



Position Title: Print Layout & Concept Design Intern

Department: Graphic Design

Internship Term: Summer (June 13 – August 10, 2017)

Position Description: i-SAFE Ventures Digital Learning, a non-profit organization, is seeking qualified high school students interested in gaining hands-on experience with **Print Layout & Concept Design**. The selected intern will **prepare informational poster(s) for print and digital distribution from concept to completion**. Posters are designed for specific age groups within grades K-12. The purpose of this project is to provide print materials for i-SAFE's educational program that aims to educate and empower students as effective, creative and responsible digital citizens in today's technology-infused world. Project(s) may involve the production of print materials for iDrive; i-SAFE's Youth Outreach and Empowerment Program for teens ages 13-17. Through iDrive, students in grades 8-12 investigate and address issues that impact their generation, and affect positive change in their communities—both online and offline.

This internship position is a valuable opportunity for students seeking a career in Print Publications/Graphic Design for Distribution. Jobs related to this internship position represent multiple college and career pathways.

Advisory: Eligible for Publications (Yearbook) Course #: 809005

Prerequisites: Workplace Readiness Training; Graphic Design CTE Course #: 609405*

*Articulated with Palomar College Course GCIP 140: Digital Imaging Photoshop 1

Corequisites: Enrollment in CTE Internship Course (Fall 2017-2018)

CTE Industry Pathways:

- Arts, Media and Entertainment (AME) – Design, Visual and Media Arts

College Degree & Certificate Programs:

Local 2-year colleges offer degree and certificate programs related to this internship position and articulated CTE courses are listed below. College credits and courses may eligible for transfer to a 4-year University.

- [Graphic Communications Emphasis in Digital Distribution](#) (Palomar College)
- [Graphic Communications Emphasis in Production](#) (Palomar College)
- [Electronic Publisher Certificate of Proficiency](#) (Palomar College)
- [Graphic Design Degree](#) (Mira Costa College)
- [Digital and Print Publishing](#) Degree/Certificate (Mira Costa College)

Sample Occupations: Layout artists have employment opportunities including but not limited to commercial printing companies, corporate electronic publishers, service bureaus, direct mail companies, magazine publishers, advertisement companies, typographers and compositors, freelance publications, newspaper publishers, and marketing agencies.

General Internship Information

Benefits of the High School Internship Experience

Internship experience provides students with the opportunity to:

- apply classroom knowledge and skills in a real-world work environment
- develop and strengthen workplace etiquette and skills
- build a resume, portfolio and professional network
- explore a career in a pathway of interest
- receive school credit and/or financial compensation

Internship Eligibility Requirements

During the academic year, applicants must meet the following requirements in order to be considered for the position.

- Qualifying high school junior or senior*
- Obtains teacher recommendation for the internship position
- Must show interest and be enrolled in course or CTE program related to the career path
- Maintains 3.0 GPA or above in CTE course or other related course as indicated
- Maintains overall 2.0 GPA or above
- Completion of workplace skill training
- Reliable form of transportation

**Sophomores ages 16 and over may be considered with teacher recommendation*

Required Workplace Skills

Candidates for this position must exhibit the following workplace skills:

- Demonstrates regular attendance and punctuality
- Arrives to work with appropriate attire, hygiene and demeanor
- Applies appropriate and effective communication etiquette in the workplace inclusive of verbal, non-verbal and written messages
- Maintains positive attitude under pressure
- Works diligently toward self-established goals
- Practices effective time management: ability to prioritize tasks and meet timelines
- Exhibits active problem-solving and decision-making skills
- Solicits and applies constructive feedback from peers and supervisors
- Demonstrates teamwork and collaboration
- Shows respect for others' timelines and the workplace environment
- Regards safety of self and others
- Responsible use of technology and workplace equipment
- Complies with workplace policies and procedures

Print Layout & Concept Design Intern Roles, Requirements, and Responsibilities

Print Layout & Concept Design Intern Role

The Print Layout & Concept Design intern works within the Graphic Design Department to prepare materials for print and digital distribution. The successful intern effectively combines visual elements and written copy in the production of posters for i-SAFE's K-12 program. With guidance from the Creative Director, the Print Layout & Design intern will apply image manipulation skills with skills in typography and grid layout to create poster(s) for a specific age group and purpose. Informational posters address topics in e-Safety and digital citizenship. Posters may include branded concepts developed according to the following grade bands: Dot & i (grades K-2); Sock Puppet Nation (grades 3-5); STRR Avatars (grades 6-8); iDrive Youth Outreach and Empowerment (grades 8-12). Poster topic and content to be determined by the Creative Director and the Director of Education. The Creative Director provides feedback to ensure that print materials effectively and appropriately conveys the brand image and voice of the i-SAFE brand/theme, product quality, and as well as the accuracy of educational content depicted in the poster.

Print Layout & Concept Design Intern Requirements

Interns develop and strengthen knowledge and skills through experience. Basic job-related knowledge, skills and abilities are necessary to carry out responsibilities of this position:

- Basic computer and keyboarding skills
- Proficient in Google Applications (i.e. Docs, Sheets, Slides and Drive) and/or Microsoft Programs (i.e. Word, Excel and PowerPoint)
- Business communication etiquette
- Basic proficiency in Photoshop and Illustrator
- Basic knowledge, skills and an eye for design principles including: color, contrast, balance, line, space, scale, proximity, repetition, with emphasis in typography (typeface selection, hierarchy and kerning)

Bonus Skills:

Basic proficiency in InDesign

Print Layout & Concept Design Intern Responsibilities

The Print Layout & Concept Design uses Adobe Photoshop and Adobe Illustrator to prepare poster(s) for print. The successful Page Layout & Concept Design intern builds poster(s) and other materials for print and digital distribution with a fresh, creative style that appeals to the target audience.

Duties and Tasks include:

- Meet with the Creative Director and Director of Education to receive written informational content to use in the poster project
- Establish timeline to produce 3 concepts (samples) for the poster
- Daily report to the Creative Director for status update on project
- Develop 3 concepts (sample ideas) for each poster
- Select an appropriate color scheme, theme, and images/graphics that appeals to the target audience and conveys the information material
- Use images to effectively represent information
- Apply principles of design: line, space, scale, proximity, repetition, and typography (kerning and hierarch) to arrange written material that is easy to read and visually appealing
- Communicate with the Creative Director for clarification on the information as needed

- Use proper spelling, grammar and punctuation in written copy
- Adhere to brand guidelines and standards for the selected target age/grade level
- Avoid negative, strong or biased visual messaging
- Choose appropriate images and photos with respect for diverse beliefs, perspectives, ethnic backgrounds and age groups
- Solicit and incorporate feedback from the Creative Director
- Submit 3 poster concepts to Creative Director by attaching in a ZIP file and sending via e-mail
- Meet with the Creative Director and Director of Education for concept selection and feedback
- Complete the final poster concept
- Submit the final project to the Creative Director in a ZIP file as an e-mail attachment
- Develop and strengthen file management skills by creating and organizing graphics into folders
- Follow i-SAFE's intellectual property policy

How to Apply:

1. Send your resume to i-SAFE via e-mail to interns@isafe.org. In the Subject line type "iDrive Internship" along with the title of the internship position for which you would like to apply.
2. An i-SAFE representative will contact you to schedule an interview.
3. Arrive at your interview on time and ready to shine!

Note: *Submitting an application does not guarantee acceptance into the program. Students must provide their own transportation to the internship worksite.*

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