

Utilizing My Skills and My Day to Day, #4

My areas of concentration at City Tech are motion graphics and advertising. This aligns perfectly with my most recent project at my internship. I'm learning how to create animated menu signs for a restaurant that wants to display their menu across three televisions. I'm also learning about the cost of producing the work that we design. For example, there are costs to installing those television screens, extra costs for certain software to display the videos simultaneously and on a loop. If we were to design flyers and our company took care of designing them, getting them printed and mailing them out we could provide that service, but all of those variables add to the cost of the project. We take that into account when presenting options for the client in regards to their budget and their requests.

I'm not personally performing any clerical duties. Occasionally, I'll hear my supervisor talk about following up on invoices with clients or reminding returning clients that her prices have gone up since she last helped them years ago. Some of her clients have been returning to her for over 15 years. My typical day starts in the morning on a Zoom call. I'll join and be accompanied by one to three other interns with our supervisor. After exchanging greetings my supervisor assigns us all projects. Generally, her clients want a lot of things done at once whether they're rebranding, or redesigning their business, so we all share responsibilities on these larger projects. We work away on these assignments, sharing when we need critique or feedback, giving updates with progress. When work is finished and approved we submit it to the shared Dropbox. My supervisor requires us all to be available and present during work hours but she is flexible with us needing to step away or leave early or go take a break when we need to, so long as we're getting the work done.



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