

# Teach Plus NM Policy Fellowship Charter Site Project Impact Report



## DATA Designers Internship Project



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Teach Plus NM Policy Fellow

*“ Students gain hands on professional design and internship experience to acknowledge, learn, and understand that design and art are viable career paths that they can start now. “*

## Overview

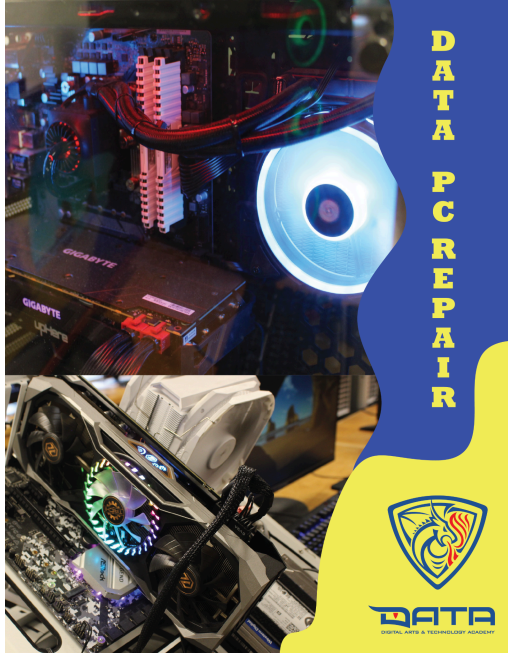
Teachers hosted student interviews to find candidates to become student designers for the school to create marketing and promotional materials to increase student enrollment. Students brought their resumes and dressed professionally. After 5 students were selected, they worked together hosting regular meetings to take images and videos and learn software skills to create graphic design material for their school. The students came up with strategic social media campaigns, created postcard designs, and gathered images and video footage all while learning how to use professional design software such as Adobe Illustrator and Photoshop. Students then presented their designs to school administration for approval along with a planned marketing campaign of how the materials should go out. Students earned \$100 each for their time, efforts, and creativity. The students worked to establish jobs, a timeline, meeting times, and to find teachers and peers to help learn the skills they needed to complete this project.

5 Students were selected for participation in this project. Student participants gained the following:

- Interview skills and resume building.
- Real Internship experience.
- Hands on design experience
- Students learned to use professional design software.
- Students gained experience in marketing strategies.
- Students gained an understanding of creative jobs as viable career options.

Students in this group were paid a sum of \$100 each for their work, creativity, and participation, this gave students the understanding that creative work should and could be compensated as well as provided real world work experience. Given this experience students are more likely to engage in creative careers.

For future projects I would like to have students for a longer duration of time, preferably the year, and take them on trips to design studios so they can see how this work exists in the world. I would also like to have students work more closely with the leadership team throughout the process to include the interview and initial meeting process to have a more cohesive vision. Overall, this project impacted the students lives greatly by giving them real work experience in a creative industry and showcasing that their time and vision are valued.



# DATA

DIGITAL ARTS & TECHNOLOGY  
ACADEMY

- 1** DATA is located in the Broadbent Business Park at 1011 Lambertson Pl NE in Albuquerque, New Mexico, 87107.
- 2** We affirm also that the involvement of family and community is critical to the overall success of our students and is essential to maintain the initiative to implement innovative programs to meet the needs and interests of our students.
- 3** Teachers come from a wide range of educational, cultural, and professional backgrounds. Our school's high-set academic bar and elective programs have attracted professionals with decades of experience. Our goal is to be the best at what we do, and we do our best together.

# DATA CHARTER

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" After engaging in this project students who participated see creative work as a more viable career field for post graduation careers and college. Students learned that their time, efforts, and creative skills are valuable to society. "