

**SPRING 2014**  
**GRAPHIC DESIGN**  
**INTERNSHIP JOURNAL**

by Seyhan Akgungor

# INTERVIEWS

After I got the list of possible internship positions I wrote many e-mails and went to interviews. All of them were very welcoming. They all appreciated the work in my portfolio. They seemed to be really interested in sharing their experience with me. All of the interviews helped me to prepare for the next one: how to explain when they ask about one of my portfolio pieces, or how to respond to their e-mails.

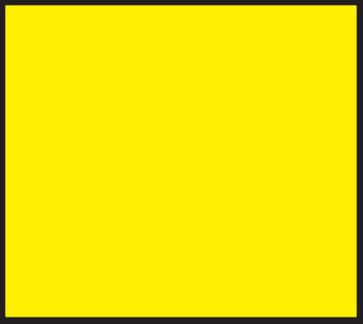
However, since we are going to an interview with school references and we are just applying for internship position, none of the people who I talked with were hard on me. They all seemed to accept my application right away, except for one interview that I had in Uniworld Group.

It was really an interesting experience and made me realize how things work in the real business world. At that interview I was questioned not by one person but by four: a project manager, an art director, and a designer were there for the interview and a department manager was on conference call. The other interesting thing that they did not only ask questions about my work or my education but they also were interested in what I was doing outside of the school, how I define culture, what my opinions are about current issues around the world. I have graduated from BMCC as an honor student and as of now I have 3.94 GPA but at that meeting I did not have a chance to mention it.

At this point I believe that the article “How to Get a Job” exactly reflects how the business world works when it is about applying for a job. People are only interested how you solve their problem and how you can contribute to their business as an individual. So being a good student in school and having won awards is not even on the table. Especially in the design field you have to be up-to-date with technology and social media platforms.

At the end of that meeting they told me that they are going to call me if they decide that I am the person who they want to work with. But having that experience was worth while even if I don't get the position.





# WEEK 1

Business Card of the Company

**A**fter an interview on the phone and couple of emails I have decided to start my internship at Calling All Graphics. I had other interviews with some other places but when I talked to Marla Gotay she seemed willing to teach me her business and even get me hired at the end of the internship. I have started to work on Monday February 10th. Before I go to the office I was kind of worried since we did not have face to face meeting before but she was very nice and welcoming.

We began to work right away. First she explained to me what she is doing and then she gave me a new project that she accepted

recently. On Monday and Tuesday I worked on redesigning a menu that she had done couple of years ago for her client.

The project seems simple and it does not require much of creativity. However, I need to improve my InDesign skills because I am a transfer student and I missed some typography classes. So most of the project at the office are done in InDesign like the project that I have been assigned.

So it is going to be challenging for me but I believe I am going to learn a lot. In fact, when there is something that I could not find by myself I ask Marla and she shows me right away.

At the end of the first week I think I made a good decision to accept the position at Calling All Graphics. I believe I could learn a lot during my internship. Marla is in this business over twenty years and she is not only dealing with creative process but she has experience in all other aspects of her business. Moreover, there is a possibility that I could work there after my internship is done.

# WEEK 2

**B**ecause of the President day I did not go to the office on Monday this week, but I worked through home. On Monday, I finished my tasks on the project that I started last week. The menu that we are creating is almost done but there are some little details to work on. Since there is not much to work on that project on Tuesday Marla gave me two new projects.

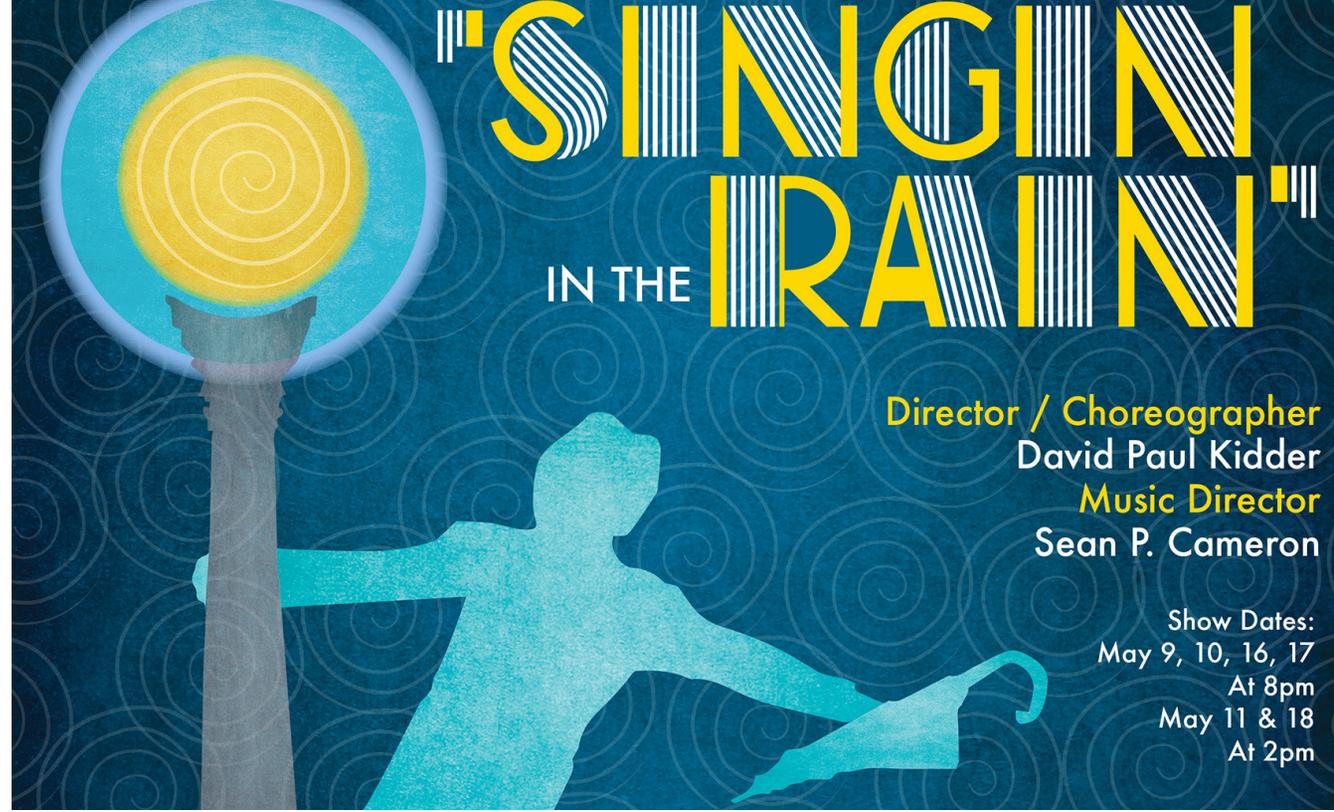
One is just upgrading prices on an existing menu. So I did it right away. The other one is more complicated. We are going to create a flyer for a theatre company for their upcoming show. Marla wanted me to take the responsibility and design that flyer. So even though at the beginning I thought this job is

just about making simple menus and updating them, there are other projects that requires more creativity. In fact Marla also showed me her other projects that includes tshirt design, booklet design, sticker design for company cars...etc. She said she is designing almost anything that printable. So this makes this internship more excited, sophisticated and fun.

At the beginning I was not so bright because of my lacking InDesign knowledge, but with this flyer project I think I could show some impressive work by creating a flyer in Illustrator. The only thing is design process requires more time to work so I had to take files home with me to work on during the rest of the week.

By the way I recently did the procrastinating test and I found out that I am an average procrastinator. I was kind of surprised because I usually try to do things on time. Honestly not voluntarily but after being a mother I realized that even though I put things off I have to deal with these things eventually but the stress level gets higher. So I prefer to get things done before everything piles up. But some times when you have to deal with so many things at the same time I think procrastinating is inevitable. However, if you keep it under control it does not end up badly all the time.





Flyer Design for a Theatre Show

## WEEK 3

This week I showed Marla my flyer design and she loved it. She told me that she sent my design to the theatre committee and everyone on the committee also liked the flyer. However I continued to work on the flyer because it is going to be printed in different formats. Also I had to add mandatories to the design.

On Monday I also worked on another menu. Again it was an update. The client wants to add new sections to their menu and also

change the prices. Changing price is not a big deal. You just rewrite the numbers. However, trying to fit new content into existing and already packed up design layout is really hard to achieve. You have to analyze the layout to find some empty space that you may use it for new text. Changing font size and leading is another solution.

In graphic design posters, book and album covers, advertisements, logos seem more complicated and sophisticated and we all want

to design them. But if we are problem solvers I think designing nice, legible, organized and really affordable menu is a very challenging problem. It requires so much time and experience. When I could not find any more space Marla took the menu and changed it the way the client wants. I still do want to design posters and covers more than designing menus but I would like to be able to solve problems as fast Marla.

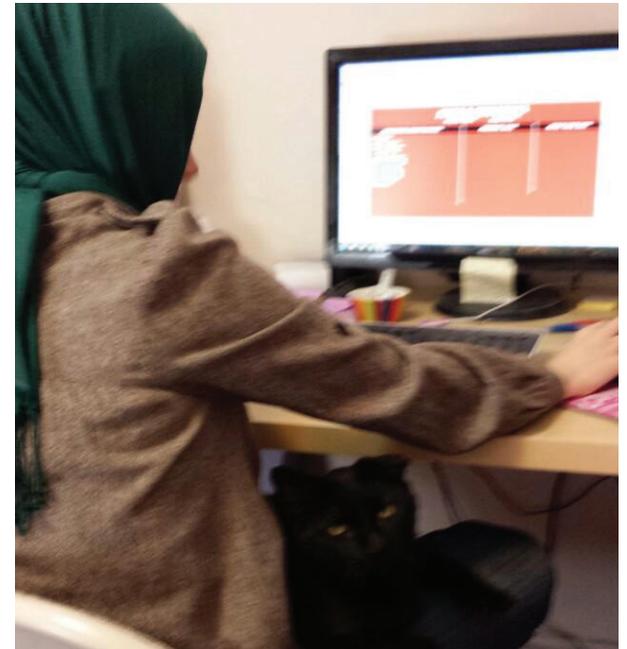
# WEEK 4

This week I had back to work on menu that I started on the first day of my internship. For this project Marla only had asked me to write and organize the text without any decoration. after I handed in Marla did the design and everything. The client wanted a simple two color design. But after Marla sent them a proof they told her they did not like it because it was too simple. That was very interesting because at the beginning the client has seen all different options from Marla's portfolio and they picked the one that simple and two color design.

I am sure this happens all the time. It is hard to satisfy people when they do not know what they want. So this time Marla gave the project to me and we decided to go more color-

ful and playful. I add more images, shapes, and color. But I tried to stay on the simple side for just in case. Time to time I asked Marla's feedback and she gave me positive comments. On Monday I left the menu half done to continue the next day. On Tuesday, when I got back to the office I found that Marla finished the menu.

She did some changes and carried the design from simple to complex. She used big outlined burst shapes, boxes and gradient bars. She is in this business about twenty years. Even though her final design seems so busy and little out dated I think she knows better what her clients want. Because at the end of the day we do this job to pay our bills. If client likes your design your bills get paid.



Working on a Project at the Site



Frozen Yogurt Counter Design

## WEEK 5

This week we had some problems with Marla. She could not find the file that I worked on it because I was saving files differently than her. To solve this problem we find a naming convention and determined a location on the computer to save files. Also we spent some time to organize our folders to be on the same page. So far everything seems synced. I have been working as a freelancer for two years but I have never had to hand in any project before finishing it. So it may take time to get used to save my works thinking someone else may use them.

Other than that we have two other projects. First is one of the old clients opens a frozen yogurt section in their restaurant and needs visual elements to promote that section. We are going to design a board to use on the counter. The size of the board is kind of big, so we have to use very high quality images. Therefore I spent some time to find these images. Also I did some research to see what is out there related to frozen yogurt business. At the end I came up some design options and Marla was going to show to the client. If they approve we will do a big menu board design that will be hanged on the wall.

Second project is a signage for a Peruvian restaurant. Marla designed a logo for this client and they want to use that logo in their outside signage. The only thing is that they want different font for logo and they do not decide what color they want. So on Tuesday I tried to come up with different font options and color combinations. I prepared eight different combinations and Marla took them to the client for proof .



## WEEK 6

**T**his week I continued to work on frozen yogurt project. Since we do not have a photographer to take these toppings' pictures we are going to find them online. The only thing that bothers me is that Marla thinks that we could get any high resolution image from google if there is no water mark on it. I told her that there are so many website that provide either free or low coast stock photo images, but I think she does not want to spent to much time to search. I have memberships

from some of these websites and I still prefer to search them frist because what we do is no more school project or it is not for personal use. People are going to pay for our design. I do not find ethicall to sell someone else's work as if ours.

**B**eside this project, Marla asked me to do single page design for NC Theatre Annual. In this page I had to include information about the theatre company, some images from previos shows and add a quotation

from the text. I had some difficulties when I manipulating the images n Photoshop because we still use very very old version of the software. For example with the newer version when you open multiple windows it create tabs in one window but in the version that we use everything was floating. I mean you can still get the job done but it takes more time when you got used to use the newer version.



# Breakfast Specials

Liberty Deli, 22 East 49th St. (bet. Madison & 5th Aves.)

Free Delivery

212-355-1330 / 212-355-2273



<p><b>#1</b></p> <p>Buttered Bagel</p> <p>\$1.50</p>	<p><b>#2</b></p> <p>Sausage, Egg &amp; Cheese on English Muffin</p> <p>\$2.50</p>	<p><b>#3</b></p> <p>Bacon Egg &amp; Cheese</p> <p>\$2.75</p>	<p><b>#4</b></p> <p>2 Eggs Any Style served with Potatoes &amp; Toast</p> <p>\$2.95</p>
<p><b>#5</b></p> <p>Breakfast Burrito with Peppers, Onions &amp; Salsa</p> <p>\$3.25</p>	<p><b>#6</b></p> <p>Healthy Veggie Egg White Omlette</p> <p>\$3.99</p>	<p><b>#7</b></p> <p>Buttermilk Pancakes or French Toast with 1 Egg &amp; 1 Sausage</p> <p>\$4.25</p>	<p><b>#8</b></p> <p>Egg White Turkey, Fresh Mozzarella and Hot Sauce on a Whole Wheat Roll</p> <p>\$3.25</p>

Interior Signage Design

## WEEK 8

To be honest sometimes I really don't like the menu designs that we are creating. Because clients do not want to spend much money on their menu but they want to put every little information in there. Some of them still want old fashioned graphic style like boxes and bursts while some of them wants very overwhelming and busy layouts. Even though you try to convince the client in order to keep your artistic dignity and/or find reasonable ways to satisfy them, you end up with a design that client approves.

However, this week I have worked on a menu that was really modern, clean, and elegant looking. It was for a catering company that serves mostly in Manhattan. Instead of folded brochure they prefer booklet. As a result of that there were so many white space in the layout. Images on the menu were high quality professional pictures. Even the paper plays very important role when you want to make something noticeable. The typeface, leading, margins... all these elements have their own space without squeezing the other. What makes me

surprised more is that Marla designed that beautiful catering catalog. When I first met with her I thought she uses the software very well but she lacks the design skills. However, I realized that under given conditions she can create an artwork as well. This also shows that in the real business world you are not going to get job offers that matches your artistic skills or expectations.

I think how picky you can be is related to how much money you need.



# CHEF DESIGNED SALADS



**Healthy Cobb Salad** ..... \$9.25  
Romaine Lettuce, All Natural Chicken, Tomato, Turkey Bacon, Egg Whites, Avocado, Blue Cheese.

..... **Recommended Dressing: Dijon Vinaigrette**

**Asian Salad** ..... \$8.00  
Baby Spinach, Edamame, String Beans, Toasted Almonds, Chinese Noodles, Carrots, Mandarin Oranges.

..... **Recommended Dressing: Sesame Ginger**

**Santa Fe Salad** ..... \$9.25  
Romaine Lettuce, All Natural Chicken, Avocado, Grated Pepperjack Cheese, Corn, Tomato and Tortilla Strips.

..... **Recommended Dressing: Chipotle Ranch**

## ALL NATURAL

We Only Use Chicken that is Naturally Raised and Hormone Free

**Vegetarian Spring Salad** ..... \$8.75  
Kale Romaine Mix, Broccoli, Carrots, Edamame, Flax Seeds, Craisins, Walnuts and Sliced Green Apples.

..... **Recommended Dressing: Balsamic Vinaigrette**

**Greek Salad** ..... \$9.25  
Iceberg - Romaine Mix, All Natural Grilled Chicken, Feta Cheese, Kalamata Olives, Red Onions, Cucumbers.

..... **Recommended Dressing: Lemon Juice & Extra Virgin Olive Oil**

**Ranchero Salad** ..... \$9.25  
Romaine Lettuce, All Natural Spicy Chicken, Avocado, Corn, Pepperjack Cheese, Tomatoes, Red Onions and Tortilla Strips.

..... **Recommended Dressing: Chipotle Vinaigrette**

**Cesar Salad** ..... \$6.50  
Romaine Lettuce, Homemade Garlic Croutons, Shaved Parmigiano Cheese.

..... **Recommended Dressing: Creamy Caesar**



30 inches Wide Interior Signage Design

# WEEK 9

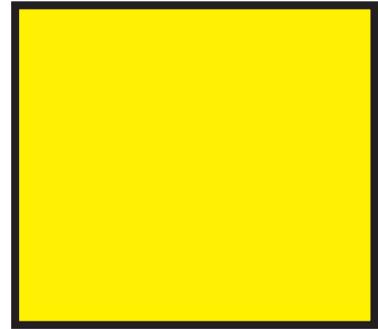
This week we have started very big project that is going to take time more than couple of weeks. One of Marla's existing clients wants to change their all interior signage. That means we are working on huge files. For example one of the signage that I have started is about 75 inches long. However we have a very busy layout as well. But this time client is more flexible and let us do some nice touches to organize the content. Another

thing is since we are going to change every signage inside the place, we have to be consistent. This is good because we have similar solutions for different content. This makes things easier. We don't have to think for typeface, graphics and colors individually. Also creating very consistent designs makes look each of them better.

The other thing about this week's work that I have learned new features in Indesign. I know the software has so many features but I

have not use it much so I am not aware of most of them. So this week I have learned how to use basic feather and gradient feather effect to manipulate images without using Photoshop.

Actually after learning this effect at work I have applied similar ones to my own portfolio. It definitely gives nice look to images without interfering the text or other images around them.



# WEEK 10

I continued to work on the project for Bread Factory that I have started last week. . New components were added to the project. I spent most of my time to find very large images to use in these signages. It is unfortunate that clients do not provide any good quality images of their products. So if they have very specific meals on their menu we have to find some images that have to reflect their special food and they have to look professional. Moreover, sometimes, like this project, projects are going

to be produced big in size. It means that the resolution should be really high. In other words sometimes finding the right image to use in your project would be the most challenging part of the project.

At this point, I have not offer my supervisor that yet, but I think going to the client's place and take photographs of the foods would be more convenient and professional. By doing so, we may have the correct visual for the food, we would not have resolution prob-

lems and more important we would be using our own images, not someone else's. After I found all the images, Marla told me that I have to convert them from RGB to CMYK before using them in inDesign. So I change all images and I had to manipulate some of them in order to use in the layout.

So at the end of this week I have all visuals and the content. So far we have layout design. After that it will be just placing things in their position.

# WEEK 11

I have finished the Bread Factory's project on Monday and Marla sent the proofs to the client. So when the client give us the final comments we are going to be ready for printing. I think we have very nice, consistent and modern looking design. I think that client will give us positive feedback.

After completing the previous project, Marla gave me a new one. This time I was asked to design easel and outside signage for another restaurant. To be honest when Marla mentioned about the project I did not know what the easel means. After I got the project's specs I did search on google to find out more about easel.

Another thing that was the client did not want us to use any photographs for this project. So it was kind of mostly text design. So I used every typography knowledge as I could. I tried to combine thin and thick typeface, solid and outlined text, small and big size together. Even though I was asked not to use any images I used dashed lines around the design and made them look like wheat which is a component of the client's logo. When I finished the design Marla sent it right away to the client and I learned that they liked it very much. So this week was very productive.



Small Easel Design



<h3>HEALTHY SMOOTHIES</h3> <p><b>Mid-day Madness</b> Spinach, Banana, Strawberries, Agave, Chia Seeds and Soy, Skim or Almond Milk <b>Regular (16 oz.) \$6.79</b> <b>Large (24 oz.) \$7.99</b></p> <p><b>Mighty Almond Joy</b> Mango, Spinach, Agave, Avocado, Crushed Almonds &amp; Coconut Milk</p> <p><b>Fitness Fuel</b> Banana, Blueberries, Raw Cacao Nibs, Chia Seeds &amp; Coconut Milk</p> <p><b>King Kale</b> Kale, Lemon, Pear, Agave, Cucumber, Apple &amp; Parsley</p> <p><b>Nutty Yummy</b> Strawberry, Banana, Peanut Butter, Peaches, Apple Juice, Soy, Skim or Almond Milk</p> <p><b>Smooth Green</b> Spinach, Pineapple, Pears, Lemon, Cucumber, Mint &amp; Hemp Seeds</p> <p><b>Black and Blue</b> Blueberry, Raspberry, Blackberries, Banana, Apple Juice &amp; Honey</p> <p><b>Lady Banana Berry</b> Banana, Strawberry, Apple Juice, Soy, Skim or Almond Milk</p>	<h3>BUILD YOUR OWN JUICE OR SMOOTHIE</h3> <p><b>Regular (16 oz.) \$6.79</b> <b>Large (24 oz.) \$7.99</b></p> <p><b>1 Choose</b> a Total 4 Fruits and/or Veggies</p> <p><b>2 Then Add...</b> Almond Milk - Skim Milk - Soy Milk - Coconut Milk - Coconut Water - Apple Juice - Orange Juice</p> <p><b>3 Additional</b> Peanut Butter \$1.50 Chia Seeds, Hemp Seeds, Raw Cacao Nibs \$.39 Agave (no charge)</p> <p><b>PROTEIN POWDER PACKS</b> <i>Served in 24 oz. cup only</i> With Water or Ice \$5.29 - With a Smoothie \$9.40 With Skim Milk, Apple Juice, Almond Milk, Soy Milk, Coconut Milk or Coconut Water \$6.29</p>
---	--

Actually We ended up with this Design for Bread Factory

# WEEK 12

This week I have learned that Bread Factory really liked what I have done. However they decided to change the content and add some new content to it. Actually I am glad that they liked my design but changing existing design with new content is harder than designing from scratch. In fact the content was already a lot so I really did very

precise measurement for the text. So it was very challenging. However I found a way to fit everything. It reminded me that three months ago I was admiring Marla when she finds a place to fit the new content. But today I was able to do it as well. That is very encouraging that by the time while we gain experience we are going to be able to

come up new ideas, solutions and suggestions. There is no such school that teaches everything and anything. We are going to continue to learn even after we graduate. After we got our jobs. Whenever we overcome some problem it will teach something new.



# BREAD FACTORY BREAKFAST

**TWO EGGS PLATTER** \$7.95  
Two Country Fresh Eggs Any Style Served with Home-Fries Potatoes & Toast, Fresh Squeezed Orange Juice and Your Choice of Coffee or Tea

**THREE INGREDIENTS OMELET** \$ 10.95  
Made with Whole Eggs or Egg White, Home-Fries Potatoes & Toast, Fresh Squeezed Orange Juice and Your Choice of Coffee or Tea

**BUTTERMILK PANCAKES** \$ 10.95  
With Your Choice of Bacon, Ham or Sausage Topped with Strawberries and Bananas, Fresh Squeezed Orange Juice and Coffee or Tea.

**HOT OATMEAL** \$ 8.25  
Topped with Strawberries, Raisins, Crispy Granola and Brown Sugar, Fresh Squeezed Orange Juice

Another Version of Final Design for Bread Factory

## WEEK 13

This week I could not believe that we have to go over Bread Factory's design and change so many things. I could not believe that because last time I thought we were ready to print. But at last minute client's business partner stepped in and wanted to see everything in different background and with their old typeface which is Lithos, very old and outdated typeface. In fact they do not want this typeface just for titles but for whole text. It means two things.

First I had to do everything that I was told not to do in school. And the second is changing typeface is a deal breaker because every type has their own X height. when you set up certain text in a certain place there is no way it is going to fit in the same place when you change it. So we had to manipulate the text, change the tab settings move things around to fit everything nicely. This project contains 6 different signage for inside the restaurant. They are all big in size and filled with so much text and images and if they decide to go with new

typeface and background we have to change all of them. My supervisor thinks that as long as the client pays for extra work we could keep changing everything.

But I think at some point we as a designer have to try to convince the client what is best for their project and they are going to lose money if they keep changing their mind. I mean the options are limitless, if you do not know what do you want or do not trust your designer probably you will end up with a bad design anyway.



Front and Back Side of Business Card Design

## WEEK 14

Through the end I am getting so tired. At school I am taking 5 classes ( one of them is my Senior Project) and when about the semester is over everything is piling up. Even though during the interviews no one was interested in my GPA I am still trying to keep up with what I already have just in case that after I graduate I might apply for a graduate school. So it makes things little bit harder. On the other hand things at internship site is

getting better. I think because in time MArla and I find a way to work things out. We had some problems at the beginning and they were just because we have different working habits but now everything works properly.

Anyway, this week I have designed a business card for a new customer. The customer is a photographer and he wanted to change his old business card with a simple but modern looking design. He also wanted to use little

icons. Usually I would draw icons as vector from scratch but as usual we found some images online. The truth is customers does not want to pay any extra money for any art work and as a result of it my supervisor do not want to spend time for anything that she is not going to get paid.



Front and Back Side of Business Card Design

# WEEK 15

This was the last day of my internship. This very last day I got my first freelance project from Marla that I will continue after my internship is over. Actually it is a nice and complex project. One Indian restaurant wants to change their manager's business card. They want to use Indian colors like gold, burgundy, olive green that very

earthy and natural. They also need a banner to announce that the restaurant is under new management now. After that I will design a takeout menu and postcard for their special offers.

This project has multiple components and I like to work this kind of project. Because when you design different pieces for one client

I feel like I give them something consistent like a branding. In fact they do not have any design standard manual they go with whatever is offered to them at that moment. Every piece looks irrelevant. Even if what I do is not giving them new identity I feel better when they have so many different things that are unified.

During the internship period I believe I have learned and accomplished so many things. I have worked 7-8 hours a week without giving a break or taking an absence day. It was not easy I had to overcome so many things but I have gained a great experience. First of all I was very afraid to work on InDesign because I did not know about the software. In fact whenever I had to design anything with multiple page and lots of text I was still using Illustrator instead of Indesign because I was not feeling comfortable. However, now I designed my portfolio, my internship journal, and many other project in InDesign. This is a very big plus for me. Other than that I got myself another freelance job that I will work through my home and I will

work on project basis. Even if this is not my dream job I think this is a big plus for me. The another thing that I have gained strength is to work smart and efficiently. Prior to that I was doing nice job but i would take so many time than it requires just because I could not decide easily. But when I do work at the site jobs were coming constantly and we had to make quick decisions. I also learn something about how to communicate with client. Since I have witnessed every phone talk that Marla did with her clients. At the beginning I had so many doubts and questions about working at Calling All Graphics but at the end I am grateful. It may not a fancy job but it definitely teaches a lot.