



Employed on Campus 2018 Internship Case Study

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What was your internship?

Design Intern at the Institute for Academic Development

Description of your role and responsibilities

Contribute to creating a new brand identity and a marketing strategy for a collection of online self-help study resources and pitch my ideas to the taught students team.

What interested you in this specific role?

The branding and marketing aspect of this role interested me as it is relevant to my degree of Illustration therefore it is a potential area I could pursue in my future career.

How have you benefited from this experience?

I have gained an array of skills from this internship and I have found myself growing in confidence. Working in an office environment and being very independent on a branding and marketing project was very new to me. However this enabled a greater learning curve and I developed more in my knowledge of Adobe Illustrator, my skills in Microsoft Word (to create a fancy report), my knowledge and understanding of accessibility issues, the process and market research required to create a brand identity and marketing strategy and finally pitching my work to my department.

What advice would you give to future interns?

If I could give any advice to future interns I would say they should take all the opportunities they can to network (whether with colleagues or other interns) as the internship goes by quickly and there's so many interesting new people to meet and learn from.

