community relationships, social approval, and a sense of being part of a positive movement.
- Rational Choice: Viewers are inspired by Puja's act and the viral video, and they perceive that the benefits of performing their own acts of kindness outweigh the costs.

In this story, each individual's actions can be seen as rational choices where the perceived

benefits (personal satisfaction, social approval, positive community impact) outweigh the costs (time, effort, resources). The spread of kindness and the ripple effect observed align with rational choice theory, demonstrating how a single rational act can inspire a chain reaction of beneficial decisions within a community.

Song I choose: <https://youtu.be/sl9voSKJmEU?si=q2ucHDM90nfTIHEc>

Music Video (Visual Script)

Scene	Visual	Audio	Remark
01	<p>একটা বিজি রোডে ক্রাউড চ্যানিং , কোলাহল , মানুষ একজন আরেকজন এর সাথে লড়ছে । গাড়ি ওনারের সাথে রিক্সাওয়ালা, ক্রেতা- বিক্রেতা, একজন বৃদ্ধা রাস্তা</p> <p>পূজা সবকিছু দেখে বিরক্ত। ক্ষোভে হাত মুষ্টিবদ্ধ করে আছে।</p>	<p>বিরক্তিকর এম্বিয়েন্স , হর্ন , গাড়ির শব্দ, এম্বুলেন্স, রিক্সার ক্রিং ক্রিং, মানুষের কোলাহল।</p>	
02	<p>রেস্টুরেন্টে কাশটোয়ার ওয়েটারকে ধাক্কা, ছোট গরিব ছেলেকে ধাক্কা দিয়ে ছোট মেয়ে পুতুল নিয়ে দৌড় দিবে</p>	One day song opening Fade in.	
Fade out to Black Screen			
03	<p>Montage of the band singing One day. Proper preparation, and pitching of the song with expressions.</p> <p>মানুষের অসহায় চাহনির ক্লোজাপ , এক্সপ্রেশন, টিমারস , বিস্মিত ।</p>	<p>Sometimes I lay under the moon</p> <p>And thank God I'm breathing' Then I pray, "Don't take me soon</p> <p>'Cause I am here for a reason" Sometimes in my tears I drown</p> <p>But I never let it get me down So when negativity surrounds I know someday, it'll all turn around because</p>	
Fade out to Black			
04	<p>ক্রাউডকে ঠেলে পূজা এগিয়ে যাচ্ছে ক্রসওয়াক ধরে । বৃদ্ধাকে হাত ধরে রাস্তা পার করিয়ে দিচ্ছে পূজা।</p>	<p>All my life, I've been waiting' for I've been prayin' for, for the people to say That we don't wanna fight no more There'll be no more wars, and our children will play</p>	
05	<p>সবাই পূজার এই কাজে আকস্মিত। কেউ ফোন কান থেকে সরিয়ে দেখছে । কেউ কাজ থামিয়ে দেখছে। ব্যাপারটা এমন যে ,</p>	<p>One day (one day), one day (one day) One day (oh-oh-oh)</p>	

	<p>something is happening that was not supposed to happen.</p> <p>একজন ফোন বের করে ভিডিও ধারণ করবে।</p>	<p>One day (one day), one day (one day) One day (oh-oh-oh)</p>	
06	<p>Puja's Video went viral. Everybody likes and appreciates what she has done for humanity. Love, share on social media. People commenting positivity.</p>	<p>It's not about win or lose 'Cause we all lose when they feed on the souls of the innocent Blood-drenched pavement Keep on movin' though the waters stay ragin'</p>	
07	<p>একটা ছেলের স্টিল যে ভিডিওটা দেখবে।</p> <p>পরের শটে দেখা যাবে ছেলেটা বন্যা দুর্গতদের পাশে দাঁড়িয়ে ভলেন্টিয়ারিং করছে।</p>	<p>In this maze, you can lose your way, your way It might drive you crazy But don't let it faze you, no way, no way</p>	<p>Portrait. sees the camera. 4th wall break.</p>
08	<p>গাড়ির মালিক, রেস্টুরেন্টের কাস্টমার ভিডিও দেখবে। এক হতাশা গিলটিনেস কাজ করবে তাদের চোখে মুখে।</p> <p>পরের শট ঃ যেই গাড়ির মালিক আগে রিক্সাওয়ালাকে মারতে গিয়েছিল সে এবার হাসিমুখে রিক্সাওয়ালাকে হাতে ইশারা দিবে “ সমস্যা নেই, ইটস ওকে “ । তারপর আটকে থাকা রিক্সাটা কে নিজ হাতে ঠেলে সামনে এগুবে।</p> <p>যে কাস্টমার ওয়েটারকে ধাক্কা দেয়, সে হাত বারিয়ে দেয় ওয়েটারকে নিচ থেকে তুলতে।</p>	<p>Sometimes in my tears I drown (I drown) But I never let it get me down (get me down) So when negativity surrounds (surrounds) I know someday, it'll all turn around because</p>	
09	<p>Students volunteering for social works..</p> <p>Use of many archive footage.</p>	<p>All my life, I've been waitin' for (waitin' for) I've been prayin' for (prayin' for), for the people to say That we don't wanna fight no more (fight no more) There'll be no more wars (no more wars), and our children will play</p>	
10	<p>ছোট মেয়ে বেলকনি থেকে পুতুল ফেলবে।</p> <p>নিচে থাকা গরিব বাচ্চা পুতুলটা ক্যাচ ধরবে।</p>	<p>One day (one day), one day (one day) One day (oh, oh, oh, oh-oh-oh,</p>	

	গরিব ছেলে আনন্দে আত্মহারা । মেয়েটাও খুশি।	one day) One day (one day), one day (one day) One day (oh-oh-oh)	
11	বৃদ্ধ- বৃদ্ধা কে সাহায্য করছে মানুষ। একজন আরেকজনের সাহায্যে এগিয়ে আসছে। ঠেলাগাড়িওয়ালাকে হেল্প করছে স্কুলের ছাত্ররা। মাছ বিক্রেতাকে মাথায় নস্তা ওঠতে সাহায্য করছে একজন ছত্ৰী। একজন বৃদ্ধ দারোয়ানকে গেট খুলতে সাহায্য করছে একদল ছোট বাচ্চা।	One day, this all will change, treat people the same Stop with the violence, down with the hate One day, we'll all be free and proud to be Under the same sun, singin' songs of freedom like	
12	আগের অসহায় মানুষের চাহনিতে এখন খুশি। আনন্দ । হাঁসি।	Wah-yo (one day, one day), wah-yo, oh, oh (oh-oh-oh) Wah-yo (one day, one day), wah-yo, oh, oh (oh-oh-oh)	
13	Puja finds some letters on her door . There will be tears of happiness on her eyes as people are praising and doing the good work also . as she has done. Quick Montages of people helping people	All my life, I've been waitin' for I've been prayin' for, for the people to say That we don't wanna fight no more There'll be no more wars, and our children will play	
14	Puja logged in to her social media. Seen the video of her. Also sees videos of other people helping people in need . Puja smiles.	One day (one day), one day (one day) One day (oh-oh-oh) One day (one day), one day (one day) One day (oh-oh-oh) One day, one day, one day	
Fade out to black (The Change starts from you)			

Storyboard:

PRODUCTION TITLE: ACT OF KINDNESS

Scene: 1

Shot: 1



Action:
Bustling city street.

Shot:
ELS

Shot: 2



Action:
Puja walking, smiling.

Shot:
MCU

Shot: 3



Action:
Elderly woman struggling to cross street in background and Puja notices it Foreground

Shot:
MS



Scene: 1

Shot: 4



Action:
Puja takes elderly woman's arm.

Shot:
CU

Shot: 5



Action:
Puja helps her cross street.

Shot:
LS



Scene: 3

Shot: 1



Action:
Split screen of people watching viral video

Shot:
CU, MS

Shot: 2



Action:
Volunteers cleaning up a River

Shot:
ELS

Shot: 3



Action:
Child donating toys

Shot:
LS



Scene: 4

Shot: 1



Action:
Musicians playing on set.

Shot:
LS

Shot: 2



Action:
Lead singer close-up, intercut with instruments

Shot:
CU

Scene: 5

Shot: 1



Action:
Messages and letters at Puja's doorstep.

Shot:
LS

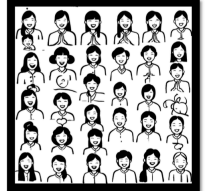
Shot: 2



Action:
Puja reading letter, teary-eyed

Shot:
CU

Shot: 3




Action:
Montage of people expressing gratitude via video messages

Shot:
CU

Scene: 5

Shot: 4




Action:
Papa reflecting and writing

Shot:
MS

Scene: 6


Shot: 1



Action:
Papa looking hopeful

Shot:
CU

Shot: 2



Action:
Papa helping with water bottle to people

Shot:
MS

Scene: 7

Shot: 1



Action:
Band finishing performance.

Shot:
LS

Shot: 2



Action:
Fade out with band's logo

Shot:
CU

Notes Before Production:

Serial	Character	Role(Manage Alterna	Manage On Spot	Note
1	Car Owner (sitting back side)	Nibraz		sadi
2	Rickshawala	Out of list	ON SPOT	joy
3	Seller	Out of list	ON SPOT	joy
4	Buyer	One Crew Member	joy	
5	Crowd	Managed	ON SPOT	all
6	Old WOMEN	Managed(Khala)		joy
7	Puja	Bushra	Puja	joy
8	Restaurant Customer	Chowshik		topu
9	Waiter	Rawnok		sadi
10	Poor Boy(Picchi)	managed		Topu/Sadi
11	Rich Girl	Managed		“
12	Band Member	Managed		Mrinmoy
13	RoadSide Corporate people	4 friend		mrinmoy/ joy
14	1 people observing puja's activ	done	ON SPOT	Joy
15	Passerby	raisul/ sadi		joy
16	Volunteer	Raisul Islam+ gora		Mrinmoy sadi
17	OLD Man & Women	Managed		joy
18	স্কুলের ছাত্ররা 2 with dress	Not Managed yet		mrinmoy
19	ঠেলাগাড়িওয়ালা	ঠেলাগাড়িওয়ালা		mrinmoy
20	মাছ বিক্রেতা	Not Managed yet	ON SPOT	mrinmoy
21	বৃদ্ধ দারোয়ান, ছোট বাচ্চা	Bashar Pashe		sadi



Screenshot of Music Video

Youtube Link to Music Video: <https://youtu.be/tVzpgmGzweA?si=m-UavqcP4rM9OkLo>



Screenshot of Behind the Scenes

YouTube Link of Behind the Scenes: <https://youtu.be/5MrorLI9Is0>

Learnings & Outcomes (Self-Reflection)

This project was an immensely valuable learning experience, enhancing my skills in cinematography, directing, and team coordination. Managing a production crew allowed me to understand the importance of leadership, communication, and problem-solving on set.

Beyond technical skills, this project reinforced the impact of storytelling in media. Through the lens of Rational Choice Theory, I gained deeper insight into how decisions influence human behavior and how such concepts can be creatively represented in film.

One of the most rewarding aspects was witnessing how each team member contributed their expertise, emphasizing the collaborative nature of filmmaking. Despite the challenges faced during production, the experience strengthened my ability to work under pressure, think critically, and adapt to unexpected situations.

Ultimately, this project was more than just an assignment—it was a journey of creativity, teamwork, and applying theoretical knowledge to real-world filmmaking.

Project 14

Course Code and Name: MSJ11336 TV Infotainment Production

Project Name: Infotainment Video

Title: হাউনের ডাতের হোটেল

Project Date: Summer 2024

Project Description: As part of this course, students were required to create a program. We have chosen a parody of 'হাউনের ডাতের হোটেল'. Which was quite famous at that time. where every student of the class participated in the show. The project was the final project of the course.

Project Justification: Actually, when we were making this project, we were all going through the aftermath of a movement. So we wanted to make a television program that would bring up some of the wrongs of reality and contemporary issues in a funny way.

Project produce under this course:



Submitted By

Mrinmoy Kumar Shil

Submitted To

Muhammad Abdul Kader

Assistant Professor

ULAB

Unfortunately miss this paper work

Video Link: <https://youtu.be/z4BRuKdSc3U?si=KxT1s3tEqlxKNlOd>

Learnings and Outcomes (Self-reflection): This experience taught me how to operate well in a group. And I figured out how to put together a disjointed show. How to effectively collaborate with individuals who have different perspectives. In addition, I honed my skills in writing satire with a real undercurrent. I have worked on better projects, but this one tops them all.

Project 15

Course Code and Name: MSJ11431 Documentary Production

Project Name: Documentary Video

Title: Entrepreneur & Leather Business of Bangladesh

Project Date: Fall 2023

Project Description:

Our documentary, "Entrepreneur & Leather Business of Bangladesh," delves into the intricacies of Bangladesh's leather industry, highlighting the entrepreneurial endeavors that drive this sector. We explore the industry's economic significance, its challenges, and the innovative solutions entrepreneurs are implementing to promote sustainability and growth. Through interviews with key stakeholders, including business owners, workers, and industry experts, the film provides a comprehensive view of the current landscape of Bangladesh's leather business. combined the data and structured the documentary

Project Justification:

The leather industry is a pivotal component of Bangladesh's economy, serving as one of its most valuable exports. However, it faces numerous challenges, including environmental concerns and labor issues. By focusing on entrepreneurs within this sector, our documentary aims to shed light on the efforts to modernize and address these challenges, such as adopting cleaner and greener practices. This narrative is crucial for understanding the balance between economic growth and ethical practices in Bangladesh's leather industry.

Project produce under this course:



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**UNIVERSITY OF LIBERAL ARTS
BANGLADESH**

Submitted By

Mrinmoy Kumar Shil

Rafat Aldin Chowshik

Shah Al Tanvir

Submitted To

Muhammad Abdul Kader

Assistant Professor

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Learnings and Outcomes (Self-reflection):

Creating this documentary has been an enlightening journey. We gained profound insights into the complexities of the leather industry and the resilience of Bangladeshi entrepreneurs. Witnessing their commitment to sustainable practices and innovation has been inspiring. This project has enhanced our understanding of the socio-economic factors influencing the industry and underscored the importance of storytelling in bringing such critical issues to the forefront. We hope our documentary contributes to a broader conversation about sustainable entrepreneurship in developing economies.

Documentary Link: <https://youtu.be/6DSh9sMbHH8?si=H95NZHu60EGOfIAI>

Project 16

Course Code and Name: MSJ11432 Fictional Narrative Production

Project Name: Animated Short Film

Title: Corrupfly

Project Date: Summer 2023

Project Description: Since we are a part of this course, we were asked to divide into groups and make our own video. It is actually an animation video. Our video was called CorrupFly, which gave a glimpse into the current state of corruption and mismanagement.

Project Justification: Actually, everyone here wanted to make a fictional film in real life, so we thought a little differently and wanted to present our story through animation and wanted to present everything digitally.



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Production Book

“Corrupfly”

MSJ 11432

Fictional Narrative Production

Summer 2023

Submitted To

Muhammad Abdul Kader

Assistant Professor

Department of Media Studies and Journalism

University of Liberal Arts Bangladesh

Submitted by

Mrinmoy Kumar Shil

Shouvik

Production Type:

Short Film (Animated Fiction)

Duration:

1 Minute 23 Seconds

Background:

This short animated film is a creative interpretation of the social landscape in present-day Bangladesh. The film metaphorically explores how corruption spreads through society, infecting even the purest individuals over time. The film uses anthropomorphic insects — butterflies and cockroaches — to symbolize purity and corruption respectively.

Objective:

To raise awareness about the pervasive nature of corruption and how it can influence even those who are initially honest and well-intentioned.

Key Message:

Corruption is contagious — even good people can become corrupt when surrounded by it.

Secondary Message:

Maintaining integrity requires conscious effort, especially in an environment where unethical behavior is normalized.

Target Audience:

- Youth and students
- General public
- Civic education programs
- NGOs working on transparency and good governance

Significance of the Project:

This project reflects the application of storytelling techniques, animation, and symbolism taught during the Digital Film & TV Production course. It addresses a real-world issue through an artistic lens and encourages dialogue on ethics and integrity. The film serves both as a creative output and a medium for social commentary.

Pre-production:

- Conceptualization
- Character design (Cockroach and butterflies)
- Storyboarding
- Visual style selection
- Scriptwriting

Synopsis:

In a vibrant city park, joyful butterflies play among the flowers, representing a community of honest citizens. Suddenly, a swarm of ominous flies enters the city, oozing corruption. These flies begin interacting with the butterflies, gradually turning their colors dull and their behavior erratic. As the newly corrupted butterflies disperse, the entire city begins to transform into a darker, chaotic version of itself — symbolizing how unchecked corruption spreads like a disease.

Script:

Scene 1: A bright cityscape.

- Wide Shot: City skyline — peaceful, clean.
- Sound Design: Light ambient nature sounds.

Scene 2: Park view.

- Medium Shot: Butterflies playing, vibrant colors, lighthearted music.

Scene 3: Dark cloud enters.

Wide Shot: A swarm of flies descends.

Color Palette: Shifts to muted tones.

Sound Design: Ominous buzzing.

Scene 4: Close-up of butterfly and fly interaction.

The fly hovers near a butterfly. A subtle glow of corruption transfers.

The butterfly's wings begin to darken.

Scene 5: Montage.

More butterflies being infected.

Butterflies start behaving like flies — aggressive, chaotic.

Scene 6: City view again.

The once bright city is now dim, filled with corrupted butterflies and flies.

Fade out.

Final message text:

"Corruption spreads fast. Stay aware. Stay honest."

Story Structure Analysis:

Beginning: Peaceful world — pure and innocent

Middle: Disruption — corruption arrives

Climax: Good beings get corrupted

End: Entire environment becomes corrupted

Theme: Moral decay through exposure to corruption

Script Final Draft:

(The above script with refined visuals and finalized pacing in storyboard and animation format)

Script Breakdown:

Characters: Cockroach (corruption), Butterflies (innocence)

Locations: City, Park

Props: Flowers, trees, park bench

Mood Shifts: Bright → Muted, Cheerful → Ominous

Soundtrack: Light to dark transition, atmospheric buzzing

Cast and Crew Profile:

Director: Mrinmoy Kumar Shil

Animator: Shouvik

Editor: Mrinmoy Kumar Shil

Sound Designer: Mrinmoy Kumar Shil

Script Writer: Mrinmoy Kumar Shil

Main Cast Profile:

Since it's animated:

1. Butterflies: Symbolic characters — joyful, innocent
2. Cockroach: Symbolic characters — dark, corrupted

Final Storyboard: *CorrupFly – Animated Short Film*

Scene 1 – Peaceful Cityscape

Timecode: 00:00 – 00:07

Shot Type: Wide Shot

Visuals: A clean, bright animated city with light-colored buildings and trees swaying. Sky is clear.

Mood: Hopeful, pure

Sound: Light ambient tone with soft wind

Scene 2 – Invasion of the Flies

Timecode: 00:08 – 00:14

Shot Type: Wide Shot to Close-Up

Visuals: A dark swarm of flies enters the frame, flying in formation from the sky. The frame darkens as they pass over the city.

Mood: Foreboding

Color Palette: Contrast of dark flies against pastel city

Sound: Buzzing begins, atmospheric tension rises

Scene 3 – Park with Butterflies

Timecode: 00:15 – 00:23

Shot Type: Medium Shot

Visuals: A green park, bright flowers bloom. Butterflies flutter joyfully. Represents purity and innocence.

Mood: Cheerful

Sound: Gentle, soft chime-like background

Scene 4 – Flies Approaching Butterflies

Timecode: 00:24 – 00:32

Shot Type: Close-Up

Visuals: One butterfly is approached by a fly. The fly emits a subtle dark aura. The butterfly hesitates, then changes color — darkened wings, erratic movement.

Mood: Disturbing shift

Color Shift: From pastel to muted gray on butterfly

Sound: Subtle distortion added

Scene 5 – Transformation Spreads

Timecode: 00:33 – 00:44

Shot Type: Montage / Medium Shots

Visuals: One by one, more butterflies are infected. Once pure, they now resemble the flies in behavior and color.

Mood: Corruption spreads

Visual Cues: Trails of shadow or venom passed through interaction

Sound: Layered buzzing, glitch-like tones

Scene 6 – City Begins to Darken

Timecode: 00:45 – 00:58

Shot Type: Wide Shot

Visuals: Back to the city — it's no longer clean. Dark butterflies and flies move chaotically. The buildings seem duller.

Mood: Collapse of purity

Color Palette: Muted grays, decay in architecture

Sound: Heavier ambience, broken tones

Scene 7 – Final Message

Timecode: 00:59 – 01:23

Shot Type: Static Frame with Text

Visuals: Black screen with bold white text. Possibly shows a corrupted butterfly fading into darkness.

Text Onscreen: "Corruption spreads. Stay aware. Stay honest."

Mood: Reflective

Sound: Echo fades into silence

Visual Themes & Notes:

Symbolism: Cockroach= corruption, Butterflies = innocence

No Dialogue: Entirely visual and symbolic storytelling

Pacing: Smooth, escalating tension through transformation

Ending Impact: Strong moral close through visuals + sound

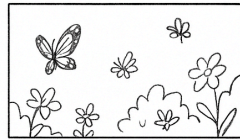
CorruptFly – Animated Short Film



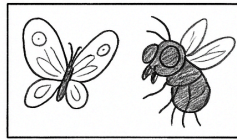
1 Peaceful cityscape
00:00–00:07



2 Invasion of the Flies
00:08–00:14
Wide Shot to Close-Up



3 Park with Butterflies
00:15–00:23
Close-Up



4 Transformation Spreads
00:33–00:44
Montage, Medium shot



5 Final message
00:59–01:23
Static frame with text



6 Final message
00:59–01:23
Static frame

Digital Sketch from ai

Video Link: https://youtu.be/C17gfmGimfo?si=a5WX_PgLSAcjQ888

Learning and Outcome (Self-Reflection): “CorrupFly” was a challenging yet rewarding student project. Turning a sensitive real-world issue like corruption into symbolic animation pushed me to think creatively. I experimented with visual metaphors, especially using insects to represent moral transformation, which was both ambitious and difficult to execute. Though limited by time and resources, I learned how to communicate complex ideas visually without dialogue. With more time for pre-production and refinement, the film could’ve been stronger, but as an experimental piece, it met its goal. Overall, this project improved my skills in symbolic storytelling, pacing, and mood design in animation. It was a valuable learning experience that taught me how to build meaning with minimal elements.

Learning and Outcome

Over the course of my research and practical work, I aimed to achieve more than just technical proficiency—I aspired to build a versatile skill set that would support my creative and professional growth. Rather than treating each task in isolation, I approached this journey as a holistic learning experience where every lesson, big or small, carried equal weight. One of the key outcomes of this process has been my ability to conceptualize and develop an informational television program from the ground up. Through this project, I gained a clear understanding of scriptwriting fundamentals and learned how to structure and present a compelling campaign for broadcast.

Additionally, I acquired hands-on experience in visual branding—learning to design and apply thematic elements, such as masks or identity markers, that enhance viewer engagement. I also learned how to compose and publish a blog article, combining content creation with audience awareness. These skills have broadened my creative toolkit and deepened my understanding of content production across multiple platforms.