

Jordan Lewis

ART-490-04: Internship

Employer: BestLogic Staffing

Title: Graphic Design Intern

### **Internship Journal**

**Job Summary:** I created design posts for the company's social media pages such as LinkedIn, Twitter, Facebook, and Instagram. I made the designs from Canva suggested by my advisor. I also help my two other graphic design interns/co-workers with the company's website and videos. The social media team assigns the theme and title for each post that I need to complete designing.

Week of January 24th - 28th

Tasks I did:

- Complete watching the training video
- Completed and submitted the SWOT analysis for graphic design post for social media
- Wrote some notes for the graphic design for the website
- Talk with my advisor and the other graphic designers with what we'll be doing during the internship in Google Meetings

Week of January 31st - February 4th

Tasks I did:

- Made a SWOT analysis summary design
- Drew a concept based on harmful tips with the technique of social media slideshows
- Noted potential ideas for graphic posts such as tips and infographic
- Design two sketches for the Ribbon Cutting Ceremony post
- Finish and submitted the final design process for the Ribbon Cutting Ceremony Post

- Talk with my advisor and the other graphic designers about our SWOT analysis in Google Meetings
- Watched the CHRO Sexual Harassment Prevention training video which is mandatory for the company for the interns to watch
- Completed the CHRO Sexual Harassment Prevention training certification

Week of February 7th - 11th

Tasks I did:

- Discuss with my advisor and a Social Media Intern about my week's objectives on working on three different graphic design posts
- Sketch three different potential designs for the posts that I am currently assigned
- Worked and submitted three drafts on the Valentine's Day Post
- Started to work on dressing up professional for an interview post draft
- Completed and submitted drafts for both cover letter webinar and what to wear in an interview posts
- Finalizing the designs for valentine's day, cover letter webinar, and what to wear in an interview post that I was assigned this week
- Talk with my advisor and the other graphic designers about our week's tasks in Google Meetings
- Noted more ideas for the graphic design social media posts ideas
- Create side project concept posts based on the spider web concept. The tips are based on knowing when you are accidentally applied for a job scam

Week of February 14th - 18th

Tasks I did:

- Rough sketch designs for three social media posts that I was assigned by the Social Media team for the followings posts: Presidents' Day, 3 goals for a job interview, and Take a quiz
- Completed and submitted drafts for three posts that I was assigned
- Finalized all the designs that I was assigned for this week
- Talk with my advisor and the other graphic designers about our week's tasks and potential redesign for the company's logo in Google Meetings
- Create side project concept posts based on the instruction manual, ocean, website interface. The tips are on how to build an effective resume, how to do well in a job application, and ways to boost your work productivity.

Week of February 21st - 25th

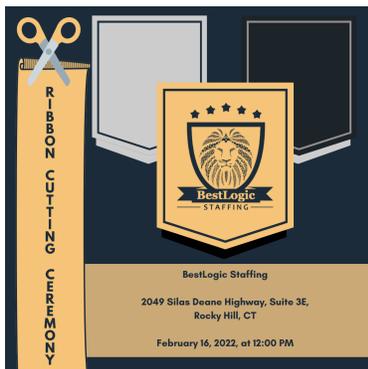
## Tasks I did:

- Design drafts for five social media posts that I was assigned by the Social Media team for followings posts: Happy World Compliment Day, How to Write an Effective Resume, How to Write your Cover Letter, Our Story, and Employment Trends of March 2022.
- Finalized the assigned posts for the week
- Discuss with the graphic design team about our week's and future tasks in Google Meetings
- Talk with my advisor and my boss about my progress and opinion through the midway point of the internship
- Create side project concept posts based on space and working through the pandemic. The tips are on how can social media benefit your job search and how can you find jobs during the pandemic
- Started to sketch and illustrate an expression of a lion about to attack requested by boss as a side project

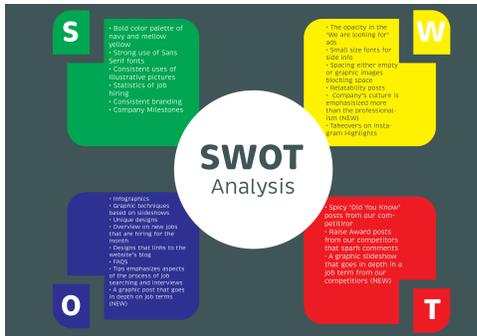
## Images from January 31st - February 4th



## Design Drafts



# Final Design



## SWOT Analysis Summary

## Images from February 7th - 11th

**DRESSING BEST FOR AN INTERVIEW**

**WHAT TO WEAR**

- Two are suggested but not required
- Dark-colored conservative suit
- Dark-colored shoes
- Neat hairstyle
- Professional tops without deep neckline
- Tights are suggested
- Dark-colored socks
- Modestly closed toe shoes or heels
- Sunglasses
- Neat
- Excessive jewelry
- Fluffy accessories
- Proppy pants
- Overalls or Flip-flops
- Tights or revealing clothes
- Buffa, lace, or shiny fabric

**WHAT NOT TO WEAR**

**WHAT TO WEAR**

- Dark-colored conservative suit
- Two are suggested but not required
- Professional tops without deep neckline
- Dark-colored shoes
- Neat hairstyle
- Start or dress in appropriate length
- Dark-colored socks
- Tights are suggested
- Modestly closed toe shoes or heels

**WHAT NOT TO WEAR**

- Overalls
- Fluffy accessories
- Proppy pants
- Overalls or Flip-flops
- Drunkers or Flip-flops

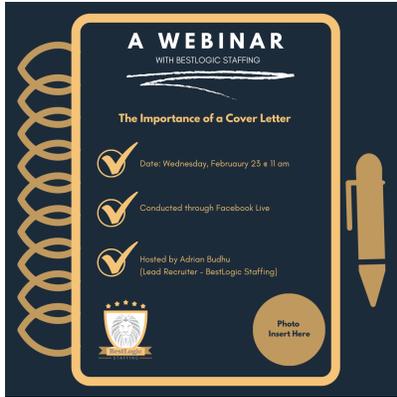
**DRESSING BEST FOR AN INTERVIEW**

**A WEBINAR WITH BESTLOGIC STAFFING**

**The Importance of a Cover Letter**

- Date: Wednesday, February 23 @ 11 am
- Conducted through Facebook Live
- Hosted by Adrian Budhu (Lead Recruiter - BestLogic Staffing)

**Photo Insert Here**



Design Drafts



Final Designs



Side Project Concept

Images from February 14th - 18th

**3 GOALS OF YOUR JOB INTERVIEW**

- Demonstrate the values you bring to the table.
- Prove why you would be a good fit.
- Present yourself as someone others would want to work with.

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**Happy President's Day**  
From BestLogic Staffing

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**TAKE OUR QUIZ!**

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Design Drafts

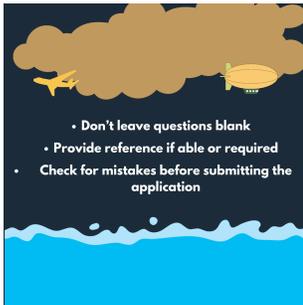
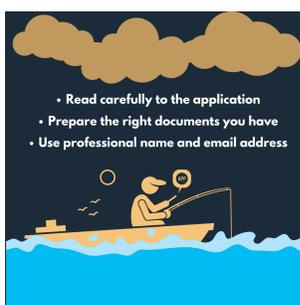
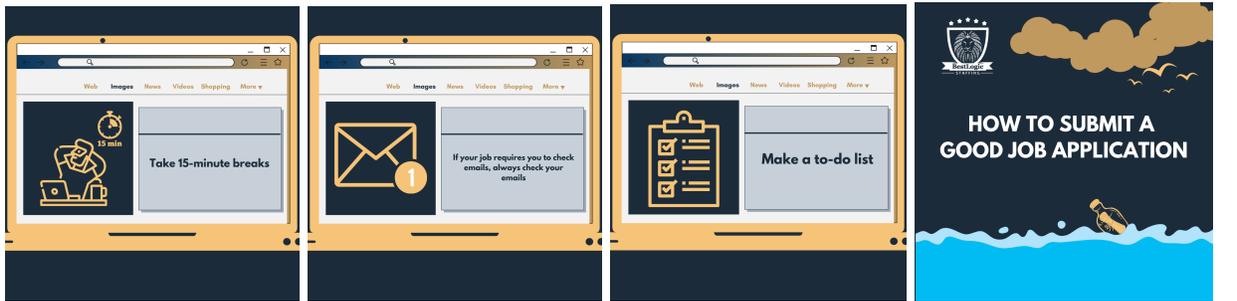
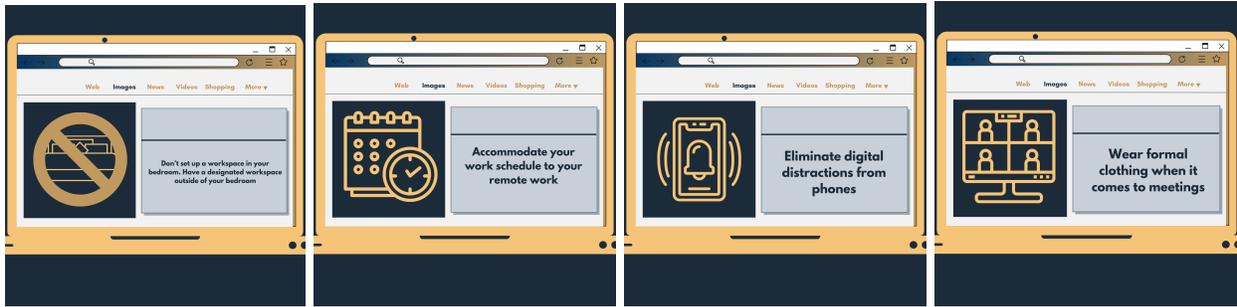
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**Happy Presidents' Day**  
From BestLogic Staffing

**TAKE OUR QUIZ!**

Final Designs



Side Project Concepts

## Images from February 21st - 25th



## Design Drafts

**INDUSTRY TRENDS FOR MARCH 2022:**

**Employers Will focus more on soft skills**

**Employers Will be looking for flexibility**  
Be willing to work remotely or onsite

**A Rise in Key Industries**  
Human Resources, Software Development, Logistics Support, & Production and Manufacturing

**HOW TO WRITE AN EFFECTIVE RESUME**

- Include your contact information at the top
- Keep the resume one page short
- Include keywords to your skillset
- Simple and eye-catching layout
- Proofread your resume!
- Include relative work experience/related courses

**Happy World Compliment Day!**

Here are 3 things you can do today to spread positivity:

- Compliment 3 people
- Write a note/letter to show your appreciation to someone
- Smile and say thank you

**WE ARE QUALIFIED WORKERS WITH REPUTABLE EMPLOYERS**

**SOME FIELDS WE SPECIALIZE IN:**

- ENGINEERING
- ADMINISTRATIVE
- CONSTRUCTION
- I.T.

**BestLogic**  
STAFFING  
**OUR STORY**

**WE PRIORITIZE INTEGRITY, TRUST, HONESTY AND OPENNESS**

**WE CARE ABOUT OUR CLIENTS**

**HOW TO WRITE YOUR COVER LETTER**

**An Opening Paragraph**

- Job title
- Your interest in the role
- Be appealing!

**Body paragraph(s)**

- Key achievements
- Relevant skills
- Focus on key words listed on the job description

**Closing paragraph**

- Summarize reasons
- Why are you a good fit?
- Let them know you look forward to hearing from them

**Final Designs**

**HOW CAN SOCIAL MEDIA HELP YOU WITH YOUR JOB SEARCH?**

Maintain your social media presence or create an alternative account that is professional

**Make connections through jobsites**

Establish and market yourself

**Research companies of interest**

Level up your skills & knowledge

**Level up your skills & knowledge**

**Maintain your social media presence or create an alternative account that is professional**

**Establish and market yourself**

**HOW TO FIND JOBS DURING THE PANDEMIC**

**BE OPEN-MINDED ON PAY, OPPORTUNITIES, & OTHER BENEFITS**

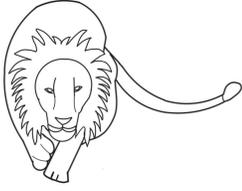
**MAKE SURE YOUR APPLICATION AND RESUME ARE COMPUTERIZED**

**MAKE CONNECTIONS AND NETWORK ONLINE EITHER WITH LINKEDIN, INDEED, OR GLASSDOOR**

**DEVELOP NEW SKILLS**

**VIRTUAL PRESS CONFERENCES**

## Side Projects



Lion Illustration Side Project

