

Graphic and Web Design Internship

This is a part-time internship or volunteer position with Morningside Area Alliance, a non-profit organization in Morningside Heights/Harlem. We are looking for a dynamic individual with a fresh eye for design and creativity. In this position you will be responsible for designing and building a simple website to be used for a special event called the **Read Out Loud!** Family Literacy & Book Festival. In addition you will be responsible for designing the promotional printed materials to be used to market the event. Our print and web materials are vital to attracting our intended audience and to providing relevant and appealing information.

Ultimate Vision

To be the highest quality initiative in NYC that focuses on literacy for youth and family. **Read Out Loud!** brings together a diverse community of all ages and backgrounds that values literacy and promotes the use of writing, reading, and creativity to their utmost potential.

Project Mission

Carry out a community-based event that presents a diverse set of children's and young adult authors and a wide range of activities that will engage families in the acts of reading, writing and creativity. Use literacy to build self-esteem and confidence and to be a powerful tool for expressing experiences, ideas and identity. Primary activities at the event encourage or provide ways for youth and parents to engage in literacy together.

Background

This is the sixth **Read Out Loud!** event that will be held in public schools in upper Manhattan. **Read Out Loud!** started in 2007 to encourage a love for reading and increase access to books and literacy resources in the Harlem and upper Manhattan community. It has grown dramatically in attendance, space and vision. Numerous Morningside Area Alliance member institutions, NYC-area organizations and teams of volunteers participate in our events. At our events we have worked with Sesame Workshop and the New York Public Library, among other partners and collaborators.

Audience

For families with children, ages 4-13 (Pre K – 8th grade), focusing on an audience of the 31,000 students in Community School District 5 (Harlem public schools) as well as families from the greater NYC area. Most families speak primarily English, but we aim to reach families that speak and read other languages as well. Morningside Area Alliance partners with a host school and the larger school district to plan and hold the event.

Scope and tone

Read Out Loud! is a one-day, free event with a diverse panel of authors/illustrators and a variety of activities, workshops and free books. It is a fun, creative, expressive, warm and family-friendly environment. Several of our guest authors have expressed that at the event they felt like part of a bigger family and community.

Skills and requirements

- Print and web graphic design
- Website construction (and simple maintenance)

- Able to research and conceptualize design work based on intended audience
- Able to effectively collaborate with a diverse team of stakeholders
- Enthusiastic, responsible, reliable, professional, flexible and personable (and fun!) individual
- Excitement about our mission and your role
- Able to stick well to a production schedule and due dates
- Able to accept and respond to constructive feedback
- Energized by problem solving
- Exceptional grammar and writing skills and able to adapt writing style for intended audience (Pre – K to 8th grade students and families)
- Spanish bi-lingual skills are a plus

Responsibilities

- Design and maintain (as necessary) event website
- Design print marketing materials for event (flyer, postcard mailer, banner)
- Design email blasts
- Create a short promotional video (from photos of past event)
- Design event signage
- Design event program

Experience

- Demonstrated web and print media design experience
- Working with non-profits desired, but not required
- Have access to necessary design programs software or knowledge of free programs, able to use your personal Mac or be able to do work on office Windows-based PC

Schedule

Hours are flexible (10-15 a week, 2-3 days) and the position will be filled when an outstanding candidate has been found. Some additional stakeholder meetings will be scheduled. All work is to be done on-site unless special permission is granted. Once a schedule has been set it should remain fairly constant. You must be available on Saturday, December 3, 2011 to provide staff support on-site at the event.

Start: As soon as possible

End: December 15, 2011

Compensation

Unpaid. If you are a student seeking internship credit or school-based stipend, we can work with your school to provide necessary documentation, hours and communications. We hope to be able to provide a valuable reference for you.

How to apply

Applications are being reviewed now. Submit no later than September 16th. However, the position will be filled as soon as a choice candidate is found (which could be prior to the 16th). Please send your resume and a cover letter to christine.petro@morningsidealliance.org describing why this internship appeals to you, what you could contribute to the project, and what you hope to gain. Include your portfolio samples for both web and print design (submit by PDF or URLs).