

Understanding our Career Fields

GET FAMILIAR WITH OUR 18 CAREER FIELDS

#16 Creative, Design & Fashion

Why is this important?

The Creative, Design, and Fashion_career field comprises a wide range of placements within creative industries, that combine the creation, production and commercialization of products which are intangible and cultural in nature. Depending on an intern’s interests and career goals, the Creative, Design, and Fashion career field can allow interns to explore the business side of creative industries and/or let their creative skills shine by performing tasks necessary to ensure the design process flows smoothly.

Key Skills you may learn

- Brand Management
- Business Development
- Client relations and support
- Creating Templates or Mock-Ups
- Creative Design – Photoshop
- Develop creative briefs based on client needs
- Developing Proposals
- Fashion Marketing or Merchandising
- Front-end Website Design
- Illustrator
- Logo Creation
- Pattern making
- Prototyping
- Reviewing Brand Guidelines
- Social Media Marketing
- Sourcing

Sample Future Careers

- ★ Interior designer
- ★ Beauty therapist
- ★ Event planner / wedding coordinator
- ★ Graphic designer
- ★ Copywriter
- ★ Photographer
- ★ Fashion designer
- ★ Industrial designer

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Placement

Placement: Brand Assets and Identity (Graphics Design) Intern at WRKR Technology Inc.

Placement Career Field: Creative, Design, & Fashion

Placement Country: Ghana

Project 1: The intern will study the current logo and iterations and propose modifications to improve its appearance, and in particular aiming at making sure the logo still reflects our brand identity. They may also work to ensure that multiple versions of the logo (horizontal, vertical, black & white, etc.) are readily available and accessible to be used by any internal stakeholder. Once a new logo is approved the final step may be to create an updated brand guideline with logo placement guidance. The intern may need previous skills in logo design ideally Adobe Illustrator or InDesign.

Project 2: The intern will learn and develop brand assets, branding standards, and style guides for marketing and to communicate with target audiences effectively, customers, and vendors. They may develop brand elements, brand color palettes, typography, and visuals/graphics using programs such as Adobe Photoshop, Illustrator, and InDesign. They will create brand messages to communicate our brand story and values for social media campaigns and promotions.

Project 3: The intern may work to create well-designed templates for our e-newsletter, presentations, and print marketing. All deliverables may need to be editable by any internal stakeholder while adhering to the brand guidelines. The intern may need to possess a keen eye for detail and simplicity to ensure that each template can be used by most stakeholders readily and easily.

Other Projects:

The intern will be tasked with creating strong graphics for social media posts, ensuring that they align with brand guidelines and tech specifications. Content creation may also require the creation of short videos or GIFs to post. In creating the graphics, the intern may need to work closely with the marketing team to ensure that graphics are delivered on schedule and that the design best meets their intended audience.

As our illustrator, you may use your skills in drawing, color, composition, and storytelling to create engaging images that enliven product descriptions, technical data, presentations, and key brand messages for our customers. The intern may create complete illustrations by combining painting, hand-drawn, and digitally created images to turn ideas eventually and complex concepts into inspiring and understandable illustrations.

Please note: The projects and actual tasks may vary and can be discussed with your supervisor before and during your internship.

Skills You Will Learn

General Skills: Critical Thinking/Problem Solving; Technical/computer skills; Work Productively / Self Motivate

NACE Career Readiness Skills: Digital Technology; Global Intercultural Fluency; Teamwork/Collaboration

Career Field Skills: Creating Templates or Mock-Ups; Creative Design - Photoshop; Illustrator