

youthdesignboston
summer design internships for city high school kids



GUIDE FOR SUPERVISORS

JULY 2009



MASSART
MASSACHUSETTS COLLEGE
OF ART AND DESIGN

AIGA



OVERVIEW

Youth Design Boston is a program of The American Institute of Graphic Arts Boston Chapter (AIGA), a volunteer organization led by a team of working design professionals who are members of the AIGA.

This unique summer internship program introduces Boston high school students to careers in the design profession. AIGA, the Private Industry Council of Mayor Menino's office (PIC) and partnering schools in the Boston Public School system collaborate on this program to provide creative work opportunities to you – motivated young people – enabling you to work in a variety of design workplaces and create inroads to long term careers in Boston's vibrant design industry.

Mentors at your host studio will teach you specific skills and give you work experience and broad exposure to educational and career opportunities in design. In addition to work-related responsibilities, you will be encouraged to produce a personal project such as a resume or web page that demonstrates design competence and creates a tool for your future career development. You will also be invited to attend design exhibits, conferences and other professional development programs during the summer.

PARTNERS

American Institute of Graphic Arts

www.boston.aiga.org

AIGA is the professional association of design. This is a national community of print, interactive and web designers committed to advancing excellence in design as a broadly defined discipline, strategic tool for business and cultural force. AIGA-member firms will offer high-quality summer internships with the goal of providing meaningful exposure to the design profession, teaching concrete occupational skills and integrating students into their design teams.

Private Industry Council

www.bostonpic.org

The PIC is a non-profit workforce intermediary that organizes the private sector component of the Mayor's Summer Jobs Initiative. The PIC and AIGA work together to identify internships with design firms and corporations that have in-house design departments. PIC career specialists, located within our partner high schools, recruit and screen candidates to ensure a good student / employer match. After the YDB team interviews and places the students, the PIC will enroll the interns in job readiness workshops and continue to provide support to the design employer and students throughout the summer

Massachusetts College of Art and Design

www.massart.edu

Born of a pioneering spirit, Massachusetts College of Art and Design is the nation's first independent public college of art and design—and the first art school to grant a degree. MassArt's founders dared to imagine a better future for the Commonwealth of Massachusetts and to believe the path to it lay in creativity. Their goal in establishing the Massachusetts Normal Art School was to educate students in the creative process, which would in turn lead to the development of the mind, body, and spirit. The institution they created was dedicated to producing drawing teachers required in schools throughout the commonwealth, while at the same time training professional artists, designers, and architects. It proudly opened its doors in 1873 to anyone with talent and the will to succeed—at a time when access for everyone was all too uncommon. True to its history, MassArt continues to envision all that is possible and strives to reach it. Our history sets the direction for our future.



2009 PROGRAM DATES (WE STRONGLY ASK THAT YOU MARK YOUR CALENDARS)

June 30	Orientation held at the MassArt Trustees Room
July 6	First day of work
Week of August 17	Graduation
August 21	Last day of work

ORIENTATION – 1ST DAY AT WORK!

It is important that every intern receives an informative orientation on the first day of work. It may include:

- An explanation of what the firm does, what their responsibilities will be, and introductions to co-workers
- Guidelines for professional behavior appropriate to your firm (dress code, sexual harassment policy, etc.). See page 6 for our list of Professional Workplace Expectations.
- Distribution of any other materials / policies your firm distributes to new staff members, and exchange of your intern's emergency contact information (parent / guardian phone numbers) and your office's emergency policies and phone numbers

WHAT IS EXPECTED?

- All interns will be expected to attend the Youth Design Boston Orientation.
- If interns need to miss a day of work or reschedule a day, that time off should be approved by your firm at least a week in advance. They are permitted up to two days off with pay for illness, vacation, or personal time. Any additional time missed will need to be made up, arranged with you.
- In the case of an unexpected absence, your intern must notify you first thing in the morning that they will not be at work.
- Interns must attend weekly Professional Development segments (see page 4).
- Students and firms will receive evaluation forms to be exchanged at the end of the internship.

PAY AND HOURS

Ideally interns will work Monday through Friday. However, you and your intern should plan their work week in whatever way works best for both of you, ensuring that your intern works 27 hours a week at the workplace, and 3 hours a week at YDB's Professional Development Series (these hours are included in the interns weekly wages) for 7 weeks. The hourly rate paid to a YDB intern is \$8.50 / hour plus 7.65% FICA.



PLANNING WORK

One person should be responsible for the intern at all times throughout employment, although the mentoring may be shared among many designers in your firm. As a supervisor, you are not obligated to be present during all of your intern's hours, as long as he / she has work to do independently and others are present to help.

Ideally, the intern's job will be a balance of work that is useful to you and your firm, and engaging and educational for the intern (work is considered engaging when an intern can clearly make a connection between their tasks and your firm's products and services). We encourage you to try to outline such connections, especially when interns are doing what they may perceive as "busy work". If you are having trouble finding specific tasks for your intern, here are some suggested educational activities that you can use:

Job Shadowing: Allow the intern to spend time observing and interviewing different staff members about their job responsibilities.

Research Projects: Develop projects where interns can research different aspects of design.

Professional Development Assignment: The Professional Development Series (see page 4) encourages ongoing educational assignments, which are to be completed by the interns during their hours at the firm. These will be ongoing personal projects that interns can have as a physical product of their summer's work. Allow your intern to work independently on their professional development assignment, but please make time to guide, assist and give advice.

Portfolio Piece: Interns may also work with their mentors to design a piece for their portfolio. Any advice or ideas on how to create comprehensive portfolio pieces, as well as interview tips will be helpful to the intern.

Resumé Design: Interns can work on a resume that demonstrates design competence and may serve as a tool for future career development. Supervisors should assist interns in this project. It is a good way to help them develop their design skills.



THE PROFESSIONAL DEVELOPMENT SERIES

Interns are expected to attend our Professional Development segments, once a week on Thursday's from 9–12 noon. The program will include presentations at mentoring design firms, design-related field trips, Q & A with students studying design at area colleges, sketching tours and creative projects. These 7 sessions are mandatory and participation in them will be included in your intern's weekly wages.

These segments will be arranged and run by our Professional Development Coordinator, Joy Tammaro. This series is based on the understanding that in order to pursue careers in the creative sector, interns must:

- Recognize the economic productivity and social importance of artistic work
- Be equipped with professional skills as well as relevant work experience
- Observe and understand the educational and professional paths that will help transform their artistic talent and interests into a successful career

MISSED WORK

Interns are allowed to miss an appropriate amount of work due to illness, emergency, or previously scheduled vacation (see page 2). In these instances, we encourage you to work with your intern to make up their hours if it is convenient for you and your firm. If your intern is chronically late or misses excessive hours, please notify Tara Oremus, the Director of YDB Operations immediately at 617-266-8112. Please make sure that an intern submits a request to "Miss Work Form" that is filed by the mentor (see form on page 9). This helps us keep a record of the student's experience.

LIABILITY

- Please do not give your YDB intern keys to your office
- Do not leave your intern alone in your office during his / her working hours
- AIGA is not liable for the behavior and conduct of the YDB intern. Please treat this relationship as a professional contract and clearly communicate your firm's rules and the expected conduct for all of your employees.

EVALUATION

An intern's experience will be greatly enhanced by honest and comprehensive evaluation. We encourage you to make time every few weeks to let him / her know that they are doing well, and what they could be doing better. The firms and students will receive an evaluation form to be exchanged at the end of the internship.



PAYROLL OVERVIEW

Interns are paid for their work through the Private Industry Council (The PIC). At the end of each 2-week period Supervisors must sign and fax a timesheet (completed by the intern) to the PIC (see below for full details). Every 2 weeks, your intern will need to go to one of The PIC's offices to pick up his / her paycheck.

FAQS FOR TIMESHEET AND PAYCHECK PROCEDURES

When do time sheets need to be sent to the PIC?

On the last Friday of each pay period Supervisors need to fax signed timesheets to the PIC office:
Fax to 617-423-1041, attention Kim VanDyke.

Pay Period	Timesheets Due	Pay Dates
July 6 – July 10	July 10	July 17
July 13 – July 24	July 24	July 31
July 27 – August 7	August 7	August 14
August 10 – August 21	August 21	August 28

Does the PIC need the original timesheet (not fax) in order to pay the student?

Yes. Supervisors should put the original in the mail right after they fax it. Mail original time sheets to:
Boston Private Industry Council, Attention: Kim VanDyke, 2 Oliver Street, Boston, MA 02109.

Where and when do students pick up their checks?

The students can pick up their checks at one of the PIC's two offices after noon on the pay dates listed above. The student must choose one location and pick up their checks there for the whole summer. Choose from:

- 2 Oliver St., 7th Flr, Boston —T stops are State St., Government Ctr, Park St., Downtown Crossing
- 555 Amory St., Jamaica Plain — near Green Street Station on the Orange Line.

If a student cannot pick up his/her check, can the check be mailed?

No, the checks cannot be mailed. If the student has difficulty getting to the PIC office they have chosen on the Friday afternoons listed, the check can be released to a PIC Career Specialist at the schools: Julie Larson at Boston Arts Academy, Roselys Esteve at Boston Latin, or Annabelle Rosario at Madison Park, and they will arrange with the student a way for him/her to obtain the check.

Do checks correspond to actual hours worked during that pay period?

Yes, students are paid for the time they actually work (as listed on their timesheet). Lunchtime is unpaid.

Who is the person to contact regarding timesheet/paycheck questions?

Contact Kim VanDyke at the PICs Boston office, 617-423-3755, Kim.Vandyke@bostonpic.org.



PROFESSIONAL WORKPLACE EXPECTATIONS FOR INTERNS

1. Get to work on time; call any time you are late with an estimated time of arrival.
2. If you are going to be out sick call in immediately when the office opens.
3. Ask for time-off as soon as you know date and time you will need to be out of the office.
4. Limit personal use of work computer and be careful how you use it.
5. Turn off cell phone or cell phone ringer when you're at work.
6. Make yourself useful to others or do something educational during downtime.
7. Don't be afraid to ask questions and take notes.
8. Ask for and/or make adjustments if your workstation causes physical discomfort.
9. Make up sick, vacation, and/or personal time if you are out of the office for more than 2 full days.
10. Attend and be on time for YDB Professional Development events each Thursday morning.
11. Submit time sheets and pick up your check as required.
12. Talk to your supervisor, PIC counselor, YDB representative, or an adult you trust if you have a problem.
13. If you are asked to work after-hours you can say no; if you say yes, track extra time to get comp-time.
14. Take your lunch hour as personal time to recharge your batteries.
15. Use the way others in the office dress as a guide to what is appropriate dress for your office.
16. Check in with your supervisor before you leave for the day to make sure he/she knows you are leaving.
17. Work hard, learn a lot, have fun!



YDB CONTACTS

Mentors should direct their questions to Emily Parent, Mentor Coordinator, Student questions or concerns about any aspect of their internships should be directed to Maegen Rzasa, our Student Coordinator. And questions about the Professional Development series should be directed to Joy Tammaro, our Professional Development Coordinator. If Maegen and Joy cannot be reached, please contact Tara.

Mentor Coordinator: Emily Parent, 617-574-3960, eparent@metlife.com

Student Coordinator: Maegen Rzasa, 978-771-1132, maegen.rzasa@gmail.com

Professional Development Coordinator: Joy Tammaro, 978-902-4664, joytammaro19@comcast.net

YDB Director of Operations: Tara Oremus, 617-266-8112, tara@korndesign.com

Payroll Questions to: Omayra Cruz of the PIC's office, 617-488-1322, omayra.cruz@bostonpic.org

Timesheets to: Kim VanDyke of the PIC's office, p. 617-423-3755, fax 617-423-1041, Kim.Vandyke@bostonpic.org

IN CASE OF EMERGENCY:

If you have an emergency and Tara and Maegen are not reachable, you can also contact Tracy Swyst, YDB Administrator, at 781-608-3649, tracyswyst@gmail.com
Denise Korn,, Founder, at 617.266.8112, denise@korndesign.com

WHEN TO CONTACT TARA OREMUS OR MAEGEN RZASA

In order to ensure that this summer's experience is productive and educational for the intern, as well as comfortable and useful for you and your firm, we want to make sure that the interns are held accountable to professional standards of behavior, dress, etc. (one of the focuses of the Professional Development Series is to help interns identify and understand these standards). We fully expect that every intern is well equipped to navigate an office environment. However, problems may arise, and it is crucial to the intern's learning that you not only speak to them personally, but also that you notify Maegen about any problems as they arise. That way, we can work together to eliminate problems before they become serious issues for you, the intern, and your firm. Joy will be organizing the Professional Development Series and can answer your questions regarding this portion of the program. Additionally, please feel free to use Tara as a resource if you are having trouble identifying work or creating projects for your intern.



RECOMMENDED READING ABOUT GRAPHIC DESIGN

GRAPHIC DESIGN BASICS

Visual Forces: An Introduction to Design
Benjamin Martinez and Jacqueline Block

The Non-Designers Design Book: Design and Typographic Principles for the Visual Novice
Robin Williams

The Elements of Graphic Design: Space, Unity, Page Architecture, and Type
Alex White

GRAPHIC DESIGN BASICS: TEXTBOOKS

Design for Communication: Conceptual Graphic Design Basics
Elizabeth Resnick

Visual Literacy: A Conceptual Approach to Graphic Design Problem Solving
Richard and Judith Wilde

TYPOGRAPHY BASICS

The Mac (PC) is not a Typewriter
Robin Williams

Type Rules: Designer's Guide to Professional Typography
Irene Strizver

Stop Stealing Sheep (and find out how type works)
Erik Spiekermann and E.M. Ginger

GRAPHIC DESIGN HISTORY

Graphic Design Time Line: A Century of Design Milestones
Steven Heller

Graphic Design History
Steven Heller and Georgette Ballance

A History of Graphic Design
Phillip Meggs

GRAPHIC DESIGNER'S 'DESERT ISLAND' BOOKS

Nine Pioneers in American Graphic Design
R. Roger Remington and Barbara J. Hodik

Mixing Messages: Graphic Design in Contemporary Culture
Ellen Lupton

Typography Now: The Next New Wave
Rick Poynor and Edward Booth-Clibbon

Make it Bigger
Paula Scher

ESSAYS / READINGS ABOUT DESIGN

Design Literacy: Understanding Graphic Design
Steven Heller

Citizen Designer: Perspectives on Design Responsibility
Steven Heller and Veronique Vienne

Toothpicks & Logos: Design in Everyday Life
Jon Heskett

GRAPHIC DESIGN BUSINESS / FREELANCING

Graphic Artists Guild Pricing and Ethical Guidelines
Graphic Artists Guild

The Business Side of Creativity
Cameron Foote

ALL ABOUT THE PRINTING PROCESS

Pocket Pal
International Paper Co.; free, call 1-800-854-3212

GRAPHIC DESIGN MAGAZINES

Communication Arts
Step-by-Step Graphics
How