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Communication Design

COMD 4900 Internship, Fall 2024 Session

September 2024 - December 2024

Introduction to the Internship

Company / Team:

- Graphic Design Intern at a design company specializing in restaurant branding.
- Small design team with hands-on learning.
- Work from home through Zoom and email.

Main Responsibilities:

- Designing menus, signage, t-shirts, and promotional materials.
- Collaborating on design ideas for various clients and projects.
- Creating both print and digital designs based on client specifications.



Image from Freepik

Project 1 - Menu Design

Title: *Designing Menus for Clients*

- **Objective:** Create visually engaging menus that align with client branding.
- **Tasks:**
 - Organized content into clear sections (appetizers, mains, drinks, etc).
 - Experimented with various layouts and typography styles.
 - Ensured visual balance while accommodating client preferences.
- **Challenges:**
 - Handling large volumes of text and images.
 - Balancing functionality with aesthetics.
- **Outcome:** Delivered a polished menu design that was both user-friendly and visually appealing.
- **Skills Gained:** Improved layout design, attention to detail, and time management.



Images from Freepik



Project 2 - Window Signage

Title: *Designing Window Signage for a Deli*

- **Objective:** Create signage that attracts customers and conveys key messages clearly.
- **Tasks:**
 - Selected bold typography and high-contrast colors for visibility.
 - Designed layouts for various window sizes.
 - Incorporated client-specific branding elements.
- **Challenges:**
 - Adapting designs to fit physical spaces.
 - Ensuring readability from a distance.
- **Skills Gained:** Applied advertising principles and refined outdoor design skills.



Image from Freepik

Project 3 – Seasonal Holiday Cards

Title: *Creating Festive Holiday Cards*

- **Objective:** Design holiday cards that reflect seasonal themes and promote client goodwill.
- **Tasks:**
 - Brainstormed creative concepts using festive motifs (snowflakes, ornaments, etc.).
 - Combined illustrations with typography to create warm, celebratory designs.
 - Worked on ensuring the cards were aligned with the client's brand identity.
- **Challenges:** Balancing creativity with the brand's professional tone.
- **Outcome:** Designed cards that clients loved and used for holiday promotions.
- **Skills Gained:** Strengthened illustration and layout skills for print design.

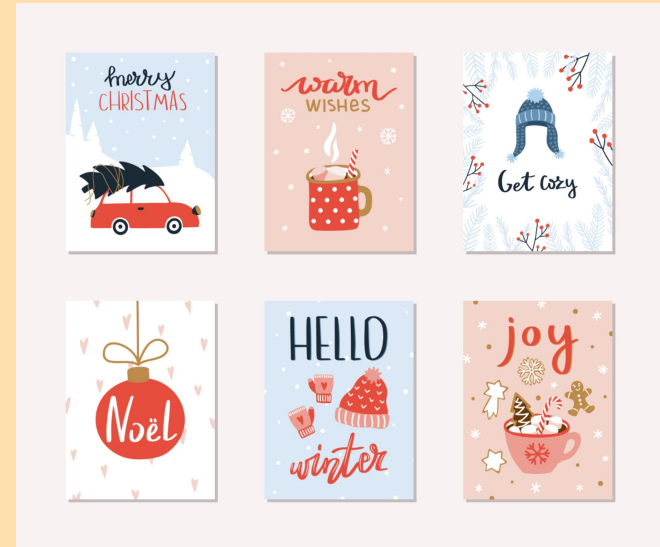


Image from Freepik

Project 4 - T-Shirt Design

Title: *Creating Custom T-Shirts for a Client*

- **Objective:** Design creative and wearable t-shirts that promote the client's brand.
- **Tasks:**
 - Developed unique graphics for the shirts.
 - Selected appropriate color schemes for print.
 - Ensured designs resonated with the target audience.
- **Challenges:** Adjusting designs for various sizes while maintaining quality.
- **Outcome:** Produced t-shirt designs that were visually appealing and on-brand.
- **Skills Gained:** Knowledge of designing for apparel, print file preparation, and branding consistency.



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Self-Reflection

Title: *Internship Reflections and Skills Gained*

- **Personal Growth:**
 - Learned how to work efficiently with real clients.
 - Developed better time management and multitasking skills.
- **Key Skills Acquired:**
 - Proficiency in Adobe Illustrator, Photoshop, and InDesign.
 - Improved communication and collaboration.
 - Understanding of branding and print design processes.
- **Internship Hours:**
 - Completed 120 hours to fulfill the requirement.
- **Takeaways:** This internship helped build my confidence, sharpened my design skills, and prepared me for future opportunities.
- **Future Goals:**
 - Apply learned skills in professional roles post-graduation.
 - Continue growing as a designer and exploring new creative challenges.



Image from Freepik

Thank
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