

HUFFY CO-OP/INTERNSHIP PROGRAM OVERVIEW

KEY OBJECTIVES

Support the lead designers in creating, refining and executing solutions for consumer product/packaging.

Creative and executional support for marketing and sales collateral materials.

Mock-up products/packaging for customer meetings as needed.

Develop and complete a **Creative Project** on the subject of their choice relating to the wheeled goods category. This project is designed to help the student learn how to complete/manage a project from concept through completion.

Assist in processing record and web ready photography for customer websites.

Design and art services as required by internal clients.

WEIGHT OF WORKLOAD

% OF TIME

Assist department designers in executing creative projects

15%

Mock-up products/packaging

60%

Process photography

10%

Department operations duties

5%

Creative Assignments - at least one project

10%

COMPLEXITY

The Co-op student will be challenged to develop creative solutions on a variety of communications projects (including packaging, merchandising, branding, as well as internal communications). In addition, the Co-op student will be tasked with developing a **Creative Project** in which he or she will drive from concept to completion. The student will then present their completed project to a group of Huffly team members.

MINIMUM REQUIREMENTS

Education

Must be a Junior/Second year student in a Visual Communications program.

Experience

Must be recommended by a faculty member.

Must show comprehension of design fundamentals and practices.

Knowledge

Must possess a strong understanding and working knowledge of Illustrator, InDesign, PhotoShop, Excel and Word.

Must possess the ability to work with their hands and display excellent craft.

Background

Must be able to pass a background check and drug screen.

Availability

Must be available 40 hrs per week

COMPENSATION

\$15.00 per hour