

My Summer Internship

By: Marc DaCosta

Thanks to my Creative Design teacher Ms. Max (Michele Watson Maxwell), and a few other people, I spent my summer as an intern in the Marketing Department for East Cambridge Savings Bank (ECSB). I was familiar with the bank because I had participated in a design contest they hosted in our Creative Design class. I didn't know what projects I would be assigned during the summer, but I was excited about being able to experience creative design in a professional setting.

Throughout the summer, I assisted the ECSB Marketing team on a variety of design projects including: designing and editing sponsorship ads to support local organizations like the Cambridge Chamber of Commerce, the Cambridge Housing Assistance Fund, and more; designing invitations for a corporate networking event featuring the bank president; invitations, a banner, handouts, posters, and print ads for a community shred day event, a Business Directory ad for O Jornal (a Portuguese Newspaper), and much more. I also learned about preparing files for output for production. I felt like I was able to use the design skills I learned in my Creative Design classes and apply them to the projects I developed at the bank. And, I was able to learn more about software programs I hadn't used as much. I was able to be a resource for members of the department for software programs I was more familiar with too.

One of the things I liked was the ability to take the project guidelines I was given and then use my creativity to develop the pieces. Each project went through a review process before its final draft. I was able to work with department members to ensure I was on track with the project

goals as well as meeting corporate guidelines for each design. Then, the final version was presented at the weekly department meeting. After each meeting I felt more confident in my work and my ability to explain my creative process to the department.

Through my internship, I have realized that a real job is different than what I thought. You need to meet deadlines, while at the same time you're getting more projects. This internship has taught me a lot about responsibility and organization, as well as given me experiences that I can use in a future job.



Marc working diligently on one of his projects.