

Redesigning the Scholarship Application



Antoni Shkraba 2019, *Photo of Woman Writing on Tablet Computer While Using Laptop*, accessed 18 October 2022, <<https://www.pexels.com/photo/photo-of-woman-writing-on-tablet-computer-while-using-laptop-43484/>>

When I first started my internship experience, I had thought that the work I would be receiving would relate to my area of concentration which is illustration. However, all of the projects I have been given so far have been focused around both graphic design and typographic design, two areas in which I had experience in. While these subjects are not my main focus, I believe working on these projects have strengthened my skills in both of these areas significantly. Thanks to this internship, I have been able to work on projects that I never would have worked on when I was in college.

One notable project I received was my first assignment from my supervisor; redesigning the scholarship application for the organization. Being my first assignment, I was a little anxious in working on it since I had never been tasked with redesigning any documents for an organization before. On top of that, it was also my first assignment where I was working remotely so there was still some confusion for me in the form of communication. Through working on this assignment, I learned a lot about the specifics of redesigning for an organization and what goes into redesigning documents like scholarship applications. One thing I learned is the importance of following specifics from the supervisor.

For me, this came in the form of feedback from the supervisor where she specified that materials from the organization such as their logo and branding colors were to be used throughout each and every project. Hearing this feedback from my supervisor made me realize just how important the use of materials like logos and branding colors are in creating unity for a brand. Brands like Google use the same 4 colors in their branding in order to create unity and homogeneity across their apps and services. Unity for Equality is no different and the utilization of its branding colors is important as it makes their organization more easily identifiable and recognizable.

After receiving my first round of feedback from my supervisor, I utilized what I learned from my introspection in order to create a design that was more in line with what the supervisor and organization were looking for. During this second iteration of the scholarship application redesign, I incorporated the logo throughout the pages where it was most important such as the introductory pages and the beginning of the application/supportive materials itself. I also incorporated the use of the organization's branding colors in more subtle ways

that I believe added a flair to the application's design without distracting from the information that was important to the applicant and the organization.

During the second round of feedback, I was happy with my final design of the scholarship application as was my supervisor. A couple of weeks after my final submission, I received a voice message from my supervisor where they expressed appreciation for my design work and let me know that they were moving forward with my design for their redesign of the scholarship application. This made me extremely happy and made me feel that my work was being validated. It felt good to hear that from my supervisor and made me motivated to do my best in future projects.