Position Title: Web Page Layout & 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 **Web page layout and design**. The selected intern will **design Web page layout for online publication of the iDrive newsletter and/or blog** 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 in Web page design and/or development. Jobs related to this internship position represent multiple college and career pathways.

Prerequisites: Workplace Readiness Training; Computer Applications & Web Design CTE Course

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
- Information and Communication Technology (ICT) – Software Systems & Development

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)
- Web Data Base Design (Palomar College)
- Graphic Communications Emphasis in Digital Distribution (Palomar College)
- Interactive Web Multimedia and Audio (Palomar College)
- Internet Emphasis in Graphic Communications (Palomar College)
- Graphic Design Degree (Mira Costa College)
- Web Development and Design Degree or Certificate (Mira Costa College)
- Web Design Certificate (Mira Costa College)

Sample Occupations: Web Developer, Web Designer, e-Commerce Director, Search Engine Optimization, User Experience (UX) Design

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

Web Page Layout & Design Intern Roles, Requirements, and Responsibilities

Web Page Layout & Design Intern Role
Under supervision of the Creative Director, the successful intern works within the Graphic Design Department to prepare editorial content, written for the iDrive newsletter and/or blog posts, for online publication at www.idrivetvonline.com and/or digital distribution via e-mail. The Web Page Layout & Design intern organizes written content into a Web page layout for a target audience ages 13-17. Web page layout and design effectively expresses the youthful brand image of iDrive: witty, thought-provoking, vibrant, energetic and current. All elements of online publications 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's newsletter and blog content may correspond with awareness months, youth-driven campaigns, and corporate initiatives. Supervisors and supporting team members provide feedback to ensure that Web page/ newsletter content accurately conveys the brand image, voice, and core mission of iDrive.

Web Page Layout & 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 WordPress, Dreamweaver
- Basic knowledge an proficiency in HTML and CSS
- 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: (desirable but not required)
- Proficiency in Adobe Photoshop
- Skills and talent in the areas of image manipulation and/or illustration

Web Page Layout & Design Intern Responsibilities
The Web Page Layout & Design intern uses WordPress to prepare bi-weekly iDrive newsletter articles/blog posts for online publication according to the iDrive Editorial Calendar spreadsheet. The successful Web Page Layout & Design intern builds Web pages with a fresh, creative style that appeals to an audience ages 13-17 leading to increased number of website visits and readers.

Duties and Tasks include:
- Daily report to the Creative Director
- Read written content marked "approved" on the editorial calendar.
- Visit links in the draft copy to ensure that they are working and correct
- Plan the Web page layout applying technical knowledge and design principles
    - Create effective visual hierarchy in headings, subheadings, body, lists and sidebars
    - Enable easy reading with organization
    - Appropriate selection of type face style and size for easy reading and branding

- Choose color palate appropriate to subject, brand and audience
- Select effective and appropriate images for content
- Ensure easy web page navigation and a user-friendly experience
- Use a clean grid to divide the content into sections that align, create balance, visual flow that works with site visitors natural Web reading patterns and behaviors
- Display information in order of importance (left to right; top to bottom)
- Ensure that image resolution is optimized for the Web (impacts loading time)
- Use CSS to manipulate appearance of web page elements (impacts loading time)
- Create mobile friendly page with responsive design

- Communicate with the Creative Director and/or Editorial intern for clarification on the organization and structure of draft copy when needed
- Include multimedia elements (i.e. graphics, photos, images, video clips) with support from Graphic Design Department
- Choose appropriate images and photos with respect for diverse beliefs, perspectives, ethnic backgrounds and age groups
- Use proper spelling, grammar and punctuation in typography
- Embed hyperlinks/URLs in text copy and in attributions
- Follow iDrive brand guidelines and standards in each publication
- Avoid negative, strong or biased visual messaging
- Solicit and incorporate feedback from the Creative Director
- Submit Web page layout to Creative Director for review (WordPress link not to be set to public until the final project is approved)
- Submit final web page to the Creative Director in one of two ways:
    - WordPress: Send the link to the work in progress to the Creative Director for approval. This link must not be public until project is approved.
    - Dreamweaver: Send the ZIP folder of the HTML file and all images to the Creative Director as an e-mail attachment.
- Develop and strengthen file management skills by creating and organizing graphics into folders. Ensure that the images and final HTML file are in one folder. Include the revision number and date in the name of each file.
- Update the Editorial Calendar: Indicate that Web page content has been approved for publication.
- Provide the link/URL to the Web page on the Editorial Calendar once the article/blog/newsletter is published. (Social media team to circulate link/URL.)
- With support from the Creative Director, track and measure back end data to analyze results of e-mail newsletter blast and/or online publication. **Note:** Social media sharing will impact results.
- 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.*

Point of Contact: Teri Schroder

Phone: (760) 603-7911 ext. 12

E-mail: interns@isafe.org

Title: CEO i-SAFE Ventures

Fax: (760) 603-8382

Websites: www.isafe.org

www.idrivetvonline.com