

BUF 4900: INTERNSHIP PRESENTATION

Grading Rubric

Part 1 OPEN LAB 100

You are developing your resumes, cover letters, preparing references, and revamping your New York City College of Technology e-Portfolio for Open Lab and future employers.

The Brand



My brand is Hugo Rodriguez. I am a brash and vibrant brand that is needed to push the limits of creativity. I create behind the scenes and allow partnerships to feel secure during efforts to push limits others will not. I love the ability to create new paths of design and content, something where most will get on board after I have done it because either no one thought of it or were simply too shy to do first. I take a dive first into the waters of creativity so that my supporting team can follow behind me knowing that they could get through it if I did.

Mission Statement

Pushing the limits of creativity by erasing the comfort zone. To create the true vision of one's art without the fear and limitations of others around you. Create art that will last lifetimes.

Personal/Professional Objectives

- Create content that pushes the boundaries of art
- Construct a creative platform where those around can produce their true works without limiting themselves
- Set new bars for creatives
- Be the first to create a new genre of content
- Support those with an “outside of the box” mentality

Supporting Personal/Professional Objectives

- Profitability is a bonus, but not the goal. Supporting creativity that is brash is the first step to make it profitable.

- Promote the creative platform, allow those who share the same mentality to get on board and keep producing art.
- Never discourage ideas. Its either new, been done already, or hasn't been done right.
- Push my group. Being an anchor helps when things get discouraging.
- Allow for simplicity, pushing the boundaries starts with acknowledging the current times.

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • Creative • Pushes limits • Great behind the scenes personality • Driven • Determined • Natural leader • Intuitive • Trustworthy 	<ul style="list-style-type: none"> • Headfirst attitude • Brashness can sometimes cause unlikability • Creativity takes a bit to conjure up • Could get boxed in a niche 	<ul style="list-style-type: none"> • Behind the scenes work • Advises creatives • Adapts quickly to changes • Is accepting of ideas • Is accepting of those who follow 	<ul style="list-style-type: none"> • Competition • Goals may be too ambitious • Managing responsibility