My Experience At The Straight Light Studio

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Dishan Rahman Khan

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1. INTRODUCTION

Today Information Technology (IT) related companies are considered the online work revolution in Bangladesh. With the rapid spread of internet access, the IT related business is becoming popular day by day. Under this wide term there are branches namely software development, computer service, writing and blogging, accounting, Graphic Design, web development, SEO/SEM and translation are few of them. Spread of internet globally changes the way work is done throughout the world. Within a limited budget one can do his/her required work (starting from publishing to marketing) through the internet. Though the world is virtual, the impact of it has a powerful effect. Because of the huge potential and low cost of the services, Bangladesh has emerged with a bright future in this arena. Outsourcing is spreading rapidly among the people of Bangladesh.CEO of Elance-oDesk said, "Our goal is to put a world of talent in the hands of business and billions of dollars in the pockets of independent professionals"

One does not need to look back too far to see the emergence of the need of IT business. The rise of this business found it's ground during the recession when the world was grieving the burden of loss, and businesses were clamoring to cut cost in order to increase profitability. The first marketplace for the outsourcing was launched in 1998. Since then many have come and stayed and many have gone. Companies, agencies or firms sell the labor of the IT professionals to their clients. Due to the flexibility and independent nature of the business one can choose to do the work by him or herself from the comfort of his/her home, instead working at a firm. The clients who have less time to look for real assistance may prefer to look for virtual assistance to

handle their workload within a constrained time period. The possibilities in this area are unlimited.

The Bangladesh Association of Software and Information Services (BASIS) estimates that there more than 1500 freelancers in Bangladesh doing freelance work for technology companies around the world. In Bangladesh, there are 500 registered IT outsourcing companies, which employ 20,000 workers. The major sources of revenue for these companies come from the work they do for their clients abroad. In the meantime, with limited resource, the IT process is becoming popular in Bangladesh too. It is catching up with the standard maintained by the international companies. Due to the immature web industry and culture in Bangladesh, the revenue earned by the firms locally is limited to 20%. However, the demand for local web technology is increasing with time.

The main reason which is why I chose "Media and Cultural studies" as my concentration is because I thought it will bring me closer to the advertising world. My curiosity spread its wings when I started to take the media courses. I was fascinated by the content of the course materials. For one to succeed in life one has to follow his/ her passion. Giving life to an idea, bringing a change in the minds of the viewers and creating something out of nothing moved me. An idea can change millions of lives. What better area could I have selected other than Media and Cultural Studies to study? The Copywriting course has brought me closer to the idea which will eventually help me become a good communicator in the field of advertisement and in the creation of creative work. The Department of English and Humanities (ENH) of BRAC University offers three areas from which students can chose their area of concentration. From

these, I did not hesitate to choose "Media and Cultural Studies" as my concentration, as I was interested in the media courses.

I picked *The Straight Light Studio* for my internship because the company is involved in making animated advertisements. Light, Camera and Animate are the elements on which *The Straight Light Studio emphasis on*. The mission of the firm is to produce realistic and cartoon animated videos both in 3D and 2D for the television and online entertainment media. It is a new firm. It was established in March 11, 2011. It provides different needs to the clients globally.

I have worked as a copywriter at *The Straight Light Studio*. I worked under Ms. Farhin Sohan Kabir Lita, Copywriter and Head of Human Resources of *The Straight Light Studio* who is also a public figure. She is a fun person to work with. Her guidelines have helped me while I was interning. In our department, most students choose newspaper offices, advertisement firms or television channels to do their internships, but I choose to go beyond convention and intern at an IT firm. Without the help of Ms. Lita I could not made my journey in this new area and made it into a memorable one. We worked in a very friendly environment and Ms. Lita was a good supervisor who guided me well. Furthermore, as a person, I have evolved and grown. I have also acquired valuable lessons about office management. The experience I gathered from *The Straight Light Studio* is invaluable.

2. A BRIEF HISTORY OF *THE STRAIGHT LIGHT STUDIO*

The Straight Light Studio is founded with an aim to meet the demands of its potential clients. The company meets the clients' demands by creating CG animation, 3D Character Animation, Graphic design solutions and 3D business advertisement. They are also involved in copywriting ,website designing etc. *The Straight Light Studio* ensures the project requirements are met to enhance the clients' companies, products or services. It is located at 45/Kha New Eakaon Ground Floor.

The founder named his IT firm *The Straight Light Studio* due to the inspiration he gained by watching the Star Wars movie. The founder of the company, Shoeb Mohammad as a child was fascinated with clones created by the super villain Darth Vader of the star wars movie. Regarding the Light Sabers (swords) he says**, "**Those were cool, the source of power, and the light has power to cut, the flair, and the potential energy to dominate. Every time a clone is given life, lights take care of it. For every soldier who works for the Dominion, there is this sword.**"** That was his basic reason for being a huge fan of lights. As the light sabers, (the laser lights) the ones we use in our daily lives are in geometrical shapes, the company is named after its pattern *The Straight Light Studio.* The significance of the name *The Straight Light Studio* for Shoeb Mohammad is the fact that it always gives him the impression that he will find light at the end of each of his journeys.

3a. WORKING AT *THE STRAIGHT LIGHT STUDIO*

Things were quite different than the class room at *The Straight Light Studio*. In the classroom, the teacher does most of the work but here the scenario is rather different. Working at *The Straight Light Studio* has been an immense learning experience. I got to see how things work, learnt to do certain types of work and met many interesting people. The academic world is different from the professional work life. The link between the two is the knowledge that I gained in my courses made me eligible to do the internship at *The Straight Light Studio*. The span of work time in the office is diversified with many responsibilities.

I got to know about the contemporary media world and issues during the third year of my undergraduate program. I gained the knowledge by taking courses like English for Print Media, Translation Studies, Editing, Copywriting and Globalization and the Media courses came into use to understand the work that I did at *The Straight Light Studio*. I have also attended a workshop on Media Ethics and Journalism arranged by the Department of English and Humanities of Brac University.

Dr. Uche Onyebadi, a Fulbright Specialist Scholar in Communications and Journalism, conducted a workshops on Media and Journalism. He lectured on sports reporting, health reporting, media ethics, investigative journalism, media and politics and international media systems. The job of journalism is slippery, for an example there will be incidences in the

journalism career when one has to be make decisions by putting his/her honor in the line. It is a dilemma, whether to get a bad reputation or respond appropriately to expose the truth. For example, someone may offer bribe to a journalist, which he did to other journalists in the past. In this case, the journalist concerned may take the bribe or else expose the man to the world. He said, "depending on the situation and on previous information one has to make the decision, there is no universal law for this, one has to use his/her conscience. To be an ethical person, a journalist has to be a good human being first to transfer the truth." I am carrying these words of wisdom and trying to be an ethical person till today. This helped me become ethical in my work at *The Straight Light Studio.*

During my time at *The Straight Light Studio,* I worked as an article writer. There are different types of writing. My work included research and reading about different styles and approaches to writing. While writing an article it is necessary to keep an eye on the key words. This is important because based on the keywords the article will show up in search engines like Google, Bing, Ask and others. Sites like www.ezinearticles.com and www.copyblogger.com are helpful sites to develop one's copywriting, article writing and content marketing skills etc. The field of writing is for passionate writers, unless one is truly interested about what he/she is writing, the work produced by him/her will be poor.

To meet the client's needs one has to have the knowledge about graphic design and tools like Adobe Photoshop, Adobe Aftereffects, Adobe Audition, Cat (Computer-assisted translation) tool etc. I had to gather knowledge on how these fascinating software works. I had written an

article on Photoshop tools. It was a mammoth task to accomplish and soon it will be publish in a website. To acquire knowledge about Photoshop I had to write book reviews on a few books dealing with Photoshop tutorials. I had to translate a book titled *Who Moved My Cheese?* It is a motivational tale by Spencer Johnson written in parable style. I wrote an article about the health issue of surfers. I also did some proof reading and editing when required. Finally yet importantly, Trustpilot, led me to end my internship with a presentation outside the office.

3b. INSPIRATION FROM STEVE JOBS

I had developed a good reading habit during my period of internship at The *Straight Light Studio.* During the three-month internship period, I read a lot of biographies of different entrepreneurs. These books are of great help because one gets to peek into the lives of all these amazing people and the things they have gone through during different stages of their lives. Among them one person's life influenced the way I think and my life significantly. It was Steve Jobs, the founder of Apple Inc. His comeback story, is one of the greatest inspiration in history has helped me to think differently.

Steve Jobs and Steve Wozniak were friends who started Apple together in the '70s. Wozniak was the inventor, he invented the Apple computer, and Jobs went out to sell it and got the company going. Apple, even in those times, was the pioneer of design and technology. The company did wonderfully well in the initial years and its IPO (Initial Public Offering) was the biggest ever in American history after Ford Motor Company. Steve Jobs was a millionaire in his twenties and the head of one of the best computer companies in the world.

Then, things started to go wrong. Steve Jobs apparently started creating an internal conflict among the employees of Apple. The board was not too happy with him and they decided

to remove him from the company. It was a harsh reality, the man started Apple, sustained it through all those initial hard years, dedicated his life to the company and six years later, just like that, they threw him out!

Steve Jobs not the one to give up easily, went on to start another company called NeXT, paving way for some of the most advanced technology of its time. He also launched a computer animation company along with NeXT. The '90s turned Steve Jobs' life around and gave him what he deserved. Apple, which had faded away and was now in the dumps, badly needed new operating system software. Thus, they decided to buy NeXT. So this is what he did, he was thrown out of his first company, he started a new one and a few years later sold this company to the first company he originally founded. The amazing figure for which he sold NeXT to Apple for is five hundred million dollars. That automatically brought Steve Jobs back into the board of Apple and a few years later he became the CEO of Apple.

The animation company he founded was Pixar, one of the most profitable animation companies in the world. He sold that to Disney for seven billion dollars and became the single largest shareholder of Walt Disney Co. The biggest inspiration I draw from this great story is never to beat oneself up for the occasional setback, but to stand on one's feet with a larger vision.

4. PRESENTATION ON TRUST PILOT

Trustpilot is an online review platform for eCommerce. Customer reviews are the core of the Trustpilot concept. The consumers are instantly informed which company they can trust and which companies to avoid. Trust pilot helps companies to collect reviews about their companies straight from the customer. The customer in turn can voice his/her opinion and share his/her online shopping experiences for everyone around the world to see. It helps to make conscious decisions while shopping online. Trust pilot collects data by detection software as well as self given reviews by the interested customer, and it is user friendly too. The company's credibility, popularity and reputation are reflected by these reviews.

The review of Trustpilot was overwhelming. Going through their website and trying to come up with a better implementation was a challenge for me. Trust pilot runs on trust, service and quality. Transparencies of all kinds (good or bad) of reviews were clearly visible. The company has been benefitted by the reviews too. The live updates about any company are visible chronologically. This makes the website dynamic. The community Trustpilot has built is enormous. To come close to their service they are providing (another review platform) they have to form a bond like true love with the customers. True love is not easy to get and has to be fought for because once you find it can never be replaced. New software cannot replace a well-established one. The unique selling proposition has to be strong. Moreover, all businesses are dependent on the relationship with their customers. What other relation could be better than this?

The use of the language is skillfully drafted to draw the attention of the consumer. The logo of the company, font size and the color all stand out on their own. Throughout the website appreciation for the customer and values are maintained. The transparency of all kinds (good and bad) of reviews bad and comparison between companies make the website vibrant and an example of a fast moving and lively atmosphere. It is as if the website is breathing like a human being. There are no secrets or lies in the website. There are a few drawbacks as well. People trust them, but since and reviews can be bought, it becomes less reliable. However, for Trustpilot this allegation is not true at all because they never buy reviews.

The crucial question that arose while doing the presenting on the website was why the companies will trust the new product (new review platform) that is going to be launched. The effect that *The Straight Light Studio* wants to create in the minds of the customers is to make them feel that without the customers doing anything special the new review platform has become special for them. The customer will feel the bond immediately. To make a new and better website *The Straight Light Studio* has to stress on quality service and appreciation.

TRUSTPILOT

For companies

Meet the awesome people behind Trustpilot!

Founded by a passionate team of international entrepreneurs, Trustpilot exists today to deliver top notch customer experiences via our community driven review platform. We help companies proactively collect reviews and get real insight straight from the people who matter most, their customers. You as a customer, in turn, can voice your opinion and improve online shopping experiences for everyone around the world. We're proud to be one of the fastest growing start-ups in Europe today. Are you ready to join our team? **See our open job opportunities »**

Check out some of our prestigious customers

telenor   boohoo.com   HOSTELWORLD.com   expert   BESTSELLER'
             TWENTYFOUR | SEVEN | FASHION   SLEEP EASY

Your company can join the movement, too. Get started for free! »

10:38 AM

5. LET THERE BE FACEBOOK ! (World that connects everyone)

With more than one billion users, Facebook is the world's largest social network. The founder Mark Zuckerberg started Facebook in 2004 while he was an undergraduate computer science student at Harvard University. The social media has had a profound and growing effect on the way companies, governments and advertisers operate.

The first and most important thing is obviously to have a Facebook page. One brand can be connected to the people around the world quickly through Facebook. The culture of a group, its preferences, tastes, likings, and trends can be studied easily through different Facebook applications. This brings the world in one place. Now while starting a Facebook page, there are two very important things that can help one brand name become viral. They are images and videos. Everyone loves seeing pictures and everyone loves watching videos. If one can make this the core of his/her page then more and more people will get attracted to the Facebook page of a specific brand.

It is not just the big brands but smaller brands can also benefit from Facebook. People can market anything they want in order to quickly spread the word about their brand and do a lot more at no cost at all. Starting a business has become easier than ever before. Moreover, the best part of Facebook is it's Free. Facebook is not only becoming a new means of marketing, but it is also becoming the future of marketing. Facebook is playing a big role behind bringing people in one place.

6. CHARIOTS OF E-COMMERCE (tools/ study that are require to run the system)

1. Word press is one of the most popular content management and blog publishing application on the web today . It was first released in 2003 as a basic blog engine, but it has become a full-featured fully customizable web site creation tool used by millions of individuals, businesses and organizations around the world. It is a free application and can be installed anywhere. This is the backbone for an entire website. It is an open source meaning that all its codes in the files are free to use, customize and enhance all over the web. Its powerful features include a templating system, a free plug-in search engine, friendly link structures and more. For businesses, word press is an extremely versatile technology that helps them maintain content, engage in social media to perform well in search engines and minimize out of house costs.

2. Photographers, graphic and web designers, videographers and 3D artists use adobe Photoshop to enhance and manipulate photos and create an original digital artwork. Photographers use Photoshop for correcting exposure, or modifying color. They also use it for cropping, aligning and rotating photos for achieving better composition, restoring and retouching images, combining multiple images into composites and simulating a variety of photographic lens effects.

Designers use Photoshop for creating textures for web background and photo-realism. Videographers use Photoshop for assembling image sequences into timeline animation. Removing unwanted objects from the various frames of the video is one of the features of

Photoshop. Repairing videos/photos using the healing and cloning tools and creating frame by frame for cartoons and special effects is another important aspect that is accomplished through Photoshop.

3D artists use Photoshop for creating three-dimensional shapes to use in other applications. 3D artists create 3D objects using extrusion tools for use in the title sequences. Photoshop is also used for painting 3D environments for film and TV backdrops. There are dozen types of people using Photoshop in their daily work. Whether it is a photographer, designer or video production artist's adobe Photoshop gives the tools to achieve creative vision.

7. MARKETING OF THE NEW REVIEW PLATFORM

Understanding customer needs, wants and demands are the basic principles to understand the marketplace in order to do business. Customer value and satisfaction are the top priorities for a product to hold its value in the market. The term marketing myopia only focuses on the existing wants, and it loses sight of the underlying consumer needs. To start, it is better to narrow down the product and the services a particular company will provide. As the value proposition (set of benefits or values) are the defining factors that a company promises to deliver to the customers to satisfy their needs, choosing a value proposition works as an unique proposition to the customer.

In order for the new review platform to grab the market it has to go through the marketing management orientation. These are production, product, selling, marketing and societal concept. I will discuss the strategies and steps to accomplish the marketing concept of the unnamed new review platform. To have an impact, the new review platform has to compete with the existing review platform's (Trustpilot's) quality, performance and features. This will help to gain the favor of the customers in return. Henceforth, the promotion through virtual activities on web has to virtually reach the market place as much as possible in order to reach the clients.

The sole purpose of any business is to gain profit. To achieve this, the overall process of building and maintaining profitable customer relationships is achieved by delivering superior customer value and satisfaction. As figure: 1.2 describes.
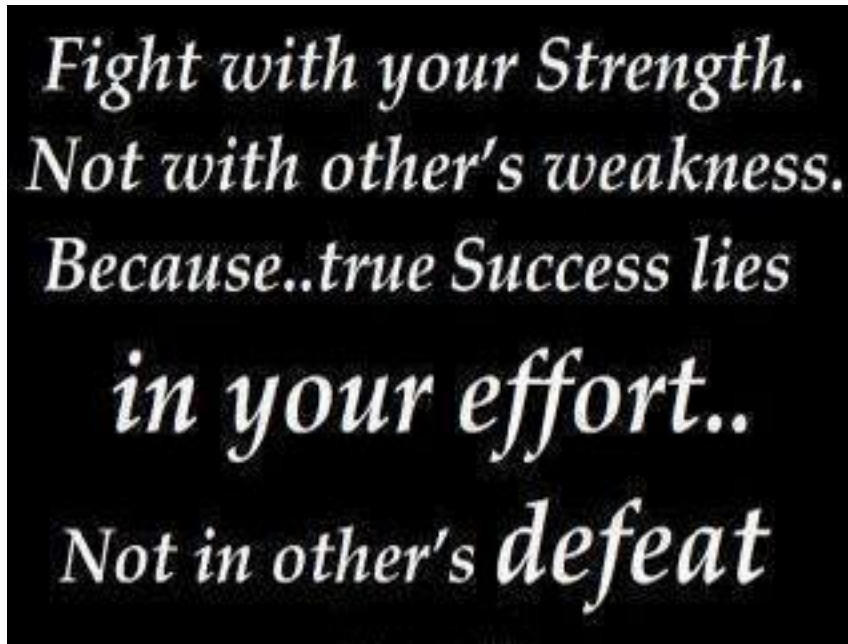

Figure: 1.2

8. PERSONAL ACCOUNT

My days at *The Straight Light Studio* were something that I will never forget. Being an intern there was a prolific journey for me. I have many good memories of my time there, and some detailed work was done there that caught my attention.

Passing the time for three months with the identity of copywriter was something that I have enjoyed immensely. The internship had provided me with an opportunity to meet new people from different backgrounds. Moreover, it also gave me the opportunity to learn some new applications. The best way to learn to do something is to watch and imitate someone who already knows what he or she is doing. It applies to copywriting as well. Though very late in my internship, I got accustomed to reading articles written by writers like Gerry Helper and John Carlton and incorporated their techniques such as keeping writing short and meaningful in my copywriting assignments. I learnt more from my internship supervisor Ms. Farhin Sohan Kabir Lita. In addition; the office had the perfect environment to learn. Everyone was working and busy doing his or her own work. I loved being busy in the office. Nevertheless, the three month period was not enough to indulge into the world of the web and more to learn the rope.

The job of a copywriter is not that easy. It is harder and much difficult to write concisely and effectively. To meet the need of the client and to have a place in Google ranking about anything is challenging for a copywriter. Moreover, it is absolutely necessary to notice that readers are major skimmers when reading online. It is not easy to come up with quality work that is required to make readers interested to read something. The essential aspect of copywriting lies in keeping the copy short getting to the point quickly. The paragraphs have to be concise too.

To get to the point, it needs to be obvious what the paragraphs are about. Use of dashes makes substantial change in writing. During the internship I got into the bad habit of using more dashes in my formal writing, but I learnt to use dashes only when appropriate. Use of dashes helps to break up the content, which makes it easier for readers to review content on websites. It comes in handy.This is useful for the online readers as they are great skimmers. They usually look for important ideas which are connected together.

There is something in the industry that is known as 'F pattern'. A good copywriter should be aware of it. It is like reading anything. When one reads something he or she starts from the top left and carries on over to the right, resets again, aligns under the top left and continues again to the right. This continues until one get to the bottom. Therefore, in the F pattern, what happens is, when the reader is online and he or she is looking at a lot of information about anything, he or she can be looking for a search result or a lengthy blog post on a website. What happens is that he or she reads the first few lines of the first link that appears as the search result among other results. The first few lines will get a significant amount of time for the benefit of doubt. The reader might read all the lines from the beginning, but when the reader finds out that it is not exactly what the reader is looking for, the reader jumps onto the next links. The difference with the previous reading in this case will be that the information will be given less attention than the lines beneath the first link that appear as the search result. As a mere skimming is conducted by the readers. The reader is not going to read as much as he or she did when reading the lines that appeared under the link after the first link. Every time the reader goes to the next line to see if there is anything, he or she pays even less attention. This is the F pattern. This is one of the main reasons why it is really necessary to write briefly and concisely. For a copywriter sometimes it

becomes very difficult to constrain the amount of knowledge he or she has. If an idea can be expressed in one sentence then that should be it. Increasing the sentence length unnecessarily does not bring good result in terms of Google search. It really helps to use the dashes appropriately in order to break up and connect important ideas together. It really makes a difference to the reader when they are even going through a paragraph with just a few concise sentences in it.

Editing was another task which was mostly handled by Ms. Farhin Sohan Kabir Lita, my internship supervisor. Though the work she does in order to edit seems simple, it creates a significant shift in editing. I noticed that after I handed over my work to Ms. Fahin Sohan Kabir Lita, she used to copy my writing onto a new word document file. She then changed the font, Times New Roman and font size 12 to Calibri font and font size 14.. The changes were subtle, but it is easier for the eyes to edit the copy. I realized it is easier for our brains to review and edit while looking at a copy with different font and font size.

9.CONCLUSION

I enjoyed every second of my internship at *The Straight Light Studio.* Initially, I thought I will not be able to handle the pressure of a new environment, but I am extremely happy to say that the fear of a new environment evaporated as I stepped into the office. Only developing myself and doing the assigned work were on my top priority list. Working five hours a day was fruitful. I managed to do my work in the office successfully.

I have learnt a great many things about online businesses in a short period of time. It is a fact that one cannot learn all the important aspects of the job within two or three months. However, I can definitely say that being an intern in the midst of highly professional and skilled workers at *The Straight Light Studio* has definitely widened my understanding of copywriting and online business.

I have met a lot of interesting people and made a lot of new friends. I have experienced how a group of people with similar interest work in a friendly and respectful environment with efficiency and supreme effectiveness. I have also seen how a group of people work effectively keeping the readers in mind, and work to achieve a desired result. I just want to say that I was grateful to be a part of an excellent team. I am happy about the way my internship days have gone for me and I think it evolved me as a person too.

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