

Creating, Collaborating, and Growth

Ruthi Temple - Internship Reflection

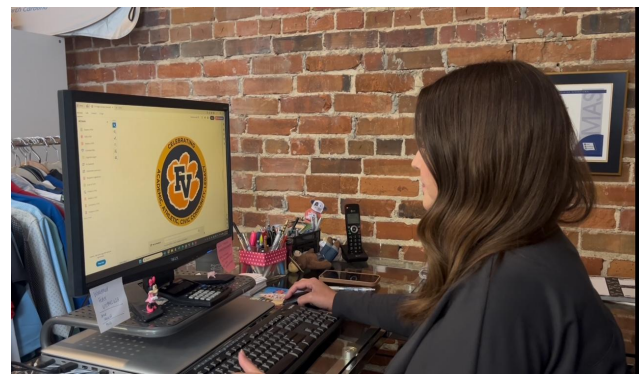
The past two months I have had the opportunity to work for Promotional Partners as their graphic design intern, coming into this internship I was both excited and nervous to gain real-world experiences and new skills. My initial perspective was a fast-paced working environment with many moving parts. Over the course of the few weeks I was able to adapt to design standards of the company and fall into a routine. Olivia provided me with the information and equipment that I needed to get started. My goals for this internship were to experience working with a real design company and working alongside other designers, getting to use my design skills in real-world projects, and collaborate with others. I was also able to learn about the industry of promotional products and its various groups like ASI and PPAI which play an important role in this industry.



During these past several weeks, I have spent a lot of time working on various projects for social media, clients, and internal needs. I also had the chance to work alongside Olivia and her wonderful employees. Social media content creation was a major focus of my work. I was able to be more hands-on with this aspect of my internship, and even create my own posts. Working in software I'm familiar with and learning new ones like Hootsuite and CorelDraw was fun and exciting. I also enjoyed

applying my personal interests, like art, and video editing into this internship. Another project I spent a lot of time on was working on product mockups for a client. I had never done anything like that, and it was interesting work through it. There were times when I was confused and a little stuck but everyone was eager to help me and provide feedback.

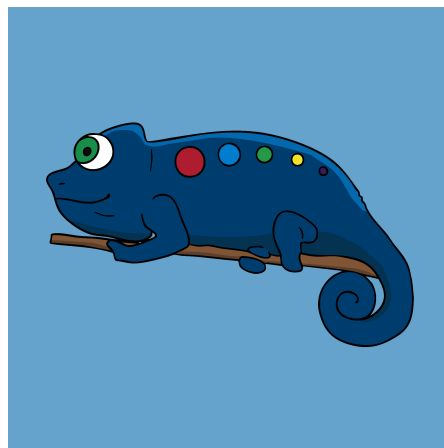
Another part of the internship I had was to retell and emphasize the company's graphic design story. Being able to watch and interact with the other designers, Miranda and Isabel, was informing. I was able to see what their workflow is like on a daily basis. Designers face many obstacles, as anyone working in a client facing field. Working through various solutions and finding ways to still connect with their clients is a big positive experience I have seen from this company. Learning from them gave me a clearer picture of what it takes to work in a professional studio environment and improved my confidence in presenting my own ideas. Working on various projects at different times allowed me to learn how to multitask. I enjoyed being able to work on those different tasks as I was able to utilize different skills. Each day provided me with something new to work on as the fast-paced environment of design and social media can be.



Creativity, Collaboration, Certification, and Community – core four values of Promotional Partners. Their team of highly dedicated workers have created such a large clientele for themselves. Having a strong team bond is important in a place where things move fast and changes are constantly made. Miranda and Isabel work hard in the studio to provide their graphic design skills to many of the projects. Whether they are designing from scratch or editing a brand's logo, their years of experience has allowed

them to handle many different situations and requests. Promotional Partners reaffirmed my passion for design and has prepared me for a career in the creative marketing field. Under the careful guidance of Olivia and her team I have learned a lot about this industry. Working for a woman-owned business also showed me the benefit of expanding opportunities for underutilized businesses, particularly those in advertising and product specialty.

In a few days I will return to UNCG for my final semester. I will be graduating with a BFA in New Media and Design. I am looking forward to applying my skills and knowledge from this internship into my schoolwork and future career opportunities. I was able to learn new skills in mockup design, social media, and communication. I also learned how to work with others in a professional environment and receive feedback. These are essential for my future and I am pleased to have gained these skills. My biggest takeaways from this internship are to be adaptable and to not be afraid to take creative risks. I'd like to thank Olivia and the Promotional Partners team again for this opportunity as they have made me feel welcomed and respected all throughout my internship experience.



Early illustration exploring a potential mascot for Promotional Partners – adaptability is key, whether you're a chameleon or a designer.