Millersville University

UNIVERSITY COMMUNICATIONS & MARKETING

WEB & INTERACTIVE DESIGN INTERNSHIP

Rebecca Heller Spring 2019

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1 INSTAGRAM AD

Millersville had a glove giveaway event to promote winter session classes. I was tasked with creating an Instagram ad to promote the giveaway. I created a digital illustration of the gloves so people would know what the gloves looked like. I also created a snowy textured background which utilized the snowflake logo for winter session. The ad was well received and garnered over 270 likes on Instagram.

2 FACEBOOK AD

To remind students to register for classes, and to try and attract new students, Millersville has ads on facebook. I was assigned the project of creating one of these facebook ads for the upcoming fall 2019 semester. I found several photos in our archives of students and I decided on this one. I then had to write up an ad campaign document that had all the details facebook needed to show the ad to the right people. The ad was pretty successful and got over 290 likes.

Facebook Ad Campaign Copy for
Text: 90   Headline:25   Link description: 30

Headline: Register for Fall 2019
Text: Students – get the classes you need! Registration opens Thursday, April 4 for Fall 2019.
Link description: Millersville.edu/registernow
Call to action: Learn More

Budget: $250
Target Audience: People who like our page plus 35 mile radius (parents)
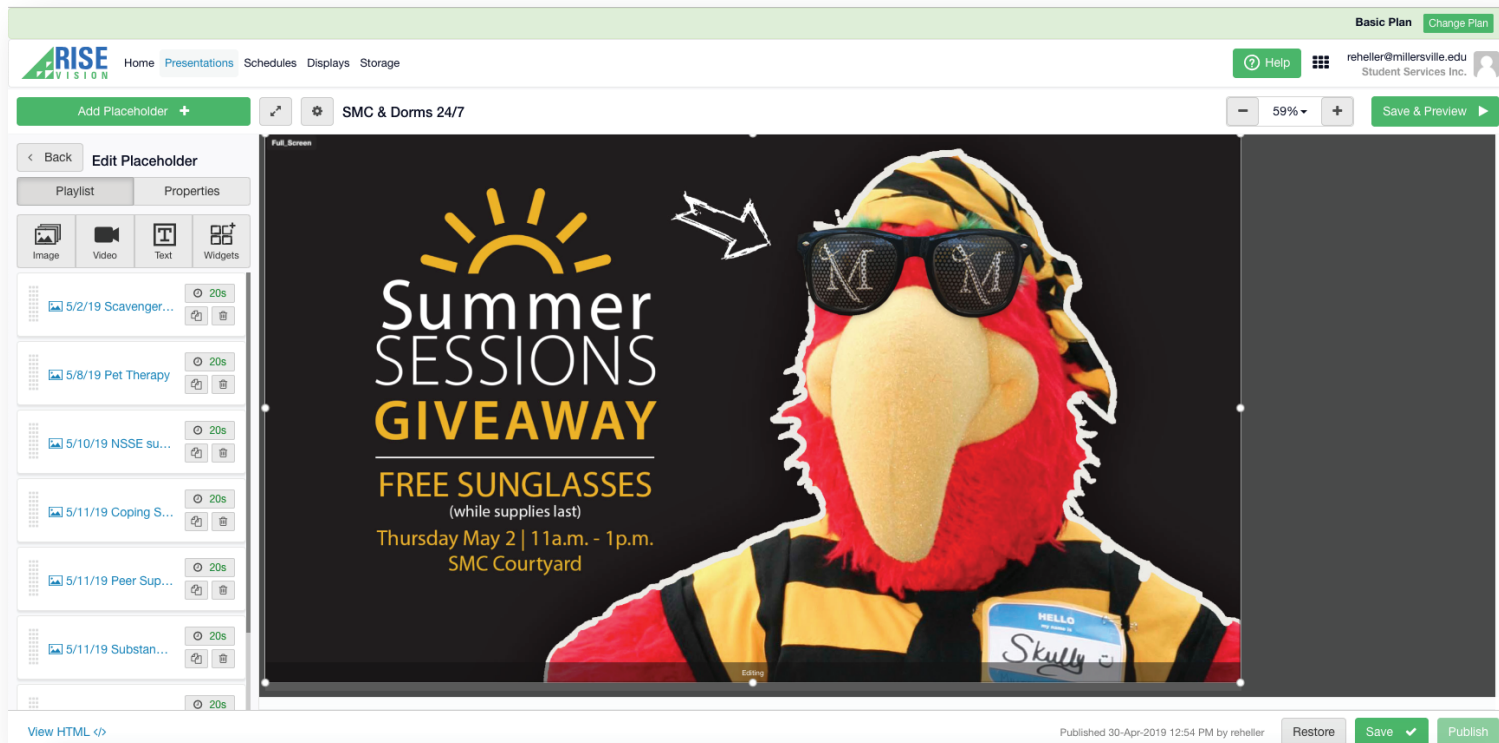**Start/End:** March 5 – April 8
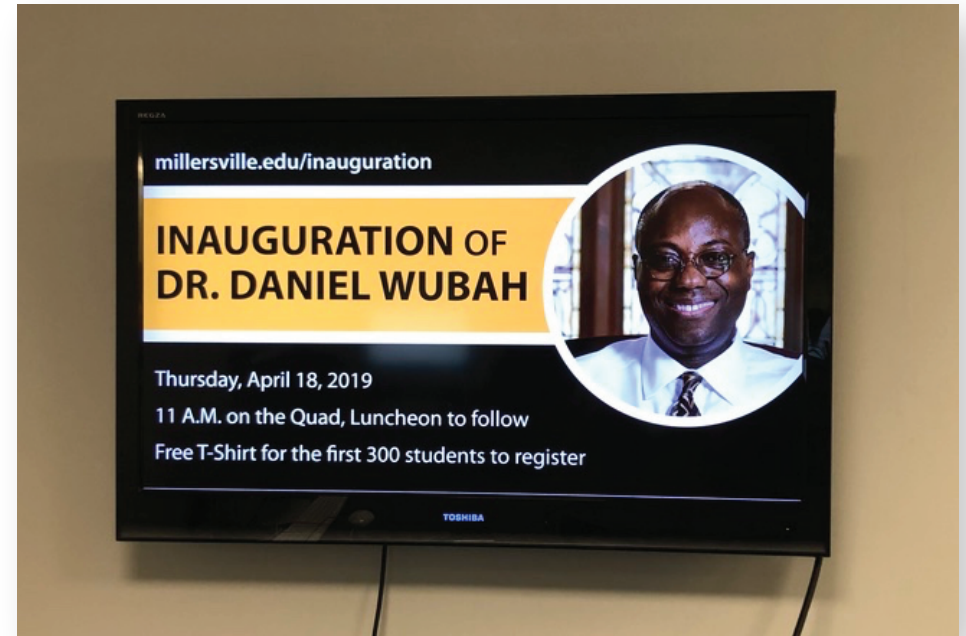
Creative:

SPOT ADS & RISE VISION

Around campus there are screens that display different advertisements and messages to students and faculty. The visuals that are displayed are called SPOT ads. People can submit requests to Communications & Marketing to have us design an ad for them. I was given the opportunity to design most of them. I was then able to communicate with clients directly and get their approval.

I was given access to the software that displays the ads on the screens on campus called Rise Vision so I could upload the designs directly and preview them before they went live. I controlled when the ads would be shown and when they would stop being shown, how long they would be shown for, and on what screens they would display. I also was able to experiment with some of the new features that we have not utilized yet such as a twitter feed widget or a weather widget.

Some of the spot ads were for official university events such as the presidential inauguration, or the job & internship fair. Because of this, the ads need to strictly adhere to the university branding guidelines and university colors. I referred back to our official style guides a lot to make sure I was using only the approved fonts, colors, and shapes for my designs. I had to use black, gold, and white, and the Myriad Pro font family. I used similar layouts for the inauguration and the internship fair, and then used a different layout for the summer session. I played a lot with the banner shapes that Millersville uses for our branding. The ads were approved and were all displayed on campus to promote different university events.

When I was assigned this spot ad I was given an old study abroad fair flyer and the new dates for this semester's fair. The flyer was just an image file, so I could not extract the elements of it to create a spot ad therefore, everything in my spot ad I had to create myself from scratch. I tried to keep a similar feeling with the colorful buildings but change the layout to make it fit the screens. I also wanted it to be a bit more readable. At the end the client was extremely happy with the design and asked me to create a new flyer to replace the old one they gave me to promote the fair in the future.

The counseling office requested a bunch of spot ads over the course of the semester. I tried to create a sense of continuity between all of the ads so that people would recognize it is the counseling office. I created silhouettes of people to give the feeling of a group of people. I stuck with similar layouts for the words for all of them, but changed the colors and the graphics to go with the topic of the ad. I tried to add subtle backgrounds to the ads but some of them got washed out depending on what screen you viewed the ad on. Some screens on campus are fine and others are burnt out and wash out a lot of the colors. Counseling was happy with my designs over the course of the semester and said that the ads have helped them reach more people and have more people go to their sessions.
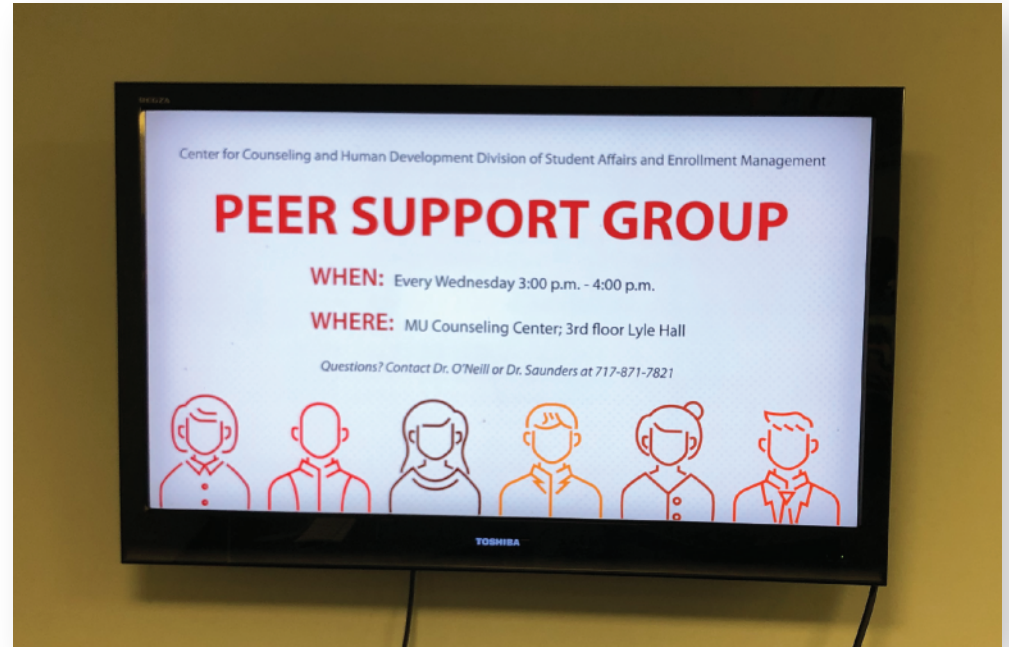
Center for Counseling and Human Development Division of Student Affairs and Enrollment Management

PEER SUPPORT GROUP

WHEN: Every Wednesday 3:00 p.m. - 4:00 p.m.

WHERE: MU Counseling Center; 3rd floor Lyle Hall

Questions? Contact Dr. O'Neill or Dr. Saunders at 717-871-7821

Center for Counseling and Human Development Division of Student Affairs and Enrollment Management

SUBSTANCES AND RELATIONSHIPS SUPPORT GROUP

WHEN: Every Thursday 12:00 p.m. – 1:00 p.m.

WHERE: Student Memorial Center, Room 203

Questions? Contact Abby Peters at 717-871-7821

Love the Addict
Hate the Addiction

Center for Counseling and Human Development Division of Student Affairs and Enrollment Management

COPING SKILLS & PROCESS
4 SESSION SERIES

Starting Feb. 28th

WHEN: Every Thursday 3:00 p.m. – 4:00 p.m.

WHERE: Lyle Hall, 3rd Floor, Counseling Center

Questions? Contact Counseling at 717-871-7821

Topics Will Include: *Depression , Anxiety, Stress, & Relationships*

This was the last spot ad I made at the internship and it was one of the most fun ones to create because I did not have any brand standards I had to adhere to, I could just do something fun. This spot ad was for finals week pet therapy, where pets come to campus for students to pet to help relieve stress. I was given a poster with all of the information for the event on it. I used the navy blue color from the poster, but the poster was not very aesthetically pleasing so I decided to create a completely new design. I got photos of some of the therapy dogs and used a fun more cartoonish font to go along with the playfulness of the dogs. The client loved it and it is one of my favorite ads that I have created.

In addition to making a lot of spot ads, I was also given the opportunity to work a lot with the Millersville University website. I was given administrator permissions and I was able to edit just about anything on the website. I learned a lot about content management systems, in particular the system called Cascade. The system allows people to make edits to the website in a more visual way, instead of directly editing the code. There are different sections that can be added to the pages for different types of content, and everything is preformatted so it all stays consistent. A lot of departments request updates and I was the main person that they would talk to about updating their pages. I made suggestions for how to better format pages, chose images to go on pages, and overall managed a lot of the content on the university website.
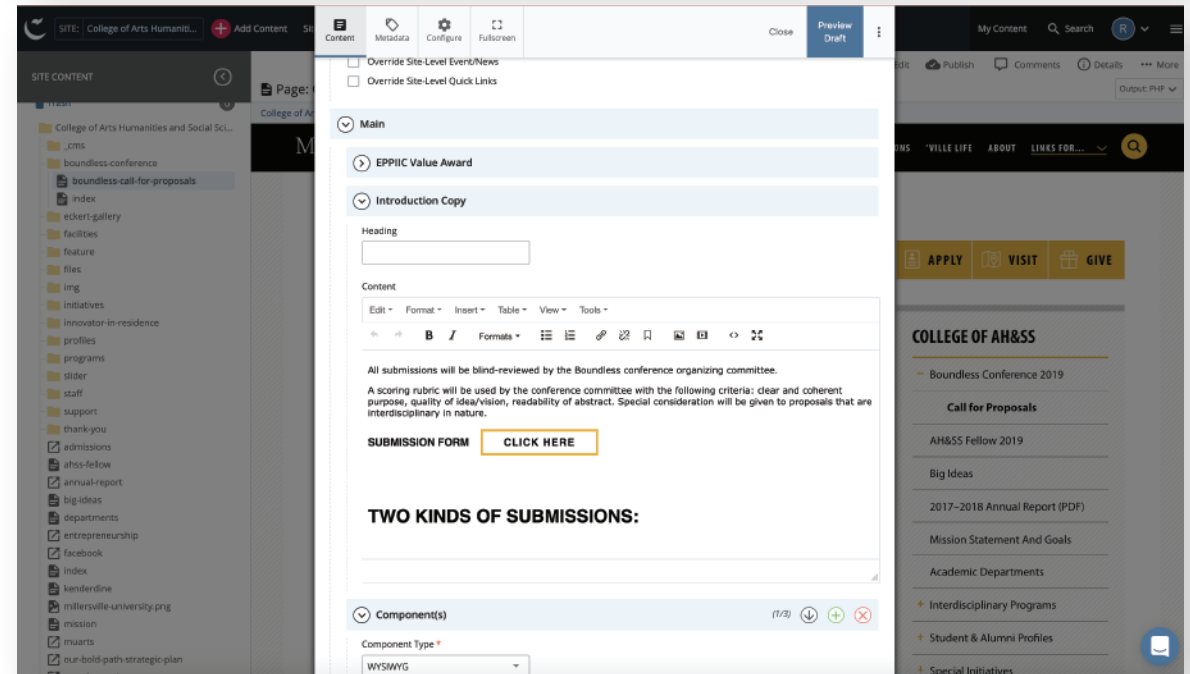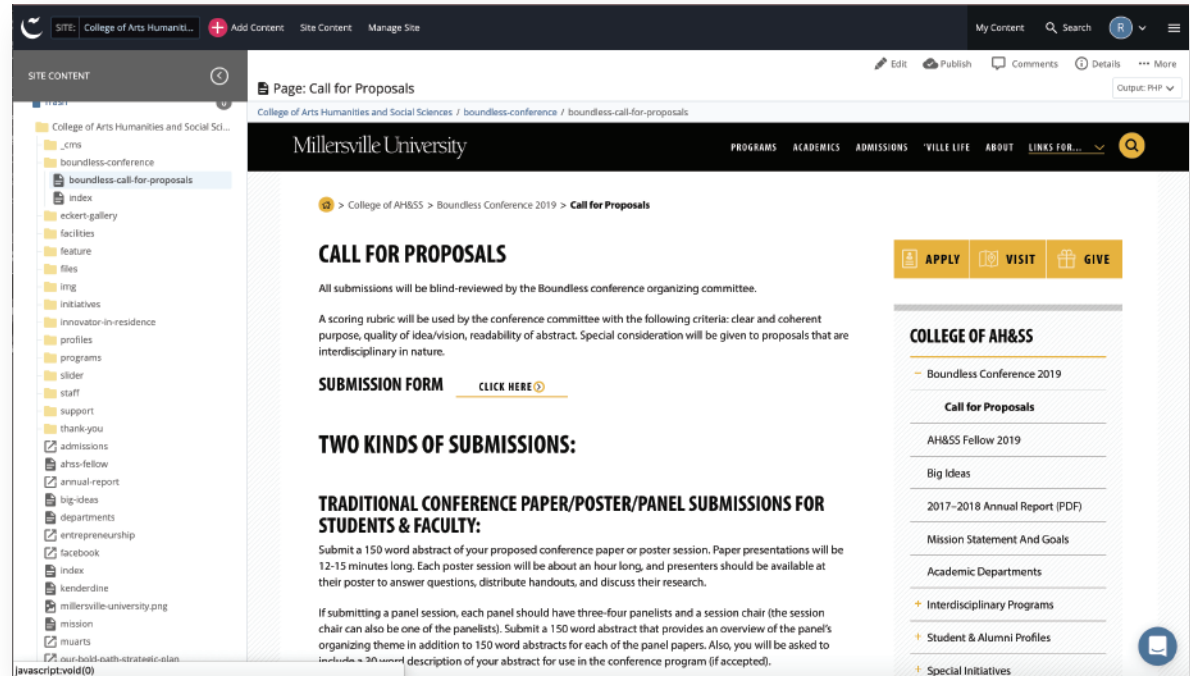
Sometimes instead of just updating content, a page needed to be completely redesigned. I was often tasked with doing this. One of the most prominent pages that I redesigned was the inauguration best wishes page. It was a bunch of quotes and then some images. I rearranged all of the content so it alternated between quotes and images to make the page more interesting. I also worked on a page for the international policy conference. In the beginning they only had the logos for each conference, and I went back and wrote up blurbs about each conference and formatted the different years into accordions so it is optimized for mobile viewing.
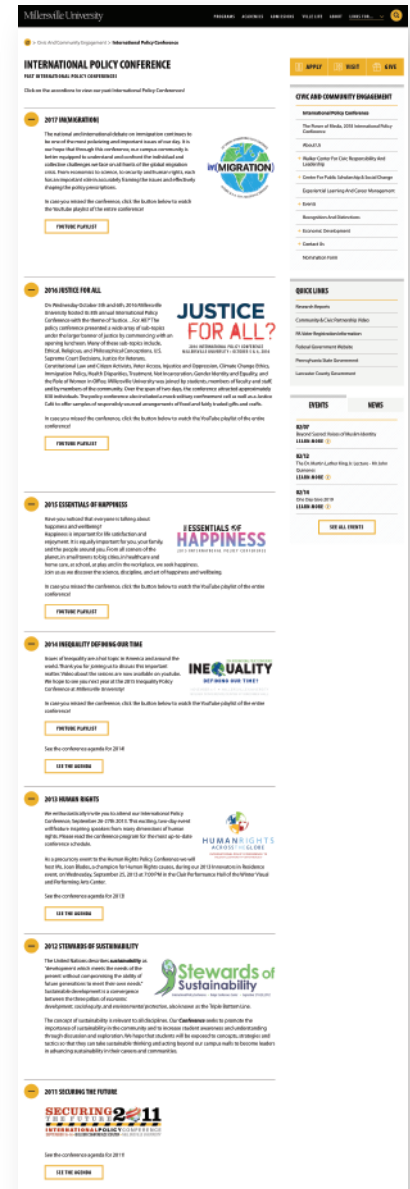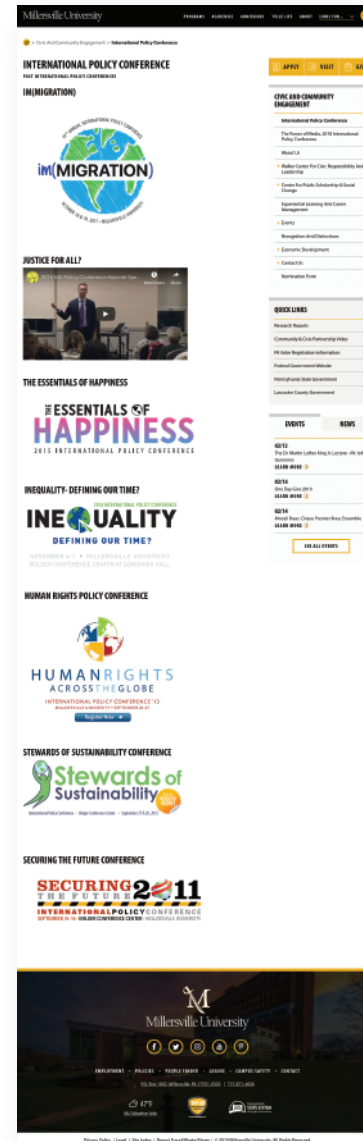
Millersville is always adding new programs and classes, and I got to design new web pages for these programs. Two programs I created pages for were the Chemistry Engineering Instrumentation and Automation program and the Music Management program. I was given a document with all of the information about the programs and I needed to separate it into sections and make it look good. I also had to make sure all of the links worked and find images for the main image that went with the program. The content management system helped a lot with designing the new pages and I learned all of the features fairly quickly. Right now these pages are live on the website.

During the spring 2019 semester I worked as the Web & Interactive Design Specialist Intern in the Department of Communications and Marketing at Millersville University. I worked over 120 hours at the Duncan Alumni house on campus. I was able to make connections and work alongside a lot of important people at the university as well as industry professionals. I worked directly under Kelly Herr, the Assistant Director of Web and Digital Media, but I also got the opportunity to work directly with John Cheek who is the Director of Web & Creative Services. I even got the chance to work with the head of all of Communications and Marketing Greg Freedland! I felt like my voice was heard and I got to give suggestions in meetings about how to better market to students. I really enjoyed being a part of the UC&M team and I was asked to come back and continue working with them in the fall!

University Communications & Marketing
Student Assistant Job Description M

WEB AND INTERACTIVE DESIGN SPECIALIST INTERN

STATUS: Student employment or paid internship
LOCATION: Duncan Alumni House, Millersville University
COMMITMENT: A minimum of 10 hours per week is preferred

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Assist the graphic design team with maintaining the visual image and brand of the University by following established graphic standards.
2. Create, edit, and maintain pages on the University website.
3. Create and maintain web-based forms.
4. Create email campaigns.
5. Design digital ads for social media platforms (Facebook, Instagram, etc.) and ads for websites.
6. Design digital ads for screens around campus.
7. Accepts ownership of graphics projects and provides attention to detail (develops production schedules, proofreads, press checks) to ensure a high-quality finished product.
8. Ensure computer files are properly prepared for web.
9. Find good photos and implement them on the website.
10. Email and work directly with different University staff in a professional manner.
11. Light copywriting and proofing.
12. Work directly with UC&M directors to bring creative ideas to life.

   Other duties may be assigned

JOB QUALIFICATIONS & REQUIREMENTS:

1. Understanding web and interactive design principles
2. High level of communication and organization skills
3. Ability to work in a team in a collaborative workspace
4. Working knowledge of Photoshop, Illustrator, and InDesign
5. Understanding of Content Management System
6. Understanding of responsive design
7. Working knowledge of Search Engine Optimization (SEO) is preferred
8. Experience with hand-coding using HTML and CSS is preferred

Revised 2/28/2019