Memo

From: Timothy Lok

To: Professor Ellis

Subject : Job Application Research, Graphic Design Intern at the Social Learning Project.

Executive Summary:
This memo is about the position of graphic design intern at the social learning project that includes the job listing, a brief company background, a description of the position and my preparedness for the job.

Job Listing:
Title: Graphic Design Intern
Compay: Social Learning Project
Location: 20 Broad Street New York, NY
Position: Part-time, Unpaid(College Credit Required)

About the Job:
The Social Learning Project is looking for a creative and tech-savvy Website manager/graphic design Intern who is passionate about marketing, copyright and web design. As an intern, you will create text content and possible multimedia content for our website and marketing material, handle site layouts, and brainstorm for new creative concepts for communication through design. We have a Wordpress template and would like you to make it enterprise ready!

Responsibilities
• Create text content and visual layout for our website
• Create marketing collateral such as brochures and infographics
• Company branding - Promote our brand with visuals
• Web design, arranging content for webpage layouts
• Take concepts and transform them into work that is useful and effective
• Assist in UX design for our platform (theme, icons, etc.)
• Give and solicit feedback for quality work
• Any other creative tasks that may arise

Requirements
Minimum requirements
• Proficiency in Adobe Photoshop, Illustrator, and InDesign
• Understanding of HTML, CSS, Wordpress and web design
• Excellent communication skills, especially written
• A good sense of aesthetics — an eye for detail and composition
• Able to articulate decisions made throughout the design process

Preferred requirements
• Understanding of CSS
• Wordpress Expert
• Knowledge of Adobe Creative Cloud
• Ability to imagine at a high level about the strategy and vision

• Capable of executing on graphics and visuals including UI details
• Able to articulate decisions made throughout the design process

Company Background:
The Social Learning Project is a young technology company that is building a community to show that education can be engaging, exciting and also adventurous with the uses of technology. Their main goal is to make learning more accessible to employees within an organization. However they are not spending time to developing new technology or re-inventing any platforms but combining existing technology, resources and tools making them available as a single platform. The Social Learning Project also do not want to duplicate a functionality that already exists but instead want to use that functionality to make accessible greater. Therefore the company is building their foundation on Google technology and combining it with an eLearning Tool Moodle. Other than making learning more accessible to organizations, they are adding their own unique features and networking functions and combining everything together to create a better user experience. Also they are offer training services that follow their philosophy of keeping their solutions with existing technology. The Social Learning Project believes that by not creating any new technology they are able push for innovation by the combining the best technology that is available to support a stable foundation that requires little effort and is able to successfully educate it's users.

Description of Position:
For this position with the Social Learning Project my job would be to create promotional material, further developing the company's brand, and type and layout designs for their website. I also would need to be able to offer feedback and receive feedback on the quality of work in order to take a concept and transform an idea into useful work. To accomplish this job, I would have to have knowledge of the Adobe products such as Photoshop, Illustrator and InDesign and also the Adobe Creative Cloud. A understanding of HTML, CSS, Wordpress and overall web design is needed to effective work on web based projects. Although knowledge and a skill set in programs and coding is required. You must also have excellent communication skills, spoken and written to articulate proper feedback to other's work and to convey ideas and concepts effective. Also as a designer you must have a creative or design process to that will take a concept from the beginning of an idea to a tangible finished project. This process will also show how certain decisions were made during the beginning, middle and end of the design, this will show how a designer works though a problem. These skills and the abilities to convey concepts though the creative process will create effective visual designs for the website, marketing collateral and the promotion of the brand.

My Preparedness for This Position:
If I was to apply to this internship, I would not be fully prepared for this internship due to my lack of knowledge in web design. Right now I am more focused on graphic design that involves print than web design, also I received more training in graphic design than I have in web design due to my major's selected module. I would feel more prepared for this job if I have taken more courses that revolves around web design and coding. But besides my unpreparedness in web design I have strong skills with the other requirements such as a design process and knowledge of the Adobe programs. I personally believe my strong design/creative process would show my preparedness with this job and other future jobs because design is built upon a designer taking a problem and overtime developing many ideas and concepts and narrowing them down until one is the proper solution. In classes we are encouraged to develop this process as employers

are much more curious of the thought process and the rationality of your decisions. This overall shows that your designs have been strategically planned and are not whimsically put together. I am also prepared to work with others as we do in our classes. In the classroom we are urged to give feed back to other students so that everyone can develop a keen eye for details and the ability to appropriately discuss a piece of work without the usage of harsh language but with helpfully advice.