



Position Title: Social Media/ Digital Image Manipulation 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 **digital image manipulation**. From concept to completion, the selected intern will **use digital image manipulation to develop creative, branded, visual content** for one or more social media platform (Instagram, Twitter, Facebook) that is focused on the core mission of 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 involving digital media arts and/or social media. Jobs related to this internship position represent multiple college and career pathways.

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

* CTE Course articulated with Palomar College Course GCIP 140: Digital Imaging/Photoshop I

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

CTE Industry Pathways:

- Arts, Media and Entertainment (AME) – Design, Visual and Media Arts
- Marketing, Sales and Services (MSS) – Marketing & Advertisement

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.

- [E-Marketing Degree](#) (Palomar College)
- [Social Media for Business Certificate](#) (Mira Costa College)
- [Digital Imaging](#) or other [Graphic Communications](#) Degree/Certificate (Palomar College)
- [Graphic Design Degree](#) (Mira Costa College)
- [Graphic Design Certificate](#) (Mira Costa College)

Sample Occupations: Social Media Coordinator, Social Media Content Development, New Media Journalist, Brand Management, Digital Marketing and Advertising Specialist.

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

Digital Image Manipulation Intern Roles, Requirements, and Responsibilities

Digital Image Manipulation Intern Role

The successful intern works within the Graphic Design Department to develop intriguing, engaging, creative and original visual content that effectively expresses the youthful brand image of iDrive: witty, thought-provoking, vibrant, energetic and current. Social media graphics accurately and effectively convey written content with images and/or text for a target audience ages 13-17. All social media content must coincide with the iDrive brand and communicate the core mission of iDrive which is to educate and empower youth as 21st century leaders in a technology-infused society; to inspire teens to use the power of modern technology to speak out about issues that are important to them. iDrive social media content may correspond with awareness months, youth-driven campaigns, and corporate initiatives. Under supervision of the Creative Director, the social media intern will work interdependently with the Digital Communications department to produce visual content for social media posts. Supervisors and supporting team members provide feedback to ensure that social media content accurately conveys the brand image, voice, and core mission of iDrive.

Digital Image Manipulation 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 Adobe Photoshop
- Proficiency in Illustrator is a bonus skill (desirable but not required)
- Basic knowledge, skills and an eye for design principles including: color, contrast, balance, line, space, scale, proximity, repetition, typography (hierarchy and kerning)
- Ability to select and create images and graphics that visually convey the tone and messages of written content
- Media literacy skills
 - Analyze, evaluate and create digital media for messaging and purpose
 - Represent data in visual form (e.g. charts, graphs, infographics)
- Basic knowledge and proficiency in using social media platforms (i.e. Instagram, Twitter, Facebook)

Digital Image Manipulation Intern Responsibilities

The Digital Image Manipulation intern creates a minimum of five images for one or more social media platforms per week. The intern collaborates with the Social Media Editorial intern to create daily posts using the Social Media Editorial Calendar spreadsheet. The successful digital image manipulation intern creates visual material that stands out from a high-volume of social media content leading to increased number of clicks, likes, and comments in correlation with written content.

Duties and Tasks include:

- Daily report to the Creative Director
- Read written content marked “approved” on the editorial calendar and determine the central message, idea and tone of the caption and links to related sources
- Interpret central message, idea and tone for the post using images and/or typography

- Apply principles of design in the creation of social media content
- Use proper spelling, grammar and punctuation in typography
- Make effective and selective use of text
- Include links/URLs in images that require attribution
- Create social media content according to specific dimensions of the social media platform
- Choose appropriate images and photos with respect for diverse beliefs, perspectives, ethnic backgrounds and age groups
- Follow iDrive brand guidelines and represent company values for each post
- Avoid negative, strong or biased visual messaging
- Solicit and incorporate feedback from the Creative Director
- Daily submit content to Creative Director for review
- Submit final image as JPG file in an e-mail attachment to the Creative Director
- Develop and strengthen file management skills by creating and organizing graphics into folders
- Update the Social Media Editorial Calendar to indicate that the visual content is approved for publication
- May meet with Social Media Editorial intern for review of established goals with supervision of Creative Director
- 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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