



SILHOUETTE



FINAL DESIGN BRIEF

CASSY SONG

ART 293v // FALL 2013

NEW MEDIA ARTS INTERNSHIP

OCTOBER 2013

M	T	W	TH	F	S	SU
	1	2	3	4 6.5	5	6
7 6.5	8	9 6.5	10	11	12	13
14	15	16 6.5	17	18 7.0	19	20
21 6.5	22	23 6.5	24	25 6.5	26	27
28 6.5	29	30 6.5	31			

NOVEMBER 2013

M	T	W	TH	F	S	SU
				1 8.0	2	3
4 6.5	5	6 6.5	7	8 6.5	9	10
11 6.5	12	13	14	15 6.5	16	17
18 6.5	19	20 6.5	21	22 6.5	23	24
25 6.5	26	27	28	29	30	

DECEMBER 2013

M	T	W	TH	F	S	SU
						1
2 5.0	3	4 4.0	5	6 6.5	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

ART 293v NEW MEDIA ARTS INTERNSHIP
FALL 2013

INSTRUCTOR CHRIS GARGIULO

COMPANY SILHOUETTE

SUPERVISOR CHANCE CARPENTER

TOTAL HOURS 147.50

REFLECTION

My Fall 2013 ART 293v Internship took place at Silhouette, a “boutique creative agency” that recently opened its doors in the heart of Downtown Honolulu. Silhouette offers branding, advertising and video production services targeted for luxury, niche brands. Owner and Creative Director, Chance Carpenter, keeps his staff as small as possible to have that boutique feel, allowing clients to interact one on one. Silhouette works with a variety of local businesses including Honolulu Furniture Company, Big Island Jewelers, La Muse, Ukulele Hale, Stand Up Eight, and Honolulu Med Spa to name a few.

This was my first experience working at any design firm, so I really didn’t know what to expect. I did some research on Silhouette prior to my interview with the Owner & Creative Director, Chance Carpenter. I was very drawn to their clean and minimal design aesthetic, which also reflected in their studio work space. I felt very comfortable working with a small team of designers—including myself, there were just four of us. Contrast to working at a larger & more established design firm, I really appreciated the “boutique” setting and feel of Silhouette. I found it especially helpful that my supervisor was able to work one on one with me.





STRENGTHS + WEAKNESSES

I believe some of my strengths were my organizational skills, my attention to fine details, and my thoughtful approach to designing with purpose. Prior to this internship, I had never really worked on branding strategies and identity logos & concepts, especially since we haven't taken our Corporate Identity Course in the New Media Arts Program yet. While I didn't have that type of experience under my belt, when working on various logo concepts at Silhouette, I approached each project carefully and explored as many possibilities as I could through my design process of lots of researching, mind-mapping and sketching.

I think some of the challenges I faced were time-management, creative blocks, and forcing myself to step outside of my comfort zone. I believe many designers face similar challenges, but I was definitely frustrated at times when trying to work on different projects. While my supervisor was always pleased with the work I presented to him, I couldn't help but feel that I wish I had more concepts or creative designs to show him. Silhouette's aesthetic is very sophisticated, clean and simple, which is right up my alley, but I also wish I had more technical skills with Adobe Illustrator and Photoshop to create more risky and avant-garde designs.

Because Silhouette is such a small group, I liked that I was able to work closely with my supervisor. He did not make me feel like a bother if I needed help with anything. He shared some of his inspiration sites, and some basic tips and tricks with Adobe Indesign, which was very helpful for some of my other school projects as well. He also showed me some simple layout design exercises, which I also found very helpful.



MY WORK

During my time at Silhouette, I worked on various projects for both existing and prospective clients. The work that I did consisted of flyer designs, logo concepts, photo editing for client websites, and other web layout designs. Rather than have me work on one large ongoing project during my internship, my supervisor gave me various tasks here and there.

Some of these projects included gathering web content and photo editing for client Honolulu Med Spa, online flyer design for client Stand Up Eight, and help with logo concepts for Fish—a restaurant that plans to open sometime in the near future.

I feel that my quality of work was good, but I would have liked to work on one large project from start to finish rather than a bunch of different things.

While I enjoyed working with a smaller company, it did also come with its challenges, one being that they only had a handful of clients. In fact, they did a lot of research on new and existing businesses that they felt could be potential clients of theirs, and I also helped a little with developing concepts and ideas for a re-branding pitch they did for a prospective client. It really opened my eyes and revealed a world that I had never experienced before.

HONOLULU MED SPA

Gather imagery and photo editing

laser hair removal
cool sculpting
venus freeze
skin rejuvenation
botox & juvederm
skin care
specialty treatments



Laser Vein Therapy

This quick procedure reduces or removes pesky facial telangiectasia with minimal discomfort and no downtime! The Cutera® Excel system delivers pulses of light energy to the veins, eventually destroying the vessel which is gradually reabsorbed by your body over the next couple of weeks. The number of treatments depends on the number, color, and size of the veins being treated. We recommend a free in-office consultation to discuss about your specific condition.

Perfect for: eliminating unwanted visible veins.



LazerLift®

Cutting edge without the cutting! LazerLift® uses innovative laser technology to rejuvenate and provide the effects of a facelift, without the anesthesia, pain, scarring, and stitches from surgery. This in-office procedure is accomplished in about 30 minutes, and the results are incredible. Honolulu MedSpa is the exclusive service provider of this treatment in Hawaii.

Perfect for: targeting sagging skin, wrinkles, loss of natural definition, and other signs of aging.



miraDry®—No Sweat. No Odor. No Chemicals.

The miraDry system delivers precisely controlled energy to the region where the underarm sweat glands reside, eliminating the sweat glands in a non-invasive manner. Results are lasting and fast – expect to see sweat reduction immediately after treatment, with minimal to no downtime after the procedure. Perfect for eliminating odor and sweat from your underarm area. As seen on Rachel Ray, The Doctors, and Dr. Oz. Perfect for: eliminating sweat and odor from the under arm area.



Rosacea Redness Relief Facial

This effective treatment utilizes non-invasive laser therapy to gently warm the deepest layers of the skin to safely and effectively reduce redness and diminish the flushing associated with rosacea. Healing hyperbaric oxygen then relieves, soothes, and calms skin at the cellular level. You can expect to see subtle yet consistent results after each treatment.

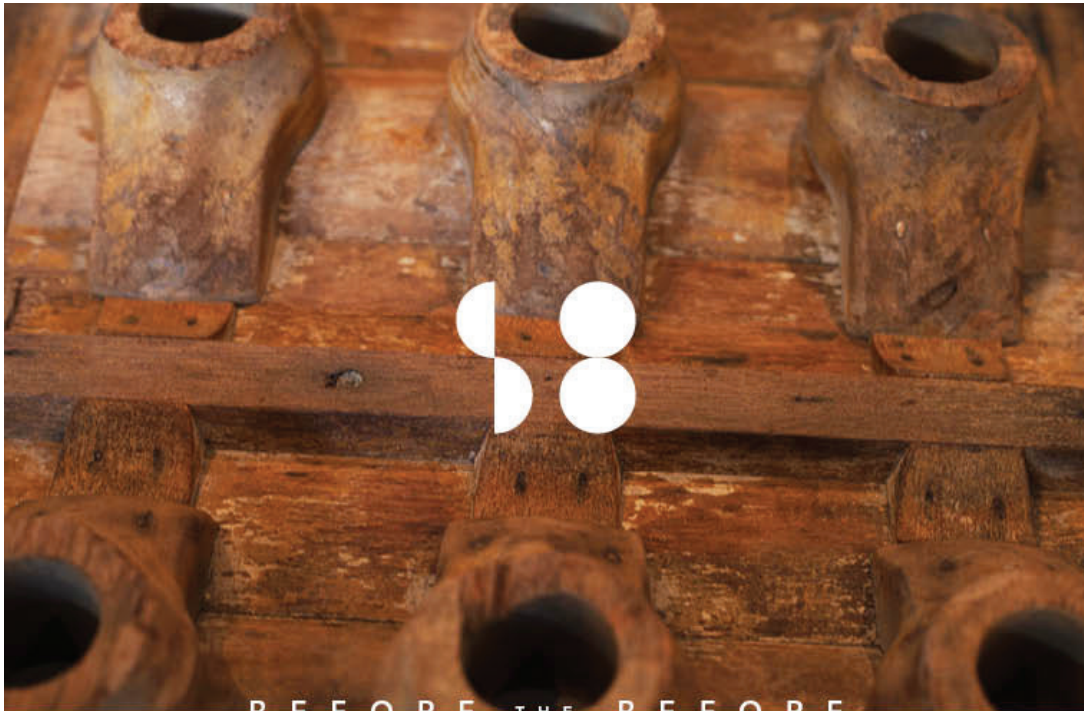
HONOLULU MED SPA

Gather imagery and photo editing



STAND UP EIGHT

Flyer Design



BEFORE THE BEFORE

An Exhibit of Early-Mid 20th Century Wooden Foundry Patterns

November 9th - December 21st

Opening Reception - Saturday, November 9, 4 - 9pm at SB Furniture