

Erick Fiallos

- Illustrator – Graphic Design
- COMD 4900 Internship Presentation

My First Internship

- **Started looking for an illustration internship in April 2024** aiming to begin in summer 2024.
- **Teachers were initially pessimistic but** persisted in the search.
- **Shifted focus to graphic design internships** when an illustration internship wasn't found.
- **Met teacher Stella Nicolau** during a final portfolio presentation, who encouraged continued search for a summer internship.
- **Suggested applying to Unity for Equality**, a non-profit company in New York.
- **Applied and was accepted by the founder** after sharing the portfolio.
- **Found an internship that was truly liked** and was welcomed with open arms.

About the Organization



- **Unity For Equality** is a nonprofit organization founded in 2016.
- **Focuses on addressing social and economic inequalities** in underserved communities.
- **Programs include** education, healthcare, economic development, and advocacy.
- **Education initiatives** provide resources and support to students from disadvantaged backgrounds.
- **Healthcare programs** ensure access to medical services for all.
- **Economic development** is promoted through job training and financial literacy workshops.
- **Active in the United States, Bangladesh, and India.**
- **Aims to empower individuals and communities** to achieve equality and improve quality of life.
- **Advocates for policy changes** and raises awareness about social justice issues.

My Responsibilities

- **Responsible for providing designs** for advertising campaigns.
- **Creating solutions for marketing campaigns.**
- **Developing visual content** to support advertising efforts.
- **Collaborating with the marketing team** on campaign strategies.
- **Ensuring consistency in branding** across all marketing materials.

Projects

- **These is the list of projects I have worked on during my internship.**

Project 1: Flag Day & Blood Donor Day



- **First project for the company** was enjoyable.
- **Project consisted of two parts:**
- Two illustrations: one for Flag Day and one for Blood Donor Day.
- Illustrations were for the company's official Instagram page.
- **Parameters for the project:**
- Color palette limited to blue, orange, green, and red.
- Colors of the logo were not counted.
- Other colors could be added if justified and similar to the specified colors.
- **Flag Day illustration:**
- Created using Adobe Illustrator.
- Main objective: evoke a sense of national pride.
- Incorporated symbolic elements and colors associated with the country's flag.
- Design followed a minimalist and simple style.
- Limited color palette for a clean and impactful look.
- Minimal text in a powerful white font for an understated and dignified aesthetic.



- **Blood Donor Day illustration:**
- **Created in Adobe Illustrator.**
- **Opportunity to unleash creativity** and incorporate meaningful symbols.
- **Designed a vibrant linear abstract background** using shades of orange and green.
- **Crafted a poignant message** depicting a drop of blood filling a heart.
- **Symbolized hope, health, and new opportunities** provided by donors.
- **Used separate layers** for the drop and heart to achieve a dynamic effect.
- **Utilized different shades of red** for visual impact.
- **Positioned the company logo** in one corner of the illustration.
- **Added a compelling and uplifting message** to complement the artwork.

Project 2: Magazine


- **Second project posed a significant challenge** despite initial discomfort with typography.
- **Task involved creating the company's monthly online magazine.**
- **Magazine covers social issues related to the company's mission.**
- **Guidelines include maintaining a black-and-white color scheme.**
- **Different layout styles used for each article.**
- **Required use of multiple photos with proper credit.**
- **Articles took approximately a day and a half to two days each.**
- **Designs were approved with minimal alterations** due to careful attention and supervisor guidance.

ONE COMMUNITY, ONE VISION
UNITY FOR EQUALITY
 Newsletter January 2024

Sustainable Living & Eco-Friendly Tips by Zach Cox

Health Conditions that Children Face by Diana Velazquez

Blood Donor Month by Sarah Green



INTERNATIONAL DAY OF EDUCATION

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The Importance of Early Childhood Education

Diana Velazquez

Early childhood education lays the foundation for lifelong learning and development, shaping the minds of our youngest generation during their most formative years. With the first five years of a child's life being crucial for brain development, it is essential to establish a foundation cognitive, social, and emotional skills.

Early in my life, I developed a keen interest in psychology and understanding human behavior in different contexts. I learned that a significant aspect of psychology involves understanding an individual's childhood, their environment, beliefs, and the information they retain. Analyzing a person's childhood can offer profound insights into their current behavior and character. This understanding has shown that even small experiences can have lasting effects on a child's life, emphasizing the importance of their protection and education.

When significant attention is given to a child's early development, they are more likely to excel in school, graduate from high school, and pursue higher education. Participation in extracurricular activities and programs also helps them develop social skills and build relationships. These experiences teach children how to interact with peers, resolve conflicts, and develop empathy, laying the foundation for healthy social interactions throughout their lives. Additionally, these activities help build self-esteem and foster a positive self-concept, both of which are crucial for mental well-being.



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BLOOD DONOR MONTH

Sarah Green

Science has been around since 3000 BCE or even farther back. Some of the first scientists were just observing how things work. It was not until around 1616 that blood was discovered. Dr. William Harvey made the discovery that blood circulates in the body and pumps around the brain and body by the heart.

Blood is so important for living beings because it keeps us alive. In 1665, the first transfusion was made by Dr. Richard Lower between dogs. It was not until later in 1818 that Dr. James Blundell created a tool that can transfuse blood from one human being to another. This transfusion was helping a dying patient.


By 1901, Dr. Karl Landsteiner discovers that living beings have diverse types of blood based on ABO groups. Donating blood has been around since, saving lives for people who need transfusions.

January is National Blood Donor Month, a time to celebrate people who take their time to donate blood to those who need it the most. There will always be someone in need due to illnesses, accidents, and military service.

One year, according to the Red Cross, we are seeing a shortage of blood donors. January is a crucial time because of the change of weather when most get sick. Since the pandemic, it has been harder and harder for places to meet as well.

There are benefits to donating: you get to know what blood type you have, a free health screening, free snacks at the end, and the satisfaction that you get to save lives. Since our body is also making new blood weekly, it will seem like you have not lost any.

It might sound scary to donate blood, but it is a safe procedure with trained phlebotomists. Do not delay in making an appointment this year; donating blood can save a life.



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Health Conditions that Children Face

Diana Velazquez

There are millions of children that struggle with a variety of health issues on a daily basis. Each year, over 50 million kids suffer due to many illnesses such as obesity, cancer, and other life-threatening diseases. For parents, the experience of witnessing their child's pain is heart-wrenching, made even more challenging by the burden of mounting medical bills. It's important to acknowledge that not all children have the privilege of accessing healthcare, leaving them to endure their struggles without the possibility of treatment.

Chronic illnesses such as diabetes, autoimmune disorders, heart disease, sickle cell, and metabolic disorders can drastically alter a person's life. Managing such health challenges typically entails prolonged treatments and ongoing care, often at a considerable financial expense. For instance, in the span of just one year, a person who is diagnosed with diabetes can incur about \$17,000 in medical expenditures. Studies indicate that the total lifetime medical expenditures for patients with sickle cell disease are estimated to be \$1.7 million. Our organization is committed to alleviating and ultimately eliminating the financial burden associated with covering these medical costs.

Infants and toddlers are vulnerable to infectious diseases like pneumonia, tuberculosis, HIV, and malaria. While there are treatments for all of these, they remain deadly. Pneumonia is especially concerning, as it claims the lives of over half a million children annually, making it the leading infectious disease. The prevalence of this disease is often attributed to factors like inadequate access to safe drinking water, malnutrition, and poor sanitation. Addressing these environmental factors is of utmost importance, and it's where we strive to make a tangible impact.



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History of Martin Luther King Jr


Sarah Green

The third Monday in January—what comes to mind—is Martin Luther King Jr. Day. This day is a day to remember Martin Luther King Jr. and his involvement with the civil rights movement. What makes him so special in this movement is that he protested racial discrimination by using passive methods such as speeches and marches. His speeches are still quoted today.

Martin Luther King Jr. was born in 1929. His name was Michael, but it changed when he was five years old to Martin. He grew up in the middle class in the state of Georgia. His family grew up as Baptists; both his father and grandfather were preachers. It wasn't easy growing up in the South because of the prejudices he and his family experienced.

Through all the hardships he experienced, he was still going through life like everyone else. In 1944, he was going to start college at Morehouse College in Atlanta. It was a special program that was meant to enroll students who were promising high schoolers like Martin Luther King Jr. Before attending, he went to Connecticut to work on a tobacco farm. This was an important milestone for him because he learned how everyone got along, regardless of color of skin, and his dislike for racial segregation was beginning.

He had great experiences at Morehouse College. He learned about Henry David Thoreau and workable solutions to end racial segregation. He decided to follow in his father's and grandfather's footsteps by going into ministry.



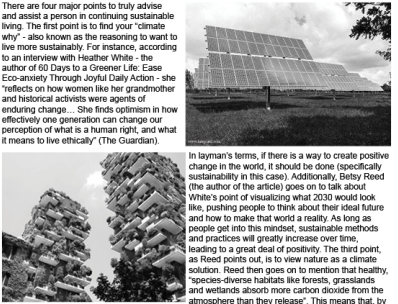
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Sustainable Living & Eco-friendly Tips

Zachary Cox

There are four major points to truly advise and assist a person in continuing sustainable living. The first point is to find your "climate why" - also known as the reasoning to want to live more sustainably. For instance, according to an interview with Heather White - the author of 60 Days to a Greener Life: Ease Eco-anxiety Through Joyful Daily Action - she "reflects on how women like her grandmother and historical activists were agents of enduring change... She finds optimism in how effectively one generation can change our perception of what is a human right, and what it means to live ethically" (The Guardian).

In layman's terms, if there is a way to create positive change in the world, it should be done (specifically sustainability in this case). Additionally, Betty Reed (the author of the article) goes on to talk about White's point of visualizing what 2300 would look like, pushing people to think about their ideal future and how to make that world a reality. As long as people get into this mindset, sustainable methods and practices will greatly increase over time, leading to a great deal of positivity. The third point, as Reed points out, is to view nature as a climate solution. Reed then goes on to mention that healthy, "species-diverse habitats like forests, grasslands and wetlands absorb more carbon dioxide from the atmosphere than they release". This means that, by helping these habitats will both have an important global impact and a helping hand in an increase in biodiversity. The final point that White makes in the article is to go outside and find awe in nature. While acknowledging this practice, calling it a "great way to reduce feelings of stress and anger".

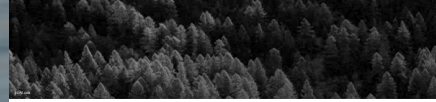


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While doing this does help out with stress, it also allows people to look at, admire, and interact with the outside world, giving them a greater appreciation of the world around them, which White seems to be supporting greatly in the article. Although these points may seem small in the grand scale of things, White points out that sustainable living is about "progress, not perfection". As time goes on, and as these points and practices are constantly used over time, then real progress will be made in regards to sustainable living.

In addition to the four points, here are some extra eco-friendly tips, as well (Living Green And Freely!):

- Unplug unused electronics
- Install smart thermostats
- Maximize natural lighting
- Recycle and upcycle
- Reduce water waste
- Use reusable shopping bags
- Go for public transport or carpooling
- Air-dry laundry
- Reduce meat consumption
- Invest in energy-efficient appliances
- Go paperless
- Grow your own produce
- Take shorter showers
- Go for e-books and libraries
- Support local farmers
- Share tools and equipment
- Use cloth napkins
- Practice freezer efficiency
- Start a neighborhood garden
- Use public water fountains
- Reuse packaging materials
- Participate in community clean-up
- Fix and mend clothing
- Use a reusable water bottle
- Practice meal-planning



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Project 3: Disobedience Day



- **Created for the company's official Instagram account.**
- **Guidelines included a color palette** limited to orange, green, white, black, and blue.
- **Instructed not to include any images** in the illustration.
- **Encountered a challenge** understanding the significance of Disobedience Day.
- **Used a silhouette** to symbolize inclusivity across genders, ages, and backgrounds.
- **Designed a black silhouette holding a banner** with the message "Peaceful Resistance".
- **Created a dynamic sky-like background** with swirling green and orange hues.
- **Added a cityscape in the background** to highlight global social issues.

Project 4: Financial Literacy



- **Theme was financial literacy**, a challenging topic initially unfamiliar.
- **Embarked on extensive research** to understand the concept fully.
- **Eventually gained comprehensive understanding** of financial literacy.
- **Illustration created in Adobe Illustrator** focused on simplicity and clarity.
- **Central element was a brain character** with eyes, glasses, and mouth.
- **Symbolized new minds learning** about financial literacy.
- **Incorporated a book with the topic title** to emphasize its importance.
- **Used a psychedelic-style background** for added dramatic effect.

Self-Reflection



- **Accumulated wonderful memories, honed valuable skills, and bolstered self-assurance.**
- **Appreciative of the Unity for Equality team** for a welcoming environment and meaningful contributions.
- **Worked on projects aligned with personal interests, enriching experience.**
- **Tools and programs used were within expertise, encountered no significant obstacles.**
- **Developed the company's online magazine single-handedly, boosting confidence.**
- **Supervisor's trust and encouragement** were pivotal in exceeding expectations.
- **Experience instrumental in professional development, holds a special place in heart.**