

Graphic Design Internship Summer 2019



By Rebecca Heller

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ABOUT MOVE FOR HUNGER

WHAT THEY DO AND MY ROLE

What is Move for Hunger?

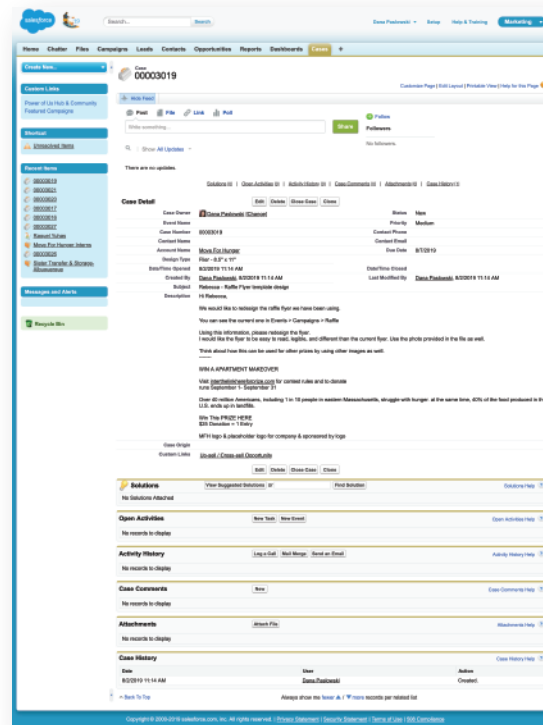
Move For Hunger is a non-profit organization that mobilizes the relocation industry to fight hunger and reduce food waste. Founded in 2009, the hunger-relief organization works with companies across North America to collect unwanted, unopened food from people who are relocating and deliver it to local food banks.

What did I do?

I was hired at Move For Hunger as a summer Graphic Design Intern. My job was to create visual content for the organization's website as well as graphics to be posted on social media. I have created flyers, banners, posters, and marketing materials for campaigns like food drives or truck pulls. As an intern I have the opportunity to give input on redesign of existing designs and attend brainstorm sessions with the communication and design teams. One of the most important parts of my job was upholding Move For Hunger's brand standards. During the course of my internship I worked directly with the Art Director.

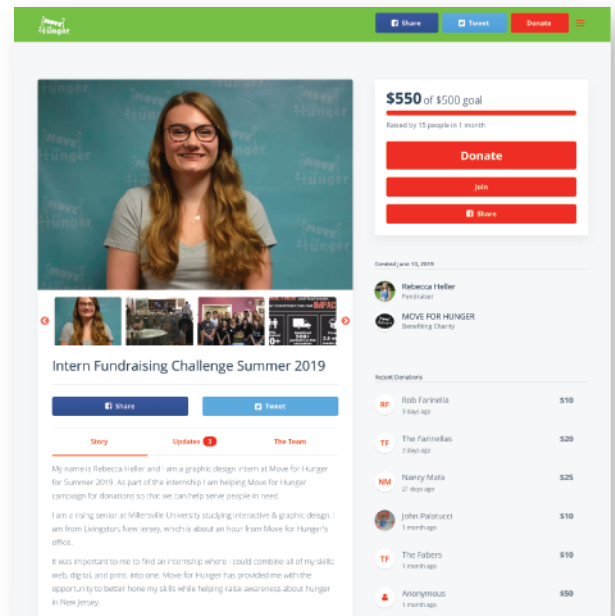
Salesforce

While working at Move For Hunger I learned about their project management system called Salesforce. This system helps them track donors, food drive progress, pounds of food collected, and more. It was also how all of my projects were assigned to me. All of the information for a project would be in a case in Salesforce, such as the dimensions, the content of the image, and where to save it. It also had due dates and would remind us when things were due soon.



ABOUT MOVE FOR HUNGER FUNDRAISING

As part of my internship, I participated in the Intern Fundraising Challenge Summer 2019. All of the Move For Hunger interns were tasked with raising at least \$100 for the organization. Each intern was set up with a CrowdRise account where people could donate to our individual campaign for Move For Hunger. Initially my personal goal was \$300, but I raised far more than I anticipated, and raised the goal to \$500 to encourage more donations. At the end of my internship I received 15 donations totalling \$550 on CrowdRise for Move For Hunger, just by asking friends and family to share and to donate to the cause.



In addition to the CrowdRise fundraiser I also wanted to do an event in my community to support Move For Hunger. I did a give back night at a local Anthony's Coal Fired restaurant where 20% of all tracked sales would be donated to Move For Hunger. I promoted the event on social media and got my friends and family to spread the word and tell their friends to go. Move For Hunger also shared it with their followers to get the word out.

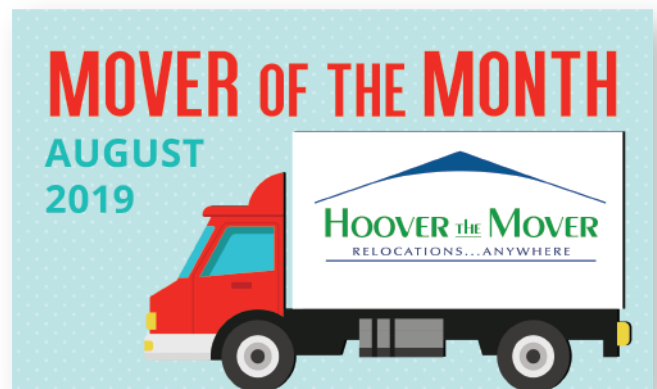
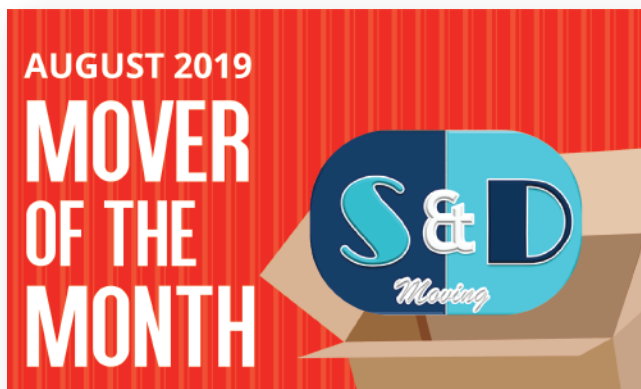
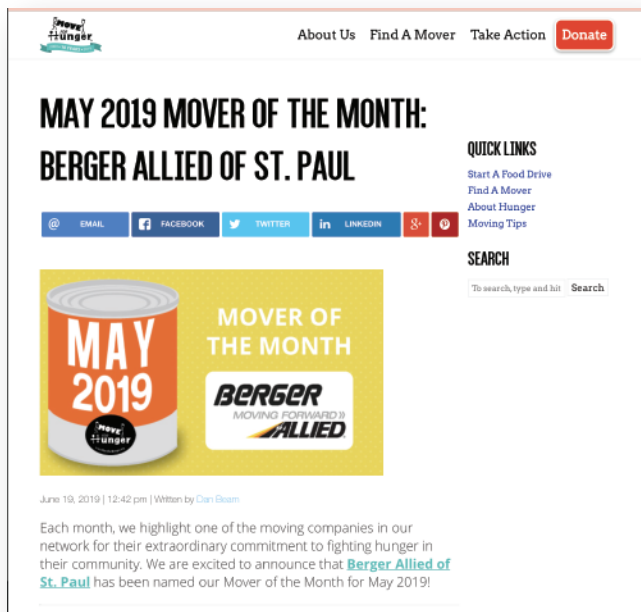


To encourage people to say they were there for the event, I set up a table where people could take an information card about Move For Hunger and take a free bracelet. Everyone seemed very receptive and said that they would say that they were supporting us. I won't find out for a few weeks how much money I raised at that event but every little bit helps!



SOCIAL MEDIA POSTS MOVER OF THE MONTH

The assignment was to create a few different graphics that could be used on the website for the Mover of the Month blog posts. The graphic had to have the words “mover of the month”, a place for the month and year, and a place for the logo of the moving company to go. I was asked to create at least four different designs. I ended up making five different designs, some with multiple color variations, and one has already been used on the blog for May.



SOCIAL MEDIA POSTS

HOLIDAY GRAPHICS

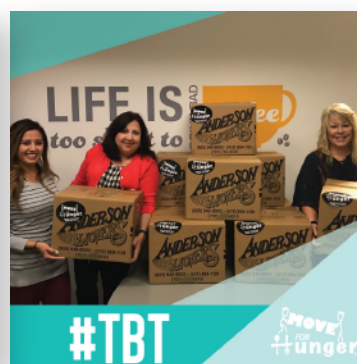
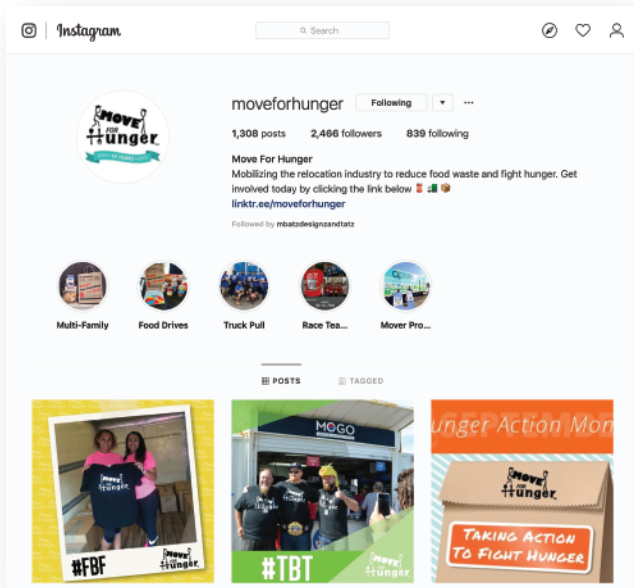
Every year Move For Hunger posts graphics to their social media to celebrate different holidays. To make sure that they have them well in advance they have their interns make them during the summer. I was asked to create ones for Labor Day, Christmas, General Holiday, and New Years. I tried to stay within the Move For Hunger color palette to keep their instagram page feeling consistent. I also wanted to find different ways to include the Move For Hunger logo and really make it feel like it is part of the image, and not just tacked on as an afterthought. The Christmas image has the logo in a picture frame on the mantle, and the labor day one has the logo incorporated into the flag. Normally the logo is just put at the bottom or in the corner of the images. The art director really liked the illustration style I did and she said she looks forward to using them.



SOCIAL MEDIA POSTS

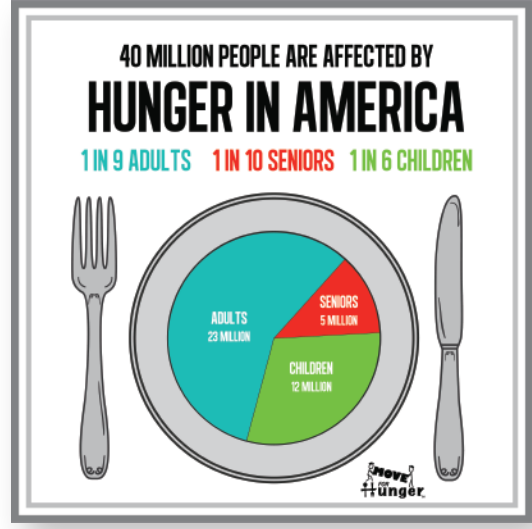
TBT & FBF IMAGE TEMPLATES

Move For Hunger frequently posts throwback Thursday and flashback Friday pictures to their Instagram. Usually they just post the image with a description that says the event happened in the past. To create a more consistent Instagram feed I was asked to create some templates that the social media team can use to make throwback Thursday and flashback Friday posts. The templates have already been used for this past week's posts.



SOCIAL MEDIA POSTS HUNGER INFOGRAPHICS

In addition to working to rescue food, Move For Hunger also works to educate the public about hunger in America and what people can do to help. The organization frequently posts different infographics about hunger on their social media pages. I was asked to create some different graphics that would go with a statistic I was given. I wanted to make some that were a more traditional infographic style, breaking down each part of the statistic visually, as well as some that were just more text based with an accompanying image. The results were varied and will help Move For Hunger capture the attention of different audiences and get people thinking about how big of a problem hunger in America actually is.



CAMPAIGNS & FLYERS

PARTNERS FLYER

Move For Hunger relies on its partners for donations and food rescues, in return, Move For Hunger promotes its partners heavily. Part of that promotion includes the Proud Partners flyers. Move For Hunger supplies its partners with flyers that show how involved a company is. It can show how many pounds of food they have collected, how many food drives they have done, and even how many employees are involved with food rescue efforts. I was asked to create three new templates which would be used for partners depending on how involved a partner is with Move For Hunger. I designed them to all have a similar look, but the more involved the company is, the more statistics they have and the less artwork they have on the poster.

PROUD PARTNERS

MOVE FOR HUNGER + Company Logo



To date COMPANY has collected and delivered more than **XXXX LBS.** of food to local food banks.

This is enough food to distribute and provide more than **2.1 MILLION MEALS** to those in need.



GET INVOLVED TODAY!

MoveForHunger.org

PROUD PARTNERS

MOVE FOR HUNGER + Company Logo



To date COMPANY has collected and delivered more than **XXXX LBS.** of food to local food banks.

This is enough food to distribute and provide over **2.1 MILLION** meals to those in need.



To date, they have participated in **XXXX** food drives and hunger relief events.

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PROUD PARTNERS

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To date COMPANY has collected and delivered more than **XXXX LBS.** of food to local food banks.

To date, they have participated in **XXXX** food drives and hunger relief events.

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XXXX COMPANY agents are enrolled today working with Move For Hunger to help fight hunger.

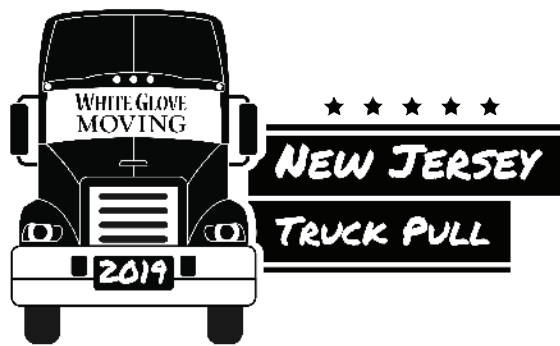
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CAMPAIGNS & FLYERS

TRUCK PULL T-SHIRT

Truck pulls are some of Move For Hunger's biggest and most successful fundraising events. A truck pull is an event where teams of five to ten people compete to see who can pull a moving truck in the fastest time. The entry fee is basically a donation to Move For Hunger, which is how it is a fundraising event. In 2019 Move For Hunger is doing more than ten of them across America, and because of this, I was given the opportunity to design new t-shirt templates for the events. The design needed to be one color, have a space for the sponsor moving company's logo to go, and have the location of the event and the year of the event. I came up with two different designs, and to make sure they worked on a t-shirt I uploaded them to a t-shirt design website. I look forward to seeing one of them used for next month's truck pull event in Oregon!



CAMPAIGNS & FLYERS

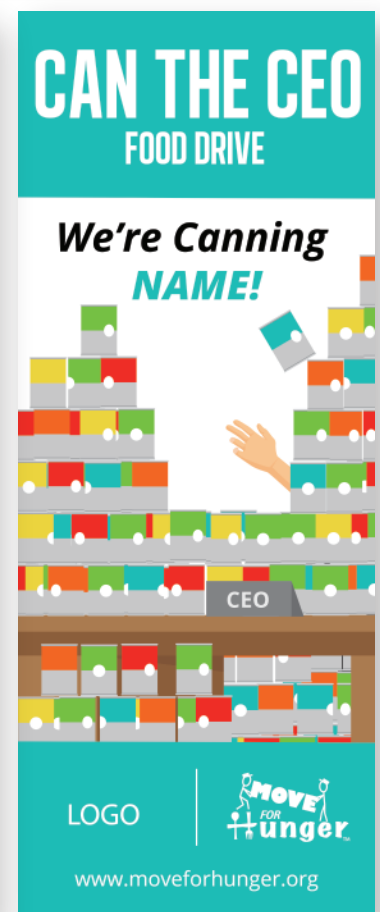
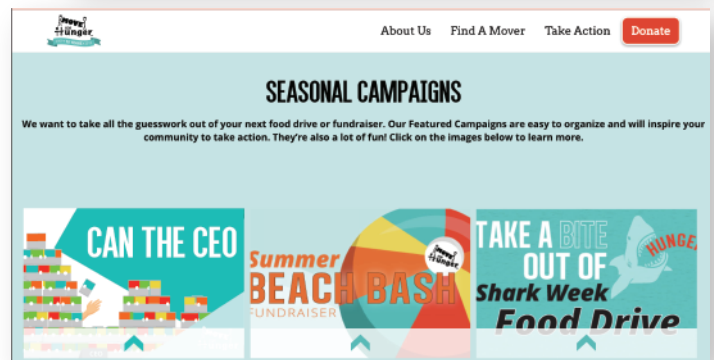
HUNGER IN EVERY COMMUNITY

Part of Move For Hunger's public education/public outreach is making people aware that hunger exists in every community. It doesn't matter where you live, people will always be facing food insecurity in your neighborhood. I was asked to create some graphics for social media and format them in two different sizes. Move For Hunger has an iStock account, so I looked through a lot of photos to find the perfect ones. I wanted to show some that had a nice looking neighborhood to make people realize that it really does exist everywhere.



CAMPAIGNS & FLYERS CAN YOUR CEO

Can your CEO is a campaign that companies can contact Move For Hunger and say they want to participate in. Move For Hunger supplies them with all of the flyers and artwork, and then set the company up with a mover to take the food after it is collected. The idea is to collect so many boxes and cans of food in a company's CEO office that the CEO can't get in. I was asked to create a new set of materials for the event. I was to use Move For Hunger's colors, and to make something that can be used on all different materials. I first created the artwork of the person behind the desk being covered in cans. I then adapted it to fit on a flyer, a banner, a web image, and a social media image. Move For Hunger now has the artwork posted on instagram and featured on their campaigns page of their website.





To see my entire process and everything that I worked on go to my blog at:

<https://rehinternship3.wordpress.com/>