

# **FIREBOOK**



Firebook's mission is to give people the power to share and make the world more open and connected. People use Firebook to stay connected with fellow firefighters, to discover what's going on in the world, and to share and express what matters to them.

We will use social media to develop genuine relationships with the community and professionals in the fire department. We will do this by sharing our expertise, solving common problems, developing an online trust that will translate to offline interactions, and by being transparent in our dealings. Our goal is to find like minded business leaders that see value in our services and join with us in using social media to spread good news. Social media will be the main focus of our marketing efforts, with other marketing avenues designed to support our social and online presence.

It was finally the beginning of the semester, which I was excited about and at the same time I was nervous. Excited because I knew I was at the end to finally say I got my bachelor's degree. Nervous because I'm taking two big major classes, internship and senior project.

I was worried on the first day of class because I still haven't acquired an internship and just kept thinking to myself that more than half the class would have one while I don't. Then I come to find out that I wasn't alone in that boat, people were still looking for one still. I kept looking for paid internships, which is my mistake because I limited myself. I then opened my search and didn't mind taking something that didn't pay. I even asked my friends to ask around to help me out. The week had gone by so quick that it was already Sunday. I had no luck week one fearing I would go to another internship class without one.

The first day finally came around that I started with the internship. I was preparing myself for the short deadlines and everything else the Professors always scare us about. Just like any other human we think so much about something new we are getting ourselves into. Then I arrived at the location where Mr. Miller showed me around the other business he is a part of.

He then led me to the conference room. He began discussing with me the full specs of the new company he wanted to create. I began to jot down all the important things he had said. Then he handed me first task, which was to create a logo for Firebooks. I was given a two week deadline because things still needed to be established on his part.

**CRUNCH TIME BEGINS NOW!**



It's been quite an interesting road thus far because you never realize how many times you can switch directions when it comes to a logo design. It's different when you have to design something for someone else besides yourself, an actual client. It gets really annoying that they aren't always satisfied, but when is anybody when they are making the image for their company to display for the whole world to see. I am just glad that he liked my designs and didn't just shove off all my ideas. He was a tough critic, but I ended up winning him over on the logo design.

Now began the stationery design, which was the easy part to do and was given a week deadline for it. It just really needed a quick simplistic design that gave the consistency throughout the whole stationery. I try to take the "less is more" to heart, which is another reason I love minimalistic design. I went through a couple of ideas just because I wasn't satisfied. This branding became my baby and I had to nurture it to make it strong overall.



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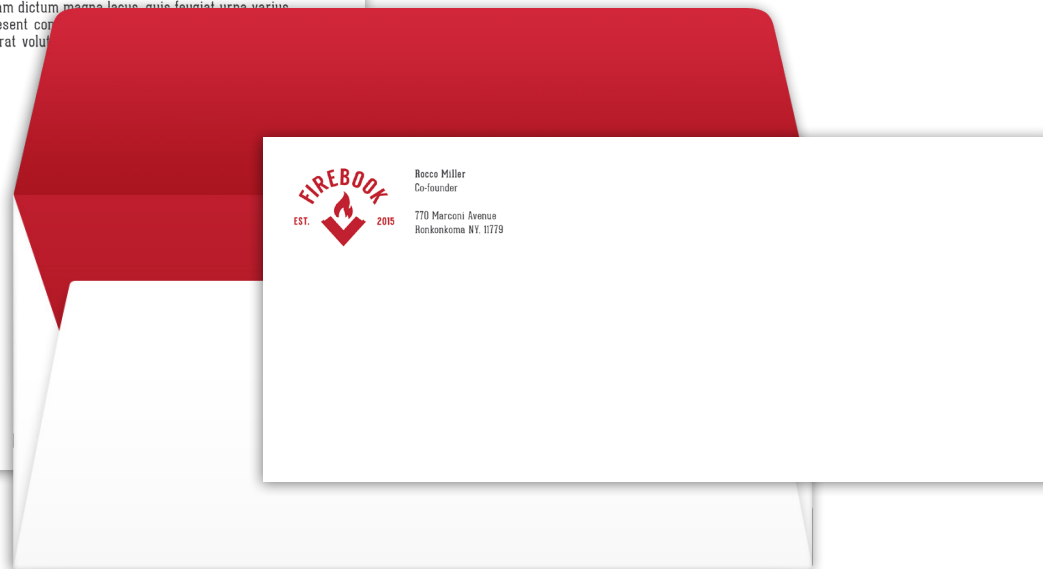
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Sincerely,

*Rocco Miller*  
Rocco Miller

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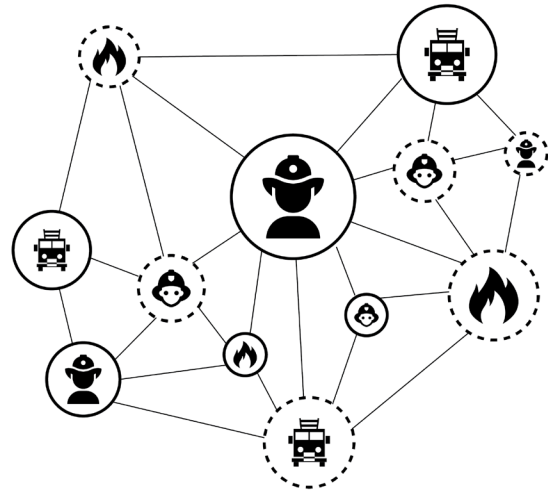


This where things got really intense for me because I was out of commission and missed a week or two. I was involved in a motorcycle accident, which left me unable to walk and all cut up, stitches and pain. I was just happy to be alive and got out of it with minor injuries. That pushed me back on the work, but it was great that Mr. Miller was willing to work with me on this. It cut down on all the stuff I could have worked on while being on board with Firebook.

It was just constant email with my supervisor and got back to him as soon as I could. I was knocked out on meds most of the time and was occupied with the pain so I couldn't really focus on design work.

I then practically started working from home on the next project, where were the ads.





**STAY CONNECTED, STAY UPDATED,  
NO MATTER WHERE YOU ARE.**

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