

MELINIA ACADEMY



GRAPHIC DESIGN & VIDEO EDITING

ASSIGNMENT / PRACTICAL
PROJECT

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Rules:

- No copy-paste theory
- Use real brands, real platforms, and real tools
- Every design or video must have a marketing goal
- Focus on communication, clarity, and conversion

TASK 1: ROLE OF DESIGN & VIDEO IN MARKETING

Practical Understanding Task:

Choose **one** business type:

- Local business
- Personal brand or influencer
- E-commerce brand
- Service-based business



Explain:

- Why design matters in attracting attention
- Why video performs better than static content in many cases
- How poor design impacts brand trust and sales
- Difference between “good-looking” and “high-converting” creatives

Support your answers with real brand observations.

TASK 2: UNDERSTANDING CUSTOMER ATTENTION & VISUAL PSYCHOLOGY

Observation Task:

Scroll through Instagram, YouTube, or Facebook for 10 minutes.

Document:

- Which posts stopped your scrolling
- What visual element caught your attention first
- Role of color, faces, movement, text, or emotions
- Why you ignored some posts

Explain how human attention span and psychology influence design decisions.

TASK 3: BASICS OF GRAPHIC DESIGN FOR MARKETERS

Conceptual + Practical Task:

Explain the following design basics from a **marketer's point of view**:

- Color psychology
- Typography and readability
- Visual hierarchy
- Spacing and alignment
- Consistency with branding



Then analyze **one real social media post or ad** and explain how these principles are applied or violated.

TASK 4: TOOLS INTRODUCTION (Graphic Design)

Tool Familiarization Task:

Choose **any two design tools**:

- Canva
- Adobe Photoshop
- Adobe Illustrator
- Figma

Explain:

- What type of marketers should use each tool
- Strengths and limitations
- Which tool is better for beginners and why

TASK 5: DESIGNING FOR SOCIAL MEDIA CONTENT

Practical Creation Task:

Choose **one platform**:

- Instagram
- Facebook
- LinkedIn
- YouTube

Create:

- One post or carousel idea
- One reel or story thumbnail concept

Explain:

- Content goal (engagement, awareness, education, lead)
- Design size and format
- Text placement and hook
- CTA strategy

You may submit rough designs or screenshots.

TASK 6: DESIGNING CREATIVES FOR PAID ADS

Performance-Oriented Task:

Choose **one ad type**:

- Lead generation ad
- Website traffic ad
- Product sales ad

Create or analyze:

- One static ad creative
- One video ad concept

Explain:

- Ad objective
- Target audience
- Hook used in the first 3 seconds
- Visual-message alignment
- CTA placement

Focus on conversion psychology, not aesthetics alone.

TASK 7: INTRODUCTION TO VIDEO CONTENT IN MARKETING

Conceptual Task:

Explain:

- Why video content dominates digital platforms
- Difference between short-form and long-form videos
- Role of storytelling in video marketing
- Why authenticity often outperforms high production

Support your answers with platform-based examples.

TASK 8: BASICS OF VIDEO EDITING FOR MARKETERS

Practical Task:

Explain the basic video editing elements:

- Cuts and transitions
- Text overlays and captions
- Background music and sound
- Aspect ratios (reels, shorts, YouTube)
- Branding elements

Then analyze **one video ad or reel** and explain how editing improves engagement.

TASK 9: TOOLS FOR VIDEO EDITING

Tool Comparison Task:

Choose any two video editing tools:

- CapCut
- InShot
- Adobe Premiere Pro
- Final Cut Pro

Compare:

- Ease of use
- Best use cases
- Suitability for beginners vs professionals
- Platform compatibility

Recommend one tool for a digital marketing beginner and justify your choice.

TASK 10: COMMON DESIGN & VIDEO MISTAKES

Critical Analysis Task:

Identify at least 8 common mistakes, such as:

- Too much text on creatives
- Poor color contrast
- No visual hierarchy
- Ignoring mobile-first design
- Weak hooks in videos
- Long intros with no value
- No captions in videos
- No CTA or unclear CTA

Explain how each mistake affects attention, trust, or conversions.

FINAL REFLECTION TASK (Mandatory)

Reflection Writing (Minimum 300 words):

Answer:

- How design and video support marketing goals
- Why marketers must understand visuals even if they are not designers
- How psychology influences creative performance
- How this knowledge will help in ads, content, and branding

This section evaluates whether you are thinking like a **marketing strategist** or just a tool user.

Submission Guidelines

- Format: PDF, DOC, or PPT
- Clear task-wise headings
- Screenshots, rough designs, or links encouraged
- Original thinking and analysis required

