Summer Internship Report 2017

Victoria Miglets, C’17
Hometown: Arlington, Texas

Circa Design
Nashville, Tennessee

Provide an overview of the organization/research project and a summary of your responsibilities, tasks, and/or projects.

Circa Design is a full-service graphic design firm that creates a variety of assets (logos, type and color guides, etc), digital (website) and print collateral, as well as managing social media for clients. While working at Circa I helped design multiple websites for a variety of clients, including housing developers, dermatologists, private schools, and jewelry boutiques. My role ranged from collateral and website production to creating logos and entire style guides during a company rebranding.

During your internship, what did you accomplish or how did you make a difference? In what ways did you grow in your professional and technical skills?

During my internship I successfully worked with another designer to develop, execute, and maintain the social media accounts for Strawn Restaurant Group. This involved a close consideration of budget and planning how to accomplish the task in the most effective and cost-efficient way. To save time and money I went to each restaurant individually for a 30-minute photoshoot, then about two hours to edit all the photos. I put together a consistent feed for both Instagram and Facebook and was responsible for posting photos, replying to comments, etc. three times weekly. This project taught me about project management from its conception to execution and the multiple factors involved: personal aesthetic, time, budget, and communicating with multiple parties.

Describe a problem that you helped to solve at your internship. What skills or knowledge from your education at Sewanee helped you address the problem?

Due to the writing skills I developed at Sewanee, I was often responsible for writing and editing content--as well as delicately worded emails. Many clients did not know how to communicate exactly what they wanted, so through my writing I helped them articulate exactly what Circa needed to do for them and ensured a clear line of communication.

In what way were your teamwork skills strengthened?
Every project I worked on at Circa Design required teamwork. However, the same project for Strawn Restaurant Group probably strengthened my teamwork skills the most. Cultivating a social media strategy involved working with another designer, the owner of Strawn, her underlings, and each restaurant manager. The other designer and I often compromised on our ideas, and even more so since neither of our aesthetics matched that of the owner. All of these moving parts and parties helped me develop better organizational and teamwork skills.

**How did your internship affect your career plans?**

The projects I had the opportunity to work on at Circa Design confirmed that graphic design is indeed something I enjoy. However, I learned that I'd like to specialized in editorial and web design, and also finding a way to incorporate my photography into my design aesthetic.

**In what ways did your internship cause you to encounter people of different backgrounds from your own? What steps did you take to communicate effectively with such persons? What did you learn from such persons' perspectives?**

One project I worked on was for a Christian blog. I'm not religious so it was difficult for me to connect with the work I was doing for the blog's owner. However, due to Circa's small size, even interns get to interact and work directly with the client, so I was able to sit down and hear the client's perspective over lunch. This one-on-one meeting helped me connect to the project and reiterated the importance of personal connections.

**Words of advice for future interns (housing, transportation, etc.)?**

Remember that an internship is a stepping stone to bigger and better things. Work your hardest, get to know your supervisor, and utilize their connections.

**Words of thanks to your internship funding donors:**

Thank you for giving me the opportunity to work in my field! Because I've had no formal design/art training at Sewanee there were more barriers than usual for me to conquer in order to enter into the industry--lack of hard skills, connections, and real world experience. Thanks to Sewanee I was able to get an internship in my desired field and develop the skills necessary to grow in the world of graphic design.