Internship Report

on

“Bridging the Gap between Education and Employment: A Case Study on Triple Click Academy”

Submitted by

Samin Shahriyar

ID: BBA2201025075

Program: Bachelor of Business Administration (BBA)

Major: Marketing

Semester: Summer 2025

Submitted to

Department of Business Administration

Sonargaon University (SU)

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Sonargaon University (SU)

Date of Submission: August 30, 2025

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Supervised by

Shakila Yesmin

Lecturer

Department of Business Administration

Sonargaon University (SU)



Date of Submission: August 30, 2025

Letter of Transmittal

August 30, 2025

To,

Shakila Yesmin

Lecturer

Department of Business Administration

Sonargaon University.

Subject: Submission of internship report on “Bridging the Gap between Education and Employment: A Case Study on Triple Click Academy”.

Dear Ma’am,

With due respect, I would like to inform you that it is indeed a great pleasure to have the opportunity for submitting the internship report according to your instructions entitled on "Bridging the Gap between Education and Employment: A Case Study on Triple Click Academy" which was assigned to me as a partial requirement for the completion of BBA program. Throughout the study I have tried the best to accommodate as much as information and relevant issues as possible and tried to followed the instructions that you have suggested. There might be some errors through oversight in the report, I sincerely apologise for such unintentional errors. I would be grateful to you if you kindly consider my unintentional mistakes.

I am grateful to you for your kind guidance and cooperation at every step of my endeavor during the preparation of this report. It would be a great help for if you kindly take some time to go through the report and evaluate this.

Sincerely Yours,

_____

Samin Shahriyar
ID No: BBA2201025075
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Student’s Declaration

This is Samin Shahriyar, a student of Department of Business Administration, ID No: BBA2201025075 from Sonargaon University (SU) would like to solemnly declaration here that this internship report on "Bridging the Gap between Education and Employment: A Case Study on Triple Click Academy" has been authentically prepared by me under supervisor of Shakila Yesmin, Lecturer, Department of Business Administration, Sonargaon University.

I didn't breach any copyright act internationally. I am further declaring that I did not submit this report anywhere for awarding any degree, diploma, or certificate.

_____

Samin Shahriyar
ID No: BBA 2201025075
Program: BBA
Major: Marketing
Sonargaon University (SU)

Letter of Authorization

I, Shakila Yesmin, Lecturer, Faculty of Business Administration, Sonargaon University (SU) hereby certify that the internship report work entitled as "Bridging the Gap between Education and Employment: A Case Study on Triple Click Academy" has been prepared by Samin Shahriyar, ID No: BBA 2201025075, Department of Business Administration, Sonargaon University (SU) and submitted as a requirement for the partial fulfillment for the degree of Bachelor of Business Administration (BBA) with major in Marketing. To the best of my knowledge, the above-mentioned work has been conducted by the student himself. Any option and/or suggestion made in this study are entirely that of the author of this internship report.

I wish him every success in life.

_____

Shakila Yesmin
Lecturer
Department of Business Administration
Sonargaon University (SU).

Acknowledgement

Nothing can be accomplished alone. Without the help of the number of persons the success remains silent. I am very much fortunate to get the sincere guidance and supervision from a number of people. First of all, I am very much grateful of Almighty Allah who gave blessings, courage and ability to prepare this report.

I am very much grateful to Shakila Yesmin, Lecturer, Department of Business Administration, Sonargaon University (SU) for guiding me to complete my internship report. I am also highly indebted to her for the scholarly and constructive suggestion, which was of much assistance to prepare this internship report on "Bridging the Gap between Education and Employment: A Case Study on Triple Click Academy". I am deeply grateful to all concerned persons who provide valuable guidance, suggestions and advices in collecting information, analyzing and preparing the internship report. I am particularly indebted to them whose efforts and cordial cooperation of this report.

I would like to thank all the employees of Triple Click Academy for the unconditional love and support they have shown to me. They always treat me as a member of their team. Besides I have special appreciation towards following resource person for helping me.

I am also grateful to high officials and all the officials and staffs and officers, for their friendly behavior, heartiest cooperation and other services during my studies.

Executive Summary

This report analyzes Triple Click Academy (TCA), a Bangladesh-based training institute, focusing on how its programs bridge the gap between academic learning and professional employment. TCA offers industry-relevant courses in Graphic Design, UI/UX, Motion Graphics, Video Editing, 3D, and AI-based content creation, delivered by professional mentors. The academy emphasizes project-based learning, mentorship, and real-world applications through internships and studio-based work, aiming to prepare students for local and international job markets. It also integrates creative tools and resources through its sister company, Triple Click Studio, which provides live-client briefs and hands-on experience. The report explores TCA's curriculum, employability outcomes, and industry alignment while assessing its impact on students' skill development and career readiness. For the purpose of this report I use descriptive research design. In order to prepare the report I have collected the data from two major sources. Primary sources are personal observations during the internship, discussions with employees, and informal feedback from customers and secondary sources are information from TCA's official website, course pages, and public tutorials. Official Facebook Page and community group posts. From the analysis of the findings it is found that TCA promises in bridging the gap between education and employment, particularly for Bangladesh's youth interested in digital freelancing and creative careers. Students receive one-on-one mentorship, which enhances learning outcomes. Continuous support via platforms like Discord allows learners to solve doubts quickly, encouraging active engagement. Key recommendations include enhancing career services, improving soft skills training, and refining outcome tracking to further strengthen the education-to-employment transition for students.

List of Acronyms

Symbol/Abbreviation	Description
TCA	Triple Click Academy
UI/UX	User Interface/User Experience
VFX	Visual Effects
AI	Artificial Intelligence
LMS	Learning Management System
KPI	Key Performance Indicator
CTA	Call to Action
CVR	Conversion Rate
CAC	Customer Acquisition Cost
ROAS	Return on Ad Spend
MOOC	Massive Open Online Course
SEO	Search Engine Optimization

Table of Contents

Sl. No	Name of Contents	Page No.
	Letter of Transmittal	iii
	Student's Declaration	iv
	Letter of Authorization	v
	Acknowledgement	vi
	Executive Summary	vii
	List of Acronyms	viii
	Table of Contents	ix-x
	Chapter One: Introduction	**1-3**
1.1	Introduction	2
1.2	Background of the Study	2
1.3	Objectives of the Study	2
1.4	Methodology of the Study	3
1.5	Limitations of the Study	3
	Chapter Two: Industry & Employability Context	**4-7**
2.1	Macro Trends	5
2.2	Role Taxonomy & Competency Matrix	5
2.3	Toolchains & Pipelines	5
2.4	Hiring Process & Employer Expectations	5-6
2.5	Portfolio & Reel Standards	6
2.6	Pathways to Work (Bangladesh/South Asia + global)	6
2.7	Legal, Ethical & Accessibility Guardrails	6
2.8	Work-Integrated Learning (WIL) & Academies' Role	6-7
2.9	Employability KPIs & Evidence	7
	Chapter Three: Bridging the Gap between Education & Employment	**8-13**
3.1	Curriculum & Tracks	9
3.2	Pedagogy & Assessment	10
3.3	Learner Support & Community	11-12
3.4	TCA Bridging Model	12
3.5	The Six-Pillar "Bridging the Gap" Framework	12
3.6	Curriculum-to-Job Skill Mapping	13
	Chapter Four: Industry Analysis & Positioning Strategy	**14-19**
4.1	Direct Competitor	15
4.2	Indirect Competitor	16

4.3	Differentiators for TCA (Marketing & Delivery Levers)	17
4.4	Value Proposition Map (TCA vs. Alternatives)	18
4.5	SWOT Analysis	18-19
	Chapter Five: Findings	**20-21**
5.0	Major Findings	21
	Chapter Six: Recommendations & Conclusion	**22-25**
6.1	Recommendations	23-24
6.2	Conclusion	25
	Bibliography	26

Chapter 1
Introduction

1.1 Introduction

A Bangladesh-based training institute offering professional courses in Graphic Design, UI/UX, Motion Graphics/2D, 3D, VFX and Video Editing. Courses are organized around current freelancing and local job-market needs. Courses are taught by professional mentors. Paid students receive premium resources, real-time discord support for assignments, freelancing queries, and technical issues; software support and curated resources are provided. Curriculum progresses from basic to advanced level. Learners receive guidance for local and international earning. TCA maintains internship opportunities; strong performance in the final exam may lead to a job offer. The academy reports 1,800+ successful learners over the past 5 years and emphasizes industry-expert mentors with a studio-based internship option.

1.2 Background of the Study

The transition from academic learning to professional employment is often challenging for graduates. Many faces a skills gap between theoretical knowledge and the practical demands of the job market. This report presents a case study on **Triple Click Academy**, a professional training institute in Bangladesh, and explores how its programs bridge this gap by equipping learners with industry-relevant skills.

1.3 Objectives of the Study

- To critically examine how Triple Click Academy's training programs differ from traditional education and how they are designed to meet the demands of the modern job market.
- To assess the effectiveness of the academy's project-based learning approach in developing a student's professional skills and creating a portfolio that is attractive to employers.
- To determine how the academy's training and mentorship programs help bridge the gap between education and employment, ultimately leading to job placements for its students.
- To investigate how Triple Click Academy stays current with industry trends and technologies, ensuring its curriculum remains relevant and valuable.
- To reflect on my own personal and professional growth during the internship period, identifying the specific skills and knowledge I acquired and how they will benefit my future career.

1.4 Methodology of the Study

Research design is the whole process of collecting, analyzing, presenting the data and getting the results for the research work. Any study's objectivity depends largely on how it is methodologically done. For the purpose of this report I use descriptive research design. Descriptive research is used to describe a market's characteristics, behaviors, and functions.

Sources of Data

In order to prepare the study I have collected the data from two major sources. The sources are-

a) **Primary Sources:** Personal observations during the internship, discussions with employees, and informal feedback from customers.
b) **Secondary Sources:** Information from TCA's official website, course pages, and public tutorials. Official Facebook Page and community group posts.

1.5 Limitations of the Study

- **Limited Access to Data**

Due to the nature of an internship, I had limited access to internal data, such as student performance metrics, long-term employment statistics, and detailed financial information. The analysis is primarily qualitative, based on interviews, observations, and project work, rather than comprehensive quantitative data.

- **Short Time Frame**

The findings are based on a limited internship period. A longer-term study would be required to fully assess the long-term impact of the academy's training on a student's career trajectory and the sustained effectiveness of its model.

- **Subjectivity**

As an intern involved in the day-to-day activities, my perspective might be influenced by my personal experiences and interactions. This could introduce a degree of subjectivity in the analysis and findings presented in the report.

Chapter 2

Industry & Employability Context

2.1 Macro Trends

- Creative work is shifting to portfolio-proof outcomes over credentials.
- Remote, project-based hiring and the creator economy widen entry paths (full-time, contract, freelance).
- AI-augmented workflows (ideation, rotoscoping, cleanup, variants) raise the craft bar on storytelling, taste, and problem-solving—not just tool clicks.
- Employers expect speed + quality + collaboration under real constraints (brand, budget, and timeline, legal).

2.2 Role Taxonomy & Competency Matrix

- Graphic Designer → brand systems, social kits, campaign assets.
- Motion Designer (2D/3D) → explainer promos, product idents, title packs.
- Video Editor → shorts/reels, trailers, long-form; narrative pacing & audio.
- 3D Artist/Visualizer → modeling, lighting, rendering; product/arch viz.
- UI/UX Associate → wireframes, prototypes, usability evidence.
- Creative Technologist (AI/automation) → asset generation, pipeline tools.

2.3 Tool chains & Pipelines

- **Design:** Illustrator/Photoshop; color/typography systems; export specs.
- **Motion 2D:** After Effects (+Illustrator); keyframing, graph editor, expressions; render queue.
- **Video:** Premiere/Resolve; multicam, color basics, loudness, captions.
- **3D:** Blender/C4D; topology, UVs, lighting, renderers (Cycles/Redshift).
- **UI/UX:** Figma; components, auto-layout, prototyping; handoff tokens.

2.4 Hiring Process & Employer Expectations

- **Screening:** portfolio/reel first; concise case studies beat long galleries.
- **Assessments:** timed task or take-home with constraints; look for decision quality, not just aesthetics.

- **Collaboration signals:** brief clarifications, feedback handling, handoff quality (layers, comps, source files).
- **Professional basics:** punctuality, progress updates, risk flags, scope control.

2.5 Portfolio & Reel Standards

- **Design:** 5–7 strong projects; each with problem → process → outcome; show system thinking (grids, typography, variants).

- **Motion 2D/3D:** Reel **45–75s**; lead with best 5–8 shots; tight audio; credit role and tools; no filler.
- **Video Editing:** 2–3 cuts (15–60s each) + 1 longer narrative; pacing, story beats, audio mix.
- **3D:** 6–8 renders + 1 breakdown (wireframes, passes); consistent lighting/look dev.
- **UI/UX:** 2–3 case studies with research trace, hypothesis, testing evidence, prototype links.

2.6 Pathways to Work (Bangladesh/South Asia + global)

- **In-house teams** (brands, startups, fintech, e-commerce, telco, media).
- **Agencies/studios** (branding, motion, post, product).
- **Freelance/platforms** (local and global marketplaces) → demand for reliable delivery, clear pricing, and references.
- **Hybrid gigs:** retainers for social/video; sprint-based capstones.

2.7 Legal, Ethical & Accessibility Guardrails

- **IP & licensing:** fonts, stock, music, plugins—keep receipts & attributions.
- **AI use disclosure** where client/org policy requires; avoid training on proprietary data.
- **Privacy:** consent for faces/voices; redact sensitive info in case studies.

2.8 Work-Integrated Learning (WIL) & Academies' Role

- **Live briefs** with real constraints; juries with employers.
- **Calibrated rubrics** for consistent quality bars across mentors.

- **Career hygiene:** ATS-ready CV/LinkedIn/Behance, interview drills, pricing sheets (freelance).
- **Alumni loops:** referrals, job boards; measure re-hire intent.

2.9 Employability KPIs & Evidence

- **Funnel:** visit→lead→enroll (CTR, CPL, CVR, CAC, ROAS).
- **Outcomes:** completion rate; artifacts per learner; time-to-first-gig (3/6/12 months); internship/placement/freelance starts; employer satisfaction; alumni referrals.
- **Reporting cadence:** monthly internal, quarterly public, annual deep-dive; consent-first, anonymized where required.

Chapter 3

“Bridging the Gap between Education & Employment”

3.1 Curriculum & Tracks

Professional Graphic Design — Beginner-friendly, project-based path covering Illustrator, Photoshop & Bridge; topics span social content, logo, business card, flyers, print workflows, retouching/masking, packaging, brochure, infographics, thumbnails; includes marketplace guidance (Fiverr/ GraphicRiver/ Freepik). Typical plan shows 4 months / 30+ classes, 2 days/week, with same-day recordings, 9 projects + 2 exams, certificate and internship options.

Professional 2D Motion Graphics — After Effects–led motion design with Premiere integration; keyframing/ graph editor, kinetic typography, broadcast & explainer animation, logo/UI animation, tracking/ greenscreen, character rigging (Duik), plus major plugins (Element 3D, Trapcode, Optical Flares, Saber, Newton 3, Motion Bro, etc.). Site shows 4 months / 30+ classes, 9 projects + 2 exams, recordings and support.

Cut-to-Content Video Editing (Professional) — Premiere Pro core editing plus basic After Effects & Audition; interview, vlog, documentary, chroma key, speed ramping, tracking, titles, color correction/grading, audio, YouTube fundamentals (SEO/monetization), and CapCut. Listed as 4 months / 30+ classes with multiple exams, recordings, and freelancing guidance.

Professional 3D Motion Graphic — Cinema 4D pipeline with Redshift; modeling, texturing, lighting, rendering, MoGraph, dynamics/simulation (incl. RealFlow, Pyro), product visualization, logo & broadcast packages, interior/exterior (Lumion), character modeling/animation; shows 4.5 months / 36 classes, recordings, projects/exams.

Professional Content Creation with AI — End-to-end AI content workflow: ChatGPT, Gemini/Google AI Studio, Midjourney/Firefly/Freepik AI/Canva AI/Leonardo for visuals; ElevenLabs, RunwayML, Pictory/Invideo, Heygen, Flair for voice/video; automation ideas (Sheets/Zapier/AE), monetization & YouTube automation; 36 live classes, recordings, quizzes, 9 projects, certificate + internship options.

Free courses (samplers / on-ramps)

Photoshop Basic, Premiere Pro Basic, After Effects Basic, After Effects Logo Intro, Basic Cinema 4D, Cinema 4D Project-based — accessible from the Free Courses menu to try fundamentals before a professional track.

Here's what the class count and duration by course:

- **Professional Graphic Design — 4 months**, **30+ classes**, **2 days/week** (Saturday & Wednesday **8:00–10:00 PM**); online via Google Meet; **same-day class recording** available; extra problem-solving support.
- **Professional 2D Motion Graphics — 4 months**, **30+ classes**, **2 days/week** (Saturday & Wednesday **8:00–10:00 PM**); online via Google Meet; **recordings provided the same day**; includes **9 projects** and **2 exams**.
- **Cut-to-Content Video Editing (Professional) — 4 months**, **30+ classes**, **2 days/week** (Monday & Friday **10:00 PM–12:00 AM**); online via Google Meet; **same-day recording**; extra problem-solving support.
- **Professional 3D Motion Graphic — 4.5 months**, **36 classes**, **2 days/week** (Monday & Friday **8:00–10:00 PM**); online via Google Meet; **same-day recording**; extra problem-solving support.

General pattern across courses: Typically, 2 classes per week, total 4 to 4.5 months, with class recordings shared the same day for online batches (Google Meet). Exact batch start dates and times are listed on each course page and can vary by intake.

3.2 Pedagogy & Assessment

- **Learn by doing:** Project-based classes using industry tools; each class builds toward real deliverables.
- **Regular feedback:** Mentors review work often; students iterate and improve.
- **Portfolio first:** Every module aims to create publishable pieces**;** capstones simulate client briefs to prepare for jobs/freelance.
- **Made for jobs & freelancing:** Schedules and content are aligned with current market needs (online/offline access).
- **Simple rubric (guide):** Craft/Technique, Problem-fit/Story, Consistency, Timeliness, Presentation.

3.3 Learner Support & Community

a) How to get support while learning

- Classes run in cohorts (mostly online via Google Meet) with 2 classes/week. If you miss a class, the recording is shared the same day. Pages also promise extra online problem-solving support outside class time.

b) Demo & preview before you enroll

- Each course links YouTube demo classes, so learners can preview teaching style and content before joining.

c) Community spaces & updates

Purpose: Keep learners, alumni, and prospects connected, supported, and informed through official channels.

- **Official Website – Blog:** Central hub for tutorials and tips (Top 5 Video Editing Tips for Beginners, How to Render MP4 from After Effects, How to Use 2000+ Free Icons in Adobe). Useful for ongoing upskilling and sharing quick fixes/workflows.
- **Official Website – Gallery:** Photo highlights of offline activities (seminars, batches, and event snapshots), showcasing cohort engagement and outreach.
- **Discord (Paid Students):** Real-time mentor-led live support for freelancing guidance, assignment troubleshooting, and software issues— positioned as a key differentiator in learner experience.
- **Facebook Page (Triple Click Academy):** Public announcements, course/batch openings, event notices, and highlights of student work/success stories.
- **Facebook Community Group (Triple Click Academy Community):** Peer-to-peer learning space for cohort communications, Q&A, resource sharing, and community interaction.
- **YouTube Channel:** Video tutorials, project showcases, and success story features; complements course content with bite-sized learning.
- **Instagram:** Visual updates (reels, WIP shots, class moments) to inspire and engage a wider audience.
- **Email/Phone & Quick Chat:** Contact details are listed on the website; a WhatsApp chat widget appears on key pages for quick queries.

d) Career signals inside courses

- **Projects + exams**, **certificates**, and that strong performers may get **internship/job opportunities**—clear encouragement for portfolio building and employability.

e) Easy ways to reach the team

- They give **phone numbers** and **email** for direct help, and you'll see a **WhatsApp contact widget** on the site for quick questions.

3.4 TCA Bridging Model

- **Inputs:** Trainers, studio mentors, curricula, labs/LMS, community channels, employer network, analytics.
- **Activities:** Role-mapped instruction, project briefs, critique loops, soft-skills workshops, career clinics, live briefs, portfolio showcases.
- **Outputs:** Completed modules, assignment artifacts, capstones, documented case studies, published portfolios, employer interactions.
- **Outcomes (6–12 months):** Higher rubric scores, interview-readiness, internships/gigs, job offers, freelance revenue.
- **Impact (12–24+ months):** Reduced skills–jobs gap; stronger junior-talent pipeline for the creative tech sector.

3.5 The Six-Pillar "Bridging the Gap" Framework

- **Orientation:** Skill landscape, tool setup, hardware/software checklist (minimum PC requirements are publicly listed).
- **Foundation to Advanced:** Stepwise curriculum delivered via recorded + live classes.
- **Support Layer: Discord-based mentoring** for assignments and freelancing help.
- **Portfolio Build:** Curated projects and case studies.
- **Studio-Based Internship:** Real project exposure at TCS within a KPI-oriented culture.
- **Outcome:** Readiness for freelance or local/international roles.

3.6 Curriculum-to-Job Skill Mapping (Illustrative)

Course Unit	Roles	Tools/Deliverables	Typical Outputs
Graphic Design	Jr. Graphic/Brand Designer	Photoshop, Illustrator	Logos, social kits, brand sheets
2D Motion Graphics	Motion Designer, Animator	After Effects, Illustrator	Explainers, promos, title packs
Video Editing	Short/Long-form Editor	Premiere/Resolve	Reels, shorts, trailers
UI/UX Basics	Jr. UI Designer, UX Associate	Figma	Wireframes, prototypes
3D Motion/VFX	3D Generalist, Visualizer	Blender/C4D (+ renderers)	Product shots, 3D idents
AI-Assisted Content	Content Creator, Creative Technologist	Gen-AI ideation/assets	AI-aided visuals/scripts

Chapter 4

Industry Analysis & Positioning Strategy

4.1 Direct Competitors: Local Academies with Similar Catalogs.

Typical Offerings

- Graphic Design, 2D/3D Motion Graphics, Video Editing, UI/UX, occasional AI-aided content modules.
- Delivery blends weekend/evening cohorts, Bengali/English bilingual instruction, and certificate on completion.

Strengths (Observed Patterns)

- Proximity and cultural fit (language, time slots, local payment options).
- Lower perceived risk for first-time learners; peer word-of-mouth.
- Competitive pricing and flexible scheduling for students and jobholders.

Weaknesses (Common Gaps)

- Variable mentor quality and critique density; inconsistent rubrics.
- Limited, inconsistent outcomes reporting (placement/freelance metrics not public).
- Syllabi not frequently refreshed to match fast-changing tools/workflows.
- Portfolio focus may skew to "practice exercises" instead of client-like capstones.

Channel & Message Mix

- Heavy reliance on Facebook/YouTube/shorts and seasonal offers.
- Event-centric spikes (seminars, workshops) rather than always-on nurturing.
- Messaging often lists software/features, less on employability outcomes.

Price/Duration Bands

- Short fundamentals: 4–8 weeks; intensives: 10–16+ weeks.
- Bundle discounts for multi-course tracks; occasional EMI/scholarships.

Certification & Proof

- Certificates issued; portfolio galleries exist but often unstandardized.
- Alumni stories used informally; few have structured case studies.

Implications for TCA

- Compete on proof of employability.
- Professionalize critique cadence and rubrics; showcase before/after portfolio lifts.
- Maintain a syllabus refresh rhythm.

4.2 Indirect Competitors: MOOCs, YouTube, Short Bootcamps

MOOCs (Coursera/Udemy/edX, etc.)

- **Strengths:** Global brand equity, breadth, low cost at scale, flexible pacing.
- **Weaknesses:** Low completion and limited personalized feedback; portfolio quality varies.
- **Learner Fit:** Self-motivated individuals with strong self-assessment habits.

YouTube/Community Learning

- **Strengths:** Free, immediate, niche tool tips.
- **Weaknesses:** Fragmented curricula, no structured critique or assessment, signal-to-noise issues.
- **Learner Fit:** Hobbyists or experienced learners cherry-picking techniques.

Short Bootcamps/Workshops

- **Strengths:** Intense focus; fast skill ignition; networking bursts.
- **Weaknesses:** Shallow depth; limited follow-through; portfolio artifacts may be thin.
- **Learner Fit:** Time-constrained professionals, skill refreshers.

Implications for TCA

- Differentiate with mentor-led critique**,** live briefs**,** and curated portfolios**.**
- Offer blended paths: self-paced content + scheduled critique + capstone jury.
- Position pricing as value-per-outcome, not just hours/content.

4.3 Differentiators for TCA (Marketing & Delivery Levers)

Product & Pedagogy

- Cohort-based, mentor-led project studios with weekly critique checkpoints.
- Capstone Live Briefs simulating real client constraints.
- AI-in-the-workflow modules (ideation, asset prep, QA) to future-proof skills.

Career Services

- ATS-ready CV/LinkedIn/Behance clinics, mock interviews, freelancing starter kits (pricing, scope, revision etiquette).
- Alumni Guild**:** mentorship hours, referral loops, featured alumni talks.

Instructor & Mentor Brand

- Transparent mentor bios (reels, shipped work), rubric-aligned feedback samples, office hours.
- Mentor calibration workshops to standardize critique quality.

Experience & Community

- Global-style studio hours (co-working sprints) + Discord/WhatsApp for ongoing critiques.
- Showcase culture**:** monthly micro-challenges, community votes, spotlight posts.

Pricing & Value Narrative

- Outcome framing: “Cost per portfolio artifact,” “Cost per capstone,” “Payback period” based on typical starter gigs.
- Scholarships and EMI options; clear refund/deferral policies.

Ethics & Transparency

- No overpromising; labeled results; clear data definitions.
- Consent-first use of student work; privacy-safe analytics.

4.4 Value Proposition Map (TCA vs. Alternatives)

Customer Jobs (Learner Goals)

- Acquire job-ready creative skills; build a portfolio that gets interviews; learn client workflows; start freelancing or secure internship/placement.

Pains (Barriers Learners Face)

- Overwhelm from fragmented content; lack of feedback; unclear path to first paid work; weak CV/portfolio storytelling; fear of tools changing fast.

TCA Pain Relievers

- **Structured studio** with critique; capstone live briefs**;** career hygiene clinics (CV/LinkedIn/Behance); clear roadmaps and rubrics; quarterly syllabus refresh.

Gains (Desired Wins)

- Publishable artifacts, interviews/callbacks, first gig, network entry, confidence with tools/clients.

TCA Gain Creators

- Juried portfolio showcases; outcome dashboards; alumni/community referrals; instructor reputation; integrated AI workflows.

Proof (Signals That Reduce Risk)

- Public capstones; employer testimonials; alumni success reels; transparent metrics; third-party juries.

4.5. SWOT Analysis

Strengths

- **Clear, diverse course catalog** covering Graphic Design, 2D/3D Motion Graphics, Video Editing, UI/UX, and Content Creation with AI**.**
- **Multi-channel presence** that helps discovery and trust: website + Facebook + YouTube.
- **Cohort structure and learner support**: 30+ classes over 4 months, same-day class recordings if missed, and Discord screen-share help — strong signals of student care.

- **Studio ecosystem** (Triple Click Studio) that mirrors Academy tracks (branding, motion, 3D, UI/UX), useful for real-brief style learning and portfolio relevance.
- **Active community spaces** (official page + groups) that encourage sharing work and Q&A.
- Updated curricula; claim of 1,800+ successful students.

Weaknesses

- Cost of hardware/software.
- Student-driven outcomes; no guaranteed placement.

Opportunities

- Embed KPI-driven studio culture (TCS) more deeply into core learning.
- Scale corporate/Friday batches for B2B upskilling.

Threats

- Competing institutes and global online platforms.
- Fast-moving tools & AI can outdate lessons and examples quickly.
- Local/global competition in design/motion/UI/UX training keeps pricing and messaging under pressure.
- Policy/platform shifts and changing market demand.

Chapter 5

Findings

5.0 Findings

- TCA promises in bridging the gap between education and employment, particularly for Bangladesh's youth interested in digital freelancing and creative careers.

- They offer a versatile array of professional-level digital skills courses. If live class is missed, students receive recorded video access (available after full payment), along with additional support through platforms like Discord for problem-solving.

- The academy emphasizes enabling students to earn while learning through freelancing and local marketplace engagement. They also support students in building portfolios, which are crucial for creative freelance work or job procurement.

- Top-performing students may receive internship or job opportunities after successful completion of professional mentorship courses.

- They often host live "ask me anything" sessions to engage learners and offer preliminary guidance. Sometimes they actively publishes free tutorial videos, including a series of video editing lessons covering motion tracking, countdown timers, transitions, and lighting effects.

- Students receive one-on-one mentorship, which enhances learning outcomes. Continuous support via platforms like Discord allows learners to solve doubts quickly, encouraging active engagement.

- Classes are conducted both online and offline, with recordings provided. Evening classes and weekend options make learning accessible for students and working professionals. The evening classes and recordings benefit working students, enhancing inclusivity.

- The courses are reasonably priced and offered in multiple formats, which expands access across economic backgrounds.

- To truly bridge the education-employment gap, Triple Click Academy tries to evolve from just a training center into a career-launching institution.

Chapter 6

Recommendations & Conclusion

6.1 Recommendations

Make outcomes easy to see (trust & conversion)

- Create a simple "Outcomes & Portfolios" page on the website that shows selected student projects/reels and short case notes. Link it from the home page and every course page; also add it to Facebook and YouTube bios. This builds proof on top of the existing catalog and channels.
- Add a YouTube playlist per track (Design, Motion 2D, 3D, Video, UI/UX, AI) and embed those playlists on the new Outcomes page.

Turn the Studio link into "live-brief" capstones

- Run short, partner-style briefs with Triple Click Studio**.** Publish a 60–90s reel + 1-page case for each capstone on the website and YouTube. This ties training to real services TCS already offers.

Centralize info students ask most

- Build a clear FAQ on the site (admissions flow, schedules, offers/discount windows, contact routes). Keep it updated and link it from course pages and all social posts. This prevents details from being missed when they're only on Facebook.
- When a scholarship/discount is announced on Facebook, mirror it on the website with dates/eligibility so students have one authoritative source.

Use the "Free Courses" page as a top-of-funnel sampler

- Add clear CTAs from each free lesson to the matching paid track (Free → Professional Motion/3D/UI/Video). Show "what you'll make" and the next start date.

Strengthen course pages for search & clarity

- On each course page, ensure a clear value statement, outcomes bullets, simple syllabus, "who it's for," FAQs, and strong Apply/Enroll CTAs. Keep basic SEO hygiene: descriptive titles, internal links to Courses/Outcomes/FAQ.

Keep social & community tied to the website

- Use the Facebook Page and community group for announcements, work-in-progress, and event sign-ups—always including a link back to the relevant web page (course, outcomes, FAQ).
- Post short edits of student projects/reels on YouTube, then embed them back on the site for easy discovery.

Simple events engine

- For each batch, webinar, or showcase, create a lightweight landing page on the site (what/when/why/CTA). Promote it via Facebook and the group; recap with photos or reels afterward.

First-90-days action plan (practical)

- **Weeks 1–2:** Add top-menu Outcomes + FAQ; create one YouTube playlist per track and link/embeds.
- **Weeks 3–6:** Refresh 3–5 priority course pages (value, outcomes, CTAs, internal links). Turn 1–2 free lessons into clear funnels to paid tracks.
- **Weeks 7–12:** Pilot **two live-brief capstones** with Triple Click Studio; publish reels + mini cases on site/YouTube; pin posts on Facebook with links back to Outcomes/FAQ.

Easy KPIs to watch

- Website → leads: page views, click-through to Apply/Enroll, form starts/completions.
- Social → site: link clicks from Facebook and YouTube.
- Proof → inquiries: views of the Outcomes page and playlist plays; inquiries mentioning showcased projects.

6.2 Conclusion

Triple Click Academy (TCA) shows a simple truth: when learning is hands-on and linked to real jobs—through role-mapped courses, small projects, mentor feedback, and a working studio link—students move faster from classroom to work. During my internship I saw clearer portfolios, higher confidence, and better interview readiness whenever we used plain rubrics and regular feedback. To make the education → employment bridge even stronger, TCA should focus on three easy priorities; Career services: Soft skills & Measurement. Track cohorts over time (30/90/180 days), run simple holdout/lift tests to see what actually works, and compare results across cohorts and delivery modes. With these steps, TCA can scale a fair, repeatable model for work-ready creative talent. This internship also strengthened my own skills in facilitation, rubric-based review, and stakeholder communication.

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