

## A few of the most popular Graphic Art and Design placements available through The Philadelphia Center:

**Bowhaus Design Groupe; Design Intern:** To get to the right place, you first have to know where it is you're going. Too often, companies approach their marketing on a "piece by piece" basis, instead of developing comprehensive strategies around short and long term goals. Bowhaus is the right fit for organizations that need turnkey, value-added solutions for their branding needs. Our senior level professionals provide a seamless extension to our clients' internal sales and marketing teams, enabling them to better focus on growing their businesses. Smart branding programs start with a plan that is based on thorough research, evaluation, and target audience feedback. At Bowhaus, we work closely with our clients in developing brand communications and marketing strategies that are in total sync with their short and long term business goals. Bowhaus provides the following services: Market Research, Customer Surveys, Marketing Studies, Brand Strategy, Message Development, Tactical Marketing Plans, Re-Branding and Re-Naming, and Budget Planning. The design intern will gain real world experience working as part of a design firm, and most of our interns leave with at least one portfolio-worthy sample from their experience with Bowhaus Design Groupe. Students must be hard working, professional, and creative. Being able to take direction from others and work as part of a team is a must.

**Concept Design Factory; Intern:** Concept Design Factory is a one-person design firm that works with the Philadelphia theatre community, local schools and universities, as well as other non-profit organizations to create individualized, affordable, and attention-grabbing designs. Experience in graphic design is strong preferred.

**Philadelphia Cares; Event Planner and Media Associate:** Philadelphia Cares is the city's largest volunteer resource, working in partnership with hundreds of area corporations, government leaders and community organizations to address the critical social, educational, and environmental needs of Greater Philadelphia through volunteer action. Philadelphia Cares designs hands-on projects that are scheduled on evenings and weekends, and completed in a few hours. These projects build productive partnerships between volunteers and the community, creating a path to service. As a result, Philadelphia Cares volunteers deliver thousands of hours of service to our community every year. Philadelphia Cares works to uncover community needs and design projects that address those needs. Wonderful experience in community service organization. Students have the opportunities to work in many areas of the organization including: event planning, corporate communications, public relations, marketing and graphic design.

**Tierney Communications; Creative Intern:** Tierney Communications is the largest full-service marketing communications agency in the mid-Atlantic, based in Philadelphia, serving national and regional clients including some of the Philadelphia region's oldest and largest businesses with advertising, public relations, media buying and planning, strategic planning and more. Interns help to create marketing strategies, consumer and market category research, communication plans, advertising and public relations materials production, attend internal and client meetings, independent projects, cross-departmental group assignments, and a final communications project. Students observe and assist with all aspects of corporate and consumer communications development and execution. Interns help bring an idea from a concept to final form (TV commercials, press releases, newspaper articles, direct mail, radio commercials, outdoor billboards, magazine ads, etc.) CREATIVE INTERN -- Team members assist Copywriters, Art Directors, and Studio / Graphic Artists to develop and design creative, impactful, and effective advertising materials ranging from magazine / newspaper ads, to direct mail, to in-store sales designs, to outdoor billboards, to radio and TV commercials.

**Two.one.five; Graphic Design Intern:** Our primary purpose in developing two.one.five is to create a space where ethnically diverse social exploration can be realized, allowing Philadelphia to help transcend last-century models while documenting the city's new 21st-century reality. And to have fun doing it. Our hope is that two.one.five grows increasingly more influential, becoming synonymous with engaging forward-thinking and stylish interlocution, a positive vehicle of influence for natives as well as transplants to the region. Student will work closely with graphic designer and will build a portfolio of work.

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