

**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.

**Developing Your Brand      /200**

1. What is your brand? How do you identify yourself? Describe yourself? .  
Develop a brand logo that represents you (*an original*). \_\_\_\_\_ (20)

I am driven by passion and creativity. I am persistent and hardworking as I am willing to take up multiple tasks and complete every one of them. Often times I am the one to pick up everyone’s slack and encourage them to work more efficiently. I like to work by the books but I do not let that limit my opportunity for growth and improvement. I love to contribute new ideas and be a good team player.

**Logo:**

The logo I created contains a pink lotus flower with my last name “MARCANO” in the middle. I used the Franklin Gothic Medium font for the name. The Lotus flower grows from mud, sometimes the dirtiest water without sunlight. The sunlight reaches the flower once the buds are born and grow above the surface. When the sun illuminates this flower it blooms into a beautiful flower. According to the Institute for Asia and Asian Diasporas at Bingham university, In eastern religion the lotus flower is the symbol of “purity, enlightenment, self-regeneration and rebirth.” I chose this flower as a representation of my life. In spite of all the hardships and chaos I have experienced throughout my life, I have learned to grow from it and become the person I am today. I am constantly seeking ways to improve and become the best version of myself. I chose a pink lotus flower because the color pink represents compassion and love and is often associated with hope. The color pink evokes feelings of optimism and positivity in regards to how we approach life (Braam, 2021).



2. Write a mission statement about yourself as a company (or brand), what would be your *direction, opportunity, significance, and achievement*? Write your *personal and professional mission statement for your potential employers*. \_\_\_\_\_  
*In order to write your mission statement:*
  - a. *Look at your past successes (your detailed resume and cover letter)*
  - b. *What were you successful at doing? What are the running themes in your resume?*
  - c. *Core Values (what do you value? Hard work? Creativity? Honesty?)*
  - d. *Contributions: Where have you contributed? Your community? Your university?*

I want to inspire others to operate more efficiently and become more passionate about the work they do. I value honesty and hard work. After working a little over 5 years at my current company, I hope to become my own boss someday, whether it be me supervising a team or me running my own business.

3. Discuss your personal and professional objectives. Objectives are detailed statements that support your mission statement. *Please write five (5)*
  - **Improve my health & wellness**
  - **Manage my time better**
  - **Increase savings**
  - **Permanent Product Development position**
  - **Obtain an additional Associates degree in Textiles**

4. *Please write more than five (5) personal and professional goals that support your objectives. Some goals can be short-term while other goals can be long term.*

- **Improve my health & wellness:**
  - Set a healthy weight to maintain.
  - Exercise three times a week for 30mins.
  - Walk for 30mins every day.
  - Stop eating fast food.
  - Cook balanced and healthy meals.
- **Manage my time better:**
  - Make a To-Do-List.
  - Limit use of social media.
  - Wake up an hour earlier every day.
  - Go to sleep earlier.
  - Divide work and prioritize what is most important.
- **Increase savings:**
  - Create a monthly budget.
  - Set a monthly savings goal.
  - Decrease spending.
  - Decrease outdoor dining.
  - Only shop when necessary.
- **Permanent Product Development position:**
  - Apply for Product Development Internship.
  - Obtain Experience.
  - Complete Internship.
  - Apply for permanent Product development position (Associate Position).
- **Obtain an additional Associates degree in Textiles:**
  - Create a Portfolio.
  - Get a recommendation letter.
  - Apply to FIT.
  - Study and attend lectures.
  - Submit work on time.

5. How would you position yourself in the marketplace against your competitors? Please describe. You can use a SWOT analyses. \_\_\_\_\_

Strength	Weaknesses
<ul style="list-style-type: none"> <li>• Fast learner</li> <li>• Determine/Persistent</li> <li>• Task-oriented/Organized</li> <li>• Excellent multi-tasker</li> <li>• Experience in the Fashion Industry</li> <li>• Bilingual</li> </ul>	<ul style="list-style-type: none"> <li>• Perfectionist</li> <li>• Impatient</li> <li>• Mistrusting</li> </ul>

Opportunities	Threats
<ul style="list-style-type: none"><li>• Continuing education</li><li>• Expanding my network</li><li>• Volunteering</li><li>• Mentoring</li><li>• Traveling abroad</li><li>• Promotion</li></ul>	<ul style="list-style-type: none"><li>• Age</li><li>• Limited work experiences</li><li>• Economy</li><li>• High number of competitors</li></ul>

Reference page:

Braam, H. van. (2021, May 26). *What color is hot pink? meaning & psychology of hot pink*. Color Psychology. Retrieved November 17, 2021, from <https://www.colorpsychology.org/hot-pink/>.

**Format/ ORAL PRESENTATION**

The Image (20) \_\_\_\_\_

Times New Roman 12" (10) \_\_\_\_\_

APA format (20) \_\_\_\_\_

Reference page (10) \_\_\_\_\_

Visuals and designs PowerPoint (20) \_\_\_\_\_

Professional Appearance (20) \_\_\_\_\_

**COMMENTS:**