

Intern Program Overview

Selection and Filtering

PureRed will submit specific criteria to Las Positas college.

LPC will provide PureRed with top candidates based on submitted criteria.

Interview

Perry and appropriate team members will interview intern finalists. LPC finalists will present their student and/or professional portfolios . Students will also be responsible for presenting PureRed West with 4 goals they would like to achieve during their Internship.

Program overview

The intern program will be a full time, 40 hour per week, 3 week program.

The first day of each week will be focused on exposure and shadowing mentors.

On these days students goals and progress can be discussed with assigned mentors.

Weekly progress sheets will be turned into LPC.

Week one

- Interns must sign a non-disclosure agreement
- Intern will be assigned a mentor and introduced to Resource Mentors
- Office tour and seating assignment
- Training session
- Schedule photo wall shot
- Lunch with mentor and VP
- Overview Circuit discussions (see figure a.)

Final Evaluation

Once interns have logged a total of 120 hours PureRed West will evaluate student performance. Based on PureRed need and student potential we may seek to continue the work relationship as a paid internship or permanent hire. All students who complete the 120 hours will receive a letter of recommendation from their mentor and creative VP.

(figure a.)

Circuit discussions consists of several 15-minute one-on-one meetings where interns will get a chance to learn what everyone's role is in the process. These individual circuit discussions will include...

- ___ Creative Services Manager
- ___ Creative Production Artist
- ___ Project Managers
- ___ Copy Writer
- ___ Junior / Designer
- ___ Senior Designer / ACD
- ___ CD
- ___ VP
- ___ Photo Studio Manager
- ___ Preflight Artists

Intern Program Requirements

Interns are responsible for designing and executing a variety of retail related print materials. This person will work directly with Associate Creative Directors, Creative Directors and Resource Mentors. This position requires a passion for learning retail advertising design and will focus on giving an authentic work experience. The internship will be 40 hours per week, with a 3 week duration. We hope all interns will take it upon themselves to make the most out of their experience. All interns must be prepared to...

- Present student portfolio via online pdf or website
- Carry a notebook at all times (seriously) we move quick!
- Take direction from ACD/CD's to discover creative solutions and execute designs that will maintain design standards and advance objectives
- Focus on organization and attention to detail
- Work with Circular related designs
- Sketch concepts including thumbnails to internal presentation quality
- Communicate ideas both individually and in a team setting
- Execute typography varying from promotional to contemporary
- Research for projects and stock photography sourcing
- Maintain exceptional proficiency with Adobe Creative Suite
 - Photoshop rendering skills with knowledge of layers
 - InDesign page layout including master pages and layers
 - Illustrator rendering skills
- Understand production friendly file work
- Create Mock-ups in both physical and digital formats
- Sign a Non-Disclosure Agreement before internship can begin

Interns will gain

- Experience in a fast paced, energetic and positive retail advertising environment
- Ability to design through the eyes of the consumer
- Portfolio pieces based on design solutions for national retail brands
- Team concept skills
- School credit (if applicable)
- Possible permanent hire based on PureRed creatives need and intern performance
- Possible financial compensation and extension after 120+ hours logged.



Intern Program Goals & Progress Form

Please list 4 goals you would like to achieve during your internship period.
Goals should be very specific and achievable within your 120 hour program.

Check in dates

Your progress check-in date
will be:

WEEK 2
date: _____ time: _____

WEEK 4
date: _____ time: _____

WEEK 6
date: _____ time: _____

PLEASE WRITE YOUR GOALS HERE

WEEK 1 FEEDBACK

WEEK 2 FEEDBACK

WEEK 3 FEEDBACK

Intern Date

Mentor Date

Fredda Cassidy Date

Perry Hunter Date