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Juniata College  
1700 Moore Street  
Huntingdon, PA 16652

# Internship Report

Fall 2019

Presented By:

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Faculty Sponsor:

**Ryan Gibboney**

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December 2019

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## Journal: Week 1-2

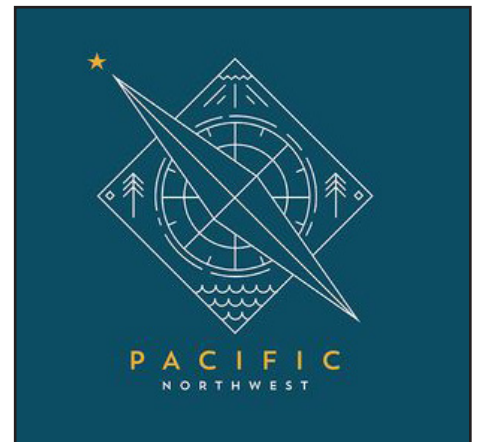
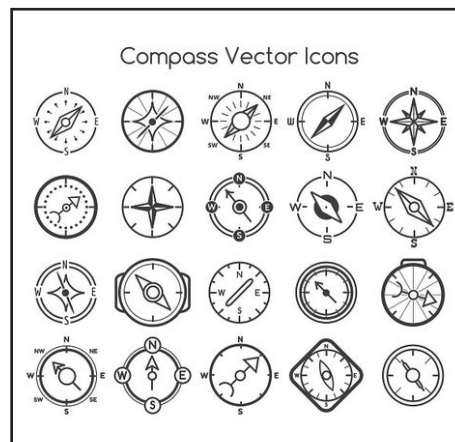
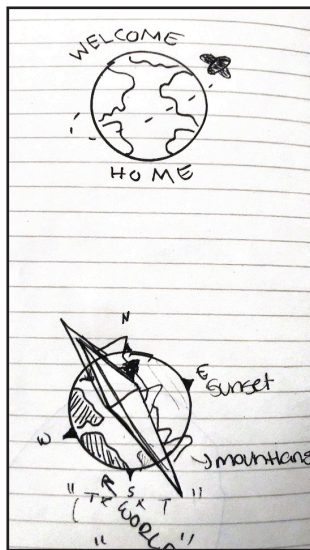
Biweekly Report: 9/17 - 9/26

I was given my own working station and my boss Caitlin Murphy is very nice and supporting. She's also new to working here so she expressed she wants the line of communication between us to be clear and open with any concerns or if I need anything from here going forward. With a busy week in front of me of multiple meetings with my boss discussing what I would like to get out of the internship and discussing that not every project I'll get will be solely design focused, I was finally handed a project. With the study abroad fair being a week away and deadlines of application for certain programs coming up fast to make a poster for the Czech Republic Abroad Program and to have it done by that following Friday. I emailed the professor I was making it for, back and forth all week tweaking every critique they had. And spending all this time working on the poster and it still wasn't to their liking by the time the fair came. And throughout my first week I realized I got a glimpse at what life was like for a designer. They expressed they appreciated it but it wasn't yet finished. Coming out of that I don't necessarily know if I was completely in love with the design of the poster but they needed it to be informative and have all this the text and pictures in the poster and that's what I did. Looking back on it I'm happy I got that opportunity and that making that poster was my first project so I now know where to gauge my work going forward. After that was done I was given two projects on short term and one long term. My short term was to remake the Facebook banner on the study abroad Facebook and to correct the date on but recreate it because the design file wasn't to be found. So I took the travel aesthetic of the last banner but made it mine. The banner didn't take long but I'm trying to make it a point to be a perfectionist even when it come to the small stuff that doesn't take up too much time.

## Journal: Week 1-2 Cont.

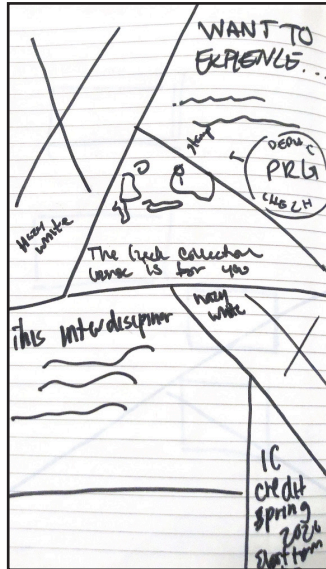
When done with that I started on my long term project of making a t-shirt logo for Abroad returners and with this project I was given more free range that all I had too included was Welcome Home. I looked up travel logos for inspiration on Pinterest and Behance and began to sketch up some ideas as to what I thought would be a cool logo/graphic. I presented my sketches and inspirations color palettes to show the direction I wanted to take it and gave them to my boss to show our head boss to see which they would like to choose. And as a later date will get back to me which sketch they liked the best so I can move forward with my design process.

### T-shirt Sketch/Inspiration

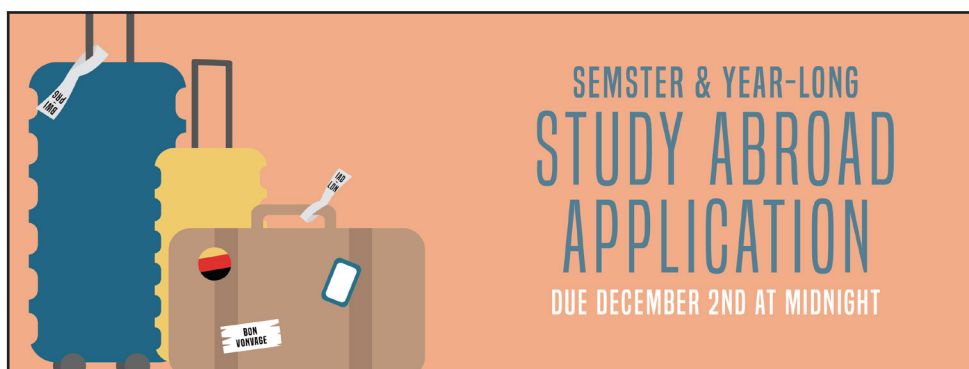


## Journal: Week 1 - 2 Cont.

### Czech Republic Poster Redesign



### Facebook Banner



## Journal: Week 3 - 4

Biweekly Report: 9/30 - 10/10

Every week I'm given a list of "To Do's" at work and the first week isn't to much of design but more housekeeping duties. In that mean I started a clean sweep of their Terradotta, the study abroad portal, and looked over the programs to see if the pictures that were up, were appealing and were advertising the program well enough to get students excited and entice them to want to study there. I made an excel document and set it up separating the country, school, photo #, and reason why they should be replace the photo. Going into this project I was told it would take some time so I bounce back from doing inventory on the site to look up more inspiration for t-shirt design and how I would want the color palette to look with in the design. I was later given another poster project that would advertise the Study Abroad Seminars and this was something I really liked creating because was given a lot of creative freedom. For this project I found most of my inspiration on Behance and though Behance I found that I could create mood board inspirations and how to set up design documents when presenting a brand or project proposals. The past two weeks have been filled with busy work and quick designs while I wait to hear back on what t-shirt sketch they choose to go with.

### Excel Doc of Terradotta

terradata inventory				
File Edit View Insert Format Data Tools Add-ons Help Working... Last edit was on October 23				
100% 0.00 123 Default (Arial) 10 B I U A				
Site	A	B	C	D
1	Site	Replace Photo Number		Ask who for new pictures
2	New Castle	2 and 4		Zack Italliege, Korin Kholer
3	Austria	5		
4	Barbados			
5	Belgium	No Photos		
6	Chile			
7	Business in China	3		Tim Visser, Joe Fick
8	China Today	video	Maybe update the video	
9	East China Normal			
10	Czech Castle Collection	Add photos of Students		
11	CzechMates Masayth			
12	Czech Palace Uni	Add photos of the city		
13	Dominican Republic	3		
14	ECUADOR: in Quito, Ecuador	Video and 3		
15	ECUADOR: The Pachaysana Institute			
16	FRANCE: IAU Study Abroad	More photos of school/students		
17	FRANCE: Lille Catholic Uni.	1 & add photos of lille		
18	FRANCE: Lille (ESP)	2 & add of school/lille		
19	FRANCE: Lille: ISA			
20	France: ISEN			
21	France: The National Institut	2		

Programs Staff Deadlines

NON-Juniata LOGIN/REGISTER LOGIN/R

Program Description:




Photo By: Zane Clarke '16


The University of Newcastle is a large, public university on the South-East coast of Australia in the state of New South Wales. There are about 30,300 students enrolled in Newcastle's over 150 undergraduate and graduate programs. Newcastle is divided into 5 campuses: the main campus (and largest) is Callaghan Campus, located in a suburb of Newcastle; Central Coast Campus is in Quimbah about an hour South of Newcastle; Port Macquarie Campus about 3 hours North of Newcastle; and two special campuses -- one in Singapore and the other in Sydney's Central Business District.

Students must be fairly self-motivated. There are very few assignments for each class and lecture attendance is not mandatory. Final exams are often worth upwards of 60% of the final grade. Students must keep up on all the material or they will be overwhelmed at the end of the semester. Classes are longer than at Juniata (often a 2 hour lecture), but they are structured so that students probably will not have class all 5 days a week.

Note: For students interested in studying Marine Biology at Newcastle, you may apply to be sent to the Central Coast Campus.

SPECIAL NOTES:

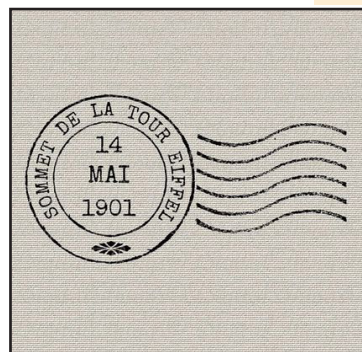
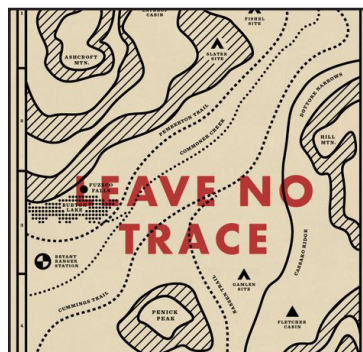
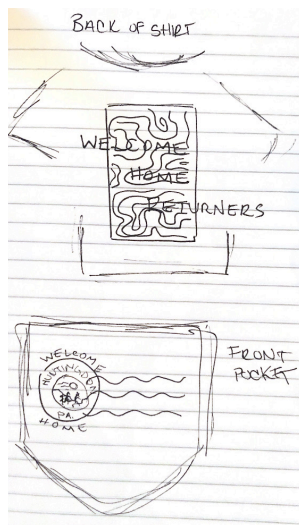
Housing on campus is extremely limited (only 900 beds for 15,000 students). There are 4 residence halls in Callaghan campus; Barahineban, Edwards Hall, International House, and Evatt House; and 1 residence hall in the Central Coast campus; Blue Gum House. It is very rare for a student to be placed in on-campus housing. International students are not given priority and so are grouped in with all the other applicants.



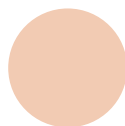
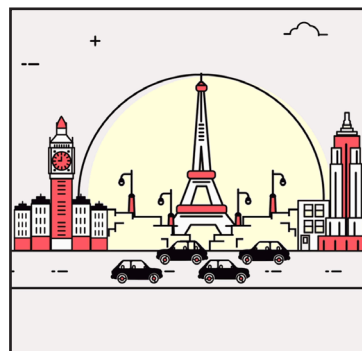
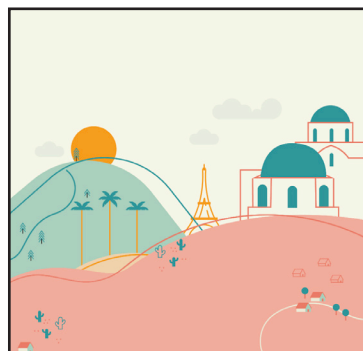


## Journal: Week 3 - 4 Cont.

### T-shirt Inspiration



### Seminar Poster

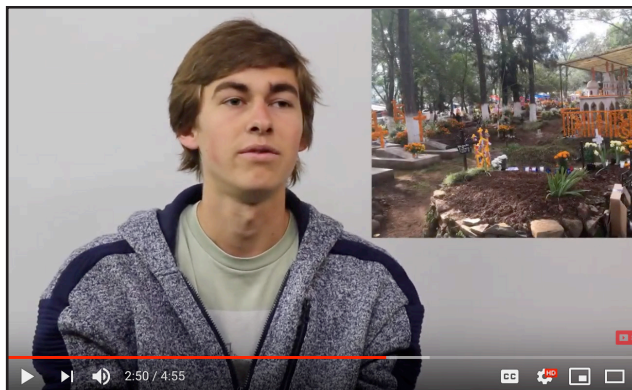


## Journal: Week 5 - 6 - 7

Biweekly Report: 10/14 - 10/31

This week I'm continuing to do inventory but I've heard back from Kati on which t-shirt design they'd like to go forward with and now the only thing they would like for me to add is the Juniata logo. I've been working on the vector in illustrator and the design has turned out well so far. I'm not completely comfortable with illustrator but I'm happy with the progress that has been made. In addition to this I have been assigned a big project to carry on throughout this semester and the following next Spring semester. They would like for me to put together a video of students talking about their experience abroad, while incorporating video they submitted of their experiences. Right now all I've done is send out an email asking those who would be interested in this opportunity if they could send video/photo and if they are willing to be filmed to talk about their time abroad and so far I've gotten a couple of responses. I devoted a day to organizing files separating video and photos according to the person and program.

### Video Inspiration







## Journal: Week 8 - 9 Cont.

Facebook Event Post



**IMA STUDY ABROAD PANEL**

COME HEAR FROM THOSE WHO HAVE STUDIED  
DESIGN RELATED COURSE ABROAD

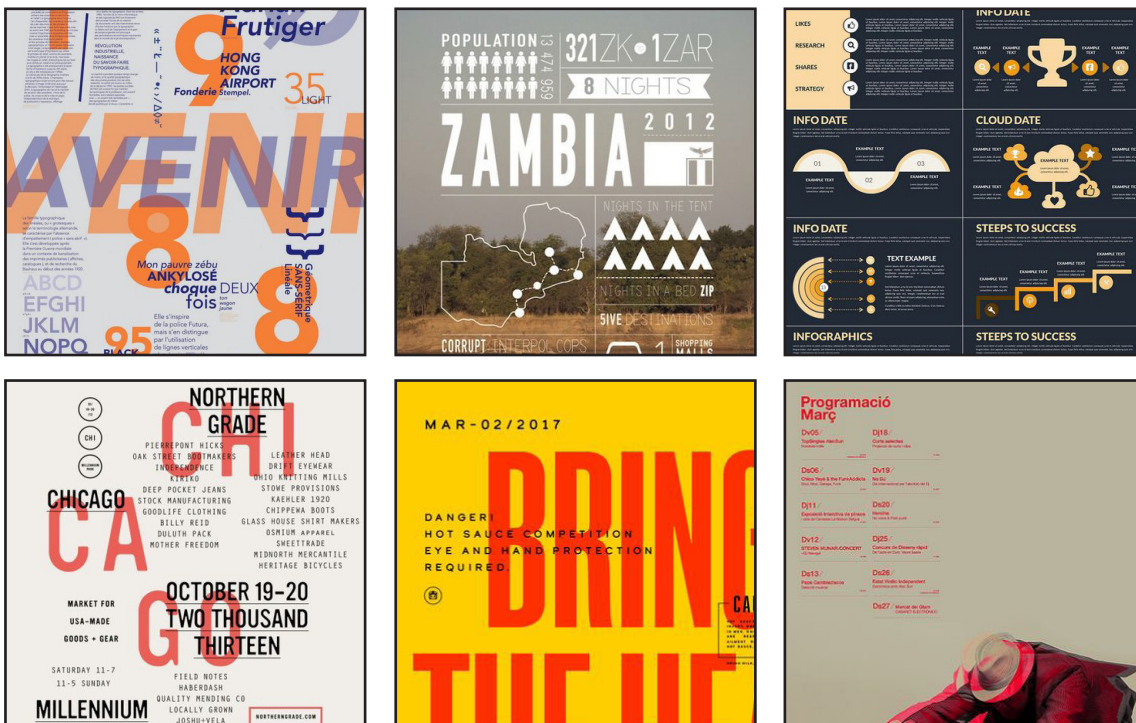
**KEPPLE 10.14**

## Journal: Week 10 - 11

Biweekly Report: 11/18 - 11/29

Since the video project won't take place until next semester, I was given another poster project for their Short-Term Abroad Programs. I had trouble creating an original idea for the poster, so I looked at inspiration for a while. This poster in particular had a lot of edits that needed to be updated, because some programs were not running anymore so I had to reach out to Caitlin and faculty regarding their programs and if the information I had on file was correct.

### Poster Inspiration

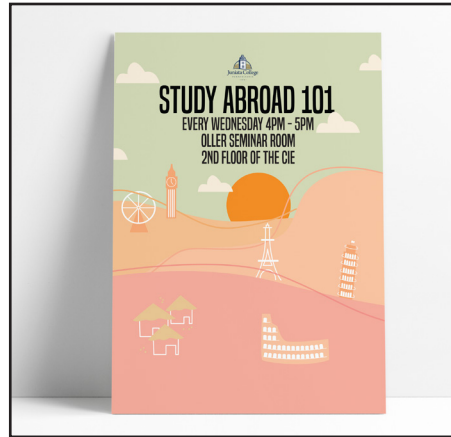


## Journal: Week 12 - 13

Biweekly Report: 12/02 - 12/13

Taking off incorrect information that was on to the poster. Met with Caitlin to double check corrections and added more Short-Term programs that need to be placed on the poster.

# Final Deliverables



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## Internship Schedule

WEEK	DATES	TASK
Week 1 - Week 2	9/17 - 9/26	Help design Czech Poster/ t-shirt design/ Facebook Banner
Week 3 - Week 4	9/30 - 10/10	T-shirt inspiration/Terradotta Inventory/ Seminar Poster
Week 5,6,7	10/14 - 10/31	File management/ Terradotta Inventory/ Email Outreach
Week 8 - Week 9	11/04 - 11/15	IEW Poster/ Facebook Event Post
Week 10 - Week 11	11/18 - 11/29	Short -Term Abroad Poster
Week 12 - Week 13	12/02 - 12/13	Short - Term Abroad Poster



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## Reflection

In the beginning I was constantly working and as the semester went on my work load slowed down. I was able to add touches on previous projects and work on long term projects that wouldn't take effect until next year. What I really enjoy is the process of creating original designs, although it may be hard to generate an original design, however, looking for inspiration and trying new designs out has helped me so far. This semester has mainly been design focused, making promotional materials for the CIE regarding events and meetings happening on campus. What I wasn't expecting was a lot of feedback on my designs and many of last minute critiques, but I'm grateful that I'm able to be exposed to such feedback. This took place every time I submitted a new design. The criticism they had and changes they wanted to be applied, most definitely helped me grow as a designer. Learning that push and pull between accommodating the needs of the office and the constraints within the design made me realize where I struggle as a designer. With this I am constantly trying to understand the difference between when the design aspect of the poster is suffering and is being stretched to accommodate the information or when the information is not needed and there can be a middle ground applied to understand the information without having the design suffer and vice versa.

In the coming semester future plans have been put in place to create a video for study abroad and conduct interviews, film and keep reaching out for more Study Abroad content for students. My hope is to also create branding materials for Study Abroad Fair, I have a couple Ideas for them that I feel would make the experience feel more cohesive. I know next semester I will have to meet with Caitlin and Kati to see if this fits within their budget and if feel they need this. I know there is another abroad fair in the spring so my goal would be to have it done by then and showcase my design there, if they want me to make them. Personally I would really like to do it so I can put it in my portfolio because so far I currently only have a solid three designs I've done that I'm proud of and would like to put in my portfolio.