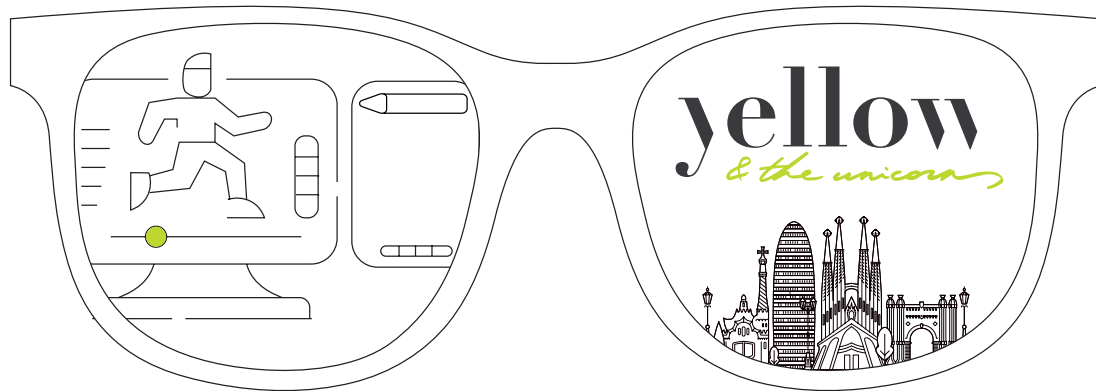


# Internship report

Femke Elzinga

V20

2023



# Preface

My name is Femke Elzinga, I'm 19 years old and I'm currently in my third (and last) year of my Media Design Study. For the past 15 weeks I followed my internship abroad, at the marketing company Yellow and the Unicorns (and Meye Marketing), located in Barcelona, Spain.

The goal of this internship is to gain experience in working with communication and time management in a team. Besides that, I'm looking to practice in the field of motion- and graphic design, like animating in After Effects and working in Illustrator. I'm also looking to improve my English language skills further. I'm also interested in learning a bit more about doing a Photoshoot if possible.

I'd like to thank the whole Yellow team for the amazing and educational time here in Barcelona. I'd like to thank my Supervisor Laura L in particular for giving me constructive feedback,

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yellow  
*& the unicorn*

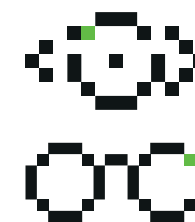


## About yellow *& the unicorn*

Yellow and the Unicorns is a creative marketing company, specialised in high-end concepts and content for the independent optician. The team organises high-end photoshoots from A-Z exclusively for the Belgian company MEYE N.V. and besides that focus on creating content in the form of posts, print, video's and campaigns for social media.

## Colofon

Yellow and the Unicorns  
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E-mail: [kimberly@bemeye.com](mailto:kimberly@bemeye.com)  
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# SMART goals



## Motion graphics in Adobe After effects

*At the end of my internship I will have mastered- and will be able to work more efficiently in Adobe After Effects (motion graphics and video effects), I'm going to be learning to apply my own animations and effects.*

**Specific:** I want to develop my skills in After Effects to create short animations.  
**Measurable:** I will have achieved this goal when I can work more efficiently and gain skills in Adobe After Effects in general. For example, I will be able to make illustrations and text move and create/add effects, use shortcuts. I will have the opportunity to work a lot in this software program. During the process of making these posts, I will receive tips and tricks from my graphic supervisor and possibly using the Internet. As proof that I have worked on this goal, I'm going to make a number of posts and I will show these along with an explanation of my learning process.  
**Achievable:** During my internship I get the opportunity to work a lot on-and practice with animated social media posts. I would like to practice this because short format videos have become very popular in the media the past years (for example, look at TikTok, Instagram Reels and YouTube Shorts) and I have barely worked in After Effects so it seems like a lot of fun and very interesting to dive into this program.  
**Relevant:** This goal is relevant and achievable, because I will have the opportunity to practice in After Effects during my internship and gain knowledge by getting tips and feedback from my graphic supervisor.  
**Time-bound:** I'm gonna be working on this goal in the 15-week time span at my internship.

## (Assertive) communication

*Embrace it and let go of all expectations; this was something I struggled with at the beginning and I sometimes found it difficult to adapt to the team for example, communicating when I was stuck/struggling or something like that. This is where this goal comes in, so I will be working on gaining skills in communication and assertiveness. Besides that, this also involves planning/execution and flexibility.*

**Specific:** At my internship I will be working in a team, which involves the coherency between communication, flexibility, planning and execution. I will also be using communicating software and an active server. In addition to that, the team is international, so I will also speak partly English, in the assignments we also work with English texts, so I will also work on English language proficiency.  
**Measurable:** I have achieved this goal when I have developed further in communication, flexibility and planning/execution. As proof I can show As proof I can show the communication and planning system and the server that I used during my internship and how I used it.  
**Achievable:** I want to develop myself in this because communication is very important within this sector and this will also come in handy in other situations  
**Relevant:** During my internship period I work within a team so it is important to have good communication. I can practice this in practice.  
**Time-bound:** I will do this during my internship period of 15 weeks.



## Time management

*At the end of my internship I will work more time efficient which allows me to spend my time better, more organised and it will allow me to make my deadlines. This includes: Making a plan/overview, managing my hours, attention, setting realistic goals for myself, making fast choices, letting go of perfectionism a little bit.*

**Specific:** When working at a company with a team and for clients with deadlines it's important to work fast and efficiently. I've been struggling with quick decisionmaking and letting go of perfectionism which for example causes things to not be in order and not getting things done in time for a deadline. That's why I'm setting up this goal for myself during this internship.  
**Measurable:** I have achieved this goal when I will have found a way to work more time efficient, I will have done some research on how to improve this, and will practise this during my internship, to show that I have made progress I will include an explanation and proof of me being more time-efficient, and I will also be including this in my assignment (see assignment K1-W4).  
**Achievable:** During my internship I will be able to practise this goal and apply what I learned, by working on real projects for clients and working together with other members of the team on planning, managing my hours, setting realistic goals, fast decisionmaking and "letting go" of perfectionism.  
**Relevant:** Because at my internship It's so important to be time efficient because we work for clients, this will be excellent to practise this. It will create more overview and me and everyone on the team will know where we stand. Besides that, this goal is compatible with my smart goal (assertive) communication.  
**Time-bound:** I will practice this during my internship period of 15 weeks.

## Print design

*When doing my mid-term evaluation with my supervisor it came to light that I could have more practice in print design. So this will be an alternative goal that I will be practising during my internship. This includes: creating balance design/composition/layout/color-wise*

**Specific:** On my internship I have been working on print here and there. This includes making newspapers, magazines, flyers, and folders. Me and my supervisor both agreed that I could practice this more because I was struggling with this a bit more.  
**Measurable:** I have achieved this goal when I've made progress in print design and the process goes more smoothly. To proof this I will show these designs with included an explanation of what I have learned in the process.  
**Achievable:** I want to practice this because I think besides regular/conceptual graphic and motion design it is important to also have knowledge of print, to have a wide range of expertise.  
**Relevant:** During my internship I've got the chance to work on a few print projects and get tips and tricks to hopefully make the process go more smoothly.  
**Time-bound:** I will practice this during my internship period of 15 weeks.





# Orientation assignment



## Orientation assignment 1: First impressions

*Write a short report on your first impression on your first day.*

My day started with entering the office and meeting the (kind, relaxed, funny) team. I found the office to be pretty spacious, big windows in the front, overlooking Palo Alto, where there is a street market organised every month or so, and there are numerous (creative) companies' offices located there as well.

I definitely had to adjust a bit to the place, the systems the company works with, and adapting to the team when I first arrived, but as the weeks went by (very fast) I got more and more used to working here. My supervisors Laura L, Kimberly and me sat down to discuss my projects that I would be doing. After, it was time to begin with graphic/motion design first! To get a knack of the style and working method of the company i got handed some guides where this was described in detail. This also gave me more of the feel of the company and it gave me a head-start to begin working on my first project.



## Orientation assignment 2 Interview 1

Name: Laura Losapio

Age: 28

What's your function called?  
Senior graphic designer

What did you study?  
Bachelor in Graphic design and extended it with specialization year brand and packaging design.

What's your experience in this field? And are you specialized in something specific?  
Multidisciplinary designer (multimedia – graphic design - illustration) according to my studies specialized in brand and packaging.

What role do you have inside the team?  
Graphic designer. Taking care of the branding of the company, responsible for the printing department and beside that, creative organization and direction of photoshoots.

How do you deal with time pressure?  
As a designer you always want to deliver something nice and beautiful and you can keep working on it for forever, for that unfortunately the pressure always is somewhere around the corner. I try to deal by approaching it as a challenge in fast decision making.

What led to you working in this field?  
Always been creative and wanted to use that to help other people. In the end graphic design is all about communication, so I feel like helping other people to communicate: To visualize a message, to pass information with correct feeling and tone of voice.

How would other colleagues describe you?  
A team player, organized quite designer, ambitious, able to lead teams and always in for jokes.

Name a (work related) accomplishment that you are really proud of:.  
Leading the main photoshoots and the still life photography session I did. Those are passions that are not graphic design related in the end and I am proud they went well.

What do you like the most about your work?  
Without a doubt the diversity! Designing 360: making content > using that content > print/social/web.



Interview 2

Name: Laura Kate Deveney

Age: 26

What's your function called?  
Graphic Designer

What did you study?  
I studied Visual Communication Design

What's your experience in this field? And are you specialised in something specific?  
I specialise in brand identity design

What role do you have inside the team?  
I am a graphic designer/web designer, I work on a broad range of things within the team.

How do you deal with time pressure?  
If im under pressure I will step back and access the project. I'll it break down in to sections and create a to do list for my-self in an order that makes sense for the project. After I will write down approximately how long each task should take and go from there. Its easy to get overwhelmed at the beginning but I find concentrating on bite size pieces helps me concentrate on what needs to be done as well as keeping myself on track.

How do you set goals for yourself?  
I like to make a plan for myself. For example when I started this job I wanted to develop my skills further in AE, in order to do this I set aside some time to play in the program, as well as time to watch youtube videos each week. Then after a month or two I noticed a big improvement.

What led to you working in this field?  
I always wanted to do something creative but wasn't sure what it was. I felt studying Visual communication design was the right course for me as its still quite broad and flexible. My art teacher in school also helped me a lot with my career path.

How would other colleagues describe you?  
My colleagues may describe me as a problem solver

Name a (work related) accomplishment that you are really proud of:  
I worked on developing MEYE's website for the company. The website needed to hold a lot of text and content, I needed to problem solve and find the right solution for each section while also developing a cohesive design system that not only made sense for the user but also represented the content briefly and clearly. It tested my infographic skills, UX knowledge, layout skills and ability to adapt for mobile and ensure responsiveness.

What do you like the most about your work?  
I like how overtime I've found my personal style within graphic design.



Interview 3

Name: Claire Febvre

Age: 31

What's your function called?  
Graphic Designer

What did you study?  
I studied interior design but I then specialised in graphic design thanks to internship and job experience.

What's your experience in this field? And are you specialised in something specific?  
I am working now 8 years as graphic designer, I'm specialised in graphic design in the digital marketing field.

What role do you have inside the team?  
I am graphic designer, I do print, online graphic marketing material for independant opticians.

How do you deal with time pressure?  
If my time is well organized im usually not under time pressure.

How do you set goals for yourself?  
I think about in what I would like to improve and then I try to find time to teach myself new things about it.

What led to you working in this field?  
I am a creative person, but I also like a logical and concrete job.

How would other colleagues describe you?  
I think professional, efficient, creative and helpful.

Name a (work related) accomplishment that you are really proud of:  
The MEYE video I'm doing in After Effects.

What do you like the most about your work?  
I like to do different kind of tasks, it's also nice to work with high-end pictures and participate to Photoshoot.





 <b>Philippe Verbruggen</b> CEO & Creative Director	 <b>Kimberly Roomans</b> Support Manager	 <b>Naomi Duffhuis</b> Support	 <b>Laura Hillbricht</b> Operations Manager
 <b>Andra Obreja</b> Social Media Manager	 <b>Laura Losapio</b> Senior Graphic Designer	 <b>Laura Kate Deveney</b> Graphic Designer	 <b>Claire Febvre</b> Graphic Designer
 <b>Anja Luytens</b> Coach/Consultant	 <b>Rick Verhoef</b> IT	 <b>Wout Dijkman</b> Design Intern	 <b>Femke Elzinga</b> Graphic Design Intern



# Assignment 1



*For this assignment I will do research on the target audience and what circumstances they are in, what their client question is/what their wishes are, and I will try to solve their question(s) and wishes with my design and show insight to this. This particular design will be a boosting post for social media (this is used to amplify the reach of the content to a wider reach of the target audience of the client). FYI: The post will be made around the theme of glasses/eyes and with the topic “World Health Day”.*

## K1-W1 | Does research to find data and gradually develops an image of the context

*Result: The target group and the industry to which the client question is relevant, have been mapped out by the project team. The media designer has fully participated in this. Competencies are: applying professional expertise, analysing, collaborating and consulting, doing research.*

*Thoroughly analyses the available data, finds out what it means.*

The target audience is the independent optician, looking to boost their content to reach more of their own target audience, consumers who demand eyewear products, who will boost the growth of the eyewear market.

*Listens actively- and reacts alert to other team members.*

I listened and participated actively in the team when discussing the plan for the boostings. I was aware of what was going on, asked questions, and I also took notes for myself to be able to fully recollect everything.

*Collects enough relevant additional information - shows the ability to paint a clear picture with all of the information.*

The independent opticians are setting themselves apart from the rest of the eyewear market by focusing on high-end quality creative content in the shape of graphic and motion design. Because having high-quality content will help you rank well in search engines. This is why I will be focusing on making engaging and informative quality content, which can help for the optician to become more visible online and build authority with your target market.

## K1-W2 | Formulates the temporary- and final client question

*Result: The client question has been researched and discussed in the project team, at first temporarily, and finally definitively determined. The media designer has made a substantial contribution to this. Competencies are: Collaboration and consultation, applying professional expertise, focusing on the demands of the client, doing research.*

*Asks the right questions and keeps doing this to get to the core of the customer demand - consults critically but also constructively in the team about customer demand - puts a lot of energy and effort into understanding/comprehending the customer demand.*

When having the meeting for the new topics of the month for boosting posts, we already knew that we wanted to make high quality content to stand out from the crowd, and it had to be moving to bring the content to life (in forms of videos, reels, stories etc.) and we repeatedly include the theme of eyes, lenses, glasses and combine this with the topic of the month. This is the base we already had. But how will the client gain more engagement? We were discussing how to make more appealing and informative quality content. To be able to improve this, we decided we will include more informative (perhaps educational) text, more infographic (ish). Besides this, also join in with design trends, like creating something catchy, colorful, and fresh.

*Shows insight into what really matters to the client.*

My deep understanding of this is that the client wants to engage (new) clients to lead them to their (web)shop, and to do this make original, high-end, informational and refreshing content. Besides that the importance of consistency, creative, catchy and up-to-date with trends and other developments.

## K1-W3 | Conducts the dialogue about interpretation and translation of the input

*Result: There is a sketch for the solution of the client question. This was established with consultations in the project team in which the media designer actively participated. Competencies are: Presenting, Entrepreneurial and commercial action, Collaboration and consultation, Creating and innovating.*

*Suggests unique ideas and approaches, comes up with alternative insights, approaches things inventively, Conducts the discussion in the team in a dynamic and sharp way.*

First of all to be able to suggest unique ideas and approaches, I made the base with assignments K1-W1 and K1-W2. This showed what I had to take into account when making a proposal sketch for the boosting posts. With this in mind I started creating a brainstorm, with words relating to the subject (eyes, glasses, etc) and the monthly themes.

When starting to design the boosting proposals, I kept in mind the things we discussed earlier on. Things like making the content engaging by making a short graphic/motion video with not informal text, but not too much text, keep the boostings consistent, make it catchy.

*Knows how to explain and explain matters clearly, especially with regard to their own specialism.*

I designed with all the things I explained earlier in mind to make the content engaging for the client's target audience, so I was aware of why I applied and/or included certain things such as choice of design, text, information and animation. I am also able to explain things I applied into the design, and have knowledge of what they mean.

*Keeps an eye on what is going on in the market.*

I determined the trends and developments which led me to a conclusion of what's currently important in the market of design and optometry, which is the importance of appealing, fast, catchy video content on social media to lead (new) customers to the optician's (web)shop.

## K1-W4 | Informs and includes team and clients various times in the process of creating the crossmedia design

*Result: Those taking part in the process of designing the crossmedia design are involved, and fully informed in time. Competencies are: Applying professional expertise, present, collaborate and consult, focus on the wishes/needs and expectations of the client.*

*Makes sure that those involved are involved and fully informed in time.*

I made sure to involve and inform team members through communicating my progress and asking for feedback during the process. And when finished with proposals, we always run the designs and ideas through other members of the team to make sure we included everything and did not miss anything, to then make final changes. Then it's ready to be sent to clients who will be informed about the topics/designs. Because they will have a standard multiple options to choose from, we don't have to run the proposals through them first. This is a standard package that they signed up for. However, when designing other things like print we will send the proposal to the client and photo supplier for them to check and give final feedback for us to make amendments.

*Explains things plain and simple and inspires confidence in another person based on their own professional expertise.*

When designing I make sure to be aware of how and why I do it that way, so that I can give an explanation about my choices when needed.

*Clearly indicates to the other person what they can or can't expect.*

I indicated this to the team and my supervisor by setting a realistic deadline and communicating when there is a change of plan or when I'm stuck at some point in the process.





**K1-W5 | Makes a prototype for the crossmedia design in multiple phases of the design process**

Result: During the process there have been made multiple proposals/prototypes for the design, which makes visible what the intended endresult will look like. Competencies are: collaboration and consultation, applying expertise, research, creating and innovating, make use of materials and resources.

Looks at a wide range of possibilities/perspectives, tries out different approaches.

To figure out what works best I made multiple concepts in the form of sketches and prototypes in Illustrator, then I made the decision which one works best and also discussed the concept sketch/illustrator with my Supervisor, and the prototype with other members of the team as well.

Comes up with original ideas/concepts and experiments when prototyping.

To come up with a new original and creative idea I started with making a quick brainstorm, writing words that I associate with the theme and topics so I can figure out what I want to do in terms of text/information, design and animation. From there I have a little bit of an idea what I want to include in the design, so i can start making sketches and make a first composition in Illustrator.

Clearly explains their design solution and will enter the discussion with a constructive approach.

I make sure to design with a purpose, by being aware of most of what I include in the design so that I can explain when needed. This design for example, I chose to do this text and this with the design so that this and this.

Demonstrates professional know-how in the elaboration of their prototype(s), is aware and considerative of which software is best to use in this case.

I demonstrated professionalism by taking initiative, having a deadline beforehand and manage my time according to that, communicate with the team and my supervisor (when stuck for example), and be resilient, flexible. Besides that, making a problem-solving design by first doing empathizing (see: K1-W2), defining (see: K1-W2), ideating (see K1-W3, K1-W4), then making a prototype and proposing this to my supervisor, members of the team, and finally clients. In terms of design software and knowledge, I test out multiple possibilities and approaches to figure out what is best to use, and I was aware of what software was best to use for this: Illustrator and After Effects. These programs I chose because they work well in combination and are appropriate to use for graphic- and motion design.

**K1-W6 | Realises the design to apply to crossmedia applications**

Result: The final design has been realised and tested. The final product of the crossmedia design has been presented and delivered. Comptentencies are: presenting, using professional expertise, using Materials and resources, creating and innovating, delivering a quality design.

Knows how to use software for the crossmedia design in a professional way.

I applied my knowledge and skills of the software that I learned and practised during my study and during the internship.

Knows how to effectively incorporate creativity into the design.

Besides the basics like the information, style and theme I'm also making use of my conceptual skills to make the design look and feel fun, playful, original, and catchy.

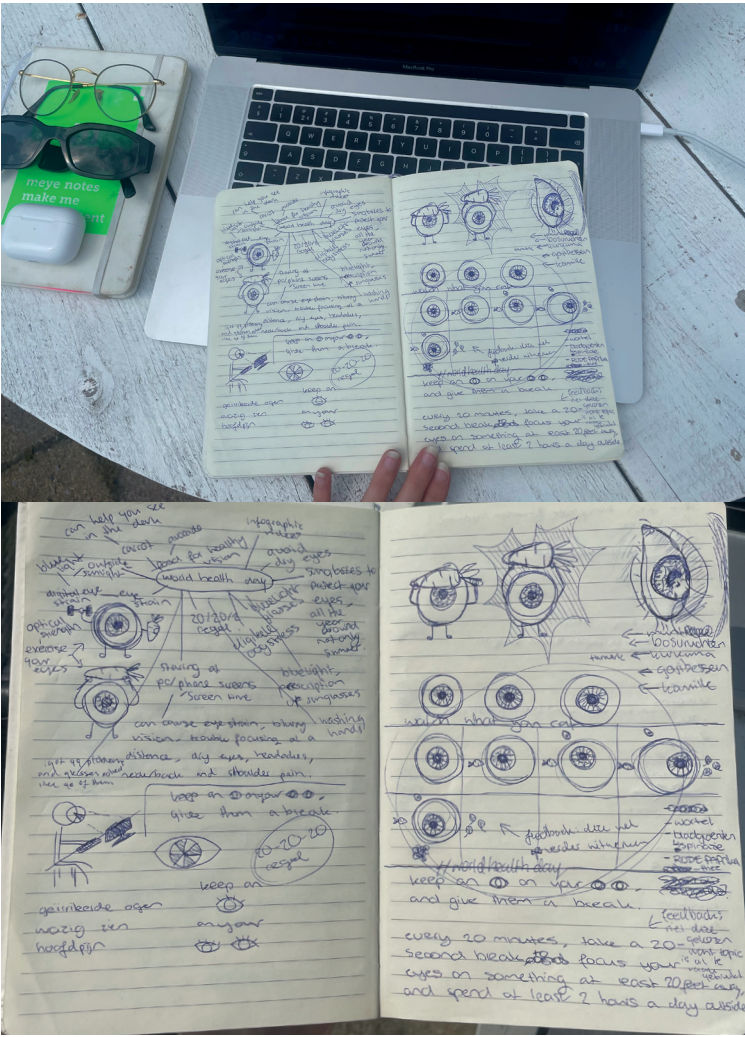
Shows that they have professional insight into the chosen solutions.

When designing I pay attention to detail, for example I pay attention to if and how I place the text, color, design and animation in a way that makes sense to me and would make sense for others as well.

Focuses on delivering a high quality design with strong attention to detail, knows how to present the end result in an enthusiastic and inspiring way.

I focused on keeping the high-end style in the design and besides that I make sure to overview and consider every step I take in making the design, so the client will get optimal use out of the design.

Brainstorm + Sketches



K1-W7 | Performs activities based around projectmanagement

Project management skills (planning, execution, budget, outsourcing, evaluation) are being used optimally. Competencies are: determine and initiating activities, planning and organizing, dealing with change and adapting to this, acting in a business-like manner.

Actively ensures that actions are taken and decisions are made in time

I ensured to act fast on making decisions and communication during the process. When I wasn't able to succeed in this, I went to my supervisor and/or other team members for help.

Ensures that activities are properly coördinated/communicated and contributes to work being completed in time.

For example when I was stuck or needed help I made sure to communicate this to the other members of the team, in order to keep things moving. Besides that, we had a few feedback moments inbetween the process.

Changes their approach when required in certain circumstances and is flexible in doing so, determines within team what improvements can be made next time.

When needed, I made amendments after receiving feedback and I was flexible in doing so. For example, changing the eye illustration to the "Eye Take Care" logo, for promotion of Eye Take Care.

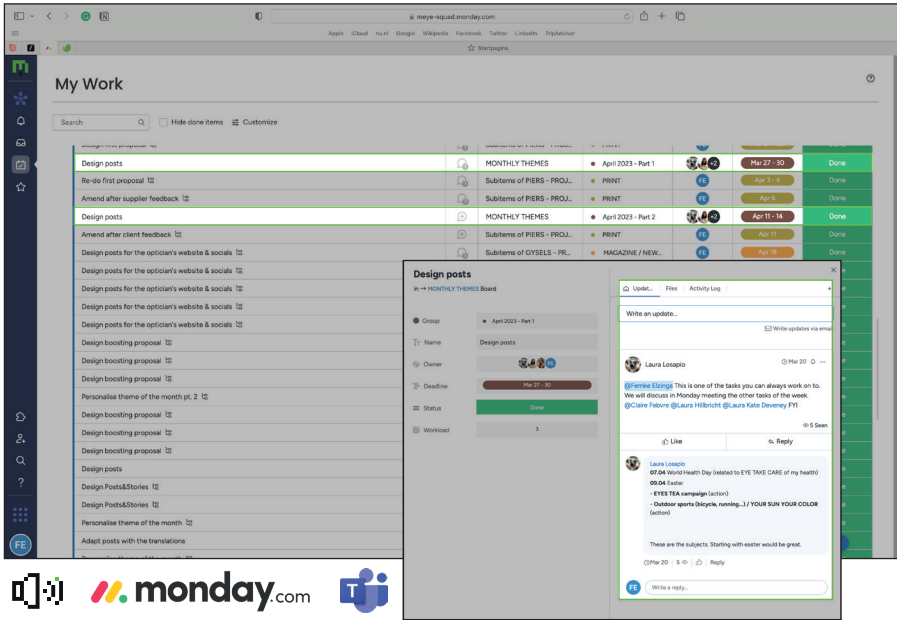
Formulates the requirements for outsourcing sharply and concisely.

When needing the topics, texts and requirements for the design for example, I went to sit with the Social Media and Graphic team and the creative director. And when needing something in terms of text, translations, images or information I went to the Support team whom could help me further with any things that were out of my field.

Uses sources in the most efficient and effective way, in particular with regard to the use of their own and other people's hours

I tried to use sources in the most efficient and optimal way by outsourcing when needed, communicating, changing my approach/being flexible, and making the most out of my skills and knowledge in software (and when stuck asking

For exmaple to communicate, I utalized this software shown on the right, called "Monday". Here, I could update my status on how far I was in the process, I could also put comments or questions in there for other team members. And for myself, I had an overview of my (upcoming) tasks.



Besides "Monday", I also used Microsoft Teams to communicate or I would go directly to a team member in the office to ask for clarity or for help for example.

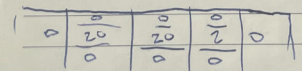
Feedback notes

World health day feedback

• Preference Laura:  
Eye that looks around to healthy eye foods → [diagram of an eye with arrows pointing to food icons]

↳ feedback Design/animation first proposal: The eye is illustrated in 3D style, so be more mindful of that when animating it looking around, to make sure it still looks "realistic". Besides that, I had to be mindful of the animation/text order. Also added logo in 2nd version to promote EYE TAKE CARE.

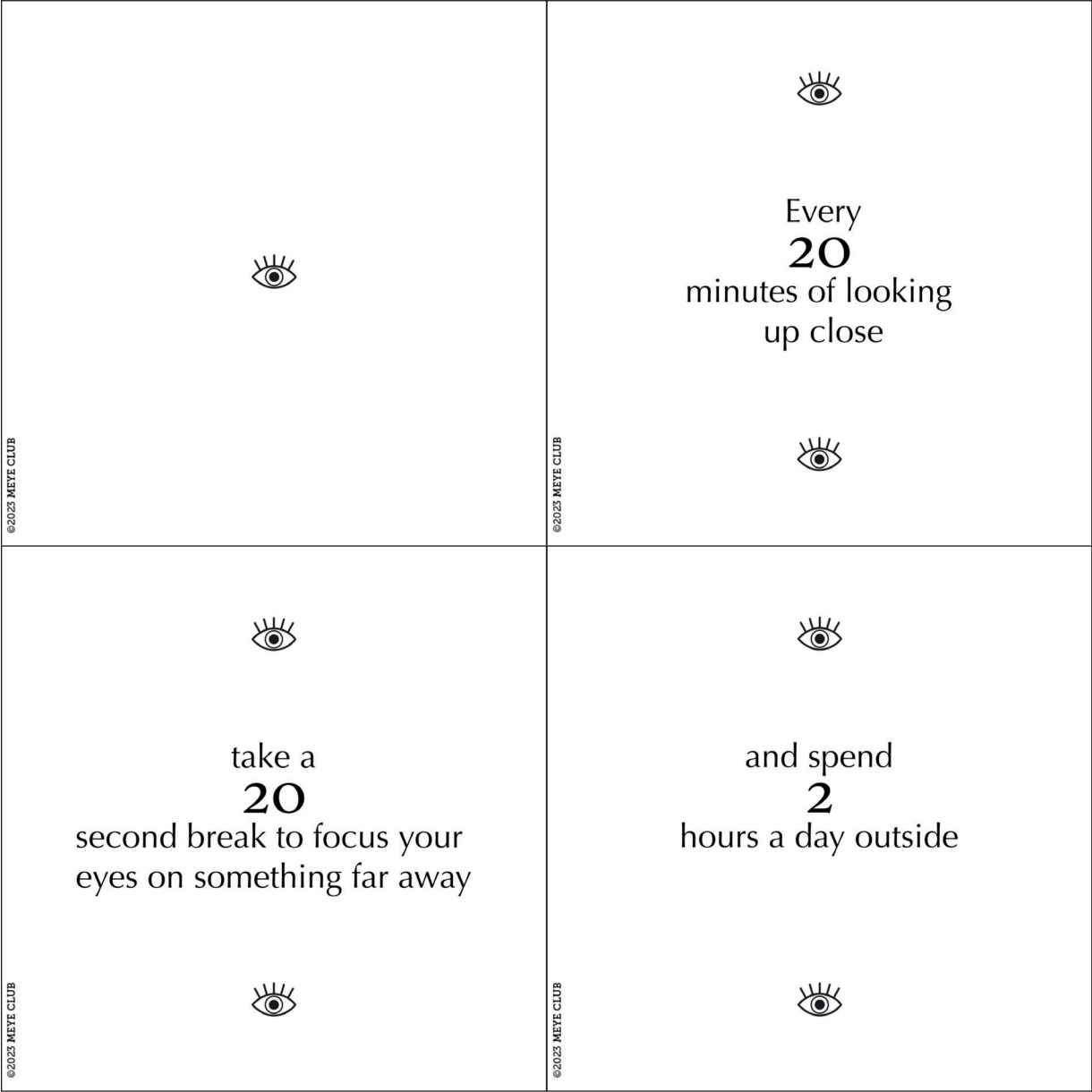
• As 2nd option for world health day post → the 20-20-2 rule idea. Why not 1st option: Because this info had already been used in post(s) before some time. For this, I decided to approach more of typography so it would be extra focused on the information.



End result 1:  
For this design, I chose to focus on the post being informative, colourful, modern and direct, so the message would be clear within one glance. With different colour variations for the optician to choose from.



End result 2:  
Also for this design, I chose to focus on the post being informative, and direct, so the message would be clear within one glance. For this I chose a more typographic approach. I chose to make two different designs so the optician could choose whichever one fits more to their wishes.





# Weekly reports



## Week 1

At 9:30 in the morning I started my first day of internship. Slowly, the members of the team started to arrive, and I got to know everyone. At first, there was a meeting where we discussed the tasks for the upcoming weeks, updates, any remarks or suggestions, and we had the opportunity to ask questions. Afterwards, I sat down with my supervisors Kimberly and Laura L and they told me about the first assignments I would receive. Then, I was assigned to my desk and started with getting to know the look and feel of th company.

I started with creating a social media boosting post, including the themes International Women's Day, and Book Day. What I think went well is that I had a kind of plan on how to go into the process beforehand, like brainstorming, then concepting, making prototypes etcetera. I also got some basic tips from Laura L in After Effects which really helped with the look of movements in the animation and this week I started to get more used to the software.

Mid-week, I started working on re-naming photo files, which would help me later on because I would get to know all the photo's (from their own photoshoot) that the company mostly uses in their designs.It also allowed me to get to know the server and I got an impression of the style of the company more and more. Besides getting to know the company, the server, I also got to get used to using Monday, the program we communicate through mostly. Here I could put in how far along i was with my project and I could put in questions and such, and I had an overview for myself what upcoming projects there were for example. This was helping me a lot with communication and keeping track of things..

## Week 2

In the second week, I continued working on the boosting posts. I received feedback from Laura L and the other designers on how to best approach these animations in After Effects, such as using keyframe assistant (easy ease, ease in, ease out, etc.), layout, adding copyright, and more.

After that, I started working on print: a spring/summer newspaper for Optiek Gysels. First, I determined the style of the optician, which was already often reflected in their previous newspapers. I got the tip from Laura to start working from an InDesign file from a newspaper from previous years, because it can be hard to start working from cratch. This way, I already had a kick-start, a base to work off from and play with. I did find it difficult to figure out the lay-out of the design, which caused me to be stuck, but I got some tips on what to focus on when determing the layout, like paying attention to the distribution of colors, light and dark, putting the text in an order which would be more logical to read. I kept making amendments with feedback inbetween until me and Laura were satisfied with the design, and then it was off to be checked for spelling and other things, and finally to be sent to the client to give a final approval.

## Week 3

I started working on a magazine for Optician Philippe Peeters. First I researched the style of the client and reviewed the brief incluing the client's wishes for text, photos and more. After that, I started working on the design layout of the magazine. Unfortunately, for the rest of the week I wasn't able to finish this magazine myself, due to being sick.

## Week 4

This week I had to call in sick.

## Week 5

I worked on boosting posts for the topics Spring and Daylight saving time. I did some brainstorming, following it up by sketching and from there determine which concept to continue working on. Claire helped me figuring out the animati-on for these ones. I received tips on how to approach this best in terms of animation, for example having a logcial order and timing in the animation, and usage of colours. Besides the posts, I also worked on adjusting the preference list. This is a list for clients where they can easily make their decision on which photo's they want incorporated in their magazine, newspaper, flyer or on their website for example. My task was to replace the unedited versions of the photos with the edited ones. Here I again got to know the photo's.

## Week 6

I worked on new boosting posts including the topics Easter and World Health Day. In this process I again did brainstorming and sketching first, looking for inspirational online, and I learned to use the space in a design in the most efficient way, and I focused extra on finding balance in the design and animation. I also had a visit from Ralph from Dutch Students Abroad and sat down with him and my supervisors on how I was adjusting and if there were any things that needed to be adressed. It was concluded that things were going well, and both sides were satisfied, including how I handle tips and criticism, among other things. Feedback from my supervisors was that I could practice more on print design and besides that increase my work pace by working more efficiently and clearly communicating. Towards the end of the week, I worked on setting the web photos in the correct formats in InDesign. The opticians' websites required specific photo sizes, so my task was to ensure they were in the right format.

## Week 7

I continued working on cropping photos, and then I started creating a flyer for Optiek Piers, per usual with feedback moments inbetween the process. I found it hard at the beginning to start with the layout and to also keep sticking to the style of the optician. I spent the first few days working on this, and once it was checked design-wise by Laura, it also got a proof read from the support team and based on their feedback I made the final adjustments. Then the first proposal was ready to be sent for approval to Optiek Piers and the suppliers (of whom we used photos in the flyer). In the meantime waiting for feedback, I continued working on posts. Later the week we realised that we had a misunderstanding of the brief of the flyer. It was supposed to have 4 pages total but now it was only one double-sided paper. So I had to make amendments to fix this, which challenged my resiliency. I think this went well although it was a challenge to change the layout to two additional pages. Then it got re-sent for approval and I could make final amendments. On Friday, I took the day to work on my internship assignment.







#### Week 8

I continued designing the Optiek Piers flyer I began with previous week. During the Monday meeting, it was discovered that there were a few photo's left that I had forgotten to resize, so I quickly took care of that in between other tasks. I also made adjustments to the World Health Day post based on feedback that I had gotten. The eye had to be replaced with the Eye Take Care logo as they wanted it to be more prominent in the design, which would align more with the desired design and theme of the post. In addition to this, I created multiple color variations for some posts, allowing opticians to choose according to their own preferences and style. I also had to make all of these in versions English, French and Dutch. After that, I proceeded to work on animating more posts for topics "coloured polarised sunglasses" and "...% on polarised sunglasses".

#### Week 9

We started off with a meeting where I, together with Social Media and Graphic team presented the second part of the April posts proposals to Philippe, gathered feedback (to pay attention to colors and text, that it would be informational and have more depth and the high-end style we're always aiming for), and made the changes according to this feedback.

#### Week 10

During this week's meeting, we discussed the creation of two new versions of the post for colored sunglasses. These versions required changes in terms of text, colours, and layout. Additionally, I worked on translations and made progress on my internship report. The following days I followed on making more boosting posts, and I worked on making personal posts for opticians, which would fit their style and identity. These posts included discounts and actions. Here it was more important for me to focus on layout for example. These posts also didn't need to be animated. The rest of the week, I also translated posts and created mockup boosting videos of newspapers/magazines for opticians. Here I learned in After Effects how to replace old files, in which resolution to export content for these particular templates, and I organized the After Effects file. I learned the importance of working with structure and organizing things, to become more time-efficient and help it stay like that for future projects.

#### Week 10 - Mid-term evaluation report

In week 10, I also had an inbetween evaluation with my supervisors from my internship, Laura and Kimberly, and my supervisor from school to evaluate if and how my and my supervisor's expectations were being met, and if not, how to make sure we would fulfill these in the following weeks of my internship. The following things were evaluated during the discussion: Communication, time management, skills in designing print. Laura sensed that I was having trouble with communication which caused me to be less productive and time efficient, being stuck often. She explained to me the importance of clear communication and how it also affected the team, because if you communicate clearly with the team they also know where they stand and that helps them in their own schedule as well. I myself also acknowledged that I was having trouble with communication because of being a perfectionist causing me to be scared of making mistakes essentially. So Laura advised me to try and let go of this and not be afraid to make mistakes. Besides communication and time management, it also came to light that I needed to practice more in making print when possible in the last few weeks.



#### Week 11

I was busy with adjusting posts to make them fit the style/identity of the optician. Besides that I resized some more photo's, here I practised with composition in photography, like the position of the subject being in frame, not having certain parts cut off the picture that would maybe have it look off or unbalanced. I also got to make amendments to videos for MEYE screen to have the final video be a unity color and font-wise. Besides that, I made more personal posts for opticians according to their style/identity, and I made a Tom Ford brand video for Meye Screen where I had to keep in mind the style of the brand.

#### Week 12

I worked on making more boosting posts with topics. I gained a lot of experience in After Effects by just trying out different effects and approaches, and because this was a very busy week, and my supervisor was on holidays, I had to work more independently on projects in terms of having less guidance, which actually forced me to communicate more to members of the team when stuck, when having questions or just to update them on where I stand at that moment. I think this was a good push for me to communicate more openly.

#### Week 13

I made posts for opticians, I made amendments to the Tom Ford brand video I put together earlier after receiving feedback, and I worked on more new themed boosting posts. I got some tips about reading order in the design (to have the focus be more on the animation and not have movements all over the place), creating depth in illustrations by for example adding/emphasising shadows or subtle movements, leave unnecessary text out, alignment of text, and I discovered more effects like light sweep. We also worked remote this

#### Week 14

I continued working on themed boostings. Tips I got: make sure the colors are fresh and bright, make background, text and illustrations stand out from each other. We also again worked remote, I think this challenged me as well in terms of communication.

#### Week 15

This was my last week of internship. I finished up two more posts after making a few amendments based off of feedback and I added audio to one animation as well. Then I got the assignment to design a 4-page flyer. I paid attention to having a logical order in terms of text, having a balanced overall look by focusing on placement of photo's and text and choice of colours and shapes. I found the process to go really well. Besides the boostings and folder, I got the opportunity to have a peek into the process or organizing the fall/winter photoshoot. I was assigned to go look for locations that would be fitting to do the fall/winter shoot. got explained why some were not possible for example due to: not having many options in terms of different corners to shoot at, some locations had more of a summer vibe, some were realistically not possible due to lack of space or it being a public space, budget, etcetera. But overall, my supervisor was really happy with the locations I suggested and it would be locations they would suggest themselves as well.

# Reflection report



*In this report, I will reflect on my professional and personal development.*

## Professional and personal development

### Hard skills (professional development)

On this internship I was espeially focused on graphic and motion design, where I had tasks such as making social media posts where I went through the process of brainstorming, concepting, and prototyping. For this task I used adobe Illus-  
trator in combination with After Effects. Besides that, I made print work such as a magazine, newspaper, and flyer, for  
which I used InDesign to design. When concepting designing, I was paying attention to originality, creativity, efficiency,  
layout, colour, information, and logic in terms of text and order of animating. I always started these projects with a quick  
brief explanation (usually from my supervisor Laura), and after I would work on them independently, with feedback  
inbetween, and when neccessary I would ask Laura for tips.

### Soft skills (personal development)

At the beginning when adjusting I was definitely shy and sometimes found it hard to let go of perfectionism. I was  
also eager to learn, initiative taking, active, kind, mature, considerate, understanding. When completing a task, I would  
always ask Laura to do give feedback and do a final check. When I had an unclear situation or I was stuck, it sometimes  
was tough for me to ask for help having the feeling that I will not have control over the situation and being scared to  
have made mistakes. But after having a conversation with Laura about this, it gave me more insight and confidence to  
ask more often for help when stuck. That initial fear definitely didn't go away instantly, but It was improving for sure. I  
found projects going more smoothly after and I felt that I worked more efficiently. In terms of criticism, I got really con-  
structive criticism from Laura L. and the other members of the team, so I could completely empathize with them and I  
would be considerate and open-minded.

## Conclusion

### Goals

The work experiences I encountered during the internship allowed me to develop skills such as making motion  
graphics in Adobe After Effects, (assertive) communication, timemanagement and print design. I kept in mind to keep  
these goals realistic and specific, which helped me to keep track of them and know what I was aiming for to actually  
achieve these goals.

### Expectations

I think the only expectations I had for my internship really, was the chance to learn valuable personal- and work skills  
and gain useful experience. I had a conversation with Laura about how the team could meet my expectations, and how  
I could meet theirs as well, which I think helped for both sides to have assurance, a clear insight and know what to pay  
attention to. I also expected to get constructive criticism of wich I could learn something and I did get great help and  
tips during my internship of wich I learned a lot.  
Most appealing tasks - I think for me the most fun to do was making the posts, which was a combination of motion and  
graphic design, because I had the most creative freedom here, the topics were different every time, and I could have  
fun and play around with concept, text, design, and movement. Allthoug this was my favourite, I was also interested in  
making print because that was something I could still learn a lot from practicing.



### Atmosphere and guidance

I had really good guidance and support and the team has really helped me out with growing personally and professio-  
nally. Everyone is really thoughtful, funny, kind chilll and cool, and they have the willingness to help and support eacho-  
ther. If I was having trouble with something, or if I had questions or anything, I could easily approach them for help.

### My strengths and weaknesses

My strengths are the ability to adapt, I am conceptually strong, I take initiative, I am a perfectionist, I'm (self) aware, I'm  
able to see the big picture in complex situations, I'm creative, I've got an eye for detail, I have knowledge of software, I'm  
open-minded and I can empathize, and I'm a good listener. My weaknesses are that I am a self-critic, shyness, I'm afraid  
to make mistakes and am thereby not a very fast decisionmaker, I can get caught up in details, I sometimes have diffi-  
culty asking for help, and I have difficulty with composition when designing (mostly in terms of designing print).

### Self-improvements

I improved in setting realistic goals for myself, organize, make peace with being "good enough" and letting go of the  
need to have everything perfect and in order, communicating, I gained a lot of experience in this by working with the  
team and having clear communication. Even though in the future I want to evolve more in this particular goal.

Besides that, I gained knowledge in After Effects, Illustrator and Indesign, making illustrations in combination with ani-  
mations, and print. In the future I would like to take on more challenges for myself in these three programmes, because  
I want to get the most out of it and figure out what more I can do with them.

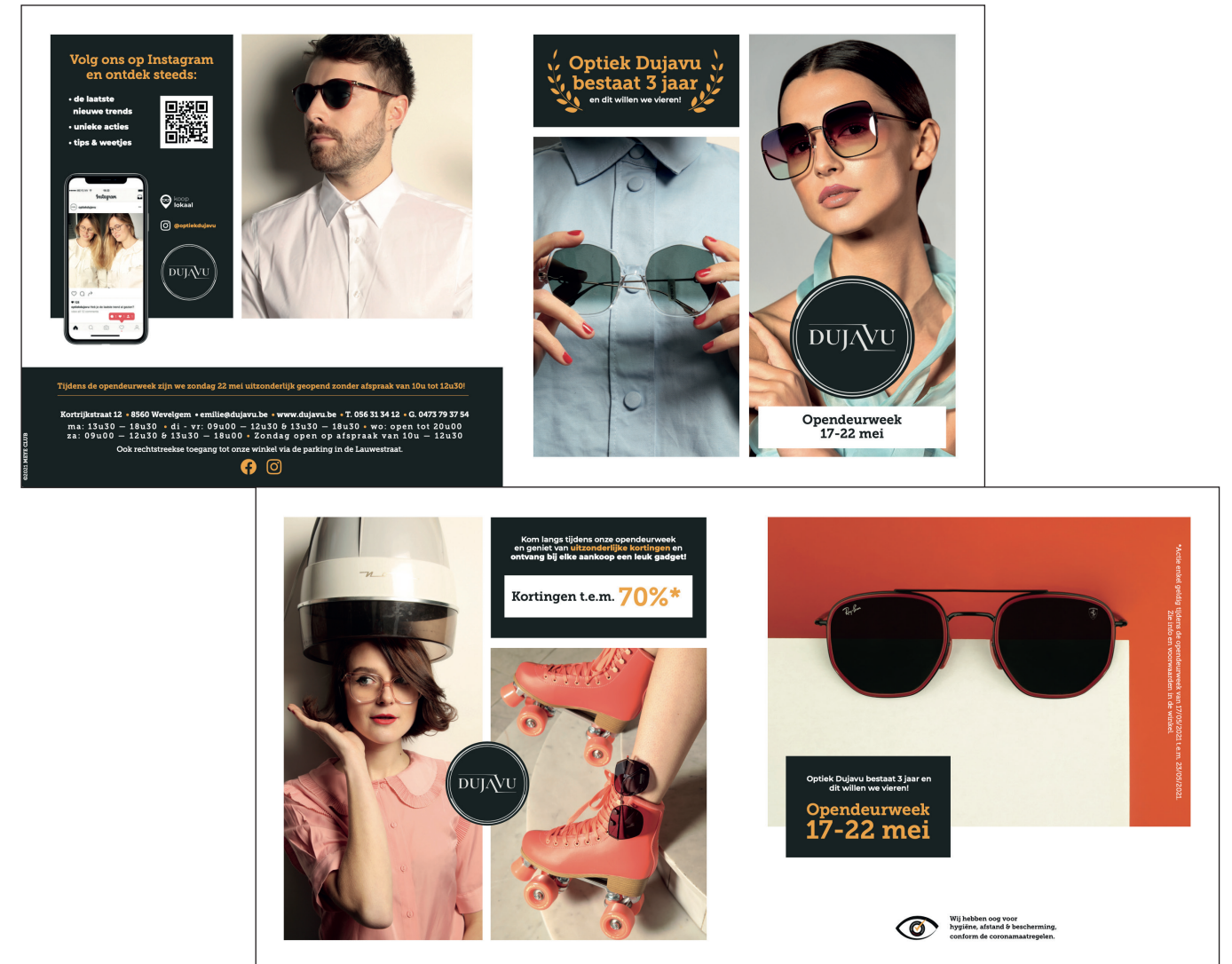
I also got to have a little peek into organizing the fall/winter photoshoot, where I learned about how they find shoot loca-  
tions, and where they pay attention to when doing the search for this.

## Conclusion summary

This report reflects on the professional and personal development during my internship, focusing on graphic and moti-  
on design. I worked on tasks such as creating social media posts and designing print materials. Initially shy, I think I lear-  
ned to be less scared and open up. Besides that, I gained skills in graphic and motion design. I also had a bit of insight  
into organizing a photoshoot. The conclusion highlights achieved goals, expectations, tasks, my personal experience  
during the internship, a self-evaluation with strengths and weaknesses, and self-improvements. Overall, the internship  
facilitated useful experience and personal/professional growth.

# Final designs

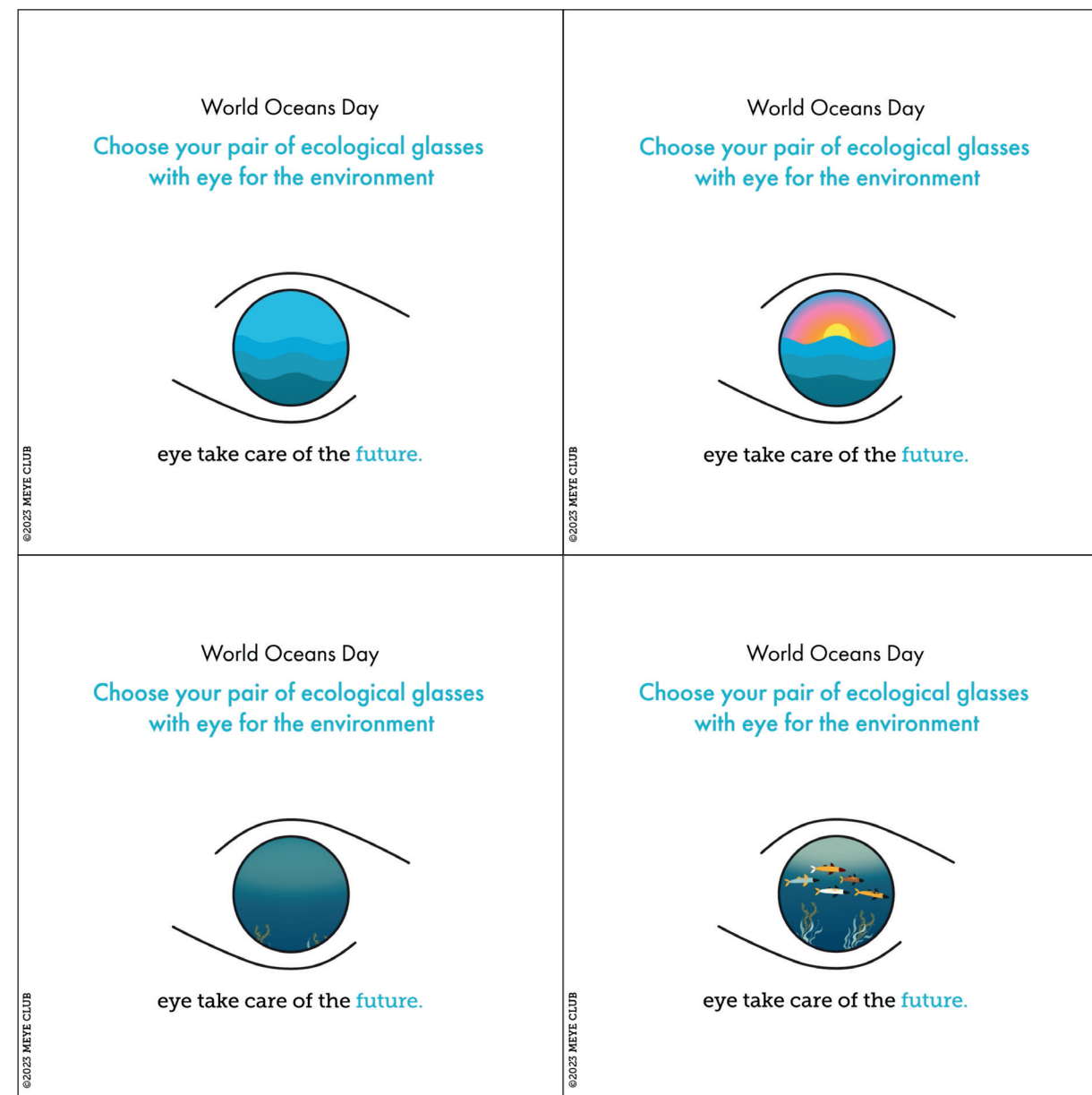
- Print
- Monthly themed posts
- Personalised posts for opticians











Smart



#InternationalWomen'sDay

Strong



#InternationalWomen'sDay

Elegant



#InternationalWomen'sDay

Fierce



#InternationalWomen'sDay

I LOVE YOU,  
MOM

Happy Mother's Day

I LOVE YOU,  
MOM








Happy Mother's Day







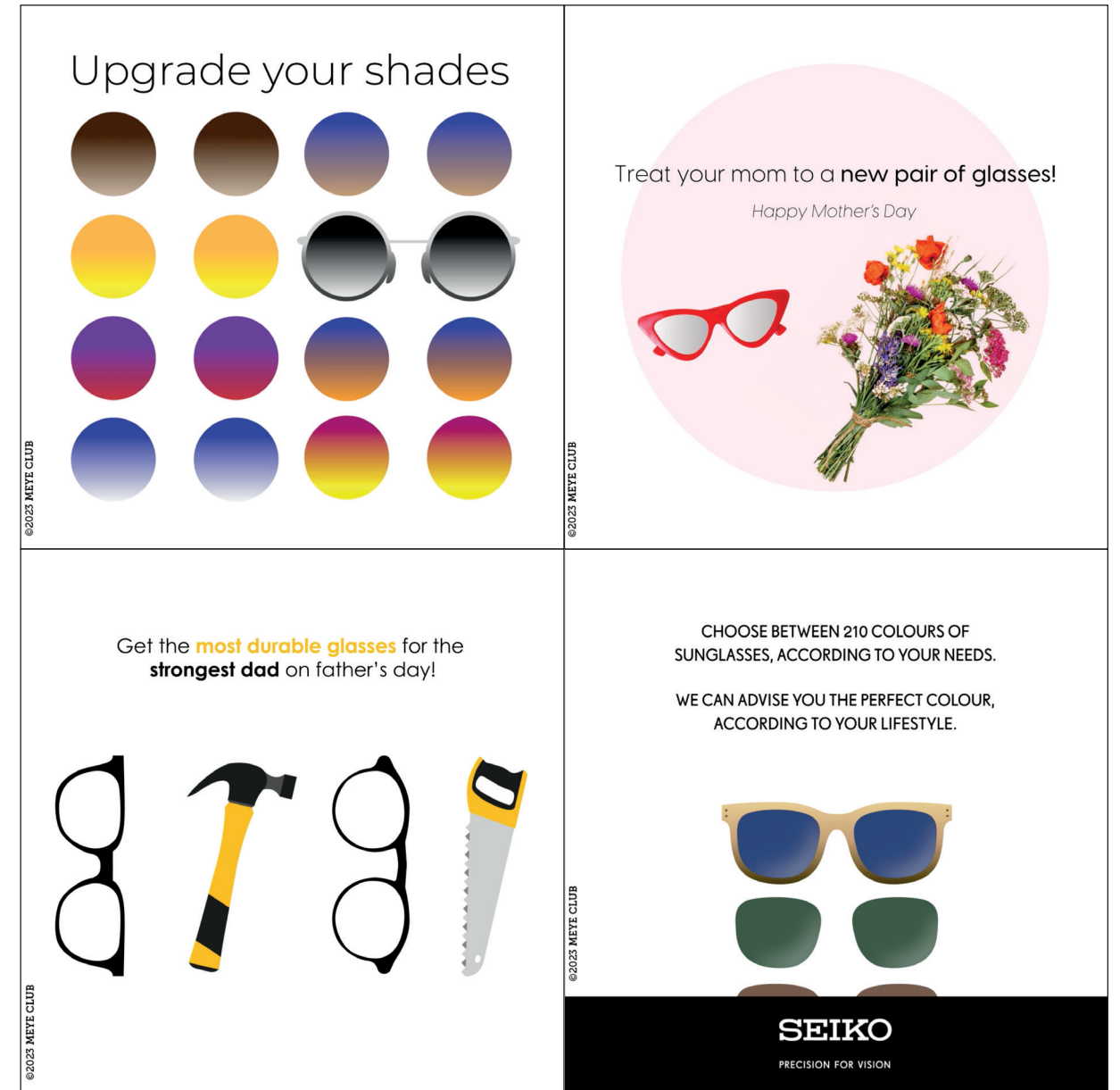
I ♥♥ YOU, MOM

Happy Mother's Day



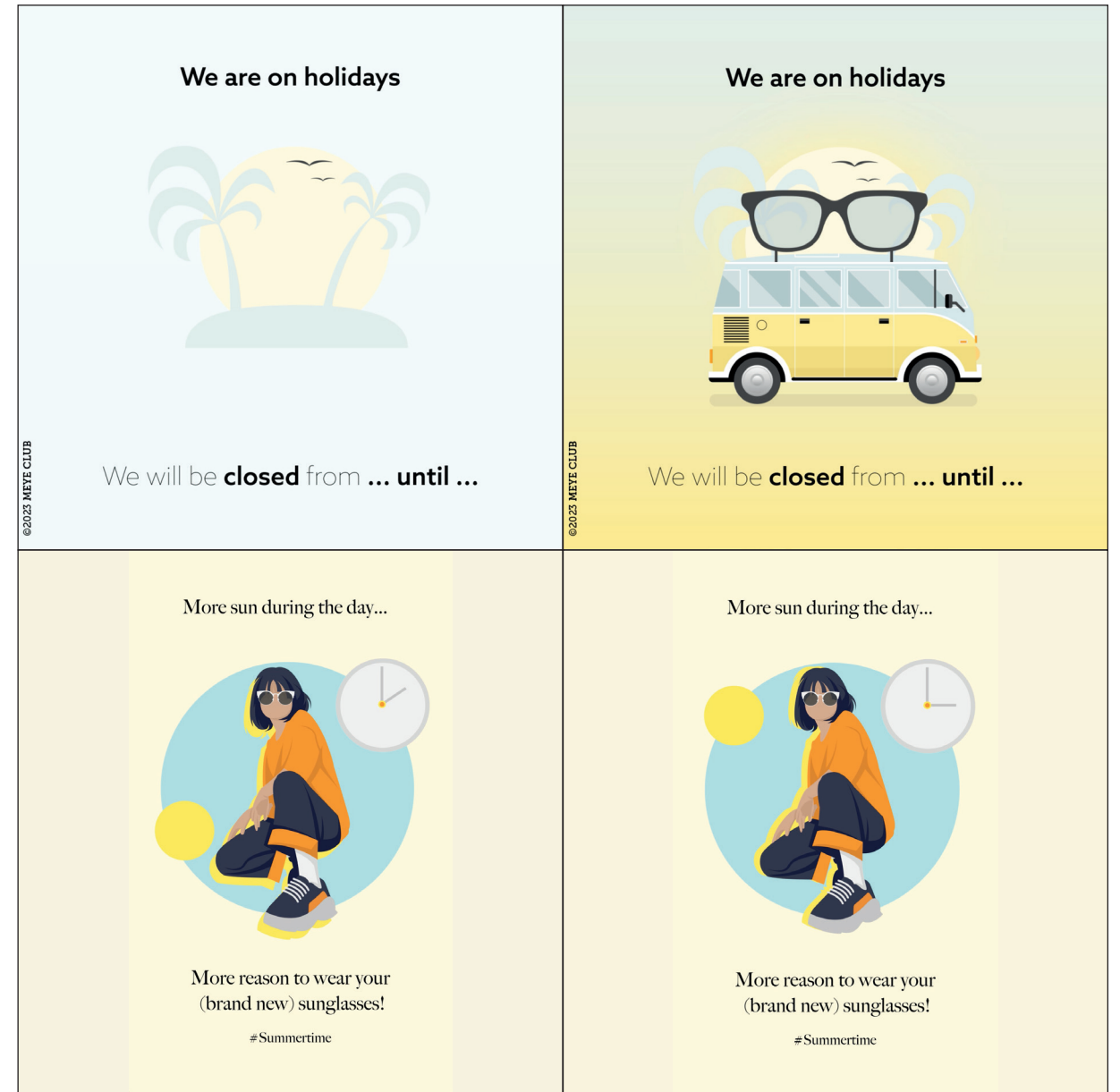
	 Every <b>20</b> minutes of looking up close 
 take a <b>20</b> second break to focus your eyes on something far away 	 and spend <b>2</b> hours a day outside 

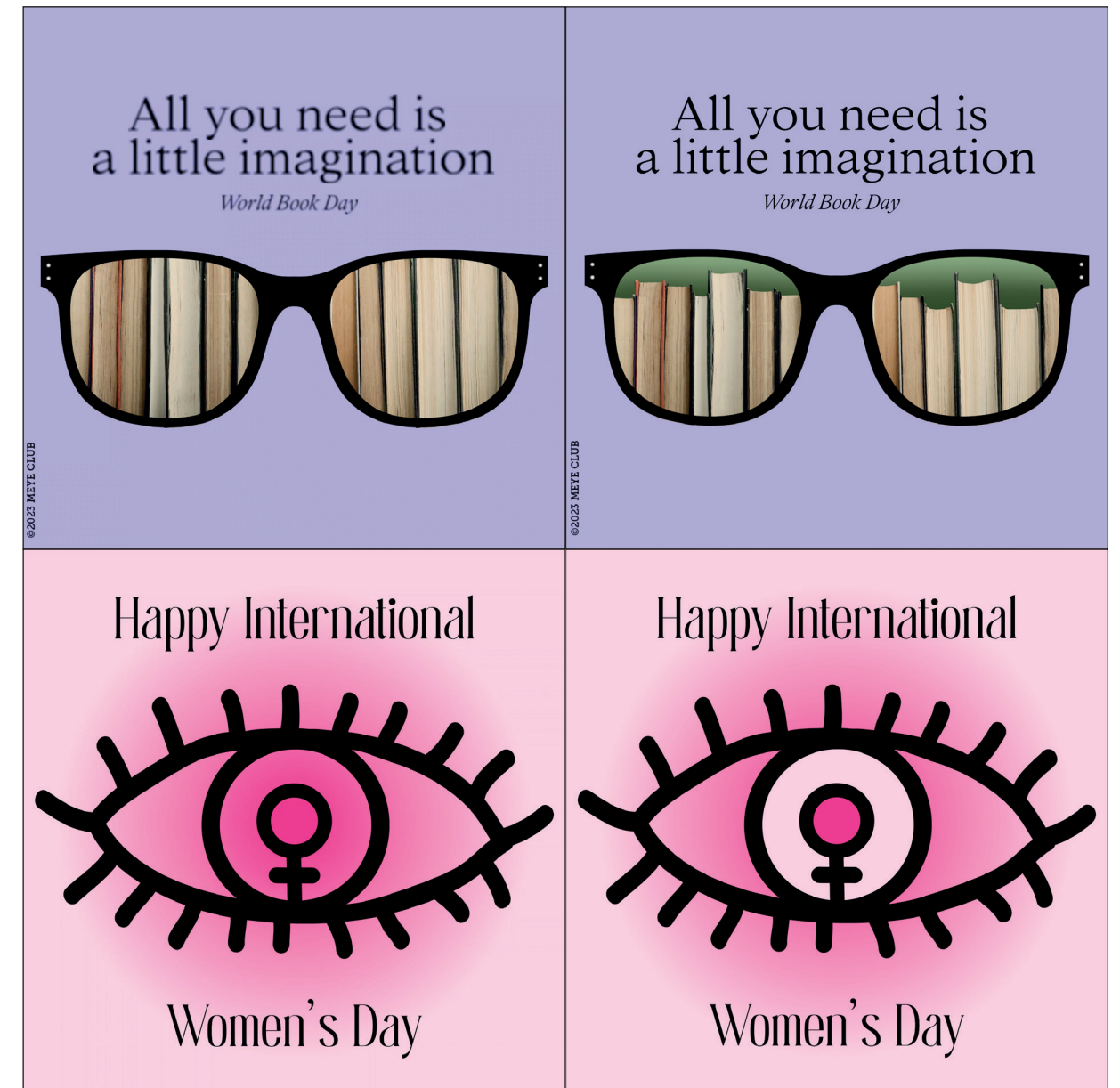
Healthy foods for your eyes #WorldHealthDay 	Healthy foods for your eyes #WorldHealthDay 
Healthy foods for your eyes #WorldHealthDay 	Healthy foods for your eyes #WorldHealthDay 













Can't read without  
your glasses

*World Book Day*



©2023 MEYE CLUB

Welke kleur past het beste  
bij jouw levensstijl?



YOUR SUN  
YOUR COLOUR

©2023 MEYE CLUB

WIST JE DAT:



©2023 MEYE CLUB

80% van onze herinneringen worden bepaald  
door wat we zien?

WIST JE DAT:



©2023 MEYE CLUB

Tranen een natuurlijk afweermecanisme voor het oog zijn en  
helpen met het beschermen tegen stof, vuil en bacteriën?

OPENDEURDAGEN  
15-20 MEI

KOM LANGS VOOR EEN HAPJE EN DRANKJE!  
EN GENIET VAN:

10% KORTING  
OP DE VOLLEDIGE COLLECTIE  
(OPTISCH EN ZON)\*

ONTVANG EEN GESCHENK  
BIJ AANKOOP VAN EEN (ZONNE)BRIL\*

©2023 MEYE CLUB



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15-20 MEI

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The image is a promotional poster for Essilor Stellest sunglasses. It features a 2x2 grid layout. Each quadrant shows a woman with dark hair wearing large, dark-framed sunglasses. She is wearing a light purple, sleeveless top. The background is a solid light beige color. In the bottom-left corner of each quadrant, there is a large white circle containing the text '50% KORTING\*'. In the bottom-right corner of each quadrant, there is a dark teal circle containing the text 'OP ESSLOR ZONNEGLAZEN\*'. In the top-right corner of each quadrant, there is a small white circle containing the text 'Essilor Stellest™ -brillenglazen' and 'exclusief verkrijgbaar bij Optiek Weytjens te Asse.' In the top-left corner of each quadrant, there is a small dark teal circle containing the Essilor logo and the text 'essilor EXPERTS AMBASSADOR'. The entire grid is framed by a dark teal border. The text '©2023 MEYE CLUB' is visible in the bottom-left corner of the grid.

**35% KORTING**  
op alle zonneglazen\*

**GRATIS**  
blauwfilter\*

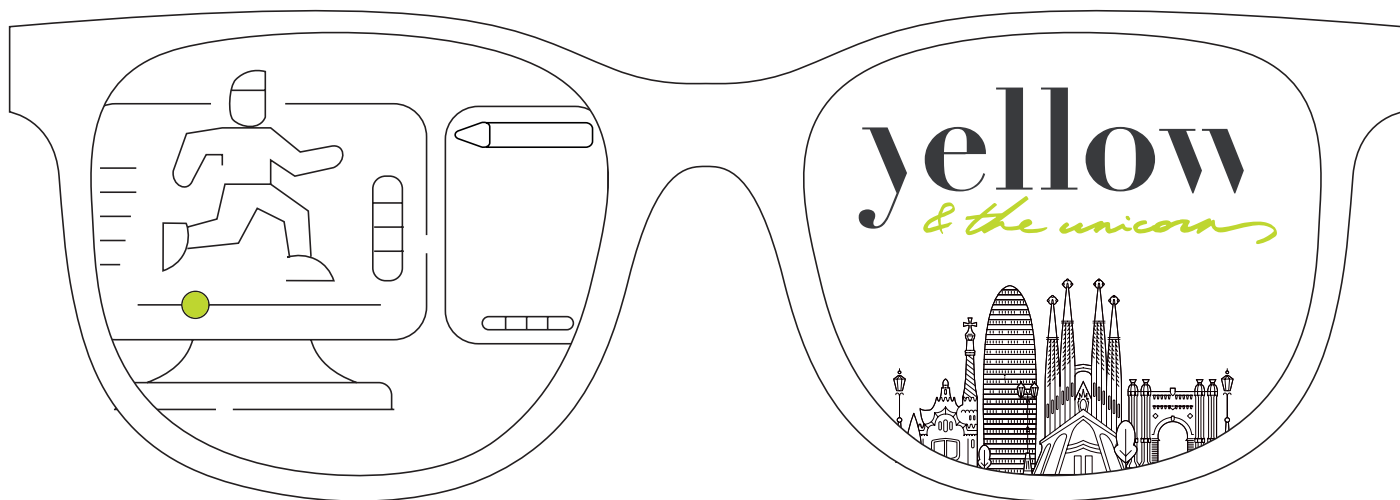
**ONLINE LENZEN  
BESTELLEN**  
GRATIS LEVERING AAN HUIS

**GRATIS  
CLIP-IN**  
(voor sportbril glazen op sterkte)\*

**PROMOTIECODE:  
AANHUIS**

**GRATIS**  
CLIP-IN  
(voor sportbril glazen op sterkte)\*





yellow  
& the unicorn

