

The H Group

Samantha Meany – Summer 2018

COMD 4900 Internship – D032

About



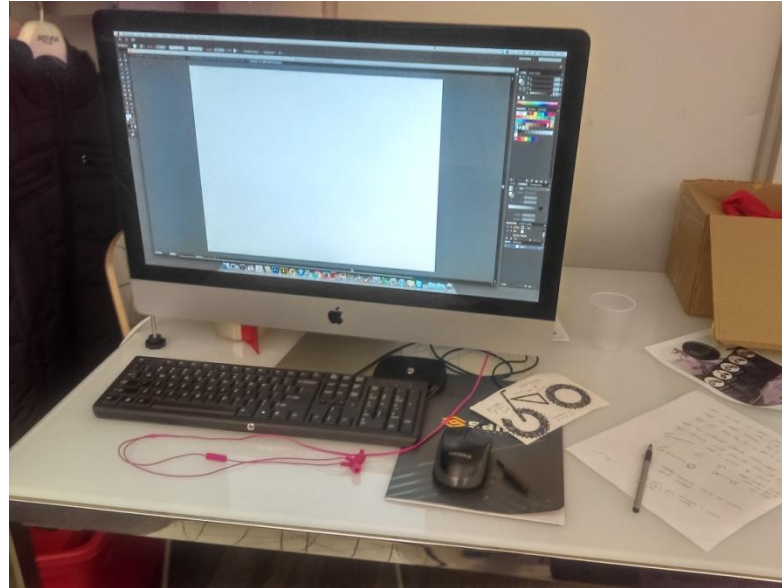
- **Location: 462 7th Ave 9th Floor, New York, NY 10018** (right nearby the Macy's flagship store in Herald Square, and a 10 minute walk away from Times Square)
- A private manufacturing company that has been in the business for over 20 years.
- Size of the company: Roughly 15-20 people
- Provides in men's active clothing and sports materials.
- Brands include Lotto, REPAIR, RPX Activewear, and Go Power Bike.

How Did I Get the Internship?



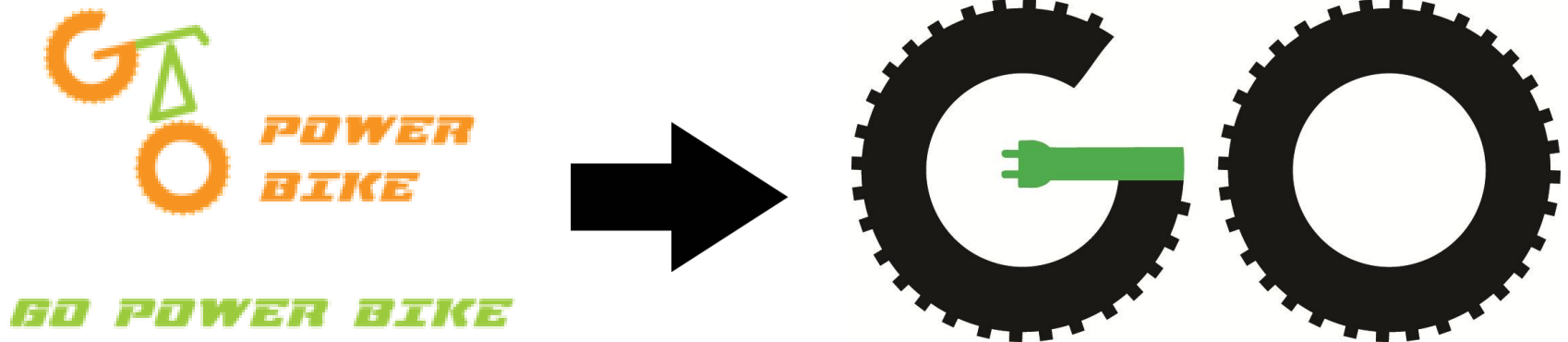
- I discovered it via a job listing offered on internships.com
- Got an email merely 12 hours after applying for it by my eventual supervisor, Jeremy, asking me for an interview.
- Interview took place on May 22nd, as I showed off my best portfolio work, ranging from graphic design to typography.
- Took at least 2 weeks after the interview to sort out my work hours and credits via email until I finally started working on June 6th.

What Do I Do?



- Main task: To help rebrand and develop an advertising campaign for Go Power Bike: an electric-powered bike brand
- I mainly do graphic design work, ranging from digital advertisements, logo designs, and brochures.
- These projects are all done via Photoshop and Illustrator

Projects – Go Power Bike Logo Re-Design



- Original logo didn't have any resemblance to looking like an actual e-bike, so the words were removed and it's just left with "GO"
- Logo is placed horizontally instead of a tacky vertical position.
- The green stem of the "G" is to resemble an electrical plug, giving the resemblance of an e-bike.
- Designed in Illustrator.

Projects – Go Power Bike Brochure

Efficient. Eco-friendly. Excercise. Economical. Exciting.

Bikes start at \$750

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GO Power Bike

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212-719-5500
Ext: 104
GoPowerBike.com

GO EXPRESS
The perfect blend of city and adventure all in one

*500W Motor
*48V10ah Lithium Battery

*Riding speed up to 20 MPH without assitant & up to 40 MPH with pedal assitant
*30 miles per charge on 3 hours of charging time
*Durable and lightweight bike/Carry up to 260 pounds
*Front and back disk brake with 20" tires

Go ahead, enjoy the ride!

GO SPEED
Where function & adventure collide. An ideal source for all your deliveries or tackling any terrain in its way

*500W Motor
*48V10ah Lithium Battery

*Riding speed up to 20 MPH without assitant & up to 40 MPH with pedal assitant
*30 miles per charge on 3 hours of charging time
*Durable and lightweight bike/Carry up to 260 pounds
*Front and back disk brake with 26" tires

Go ahead, enjoy the ride!

GO CITY
Commuting easily and efficiently

*250W Motor
*48V10ah Lithium Battery

*Riding speed up to 20 MPH without assitant & up to 40 MPH with pedal assitant
*30 miles per charge on 3 hours of charging time
*Durable and lightweight bike/Carry up to 260 pounds
*Front and back disk brake with 20" tires

Go ahead, enjoy the ride!

- Brochure was made to advertise the types of bikes Go Power Bike sells.
- Backdrops are photographs of various bikes sold through the brand, placed underneath a light shade of green.
- Inside of the brochure contains information on each bike, while the outside is cover, containing social media links, website, address, and catchy slogans.
- Designed in Illustrator, cropped in Photoshop.

Projects- Advertisements



- Ads were designed within Photoshop.
- Inspired by the idea of Summertime and people walking/biking around beach boardwalks.

What Did I Learn?

- **Managing deadlines within projects**
- **Expanding my skills in Illustrator and Photoshop**
- **Properly developing a powerful advertising campaign for a brand**
- **Making connections with my coworkers and bosses**

Overall...

**It was a fun learning experience, and
I'm grateful to have this opportunity
with The H Group!**