

Sydney Living Museums Internship Project Outline

Design Internship – Sydney Open 2022 Campaign

Name	Ayumi Moritoki	<i>If staff member submitting is not the proposed supervisor, has the proposed supervisor been notified?</i>			Yes
Unit/portfolio	Digital & Design				
Supervisor	Lorinda Taylor	Position title	Graphic Designer		
Phone	0466 614 744	Email	lorinda.taylor@slm.com.au		
Internship duration	10 weeks	Number of days per week	2 days p/w	Days of the week	Mon-Fri available (Tue & Wed preferred)
Internship start date/ month	Late July	Internship end date/ month	Late Sept		
Internship location	The Mint, 10 Macquarie St, Sydney Note: the intern will be based onsite at The Mint for the full internship period				
Are there any factors likely to affect the timing of this internship?			Late July: Hero Campaign Photoshoot Late Sept: Sydney Open launch		
Project title	Design Internship – Sydney Open 2022 Campaign				
Project description					
<p>Sydney Open is Sydney Living Museums' annual signature event and Sydney's largest curated architectural event. For one weekend each year, <i>Sydney Open</i> unlocks the doors of the city's historically significant, architecturally inspiring, contemporary, and secret spaces usually off-limits to the general public.</p> <p>The Intern will work with the Brand Design Team (in conjunction with the Marketing Team) on the development of Sydney Opens 2022 campaign – to undertake and produce:</p> <ul style="list-style-type: none"> • Research into the subject matter and develop creative response to the subject matter • Assist in campaign development • Assist in art direction and management of campaign hero photoshoot • Assist in rolling out campaign across multiple channels - Digital, Print and OOH (out-of-home advertising). • Assist in any digital design for SLM owned channels 					
Primary subject area		Design			
Secondary subject area		Design thinking, marketing / branding, digital design and AV (potentially animation and UX/UI)			
Skills required					
<ul style="list-style-type: none"> • Proficient in Adobe Creative Suite applications including InDesign, Illustrator, Photoshop etc. • Experience with After Effects / video editing software (desirable but not essential) • Organisation skills • Communication skills • Time management skills 					

<i>Aims of engaging an intern</i>			
An intern will gain first-hand experience in the real creative environment. An intern will be assigned to a large-scale multidisciplinary project which provides opportunity to get a broad experience in all the different aspects of the design world.			
An intern will bring in a fresh perspective and insights to the project as well as new creative resources and technologies that we are not aware of.			
<i>Outputs/deliverables</i>			
1.	Learn the real design process and exposure to creative collaboration with other designers and handling of internal stakeholders needs.		
2.	Gain understanding and exposure to the complexities in the delivery of large Campaign Photoshoot		
3.	Work on large multi-channel campaign – Digital Advertising, Print Collateral and OOH Applications		
4.	Develop operational Event Collateral		
<i>Milestones</i>			
<i>Week 1-2</i>	Project orientation, induction to the team and setting of work plan. Research into the project subject matter, audience insights and idea generation.		
<i>Week 3-4</i>	Work closely with branding and marketing designers to produce print and digital design collateral.		
<i>Week 5-6</i>	Work with lead campaign designer to <ul style="list-style-type: none"> - brief, art direct and produce hero building campaign photoshoot - develop of final campaign deck for exec approval 		
<i>Week 7-8</i>	Rollout of campaign across all channels; print, digital advertising, and OOH applications		
<i>Week 9-10</i>	Work with lead digital designer on key SLM website assets and gain exposure to digital UX/UI design for a large event		
<i>Are there any special opportunities for the intern to communicate/present their experience and findings? (eg. publish on SLM website or SLM intranet, present at team meeting)</i>			
Intern will have opportunities to share their research outcomes and present his/her ideas and design to the internal design team.			
<i>Work space and requirements</i>			
<i>Have you secured the necessary facilities for the internship period?</i>			
Yes			
<i>Has a specific workspace/desk been identified for use by the intern?</i>	Yes	<i>Please specify desk location</i>	An intern can use the graphic design manager's desk.
<i>Phone line / SLM Teams Access</i>	Yes		
<i>Network access</i>	Yes		

Workplace Health & Safety	
Are there any risks associated with the intern's work beyond those of a regular office-based location?	No
COVID Vaccination Requirements	In accordance with SLM's COVID-19 Vaccination Policy it is a condition of interning for SLM that all workers provide a copy of proof of vaccination (or valid contraindication) against Covid-19. Proof of vaccination will only be collected from the successful applicant after interview. Interns must follow all required Covid-safe protocols to keep fellow workers and members of the public safe.
On-the-job training	
Will the intern require access to any SLM staff for on-the-job training	If yes, has this already been negotiated and approved with the relevant units/portfolios?
1. IMSS	Yes
2. Creative server and G drive	Yes
Will the internship involve travel?	No
Will the internship involve working with children? (If so this may require a Working With Children Check)	No
Application process	Students wishing to apply for this internship should submit an application to internships@slm.com.au including <u>ALL</u> of the following: <ol style="list-style-type: none"> 1. A completed Student Information form (please visit http://sydneylivingmuseums.com.au/get-involved/internships to download the form) 2. Letter of interest, outlining why you are interested in the internship and why you would be best suited to the project. This is the main part of your application and it should address the 'project description' and 'skills required' sections of this Project Outline 3. CV 4. Copy of your folio, no more than 5 pages
Application deadline	10am Monday 4 July 2022 Interviews are expected to happen Mon 11 - Tues 12 July via Zoom/Teams