



FINAL DESIGN BRIEF

Art 293v
Media Arts Internship
Summer I, 2009

ATSUMI YAMAMOTO

ART 293 New Media Arts Internship
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INSTRUCTOR Ailed E. Garcia

COMPANY Madskill (Creative Consulting)
SUPERVISOR Ray Carbullido
TOTAL HOURS 140hours

HOURS WORKED AND ACCOMPLISHMENTS

6/10–6/16 (35hours) Image research and developing idea

6/17–6/23 (33hours) Developing a motif and page design

6/24–6/30 (35hours) Adjusting photographs and lay-out

7/01–7/08 (37hours) Continued photography and typography lay-out

REFLECTION

My summer internship took place at Madskill, a creative consulting company. They help guide businesses, organizations and individuals to communicate effectively and creatively. Their services include creating company commercials, promotions, and events from getting ideas to final products. Their clients are relatively well-known and wide ranging from Scion, Subaru, and Bank of Hawaii to Department of Education and Smithsonian Institute. They did some website designing projects in the past, however, the company is in the process of expanding to web design and print design.

This was my first experience working in a firm outside school as a designer. This gave me some confidence in my skills.

Although I researched what Madskill does prior to the interview, I had little idea what I would do at Madskill. Eventually, I designed and did the lay-out of the company's press kit, up to pre-press. By going through the whole process, including reflecting on their concept, then adjusting the photos, doing the lay-out, and working on the typography, I learned some of the pitfalls and how to do it better next time.

I like print design. So I appreciate that the supervisor let me do the whole job to create the press kit up to pre-press. Through the internship, I became more familiar with InDesign than before and I'd like to develop my technical skill further.

I recommend this internship to students who like working on concept development.

STRENGTHS AND WEAKNESS

My strength was probably in conveying complex concept and design into a simple form. On the other hand, my weaknesses are communication and not having sufficient technical knowledge.

My big gain through this internship was the effort to transform an abstract idea into a visual form and design it. I had to question every idea I came up with and evaluate which one was the best solution. Although it was a little bit stressful during the brainstorming process, which took for a while, I liked finding (visual) solutions.

The challenge was to get what the client was really looking for. And I learned how important communication was. The client (the supervisor) spent a lot of time to communicate with me to help me getting a good idea for the press kit. However, I was not sure what information I really needed more for the source of idea besides understanding what the client gave me. I realized that real (outside) clients probably have only limited amount of time to communicate with a designer. Good communication skill saves time.

Also, having technical knowledge saves time. I had to re-do some photograph adjustments such as changing resolution, sizes and brightness. If I had more knowledge regarding Photoshop, I could have saved time. Those experiences are already worth a lot to me.

I did the design work by myself. The people contributed to the project were (a) the photographer who provided the images, (b) the staff who prepared some of the images, and (c) the supervisor who provided the history and vision of the company. He also provided texts and did the Enso (circle in calligraphy).

MY WORK

My work at Madskill was to create the company's press kit. It started from getting the client's idea, developing the concept, and to designing page layout to preparing for printing. My supervisor was the client.

FIRST WEEK I researched many images and words to get some ideas of designing the press kit and did some sketches. The supervisor provided me with the company background and his idea about the press kit. Also, he showed me some possible visual references. However, it took a week for me to come up with a better solution. I think it took too long in terms of real client job situation. I also started working on the lay out based on the outline the supervisor gave me and tried out some grids and fonts.

SECOND WEEK I worked from home because the supervisor was not present in the office. I researched patterns and created a motif possibly to be used throughout the press kit. It was not exactly what the supervisor wanted. However, from this point on, we developed a better solution together. I designed the company's seal as a signature. I also started page design on this week.

THIRD WEEK I mainly worked on photograph lay out in Service section of the press kit. Although I did rough page lay out before, once the texts and photos are placed, some pages and lay out adjustments were needed. Also I needed to understand some basic content information about each project in order to arrange the photos and their sizes.

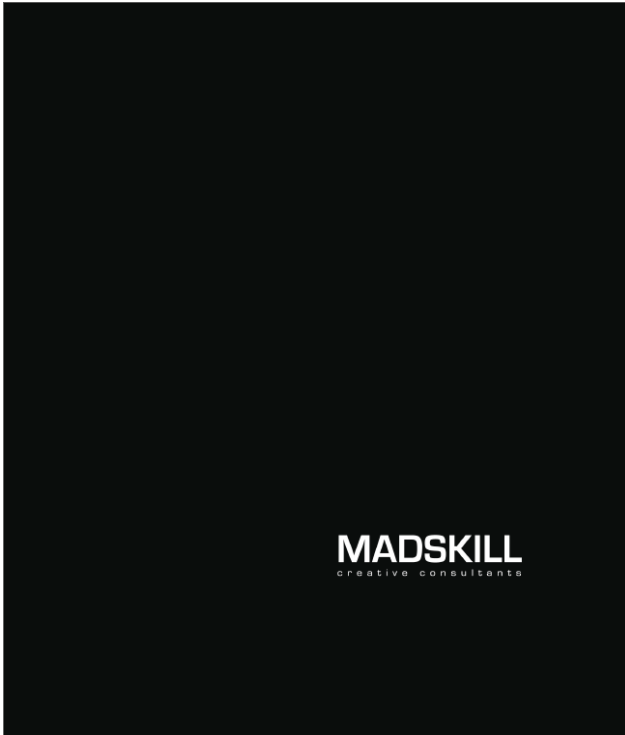
I went through the final photos the supervisor selected and adjusted brightness and cleaned some spots on the photos in Photoshop. Since the photos were not all 300 dpi, a staff tried to prepare photos in 300 dpi for me. Then, I needed to do photo clean-ups and adjustments one more time. By the end of the third week, most of the final texts and photos were laid out.

FOURTH WEEK After talking to the printer, the supervisor decided to change the size of the press kit. So I needed some adjustments including changing the size of the pages. I also created separate pages for a folded page, worked on client page, which involved lay out of many company logos. I also designed a CD label.

Overall, the supervisor liked the design of the press kit. It succeeded in conveying the client's philosophy. I like it too because the press kit has "humble yet solid" quality.

One of the supervisor's (client's) purposes of creating the press kit is to change the image of the company. I hope I made a contribution for his company. If it had been my personal work, I may have added one (tint) color to lighten up the press kit (although I am not sure if it would have worked).

SAMPLE WORK



Zen Circle - A simple shape drawn with one stroke of a calligraphy brush that expresses the essence of everything involved in its creation.

OUR HISTORY

In 2002, after a series of life changing events, including 9/11 and the passing of his father, Roy Calabullo and three friends formed MadSkill Productions and set up shop in the spare room of his small apartment in Honolulu, Hawaii. Having no money and limited resources, MadSkill Productions operated on donated furniture and equipment and survived on a healthy dose of 99 ¢ meals. The vision was to become a creative think tank that would generate and develop leading edge ideas for all communication needs.

With an abundance of passion and a hunger for success, MadSkill Productions quickly fueled its creative muscles and built a reputation of being able to think quickly and operate on shrinking budgets. Within the first year of operation, MadSkill Productions landed a contract to launch the Solon brand in the State of Hawaii. The approach and effectiveness of the campaign quickly spawned opportunities to work with other major Hawaii corporations including Turtle Bay Resort and Panasonic.

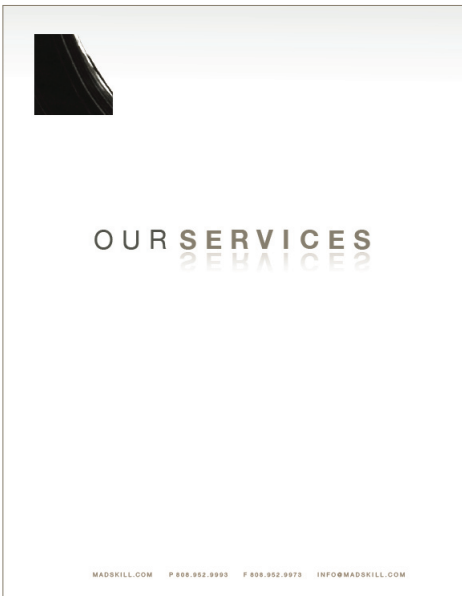
By 2004 MadSkill Productions gained national exposure when it spearheaded the official project and event of the Los Angeles/Southern California Filipino American Centennial Planning Committee in partnership with the Smithsonian Institute's Asian Pacific American Program.

The project commemorated the Centennial of Filipino migration to the United States. Shortly after, the goals and ambitions of the company were further defined to include being an active part of the community. MadSkill Productions then became MadSkill.

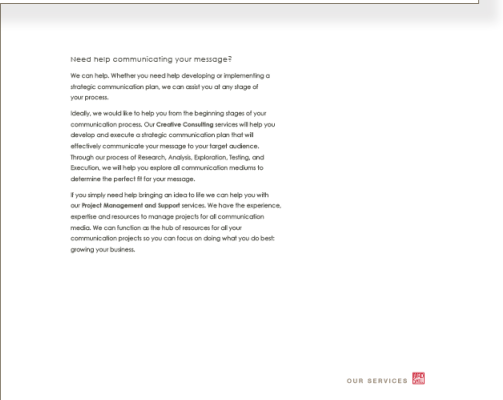
Since then, MadSkill has continued to guide businesses and organizations to push the creative boundaries in communication and to become heavily involved with the Hawaii State Department of Education. MadSkill serves on several Hawaii Advisory Boards, offers internships programs to high school and college students, and has been a part of a cultural exchange program in China. MadSkill has also hosted numerous elementary and high school tour groups at its office to provide exposure and insight to the creative industry.

We are now looking to continue our rich history of creativity and collaboration to make a positive difference in the world. We welcome everyone to join us.

ABOUT US 



MADSKILL.COM P 808.952.9993 F 808.952.9975 INFO@MADSKILL.COM



Need help communicating your message?

We can help. Whether you need help developing or implementing a strategic communication plan, we can assist you at any stage of your process.

Ideally, we would like to help you from the beginning stages of your communication process. Our Creative Consulting services will help you develop and execute a strategic communication plan that will effectively communicate your message to your target audience. Through our process of Research, Analysis, Exploration, Testing, and Selection, we will help you explore all communication mediums to determine the perfect fit for your message.

If you simply need help bringing an idea to life we can help you with our Project Management and Support services. We have the experience, expertise and resources to manage projects for all communication needs. We can function as the hub of resources for all your communication projects so you can focus on doing what you do best: growing your business.

OUR SERVICES 



HAWAII STATE DEPARTMENT OF EDUCATION

Project: Mandarin For Kids

Description: Twelve episode television series designed to teach kindergarten to second grade students how to speak Mandarin. We served as Creative Consultants, Directors, and Project Managers for the series. Each episode was narrated by Jason Scott Lee and featured 3D animation and live action footage and in China.

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OUR SERVICES CREATIVE CONSULTING



BANK OF HAWAII

Project: "Shoes"

Description: Commercial spot done for Bank of Hawaii highlighting their many ATM locations. The project was a collaborative effort between Ideology, a California based ad agency, Yu & Co, a Hollywood based studio, and MadSkill. We served as project managers and provided production facilities, set building, prop acquisition, and production and post production crew and equipment.

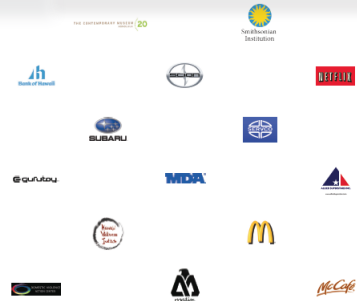
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