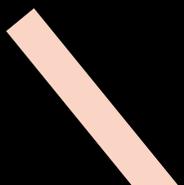


COMD 4900

# NEW YORK CITY COLLEGE OF TECHNOLOGY INTERNSHIP

Antoinette Bernard



# Objective

Creating and updating marketing and communication materials  
flyers, posters, signs, logos, print, social media



# The Mission

Executing visual designs for digital assets for emails and social platforms. As well as, to take charge of material layout, format, and design.

# The Vision

To gain experience in the conception, layout, and design of branding, collateral, and printed marketing materials,





# **SOCIAL MEDIA**

Marketing  
increases  
brand's  
awareness.

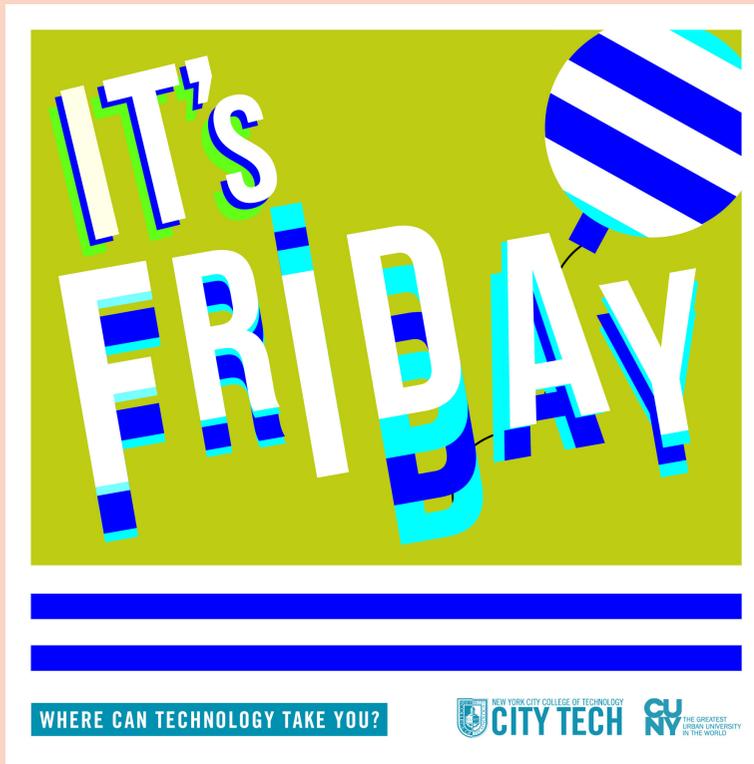


# Instagram



I was given full creative control to design an Instagram post for National Women's Month.

# Instagram



I went with for a joyful and playful design to create a post that celebrates the enthusiasm of a Friday.

# Instagram



I went for the traditional presidential colors to symbolize President's Day.



# DIGITAL MARKETING

***48%***

Flyer recipients directly act on the advertisement by either going to the business or requesting additional information.



# Digital Flyer



to inform students about an upcoming event that would allow them to register for classes and to receive information about Student Affairs, SEEK, ASAP, CUNY EDGE, Financial Aid, and Public Safety.

# Digital Flyer



The digital flyer features a blue diagonal banner with the text "CONGRATULATIONS on acceptance to City Tech" over a background image of a modern building at night. The main text reads "We are happy to welcome you! Let's Get Started". Below this, there are three paragraphs of text providing instructions on how to confirm acceptance, details about the \$1000 commitment fee, and a request to accept admission as soon as possible. The footer includes the City Tech logo, the CUNY logo with the tagline "THE GREATEST URBAN UNIVERSITY IN THE WORLD", and the slogan "WHERE CAN TECHNOLOGY TAKE YOU?"

**CONGRATULATIONS**  
on acceptance to City Tech

**We are happy to welcome you!**  
**Let's Get Started**

It is not too late to accept your offer of admission and guarantee your place at City Tech.

To confirm your acceptance to City Tech, sign in to your account on the [CUNY Login](#) page. When logged in, go to the left hand side under the [CUNYFirst Menu](#) and click on [Student Center](#). Then click [View Details](#) at the bottom of the page, and select NYC College of Technology where you will be prompted to accept the offer.

Upon completion of this step, the system will prompt you to pay the \$1000.00 commitment fee to guarantee your place at City Tech. If you have a low EFC on your FAFSA, are a SEEK student or a US Veteran your fee will be waived. You must complete all these steps to ensure that your acceptance is recorded at the college. You will then receive information on the CUNY Skills Assessment Test, financial aid and registration.

Please accept your admission as soon as possible. This will guarantee not only your place at our college, but earlier registration and test dates. Take this great opportunity to begin your college career and join the City Tech family.

 NEW YORK CITY COLLEGE OF TECHNOLOGY  
**CITY TECH**

 **CUNY** THE GREATEST URBAN UNIVERSITY IN THE WORLD

**WHERE CAN TECHNOLOGY TAKE YOU?**

The objective was to attract incoming students to accept their admission offer,



# Signage

The best signs use full-color graphics to grab the reader's eye.

.....

Make it readable. Use a design that highlights the letters, not one that uses cursive letters, or a font that is difficult to read.

## Transfer Student Center & Recruitment

*Please be advised*

**Copies will not be made for other departments**



## Transfer Student Center & Recruitment

Official transcripts submitted to the office become property of the college for permanent filing. We will not make copies or return originals.



# Transfer Student Center & Recruitment

*has relocated to*

# N401



## ATTENTION

*Placement for*

**Dental Hygiene  
Nursing  
Radiology**

*is not guaranteed*



## OFFICIAL TRANSCRIPTS

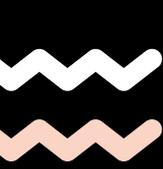
*Must be in a*

**SEALED ENVELOPE**

*within 6 months of the print date*



Design was very clean, easily to understand, and visual pleasing.



# BEYOND DESIGNING



I supported the graphic needs of my internship and gained experience in branding, layout, digital marketing, and social media. I also realized that a graphic designer duties goes beyond designing.

- Participating in brainstorming and strategy meetings
- Excellent communication skills
- Able to work under pressure

