

# Yarlin Peralta

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**Graphic Design Intern**

**COMD 4900 - Final Presentation**

# About the organization

- BIWTC provides workforce preparation and educational services at City Tech.
- Focuses on giving these opportunities to New York residents and students enrolled in the division of continuing education.

# About the internship

- Worked on a few solo projects as well as in group tasks.
- Most of the time I was editing photos and videos.
- Create content for social media platforms.
- Designed logos and poster.
- Selected photos and videos to post on social media.
- Created captions for photos and videos (reels).

# How did I obtain the internship?

- Internship professor helped me to obtain this internship by recommending me to the director.
- Emailed and called the director and sent my resume along with my portfolio.
- Once the team reviewed my resume and portfolio, they emailed me for the interview.
- It was a group interview, I got interview with another intern.
- During the interview, we talked about each other strengths as designers and what we could do as creatives.
- The coordinators told us about the organization and the task we were going to as interns.

# Projects I have Worked on

- Worked on a few solo projects as well as in group tasks.
- I will be showing some of the solo projects I created throughout the semester.

# Project 1:

- Poster for the construction students.
- What to wear and What not to wear.
- Used AI illustrations generated in Adobe Illustrator to show each clothing item.
- Used school colors.

## Construction Students



### What to wear:



Jeans



Construction Boots



Regular Sleeve Shirt  
(no tank top/cut shirt)



Wear Hair Back



### What not to wear:



Hoop Earrings



Jeans With Rips



Sagging Jeans



Hats



Flip Flops/  
Open Shoes



Sneakers



Sweatpants



Pajamas



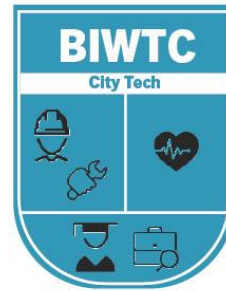
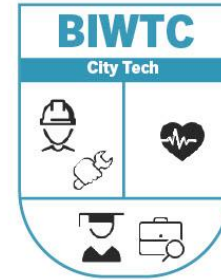
# Project 2:

- Social Media Icons.
- Had to create new social media icons for their apps.
- Used apps colors and created a gradient to give a glowing effect.
- Putted the same shape around the icons to give a more cohesive look.



# Project 3:

- Created a logo, with updated school color and black and white version.
- Incorporated elements that represent the organization.
- Did two different versions with different shapes.





# Self – Reflection

- Learned things at a more professional level.
- Worked more comfortably in groups and individually.
- Improved my graphic designer skills in programs such as Photoshop, Adobe Premiere and Lightroom Classic.
- Got used to having to do constant check-ins with my supervisor.
- Learned how things will feel and look once I get a job at a company and have to work with supervisors, clients, and coworkers.