

Marching Tech 133-31 39th Ave, Flushing, NY Yinshi HuangMarching Tech 133-31 3
Tech 133-31 39th Ave, Flushing, NY Yinshi Huang Marching Tech 133-31 39th Ave,
133-31 39th Ave, Flushing, NY Yinshi Huang **Marching Tech** 133-31 39th Ave, Flushi
39th Ave, Flushing, NY Yinshi Huang Marching Tech **133-31 39th Ave**, Flushing, NY
Flushing, NY Yinshi Huang Marching Tech 133-31 39th Ave, **Flushing, NY** Yinshi Hu
Marching Tech 133-31 39th Ave, Flushing, NY Yinshi HuangMarching Tech 133-31 3
Tech 133-31 39th Ave, Flushing, NY Yinshi Huang Marchir  33-31 39th Ave,
133-31 39th Ave, Flushing, NY Yinshi Huang Marching Tech 133-31 39th Ave, Flushi
39th Ave, Flushing, NY Yinshi Huang Marching Tech 133-31 39th Ave, Flushing, NY
Flushing, NY Yinshi Huang Marching Tech 133-31 39th Ave, Flushing, NY Yinshi Hu
Marching Tech 133-31 39th Ave, Flushing, NY **Yinshi Huang**Marching Tech 133-31 3
Tech 133-31 39th Ave, Flushing, NY Yinshi Huang Marching Tech 133-31 39th Ave,
133-31 39th Ave, Flushing, NY Yinshi Huang Marching Tech 133-31 39th Ave, Flushi

It was the first day of school, and I haven't had a class start at 8:30am since I graduated from high school. On the first day of class, Professor talked about the course, an internship class. Based on the course description, we will write journals about the internship we will do this semester. At the end of semester our journal will become a booklet, which we will design. I felt so tired that day; thankfully the professor ended class early. At the end of class the profesor asked if anyone was interested in doing an internship at a Chinese

TV company called Sinovision. I felt interested because I'm Chinese, so my professor helped me call the supervisor. The supervisor told me he would contact the newspaper department for me. After I ate lunch, I went to the library and got some graphic design books. I found a seat and started reading and put my earphones on. Next thing I knew I fell asleep, and woke up an hour later. After I woke up, I started getting ready to go the next class. The next class is a portfolio class, and I saw a good friend of mine is it. We bought

coffee and went to class together. The class started and the professor told us to print out all of our work. We then chose our best work with the professor and reworked them. At the end of the semester those works will become our portfolio. My last class was for the senior project. I already knew a lot about this course because everyone I knew who took the course in the past told me it's the most difficult. I just hope this semester goes well without any issues.

FIRST

DAYS

Today was the first day of my intern. My supervisor told me to come to office at 11am. I woke up at 10 and ate breakfast. The office is 15minutes away from where I live. I arrived at office exactly at 11am, the secretary of the office told me to wait for my supervisor at lobby. My supervisor came and took me to his desk. He gave me a seat next to him. After he introduced a little bit of this company, then he gave me the assignment. My assignment is redesigning a brochure for a LED

display in the Queens Crossing mall. This is an ad player digital display. I have to introduce what this LED display is and where it is and what kind of benefit the clients may get by using this LED display in the brochure. He gave me the original brochure as reference. We went to the conference room and talked about the brochure. He gave me the information that I have to put in the brochure. After I went back to my seat, I started researching first. At 2pm my supervisor brought me

to the food court in down stair. He bought me Chinese food for lunch. After lunch, we went to a small art gallery because a famous Chinese singer will be there for a conference. I was so excited because I like the singer so much. The singer came in, and had meeting with reporters from TV and newspaper companies. The gallery is part of the company I work, so I could go in with my supervisor. This was the first day of work, and I had a wonderful day.

When I started to work on the brochure for LED and LCD in Queens Crossing mall, my supervisor taught me that 80% of work is research, and the other 20% is designing. First, I was researching photographs for this brochure; I found a free stock photo website called Every Stock Photo. These high resolution photographs are free to use, but I have to site the resources. The first topic my supervisor gave me is the location of Queens Crossing; not

a lot of people know about Queens Crossing. Thus I started searching for the type of images that represent Queens. I made a list of things to research. Queens has LaGuardia Airport, Met Willet point, the 7 train, MTA bus lines; US open tennis center, Queens Botanical garden, and lot of Asian marketing. After I made the list, I started looking for photos. I could finally understand why my supervisor said that 80% of work is research. I found a lot of photographs, but not all of them

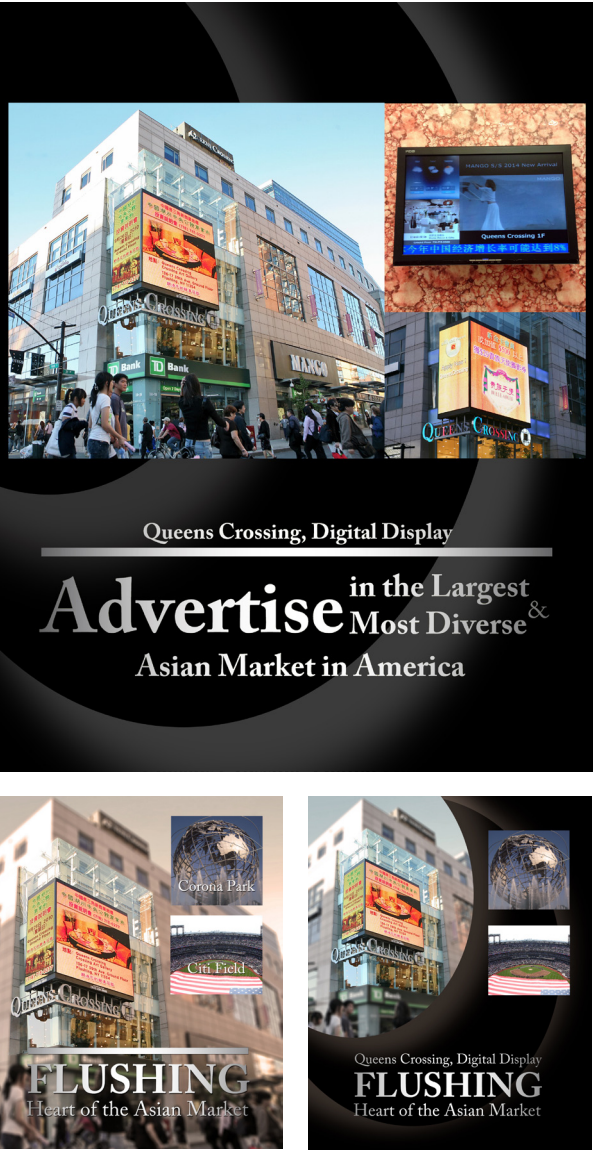
could be use for the brochure. For example sizes don't fit, and photo the positioning is critical for the brochure. I was literally was sitting in front of the computer all day just looking for images.

RESEARCH

COVER

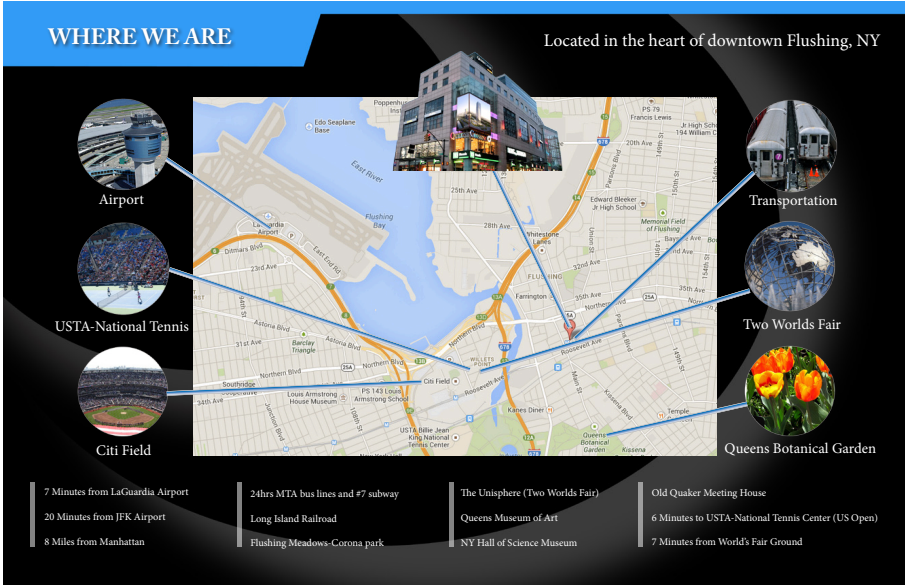
After a few days of research, I found some potential photographs to be used, but then I started thinking that I can shoot my own photographs since I have a DSL camera, and I took several photography classes. This might be a good chance to put my skills other to good use. I couldn't find good picture for the US Open tennis court from stock photo websites. Also, the US Open is during summer so I cannot shoot pictures either. Then I remembered that I went to the US Open in 2012. I started searching for any US Open photographs from my computer, and finally I found photos. My supervisor introduced a photographer from the office, so I asked him

for photos of LED and Queens Crossing mall. He gave me about 100 of photos. After I received the photos, I started organizing them. The first thing I had to design was the cover of the brochure. I made three different layouts for the cover and showed them to my supervisor. He picked the best ones and gave me feedback. After that, I edited photos and headlines to keep improving the design. After few times of editing he finally said okay to the cover. He is a professional designer who has more than 20 years of experiences, so it wasn't easy to get an okay from him, but I felt that I learned a lot just from doing the cover design.



After spending a significant amount of time on the research and the cover it is time to design second and third pages of the brochure. My supervisor recommended to me to make a spread design, so I took a while to make several layouts. This page will be about the location of Queen Crossing which is the LED located. I used Google map to take screenshots of the area near Queens Crossing, then I started making some sketches for the layout. Some places such as Mets, Tennis Center, and Botanical Garden won't be interesting to audiences. I got this idea

to put the map in the middle and have photos next to it to point out where their locations. I cropped out photos in the same size so they are organized. There were so many places that needed to be pointed out, but I only picked 6 of them. I put 3 photos on each side and used a bar to point them out from the map. For the rest of the places, I typed out their names and put them on the bottom of the page. I showed my supervisor; and made more changes. At the end he approved it and I could move on.



After I finished my first spread page of the brochure, I started work on the next spread page of the brochure. This page will be about who is in charge of running this LED display. Also, I have to introduce about the Queens Crossing mall, where the LED placed. The company owns this LED called

F&T group and it located 12th floor of Queens Crossing building, it also owns Queens Crossing building. I work for a company called Marching Technology and Marching is part of the F&T group. Marching majorly focus on the graphic designs and advertisements designs. Inside of Queens Crossing mall, there are lots of retail

stores and restaurants. Also, different type of companies such as law office and medical office are located on different floors. I had to include all these information in this spread page of the brochure. The reason of including this information is let the advertisers know the surrounding environment of the

LED. I went back to the photographer and asked for more pictures of Queens Crossing. Also, I was walking around and took some pictures by myself. So, this whole day I spent for doing research. After I came back home, I started to organize photos and choose best ones for the brochure.



Today was a fun day for me; I went the NY Miss Chinese conference with my supervisor. Queens Crossing was one of the sponsors, so I could attend this conference. I brought my camera because I had to shoot photos for my supervisor. This was my first time to experience this type of conference. When we got there, I took out my camera and ready for shooting. There were a lot of people from entertainment companies. Also, champion of the NY Miss Chinese from 2013 were there. She was so pretty and I was taking a lot of picture for her. Not only the champion, the girls got second place and other awards came too. They also prepared



lunch for people; I got some sushi and waited for the conference to start. I was walking around and saw a huge crystal ball sculpture. When I got closer, I figured out that it was made by ice. There was also another sculpture for this event which has NY Miss Chinese logo on it. I got so excited and shoot a lot of photos. Then my supervisor told me the conference is about to start, so we went to seats for sponsors and waited for it to start. The conference started, and the president of NY Miss Chinese organization gave a speech. After her speech, other presidents from the sponsor companies gave speech. Over all it was a fun working day for me.



After done with research, I started to work on the second spread page of the brochure. My supervisor gave me body copies for this page. On this page I had to introduce the Queens Crossing mall, where the LED display is placed. The purpose of this page is to introduce the environment of LED display to the advertisers. This page has lot of texts, so I had to find a way to put everything together. I tried to make it as simple as possible because this page has lot of information. My first draft was very simple and clean. I putted all images together to make it one large image, and then I separated body copies into two

paragraphs. After my supervisor saw it, he mentioned that I missed some information. In the Queens Crossing mall, there are many retail stores and restaurants. So, I should have putted their logos in this page. I went Marching Tech website and checked those stores' name and restaurants' name, also their logos. After I got that information, I listed them in this page. I made columns for ground floor, first floor and second floor, and then putted logos based on where they are located. After I finished this page, I showed it to my supervisor and moved on to next page.

WHO WE ARE

Queens Crossing complex was built five years ago by the F&T Group, a major real estate developer in Flushing. Marching Technology, LLC is a information Technology company responsible for all the phone, internet and LED/LED displays in Queens Crossing. F&T Group has 30 years experience in real estate development in Queens New York.

The 12 floor Queens Crossing building located in the cross roads of East meets West. Retail shops are located on the ground floor and 1st floor. Mulan Fusion Restaurant is located on the second floor. Mulan Banquet Hall holds 350 people for events and celebration. Nori Nori is a contemporary sushi buffet restaurants, it even has a Asian food court and a professional business condos and luxury condos. TD Bank and Shinshen Bank, a 888 Business Center, Sinovision TV station, Long Island Business Institute and Long Island Jewish Medical Clinic. The other 11 floors are occupied by professional medical and lawyers office as well as financial companies and real estate companies.

Ground Floor

Mulan	Irresistible	House of Eden	888 BUSINESS CENTER
Shinshen Bank	TD Bank		

1st Floor

belle	Cooper	slaley	
Bella Beauty	Jada Jewelry	Cooper Jewelry	Silky Beauty
Mango	Living Beauty	BoConcept	Kongfu Tea
Rose House	Paris Baguette	Ajisen	

2nd Floor

Mulan Restaurant	Nori Nori		
------------------	-----------	--	--



After I finished two spread pages of the brochure, I started to work on the third spread page. This page was about demographic of Flushing. This page needed a lot of research because I had to find out real fact of demographics. I went census website to look for the percentage of female and male in Queens. I also had to find out percentage of the educational level of people. Other than these facts, I also needed to look for the age group of Queens. However, I couldn't find enough

information from this website such as the numbers of income. My supervisor told me to look for information about how many restaurants, how many banks, how many schools and how many

medical centers are in this area too. I could get some information but not everything. Also, in this page I had to show different types of Asian. In Flushing, most of residents are Asian, thus

this fact is an important fact to be included in the brochure. I searched image of Asian people from free stock photo website, but couldn't find anything. Then I started look for photos I have, but couldn't get anything either. The purpose of this page is to show different type of Asian. I have photos of my Korean family members and Chinese friends, but those are hard to tell the difference. After all I had to leave this part blank for now.

Flushing Demographics

The Largest Asian Market









Hard Fact

Age: 1-18: 20.5% 19-64: 66.3% 65 and over: 13.2%

Income

Education

High School: 80.0% College: 29.9%

Income

Male: 48.5% Female: 51.5%

The first settlers were the Dutch, later Koreans, Taiwanese, Mainland China Mandarin, Shanghaiese, Fujianese, Cantonese, Thai, Vietnamese, Philippines, Malaysians, Indonesians, Japanese, Indians, Pakistanians and more.

Flushing, Queens now has the most diverse and fastest growing Asian community in America today. All concentrated in this 5 mile radius. With a population of over xxxxxxxx Asian your ads will be seen by over 195,000+ Asian viewers per day and 5,000+ viewers in side of the Queens Crossing Building.

Notable Statistics

- New York's capital of Asian dining
- Over 30 different Banking & Financial Institutions
- 4 Municipal Parking lots
- 7 Major Limo and Taxi service
- Over xxxxxxxx Wedding shops
- Over xxxxxxxx Karaoke
- Over 34 Hotels and still growing
- Over 4 Major Hospital and xxxxx Health care providers
- Tens and thousands of daily commuters

- Last stop for the #7 Subway line from Manhattan
- Long Island Rail Road station
- 4 Municipal Parking lots
- 7 Major Limo and Taxi service
- 5 Major Mini Bus lines
- 8 Casino buses operator with buses leaving every hour for all the major Casinos from Atlantic City, to the Pennsylvania and Connecticut

WEEK 10

It was a fun day of working; I helped my supervisor to shoot a short commercial. This commercial was for a website called 51NYC. 51 means I love in Chinese and this website is all about Chinese community in New York. My supervisor drew a story board first, and then showed to the client.

After the client approved it, we were started to organize the story board and contacted people who can be the actors for this commercial. Then we were all agreed to shoot this commercial today in the art gallery of Queens Crossing. I brought my DSL camera for shooting videos. After everyone arrived, we started to set up lights first. After finished to set up lights, I was setting up camera. My supervisor brought a tripod for camera. I adjusted tripod based on heights of actors. After we finished settings, we tried

one video first to check everything works well. Then our client arrived, he was watching us in the back. After few times of practicing with actors, we started shooting. This commercial need to show what kind of benefit people will get from using 51NYC website. First part of video

shows about shopping on 51NYC, people can list what they want sell; also can buy what they need. Second part of video shows people also can find partners on this website. We had two actors, one boy and one girl for this part. They were pretending that they found each other on 51NYC.COM. In the end, we had all actors stand together and say 51NYC in Chinese with thumbs up. The client was happy about this commercial and my supervisor bought us dinner to celebrate our first commercial.

Today, I started to work on the fourth spread page of the brochure. This page is about specifications of the LED, LCD digital displays. First, I drew LED and LCD on illustrator to show the sizes of each screen. LED has two screens; LCD has three screens, so I had to clearly explain the size of its screen. On this page, I also included LED and LCD ad players can play what types of files. The LCD ad player’s screen is divided to three parts. The biggest part can play short commercials and other two small parts only play ads in JPEG or PDF files. Also, different part has different price, so it was important to clearly explain everything.

LED/LCD SPECIFICATION

LED Technical Specs

163px
x
357px

388px
x
357px

20 ft
20 ft
9 ft

Dimensions

-Pixel Dimensions 551 pixels x 357 pixels
-Design and combine both panels into 1 video file
-Frame rate 29.97 fps

Acceptable Formats

-AVI
-MPEG - 1
-MPEG - 2
-MPEG - 4 (MP4)
-WINDOWS MEDIA VIDEO (WMV)
-FLASH 7 (SWF)

LED Examples

List of Ads

LCD Technical Specs

B

C

A

Dimensions

-Zone A Pixel Dimensions 481 pixels x 500 pixels
-Zone B Pixel Dimensions 350 pixels x 350 pixels

Acceptable Formats

Zone A
-AVI
-MPEG - 1
-MPEG - 2
-MPEG - 4 (MP4)
-WINDOWS MEDIA VIDEO (WMV)
-FLASH 7 (SWF)
Zone B and C
-JPEG

LCD Examples

Delivery

-Lead time: 5 business days
-CD-ROM or DVD-ROM
-FTP Upload

Production Notes

-Documents should not contain bars or slates.
-FLASH creative must be submitted as both FLA and SWF files.
-Marching Technology provides basic file conversion.

Beside all of these specifications, I also included some example images. After I finished this page, I showed to my supervisor. He told me that I missed some information of specification. I forgot to put what time and which days these digital players play ads. These displays play ads every day, but not 24 hrs, so I had to add the time. Then I thought I can include list of ads that LED and LCD displays are playing now. After I finished all the works, I showed to my supervisor again. He doesn't have lists of advertisers for now, so we had to leave this part blank and fill up later.

WEEK 12


Today, I started to work on the last page of the brochure. This page contains information about who will be benefit by using the LED and LCD ad players. This page also needed a lot of research. I took my camera and went outside. I thought the best way to show the benefit of using LED and LCD was explaining how many people can see the ads on LED and LCD digital displays. I went out to Main Street because this place has major population of

the Flushing. Also, the LED display located corner of Main Street and 38th Ave. I took some photos of the LED displays with people passing by. Then I started to walk around and look for target to shoot photos. I was looking for some place has different languages as sign. It will be a good example to show that flushing has different types of Asians. I found a building has Korean, Chinese, and English in one sign. I stood across of the street and took few shots. Then

I started to walk again, and I found a big Chinese supermarket. I took some photos and moved to other street. Subway station is one of the most important photos to include. I took few photos of subway station and some MTA buses. Flushing also has a lot of restaurants, restaurant owners can be the client too, so I took more photos of restaurants and café.

After done with research, I started to work on the last spread page of the brochure. This page doesn't have many texts, so I putted a lot of pictures. First, I putted photo of Queens Crossing mall to show the population around this building. Then I started to list advertisers who would benefit. My supervisor gave me some list, and I added more by myself. On the first column of the list, I putted beer company, fast food, casino, banks, restaurants, supermarkets. Then I putted some photos

ADVERTISERS WHO WOULD BENEFIT



Educational Institute

Hospital

Entertainment Company


Travel Agency

Mobile Company

Beauty Salon

Shopping Mall

Cafe



which can relate to these topics. On the next column, I putted educational institute, hospital, entertainment company, travel agency, mobile company, beauty salon, shopping mall and

café. Then I selected photos which can relate to this topic and putted them next to the texts. This page was simple, so I finished faster than other page. At the end I sent everything to my supervisor,

and then he told me that I should have made them in inDesign. So I took all files to home and started to transfer them into inDesign. It wasn't that hard but took a lot of time. I worried about to lose any files, so I made a folder for each page and copied all links to the folders.



LAST DAY

Today, I handed in all my works to my supervisor. I putted all files in one PDF and make a short presentation. We were looked at them together and discussed about it. My supervisor looked at each page and made comments. He mentioned that all the interns he had before were weak with typography. He also told me that I have some issues as well, but better than other interns. I remember I had a very tough typography professor when

I was in freshmen year. I was struggling so hard for passing that class. Now I can tell why my professor was trying to be tough, like my supervisor says, a lot of students have problem with typography. I felt glad that I had a great typography professor. My supervisor liked most of my works. He mentioned few problems with my designs. He told me that for the spread ads I have to consider the center because this part will get bind or fold. He pointed out some

pages that have texts in the center and told me that it was one of my mistakes. Also, he mentioned that I should make larger margins. He told me that the brochure has so many pages, so when we bind it and trim it some pages may cut out.

This was my last week of intern and school. Over all I had a great experience during my internship. This was my first time to have real client and did works for client. I can tell the real world is totally different from school life. In the school, we have professors and other classmates who can give helps. However, in the real job we have to solve problems by ourselves. The clients don't want to involve with the process, they just want the results. Then if the clients don't like the result, we have to start over. There are no professors and classmates

can give you advisements. This was what I realized during my internship. Also, this is my last week in the school. I feel a little bit upset and happy at the same time. I moved to America 8 years ago and never thought that I can finish a college. I couldn't speak English before came to America, not even one word. I studied hard and now graduating from a college. I liked art and design since when I was little. I know after I graduate I have to look for jobs and that will be harder than school life. I hope I can success with my career.

LAST WEEK



WHERE WE ARE

Located in the heart of downtown Flushing, NY

133-31 39th Ave, Flushing, NY 11355
TEL: 212 - 359 - 0888 FAX: 212 - 359 - 0800

Advertise in the Largest Most Diverse Asian Market in America

WHO WE ARE

Queens Crossing complex was built five years ago by the F&T Group, a major real estate developer in Flushing. Marching Technology, LLC is a technology company responsible for all the phone, internet and LED/LCD displays in Queens Crossing. F&T Group has 30 years experience in real estate development in Queens New York.

The 12 Store Queens Crossing building located in the cross roads of East-west. West Retail shops are located on the ground floor and 1st floor. Main Floor Restaurant is located on the second floor. Main Floor Hall holds 350 people for events and celebration. Next floor is a contemporary multi-level restaurant, it even has a Asian food court and a professional business center and luxury condos. TD Bank and Shinhwa Bank, e888 Business Center, Sunvision TV station, Long Island Business Institute and Long Island South Medical Clinic. The entire 11 floors are occupied by professional medical and lawyers office as well as financial companies and real estate companies.

Ground Floor

1st Floor

2nd Floor

LED/LCD SPECIFICATION

LED Technical Specs

Dimensions: 163px x 357px x 20 ft

Acceptable Formats: AVI, MPEG-1, MPEG-2, MPEG-4 (MP4), WINDOWS MEDIA VIDEO (WMV), FLASH 7 (SWF)

LCD Technical Specs

Dimensions: 388px x 357px x 20 ft

Acceptable Formats: AVI, MPEG-1, MPEG-2, MPEG-4 (MP4), WINDOWS MEDIA VIDEO (WMV), FLASH 7 (SWF)

LED Examples

LCD Examples

Delivery

Production Notes

WHERE WE ARE

Located in the heart of downtown Flushing, NY

7 Minutes from LaGuardia Airport
20 Minutes from JFK Airport
8 Miles from Manhattan

24th MTA bus lines and #7 subway
Long Island Railroad
Flushing Meadows-Corona park

The Unisphere (Two Worlds Fair)
Queens Museum of Art
NY Hall of Science Museum

Old Quaker Meeting House
6 Minutes to USTA National Tennis Center (US Open)
7 Minutes from World's Fair Ground

Flushing Demographics

The Largest Asian Market

Notable Statistics

Flushing, Queens

ADVERTISERS WHO WOULD BENEFIT

Beer Company
Fast Food
Casinos
Banks & Financial Company
Restaurants
Supermarket

Educational Institute
Hospital
Entertainment Company
Travel Agency
Mobile Company
Beauty Salon
Shopping Mall
Cafe