

COMMUNICATION DESIGN INTERNSHIP

PROF. JOEL MASON

ANDIE LESSA - FACULTY COMMONS

ENTRY #1

I found out about this internship opportunity through my classmate Dorian last semester. He told me he was interning at the Faculty Commons at City Tech and how they were looking to hire new people for Spring '15. Dorian told me I should apply, and I did.

First, I emailed the Faculty Commons team showing my interest in the position. They emailed me back saying I should send them my resume and digital portfolio within a month or so. Then, the application process officially started. They invited in for an interview, and I had to create a physical portfolio for it. That was an interesting experience, since I got to look at previous projects I worked on many years ago.

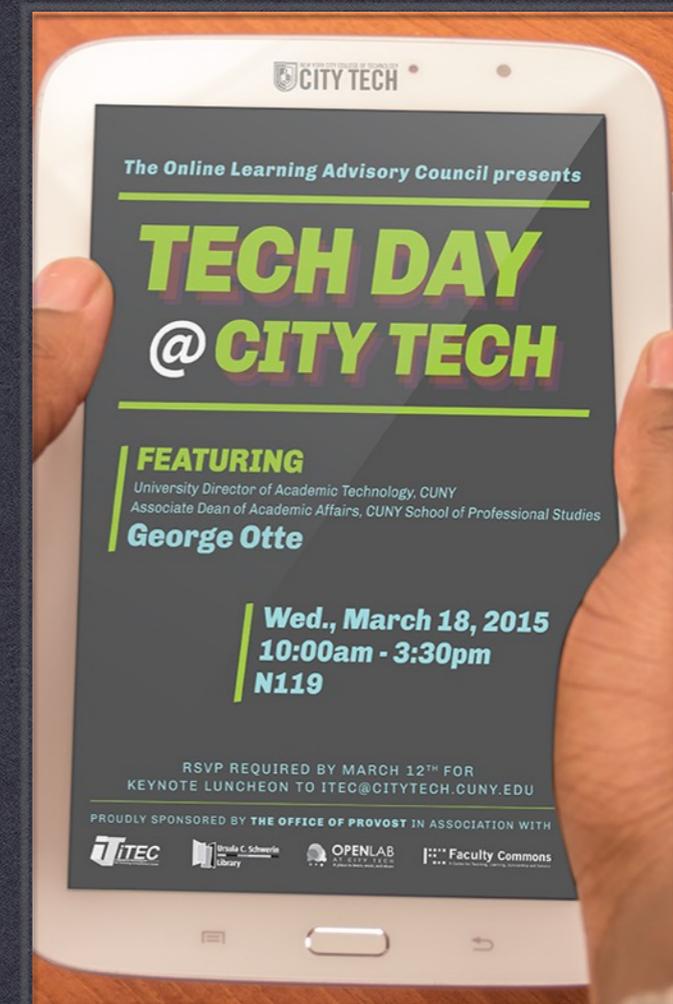
The interview went well, and a few days later I received an email saying I had been selected to be part of the Faculty Commons team. I'm so glad I got the job! I started the program on January 13th and it has been a great experience so far.

ENTRY #2

This week of Feb23-27 was a busy one. I was in charge of designing the poster for Tech Day at City Tech from scratch. The event will feature a big name from CUNY, Dr. George Otte. I was excited to be given the opportunity of designing the poster, since this is the first graphic design project that is not just an update or a simple redo.

Since the event will discuss new ways of implementing more technology in CUNY classes, I decided to try to have a tablet as a part of the layout. It was challenging to make certain words legible enough because of the small point size I was working with, but it worked out well. I did a test with different color schemes to figure out which one would be more appropriate, and ended up choosing a dark-grey background against bright green for titles, and light-grey for the rest of copy. As most graphic design projects, there were a few details that needed to be adjusted to meet the client's expectations, but mostly regarding copy.

Aside from working on the poster, I also had to photograph two events on Friday that were being held at the same time. One was in N119 and the other was on the sixth floor of the atrium. While I had to miss certain parts of each event, I don't think it jeopardized the final results.



ENTRY #3

The internship is getting busier and busier. Having to design the Tech Day @ City Tech poster and event program was quite the challenge—but a rewarding one. The program was especially challenging because of the large amount of copy I had to deal with in a constraint space. I was given a brief with the information needed for the brochure, and it was a lot; something like 5 Microsoft Word pages.

At first I was trying to figure out which format to go with. There were the options of having a trifold and bifold brochure, and I chose the latter one due to the need of needing extra horizontal space to work with. There were concurrent events and I had to figure out how to make it clear that those sections were going on at the same time in different rooms.

Prof Jordan helped me out so much. We sat and tweaked things for hours until we got a satisfying result. There was so many details that required special attention, such as the correct way of calling professors/doctors, the specific order certain information should appear, and the hierarchy to be used. After Draft #16, we were finally able to have a final version to send out to be printed. Since I work at Faculty Commons, I was able to have a color test print done in less than a day in the basement of the Atrium building. The colors came out great, so I sent out to print 100 copies of the program. That was my first print job done for the internship, and I was really happy with the results.

The Online Learning Advisory Council presents

TECH DAY @ CITY TECH

March 18, 2015
10:00 a.m. - 3:30 p.m.
Nasim 119

ACKNOWLEDGEMENTS
The Online Learning Advisory Council (OLAC)
Professors: Jolene Davis, Loretta Bernard, Patricia Rudny, Corinne Carter, Peter Casperson, Jeannine Cheng, Royce Ott, Cecily O'Neil, Marcia Conroy, Aimee Rainer, Eugene Szymanski, George Swales, Joshua Adams, Pamela Lammert, Eric Latta, Shari Marder, Phil Natchez, Scott Szymanski, Robert Wilson
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David Miller, Rafael Hagan, Lashelle Johnson, Evelyn Pitt, Miguel Rodriguez, Ignacia Salazar
Faculty Commons
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Andie Latta

FEATURING
Vice and Director of Academic Technology, OLC's Central Academic Office of Academic Affairs, OLC's Office of Professional Studies, Director of Faculty, English, Interactive Technology, and Professional Studies, OLC's OLC Center
Dr. George Otte

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Welcome and Call to Action
10:00 a.m. - 10:30 a.m.
Professor Julia Smith, Director Faculty Commons & Academic Affairs, Director OLC

Keynote Luncheon
11:30 a.m. - 12:15 p.m.
Dr. George Otte
Associate Dean of Academic Affairs, OLC's School of Professional Studies, Director Faculty, English, Interactive Technology, and Professional Studies, OLC's Academic Center

Panel: How do you best use technology in the classroom?
1:30 p.m. - 2:15 p.m.
Panelists: Professor Linda Berry and James Spaulin & OpenLab, Tech Center Director, Scott Swales, Andrew Maloney
This interactive session explores how open digital technologies can move beyond delivering content to learning, assessment, and collaboration. Drawing examples from the OpenLab, OLC Tech Center program, the research of Professor Linda Berry, and OLC's members, we will discuss opportunities and challenges associated with open digital technologies, present research evidence, and together, generate creative solutions.

Panel: What are the challenges of using technology in the classroom?
2:30 p.m. - 3:15 p.m.
Panelists: Professor Linda Berry and James Spaulin & OpenLab, Tech Center Director, Scott Swales, Andrew Maloney
This interactive session explores how open digital technologies can move beyond delivering content to learning, assessment, and collaboration. Drawing examples from the OpenLab, OLC Tech Center program, the research of Professor Linda Berry, and OLC's members, we will discuss opportunities and challenges associated with open digital technologies, present research evidence, and together, generate creative solutions.

Panel: How do you best use technology in the classroom?
3:30 p.m. - 4:15 p.m.
Panelists: Professor Linda Berry and James Spaulin & OpenLab, Tech Center Director, Scott Swales, Andrew Maloney
This interactive session explores how open digital technologies can move beyond delivering content to learning, assessment, and collaboration. Drawing examples from the OpenLab, OLC Tech Center program, the research of Professor Linda Berry, and OLC's members, we will discuss opportunities and challenges associated with open digital technologies, present research evidence, and together, generate creative solutions.

ENTRY #4

As I have mentioned before, one of the main responsibilities as an intern at Faculty Commons is to take photos at events at City Tech. Last week I got to go to the Brooklyn Museum to photograph a Living Lab event. I was really excited to get to leave the school to take pictures, especially to go to such an interesting venue. I had been to that museum before, but it was very nice to go there as an employee. I arrived before it was open through the back entrance, at 8:45am. Professor Goodlad was the one who invited me to be the photographer, and she was there to welcome me.

The first part of the day was at a conference room on the 5th floor. It was a cloudy day, which means that the light coming into the room through the window was great for photographing. The view from the window was so beautiful, by the way. Since the museum is located right next to the Brooklyn Botanical Garden, that window overlooked countless trees and you could see as far as Staten Island.

The event was for faculty from City Tech, around 20 of them. At first, they were all sitting in the conference room and I would go around taking pictures of them. An hour later, we headed to another room in the museum. This time, we got to walk around the public part of the Brooklyn Museum. It was so fun to get to be in the museum around those amazing pieces when no one else other than the rest of the people from the event.

We went to this room which they call “visible storage”. That’s where they keep some of the pieces who are not in show in the museum, but you can still see some of them. We were there for this activity which Matthew, who works for the museum, put together. It was a group play moment where people would go around drawing certain pieces for one minute, then another person would come in and finish that drawing. It’s always fun to see professors in a classroom-type situation, where they’re put in students’ shoes. This particular part of the day required a lot of agility from me, since I had to go around taking as many pictures as possible in a span of a minute. The room was kind of dark, but thankfully the pictures came out great.

After that, we went to another part of the museum where Matthew told us a bit about the history behind the pieces, which varied from vintage chairs from the XV century to other objects dated back to pre-historic periods. This room also provided a lot of interesting angles and exciting situations where people were looking at the pieces and talking about them.

We then headed back to the conference room for a closing discussion of their day in the museum. Everyone was really nice and only one person had a problem being photographed, which was easy to manage. This experience is really rewarding and I’m glad I was a part of it.



ENTRY #5

In addition to having the chance to go to the Brooklyn Museum, I also went to Borough Hall to photograph at an event. I had never been there and wow, the court room is absolutely magnificent. I was really impressed with the architecture.

The event was “Places: Art Along the Brooklyn Waterfront Conference” hosted by the Brooklyn Waterfront Research Center. It featured many artists who, in some way, work along the Brooklyn waterfront. Some important people spoke there, such as Thomas Finkelpearl, Commissioner, New York City Department of Cultural Affairs.

I was a little nervous because there were certain specific photos that needed to be taken, such as the Commissioner with other key people at the event. Luckily, I was able to gather them and take the shot.

The event consisted of four different panels with 4/5 people. I had in mind that I had to take pictures of each group as a whole, and also of each person speaking. I had to keep walking around the court room in order to find the best angle of each participant, and try to make the shots look interesting. Hopefully I was able to do so!

One thing that I had to work on was my fear of being too intrusive as I went up front to take close-up shots. This was the first time I had to be so close to my object of focus, but it ended up being okay. After all, those people being photographed were already the center of attention, so they didn't feel embarrassed or anything.

Not only was it nice to have that different setting to take pictures in, but the conference was very informative. I learned about so many exciting art-related companies that reside near City Tech and events that they host. I'll definitely be checking them out, especially with the nice weather finally approaching us.

The event went on for a total of 4 hours and I got something close to 300 shots in total. Now my job is to curate which photos are best and edit what needs to be improved. They will be up on the Brooklyn Waterfront Research Center website.



ENTRY #6

Last week was a very busy one. After photographing at the Brooklyn Museum, and the Borough Hall event, I got to take pictures at the Literary Arts Festival at City Tech. The festival took place in the Vorhees building and it featured students and faculty with various set of skills. There were poetry being read, alongside essays, and there was even a dance presentation by two students. The latter, in special, required a lot of concentration of my part. Since I wasn't using a tripod, it was a challenge to get shots that weren't blurry, because of the fact that the dancers were constantly moving (as they should). Luckily, I was able to achieve good results.

Prof Jordan asked me to arrive early so that I could take pictures of the backstage, and I did. It was great to see the last minute rehearsal taking place, and important for me to have an idea of which angles worked best.

The amphitheater where the festival was being held was, as expected, very dark and that was a challenge with which I had to deal. I had to be careful to make sure enough light was hitting the camera, but in a way that the parts of the stage that were well lit didn't come out overexposed. Of course, post-production is fundamental, and Adobe Lightroom came in handy when it was time to fix those little details.

The event lasted around a total of two hours and I was pretty tired afterwards. During the entire time, I was going up and down the stairs on the side of the amphitheater to get diverse and exciting shots. I got a total of 350 shots, so I had a lot of curating to do.



ENTRY #7

Last week at the internship I had to keep working on a project I started a few weeks back. My first task in this project was to create a web invite for the Women in STEM Luncheon. I had the chance to just make a few changes to the piece that someone else had created for the same event last year, but I preferred to try something new and came up with a design from scratch. I sent the two designs to the client, and she chose my original creation — that felt really rewarding.

Now, this new project was to take the same visual elements from that web invite, and create a printed program to be given to each participant of the event. I was given only a few hours to finish this, but with the help from Prof. Jordan and the quick feedback from the client, I was able to get everything done in time. The client was really happy with the final results, and so was I.

On Friday, I had to take pictures at another faculty event that took place here at City Tech, on the sixth floor. I enjoy taking pictures at these faculty events because it's nice to see professors in kind of a student set up. At this event, they were encouraged to share their opinions on ways to improve teaching. It's always interesting to see some of them acting shy and not wanting to raise their hands when prompted to — that makes them more relatable to me as a student.



ENTRY #8

Last week I had a very exciting task: to take pictures that will be featured on Nucleus, which is a quarterly magazine that portrays the work done by the Faculty Commons at City Tech. This edition of the magazine is going to feature, among other stories, the accomplishments by the Architecture department, in the Voorhees building. I went over there to photograph faculty and a few classrooms. The structure they have was impressive to me, I had no idea about all the 3D printing machines they have out there. The only class I've taken in the Voorhees building took place on the first floor.

Prof Jordan instructed me to take abstract pictures and have one of those be the cover of the magazine. There were so many interesting objects that the students were able to create with those machines. Most of those objects were made of paper using the laser cut machine, but there were also a few that were 3D printed.

I tried getting a broad range of photos, so I went around taking pictures from different angles, and exploring the bright sunlight that was coming in through the window. It was 1pm and sunny outside, so a lot of light was hitting the objects, thankfully.

I showed the pictures to Prof Jordan and she was very happy with the results. Now, we have to decide which ones we're going to use. Some past editions of Nucleus feature one image as a spread for cover and back cover. Other editions have one photograph for each of those pages. This week, we should get a final decision on which ones to go with.

ENTRY #9

As I have mentioned before, one thing I wasn't expecting when I started the internship was that I was going to be the official photographer here. That was one rewarding surprise, since I was able to improve my photo-taking skills. I own a DSLR camera and used to take informal pictures here and there, but that was about it. I felt insecure at first when I was assigned to photograph an event, especially because it was an important one (GenEd Day). Luckily, I was able to perform well and take good pictures.

Sometimes, at the internship, I devote all my time to editing pictures I took at events. Sometimes, our clients need the pictures posted to a Flickr account. Other times, they just need them sent via email, and other times they need Powerpoint presentations made with the photographs. The pictures I took at the Brooklyn Museum will require one, for example. I already edited and curated the pictures I took, and now I have to create the presentation.

I got another photograph assignment for next week, on Monday. I'll be in charge of documenting the Baccalaureate Celebration event of the Department of Hospitality Management. It's going to take place both at the Atrium amphitheater and then at the Janet Lefler Dining Room. I've photographed at that amphitheater before and I know it's a dark and tricky place to take pictures, but nothing that isn't manageable. The Dining Room must be much easier, though. I'm looking forward to that event because it looks like it's going to be an exciting one, and there will be amazing food, and that's always the way into my heart.



ENTRY #10

I'm an intern at Faculty Commons at City Tech with other 6 students. I get along with them well and they are all very resourceful. Sometimes, we have to ask each other to proofread our work, or to brainstorm new ideas with us. Prof Jordan will usually assign a certain person to go help out the other, but it's also common to just see us volunteering to give each other feedback.

One thing that is very important in this group is team work. That is especially true since we all share the same area and computers, we have to respect each other's space. Sometimes, someone has to use one specific desktop, for example, so we have to ask whoever is there the moment if they can let us use it, we can't just assume that it's ours. That creates a sense of respect that is essential to this kind of work setup. Sometimes we use our own computers, which comes in handy, since the office only has two desktops and two laptops for the interns.

My schedule is Tuesdays, Thursdays and Fridays from 10:30am-2/3pm, depending on the day and on what I have to get done on that day. If I get there early for some reason, I am able to also stay for less time, even though I am free to take advantage of the space, stay and get other stuff done. Usually, not all of us are at the office at the same time, since our internship program is really flexible and adapts to our class schedule.



ENTRY #11

This post is dedicated to Prof. Julia Jordan, the director of Faculty Commons. It is a true pleasure to have her as a boss, but most of all, as a mentor. It is beautiful to see how admired and respected she is by her peers, faculty and students. She conducts her work with so much love, attention and care — it is impossible not to feel inspired by it.

I met her briefly before starting interning at Faculty Commons while doing school work with Raciell and Dorian, who got me the job there. We were hanging out on the first floor of the Atrium building at school and Prof. Jordan stopped by to tell them something quick. The two quickly let me know about how great she was and how happy they were for working with her. When I officially met her at the job interview, I could also see she was great. She sounded very passionate about the work accomplished at Faculty Commons and it made me want to work there even more.

From the moment I started my internship program, I could see Prof. Jordan had a lot on her plate. She is always running around taking care of various affairs simultaneously, but effectively. She always touches base with us to make sure we're on the right path or if we need anything. Even though she is not a graphic designer, she has a very critical eye to layouts and always has good inputs to give us.

I am very grateful to have had this experience as an intern. Thank you, Prof. Jordan, for being an amazing mentor.



ENTRY #12

Last week was a mild one at the internship. I was in charge of creating the center piece spread for Nucleus magazine, in addition to a page with the name of the PSC CUNY awardees of 2015. The spreads (they were actually two) featured the pictures I took at the Architecture department at the Vorhees building. I did several tries until I was able to get the final version approved. Marlon, my coworker, is in charge of the rest of the magazine's design and served as a resourceful help. Prof. Jordan, as always, was also an important for this project.

The awardees page was more of a physical labor than a mental one. I had to get all 25 names divided in columns, and also organize them with each department they were part of and title they were given. All information barely fit in one page, but it did, so that's all that matters. That kind of page in a magazine doesn't really bring beauty to it, it's just there to deliver some important information.

Now, the Architecture spreads were a blast to work on. My job was to fit in photos of student work, of the professor featured in the story and copy of something around 500 words. Dorian was in charge of the last edition of Nucleus, and he created a visual guideline book for it that helped me a lot. I was no hassle to follow the guidelines, and at the same time I was able to give it a feel of my own. Prof Jordan was very happy with the results, and so was I.

ENTRY #13

On Monday, I had the honor of photographing an event at the Hospitality Department that gave away awards to selected students. Professor Jordan asked me if I could be a part of it a few weeks back and I had to get back to her, since I have evening classes on Monday. Thankfully, I was able to work around my schedule and be a part of the event.

The ceremony only started at 5:30pm, but I was asked to come in at 4pm to take pictures of the graduates. It was a group of around 20 people, and we went to the Atrium area on the 2nd floor to figure out the best angle and light. Prof Garcelon, from the Hospitality Department, was there to help me art direct the photoshoot. We tried two different angles: one with the students in front and on the staircase, and another one of me shooting them from up there. The photos came out great!

After that, I headed down to the Atrium amphitheater, where the award ceremony was going to take place. The organizers of the event were taking care of the last details, and it was nice to be there and plan my positioning in order to get the best shots. That venue tends to be very dark, but thankfully most lights were on during the event. The ceremony was very beautiful, and it was a pleasure to be a part of it. It went on for a couple hours, then we headed up to the department's Dining Room, where an amazing buffet was being served. I took some more candid pictures for about 20 mins, then was able to dig in and try some of that incredible food that was made by the students.

ENTRY #14

As my internship comes to a closure, I have a lot of reasons to be grateful. I had the chance to work with great minds that helped me grow both as a person and professional. My time at Faculty Commons was not very long -- something like 5 months -- but it was enough to provide me with amazing experiences.

As I've mentioned before, I have a lot for which to thank Prof. Jordan. She was a key person that made sure this experience was the best for me. My coworkers were also very welcoming and sweet to me. Many of them have been working together for a long time, so it would be understandable if they kind of had their thing going on, but that's not what happened. They were extremely friendly.

Another aspect of interning at Faculty Commons that made me grow a lot as a professional was the fact that I became a photographer. I still have a lot to learn, but have improved my skills significantly. Now I absolutely feel comfortable to add that skill to my resume and pursue something related to photography as a career.

I hope I was able to perform well and that my coworkers and faculty have appreciated my work. Thank you, Faculty Commons team and everyone involved in this program.