

<strong>

# MY INTERNSHIP JOURNAL SPRING 2012

<a href="www.foundationcenter.org">

@ FOUNDATION CENTER

</a>

</strong>

**WRITTEN AND DESIGNED  
BY MAVIS SZETO**

# MY PROFILE



**My name:** *Ho Yin Szeto*

**Nickname:** *Mavis*

**Gender:** *Female*

**Age:** *Secret*

**website:** *www.mavisszeto.com*

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# My working environment



The entrance of the office ...



My desk and seat ...



The lounge ...



A good place to take a rest ...





This is where I have lunch ...



Microwave, free coffee, tea and chocolate ...

## My co-workers



Kenya, Me, Daniel Marts, Mary Ann Santos and Karolina : )

# A NEW CHAPTER

MY JOURNALS MY JOURNALS  
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## First Interview



## JOURNAL ENTRY 1

February 13, 2012

I registered for this internship class two weeks after the Spring semester had started. I started to look for internships as soon as I registered for this class. One of my friends who has an internship in the CUNY Institute for Software Design and Development (CISDD) told me that they were hiring for a web internship. I contacted the hiring manager and scheduled an interview with him today in Au Bon Pain of Metro Tech.

The interview lasted for an hour. I showed my artwork to the manager on my laptop. After that, he explained the details of the job duties of the internship and he asked me a few questions regarding web design.

At the end, the manager told me that he would reply me about his decision by Thursday, February 16.

## Looking for Internships



## JOURNAL ENTRY 2

February 17, 2012

**M**y friend told me that the manager of the CISDD didn't hire me for the internship. So I looked for more internships online and I sent out three emails to three different companies including Tio Agency, Outdoor Advertising Sales Company and a fashion company. I attached my resume, portfolio and a few links of my artwork with the emails. I hope that they will response to me as soon as possible.

## Interview @ Foundation Center



I sent an email to the foundation center last Friday for a web internship position. Carmen M. Casado, who is a human resources staff, called me the next day to schedule an interview for me with the web design manager, Mary Ann Santos.

I had the interview today at 1pm in the foundation center which is located in 79 street, Fifth Avenue in Manhattan. Ms. Casado greeted me and gave me an application form to fill out. After that, I met with the web design manager, Ms. Santos, who interviewed me. She asked about my experience in web design and explained what I would be doing in the internship.

The interview went well and I hope that I can get the position.

# First Day of Internship



My working area ...

## JOURNAL ENTRY 4

March 9, 2012

Ms. Casado from the Foundation Center called me on March 1st and asked for my permission to call my references. I told her to feel free to call my references. She called me back on Monday, March 5th to offer me the web internship position.

Today was the first day of my internship in the Foundation Center, I felt really excited. I arrived 10 minutes earlier at 8:50am. Ms. Casado gave me some forms to fill out and gave me a tour of the company afterward. The Foundation Center had three floors, 2nd, 3rd and 4th floor of the building. I worked in the web development department on the 3rd floor.

I met with Mary Ann Santos, the web design manager and my supervisor, after the tour. Ms. Santos introduced me to the director of the web design department and her team members. She started to give me some simple web assignments to do. I had to update some information of their website with my knowledge of html and css.

I had my lunch break from 12:30pm to 1:30pm. After I came back from lunch, Ms. Santos gave me a little more advanced assignment to work on. I had to update a page of their website by putting some old reports as archive and adding new report to the page. It was confusing in the beginning because my team worked on more than five websites and there are thousands of folders in the root folder. I made some minor mistakes that Ms. Santos pointed out and I fixed it after.

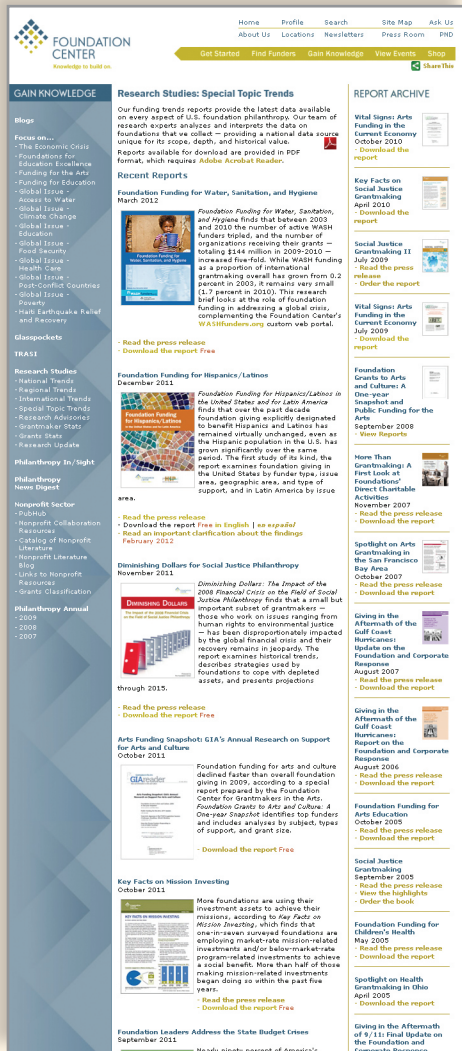
Ms. Santos was satisfied with my performance on the first day of my internship and let me leave an hour earlier. I like this web internship so far. I hope I can learn as much as I can.



# Second Day of Internship

## JOURNAL ENTRY 5

March 13, 2012



Updated the latest reports

Today was the second day of my internship. I worked from 10 am to 5pm and had an hour lunch break.

Ms. Santos gave me some projects to do as usual. The project was pretty straightforward. I had to update some information of some pages of the website. Ms. Santos printed out the pages and marked down what I needed to change. I deleted some old content and added some new content on some pages using Dreamweaver. Every time I finished the project that Ms. Santos assigned, I had to let her know, so she could check if I did everything right.

I had a chance to work on a newsletter today as well. It was similar to what I did earlier; I just had to update the content.

That's what I did today and I enjoyed it.

# My Job Duties

F. M. Kirby Foundation																																																																																			
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Please follow the links below for detailed information on our grantmaking in our specific areas of interest.																																																																																			
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F. M. Kirby Foundation, Inc. • 17 Daniel Street • PO Box 151 • Monticello, NJ 07863-0151 • (973) 538-4800																																																																																			

Added a new annual report on the website. Total 9 different pages.

F. M. Kirby Foundation						
Home	About Us	Areas of Interest	Apply	Grants	Resources	Contact
2011 Grants				Grants by Year a Grants 2010 a Grants 2009 a Grants 2008 a Grants 2007 a Grants 2006	2009 2008 2007 2006	
Please follow the links below for detailed information on our grants in our specific areas of interest.						
a Arts, Culture, Humanities a Education a Environment/Animals				a Health a Human Services a International/Foreign Affairs a Grants 2006		
ARTS, CULTURE, HUMANITIES						
ORGANIZATION & PROJECT						PAYMENT AMOUNT
The Adirondack Museum						\$27,500
American Ballet Theatre						\$25,000
The American Museum of Natural History						\$20,000
Arts Council of the Morris Area						\$40,000
Brandywine Conservancy, Inc.						\$15,000
Price Museum, Inc.						\$20,000
Orchestra Theatre of Durham, Inc.						\$30,000
Super-Vieville, National Design Museum						\$25,000
Joe Carling Museum of Glass						\$12,500
Durham Symphony Incorporated						\$17,500
To support the Annual Durham Symphony Family Raps Concert in Historic Millborough's Cannon Park \$10,000						
M. Kirby Center for the Performing Arts						\$165,000
Joe Arts Committee/Diplomatic Reception Rooms						\$15,000
Toward the Patrons of Diplomacy Campaign						
First Night Morris, Inc.						\$7,500
Joe Franklin Institute						\$35,500
Joe Frick Collection						\$17,500
Friends of North Carolina Museum of Natural Sciences						\$20,000
Joe Growing Stage, The Children's Theatre of New Jersey						\$17,500
Joe Final support toward match for Morris County Historic Preservation Trust grant for restoration of the Ward House \$5,000						
High Moore Historical Park and Museums, Inc.						\$50,000
International Swimming Hall of Fame, Inc.						\$55,000
Joe West Council on the Arts, Inc./Matching Contributions						\$2,000
Two-for-one match of Katharine C. Prentiss's contribution dated 3/2/11						
Joe Children's Museum						\$5,000
Joe Kirby Center for the Performing Arts, Inc.						\$45,000
Joe One-time support of Lincoln Center Festival 2011: Royal Shakespeare Company						
Joe Kirby Center Theater						\$30,000
Joe Kirby Hall Historical Museum						\$25,000
Joe Masterwork Chorus, Inc.						\$10,000
Joe Performing Arts Center (formerly The Community Theatre)						\$250,000
Joe Reserved for a segregated Future Decision Fund \$150,000						
Joe Metropolitan Museum of Art						\$15,000
Joe Morgan Library & Museum						\$7,500
Joe Morris County Historical Society						\$10,000
Joe Morris Museum, Inc.						\$45,000
Joe Mount Vernon Ladies' Association of the Union						\$250,000
Toward the forest landscaping component of the Campaign for the Library (this grant shall comprise our total support through at least 2013)						
Museum of Arts and Design/Matching Contributions						\$4,000
Two-for-one match of Marian C. Burke's contribution dated 3/2/01						
Museum of Arts and Design/Matching Contributions						\$5,000
Two-for-one match of Marian C. Burke's contribution dated 6/2/01						
Museum of Early Trades and Crafts						\$25,000
The Museum of Modern Art						\$20,000
National Constitution Center						\$75,000
Toward support of the Freedom Rising program						
New Jersey Ballet Company, Inc.						\$10,000
The New Jersey Historical Society						\$10,000
New Jersey Performing Arts Center Corporation						\$20,000
New Jersey Theatre Alliance						\$17,500
New York Botanical Garden						\$20,000
New York City Ballet, Inc.						\$20,000
The Newark Museum Association						\$45,000
Newark Public Radio, Inc.						\$10,000
To expand educational and outreach programs						
Paper Mill Playhouse						\$100,000
Playwrights Theatre of New Jersey, Inc.						\$25,000
Roundabout Theatre Company, Inc.						\$40,000
The Sarah P. Duke Gardens						\$300,000
To name the perennial olive at Duke Gardens in honor of Mrs. Walker Dillard Kirby, of which \$100,000 is to be used to establish an endowment for its maintenance and care						
The Shakespeare Theatre of New Jersey, Inc.						\$110,000
State Theatre Center for the Arts, Inc.						\$100,000
Submarine Memorial Association						\$10,000
United States Equestrian Team Foundation, Inc.						\$25,000
Toward the restoration of the stable area						
The Violet Festival						\$2,500
Joe The Violet Festival in Dolgaville, NY						
Washington Association of New Jersey						\$100,000
Final grant toward Our Noble Cause Capital Campaign						
Weatherpoons Art Museum						\$10,000
To support the Dillard Collection of Art on Paper exhibition						
Winterthur Museum, Garden & Library						\$45,000
				Total Arts, Culture, Humanities (56 Items)	\$2,457,000	

## JOURNAL ENTRY 6

March 20, 2012

Today I worked from 10am to 5pm. Ms. Santos gave me a project to do in the morning. So far, all the projects she gave me were similar; I just had to update some content of some web pages and uploaded the updated web pages on the server.

This afternoon, Daniel Matz, a web services associate gave me another project to do. The project that he gave me was a little bit different, yet it was kind of similar to some projects I did before. I had to add all the information of a new report online. I learned something new by doing this project today. Mr. Matz taught me that I could type in the code on Microsoft Excel and pasted it into Dreamweaver after. I created 10 html pages for the new report and had to add a link of the new report on all the other pages of the old reports. I did that manually. Mr. Matz taught me that I could have done that all at once by using a "Find and Replace" skill in Dreamweaver. He showed me the skill by adding a drop down menu of the new report. It was amazing and saved me a lot of work.

Mr. Matz was happy about my performance because I finished the project quickly. I was happy that I learned something new today.

# Something Different

## JOURNAL ENTRY 7

March 27, 2012

Original look of the site



As usual, I worked on a newsletter today. Every Tuesday, Ms. Santos needs me to help her update the information on one or two newsletters. I am used to it already. Updating the newsletter doesn't require that much knowledge of html and CSS. As long as you understanding the code, you can finish the newsletter easily.

After lunch, I worked on an existing website that was for the Squire Family Foundation. The whole website was table based. Mr. Matz wanted me to restructure the website using divs. It was confusing when I first worked on this project because the code was so messy. But I organized the code little by little and separate them using different div tag. The content of the home page was in 3 columns. I also added a toggle function to the left and right sidebars that allowed visitors to hide and show the content. Mr. Matz liked it a lot.

My design with toggle function

Having trouble viewing this e-mail? [Click here.](#)

**FOUNDATION CENTER**  
Non-Profit 501(c)(3)

**Foundations for Education Excellence**  
Helping foundations leverage public and private funds for improving education.

April 9, 2012

**Top Story**  
 The debate over hiking student loan interest rates continues to heat up.

**Congressional Updates**  
 Senator Tom Harkin (D-IA) introduced a bill to bolster some education and workforce programs, including over \$80 billion in proposed spending.  
 Republicans on the House Education and the Workforce Committee introduced the Workforce Investment Improvement Act, to reform job training programs.  
 Congressional Republicans are calling for a review of the U.S. Department of Education's (ED) student loan program by the Government Accountability Office.

**Administration Updates**  
 The third round of Investing in Innovation (I3) funding is now available for "Scale-up" and "Validation" grants.  
 ED released a report on the results of a study of arts education in U.S. public schools.  
 Nine states (Arkansas, Colorado, Delaware, Illinois, Indiana, Massachusetts, Nebraska, North Dakota, and Pennsylvania) will receive funding to turn around persistently low-performing schools under the School Improvement Grant (SIG) program. A total of \$355 million was appropriated for the program in Fiscal Year 2011.  
 Dr. Bill Biden recently spoke to the National Education Association about the value of community colleges.  
 Testifying before the House Education and the Workforce Committee, U.S. Secretary of Education Arne Duncan defended the Administration's proposed budget for FY 2013.  
 The deadline for negotiation on federal regulations on teacher preparation programs has been extended, as panel members fail to come to a consensus.  
 Major changes to Head Start are being proposed by the Administration.  
 ED has launched a new bullying prevention web site.  
 ED will split its FY 2012 Race to the Top funding between a district-level competition and a state-level competition focused on early education.  
 According to a report by the Center for American Progress, Florida and Hawaii are struggling to meet the assurance they made under their Race to the Top grant.

**News From the States**  
 Louisiana's state legislature recently passed legislation to expand the state's school voucher plan.  
 The Maryland legislature is considering a bill that would raise the drop-out age. The current law requires children to stay in school through age 15; if passed, the bill would increase the minimum to age 17 by the 2017-18 school year.  
 A University of Washington report says that federal grants like I3 are not creating the monumental changes suggested at their creation.  
 Stateline looks at the differences between Georgia and New Jersey's approaches to charter schools.  
 New York Governor Andrew Cuomo said he supports the public release of teachers' evaluations, which is being discussed in the state legislature.

**Jobs for your grants:**  
 Are your grantees doing innovative, effective work with school districts? They may consider applying for the recently announced round of Investing in Innovation (I3) grants.

**Current News**  
**News From Philanthropy News Digest**  
 TI Foundation Partners With Texas Education VITE Initiative  
 Race Community Foundation Announces \$3.1  
 Community Foundation Update

**News From ED.gov**  
 Duncan Heads to Capitol Hill for Budget Hearings  
 Teachers(ED): Newton Piper, Customer Service Officer of Special Education Programs  
 Dedicated for Middle Schools: You Gotta Have It

*This brief is made possible through support*  
 We respect your right to e-mail privacy. If you at please e-mail your request to come

The Foundation Center • 19 Fifth Avenue

Experimenting  
with html and css

Updated the newsletter of  
Foundation for Education  
Excellence

# JOURNAL ENTRY 8

## April 3, 2012

Today was Tuesday; I worked on a newsletter as usual. After that, I continued to work on the Squire Family Foundation website. I did another version of the home page using a 2 column grid just to compare the difference between a 2 column and 3 column grid; I liked the 3 column one better. The site worked fine on Firefox, but when I tested it out on Internet Explorer, the floating of the 3 columns didn't work.

I inspected the code to see what was wrong with it. One of my co-workers, Karolina helped me out with that. She told me to simplify the code and tried to put all the CSS in the style-sheet instead of mixing it with html. I listened to her advice and fixed the code and by the end of the day, it worked fine on both Internet Explorer and Firefox. I was happy about that.

2 columns with  
toggle function

**SQUIRE FAMILY FOUNDATION**  
*Advancing Philosophy Education*

About Us | News | Student Voices | Resources | Contact | Home | Search

Welcome to the Squire Family Foundation Website.  
 We're working with philosophers and educators to ensure that all students in American secondary schools have an opportunity to study philosophy.

**2011 PLATO Institute**  
 Sponsored by APA-CIP & SFF, the PLATO Institute took place in June 2011 at Columbia's Teachers College.  
 Visit the PLATO Network  
[ask.aba](#) or on [Facebook](#)  
 Education News reports on PLATO:  
[READ THE ARTICLE](#)

**2012 APPE - Squire Awards**  
 The 2012 APPE - Squire awards for best paper in pre-college ethics went to:  
**1st Place Anthony DeCesare** - Indiana University  
 "On the Potential Contributions of High School Philosophy to Ethical and Democratic Education"  
[DOWNLOAD](#)  
**2nd Place Amy Reed-Sandoval**  
 University of Washington  
 "Cross-Cultural Exploration in the P4C Classroom: Reflections on Doing Philosophy with Inqui Children in Oaxaca de Juárez, Mexico"  
[DOWNLOAD](#)

**Congratulations**  
**Drs. DeCesare and Reed-Sandoval!**  
[LEARN MORE](#)

**SFF grantee awarded 2011 APA prize**  
 Mount Holyoke professor and SFF grantee Dr. Thomas Wartenberg has received the 2011 APA Prize for Excellence and Innovation in Philosophy Programs.  
[LEARN MORE](#)

**Dr. Wartenberg featured in the New York Times**  
 Dr. Wartenberg's work teaching philosophy to second graders was recently featured in the New York Times.  
[Read the NYT article](#)  
[Read the NYT blog](#)

**Mini-Conference for Philosophy for Children**  
 This international conference, running in conjunction with the APA's April 2011 Pacific Division meeting in San Diego, focused on the significance and impact of pre-college philosophy instruction.

**SFF-sponsored program featured in Education Week**  
 The ethics-rich curriculum at Johns Hopkins University's Center for Talented Youth isn't just for special summer programs.

**High school students are thinking outside the box**  
 The ethics-rich curriculum at Johns Hopkins University's Center for Talented Youth isn't just for special summer programs.

**SFF-FUNDED CURRICULA**  
 SFF has funded curriculum modules for the Johns Hopkins Center for Talented Youth and the High School Bioethics Project at the University of Pennsylvania.  
[Learn more](#)

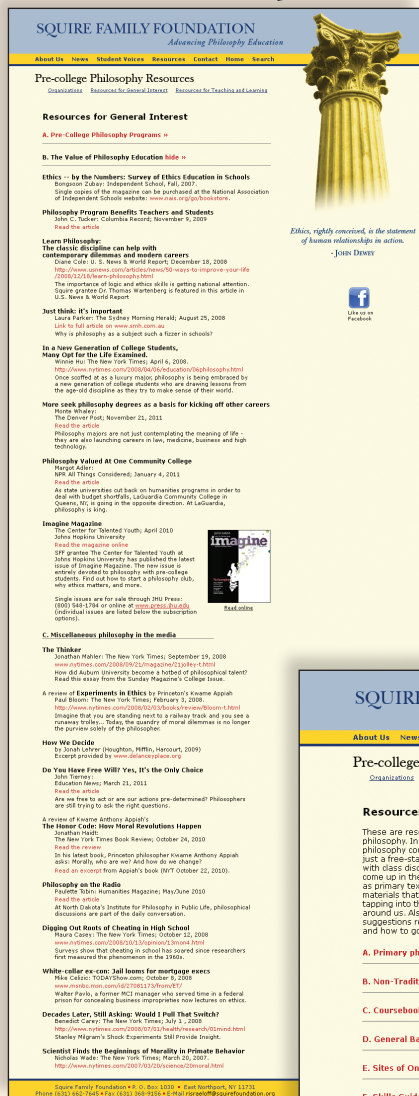
**WHAT'S NEW**  
**21st Annual APPE Meeting**  
 Annual conference was held in Cincinnati, OH, March 1-4.  
**Student Voices:**  
 SFF launches program featuring student writings on philosophy.  
[University of Memphis](#)



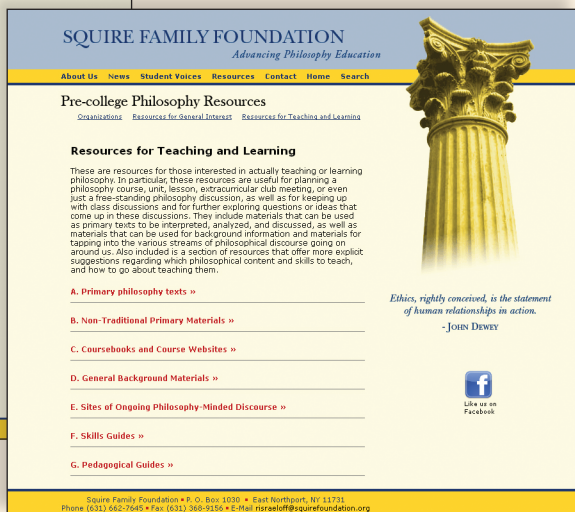
# A Productive Day

## JOURNAL ENTRY 9

April 13, 2012



combined 10 different pages into 2 pages including general interest and teaching & learning.



Today was a productive day; I finished four different projects. First of all, I updated a San Francisco's news-letter. After that, I worked on a Squire Family Foundation website. Mr. Matz asked me to combine 10 different pages into 2 pages including general interest and teaching & learning. I had to look at the 5 page word document and html files, copy some codes, and paste them into the two new pages.

In the afternoon, Mr. Matz gave me another project to do. He asked me to center a website, Johnson Family Foundation, which was flushed left on a browser originally. At first, I just created a div tag to wrap around the whole page and centered it. But it only worked on Firefox and Chrome, and it didn't work in Internet Explorer. I searched the problem online and found out that was a common problem. I added "<div align="center"></div>" to wrap around the page and it worked on all browsers. I was happy that I accomplished the goal.

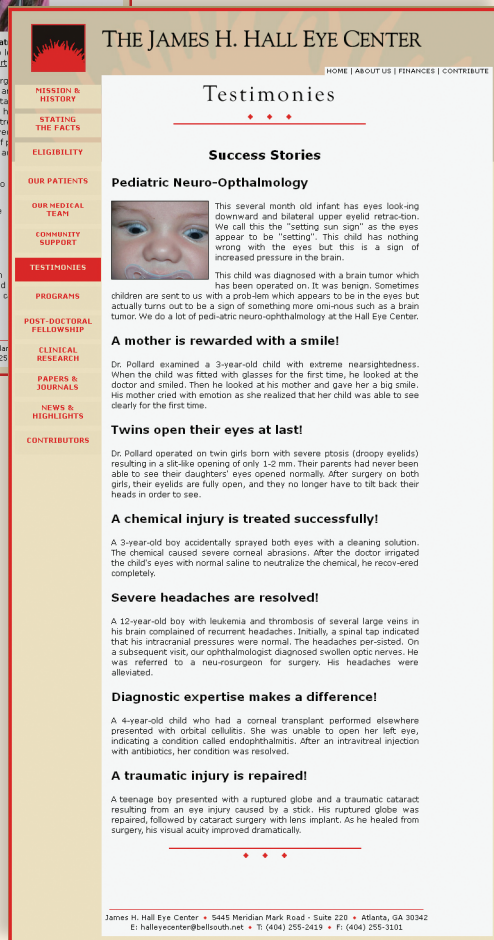
In the end, I worked on the Camp-Younts Foundation website. I just had to copy and paste the information from a word document to an html page. It was simple and I finished it quickly. I was done for the day after this project.

# Working with Mr. Matz

**JOURNAL ENTRY 10**  
April 17, 2012



Updated the James H. Hall Eye Center's website. Created the "Testimonies" page.



Today, I worked on two projects that Mr. Matz gave me. The first one was updating the James H. Hall Eye Center's website. He asked me to look through the 2011 annual report of the Eye Center and decided what to include on the existing website. After I read the annual report, I discussed my decision with Mr. Matz. With his approval, I updated the website accordingly. I replaced the old mission paragraph with the new one, updated the statistics on the "Medical Team" page, and added latest news on the "News & Highlights" page. Besides, I created a "Testimonies" page and put some success stories on the page.

The second project was updating the Levitt Foundation webpage. Mr. Matz gave me an Excel file with the latest information and asked me to put all the new information into the webpage. This project was easy and I finished it in less than half an hour.



# Working with three different people



Created these two pages using an existig template.

## JOURNAL ENTRY 11

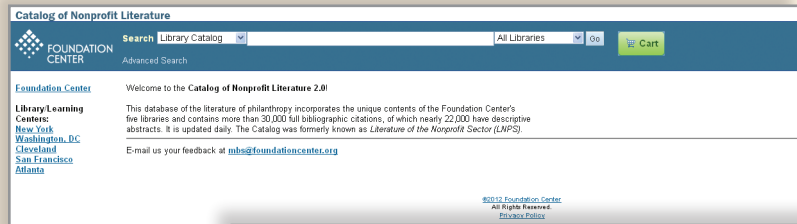
April 24, 2012

In the morning, I updated a newsletter of Foundation for Education Excellence and its website. As usual, Mrs. Santos gave me a word document with the new content and I had to update the html file.

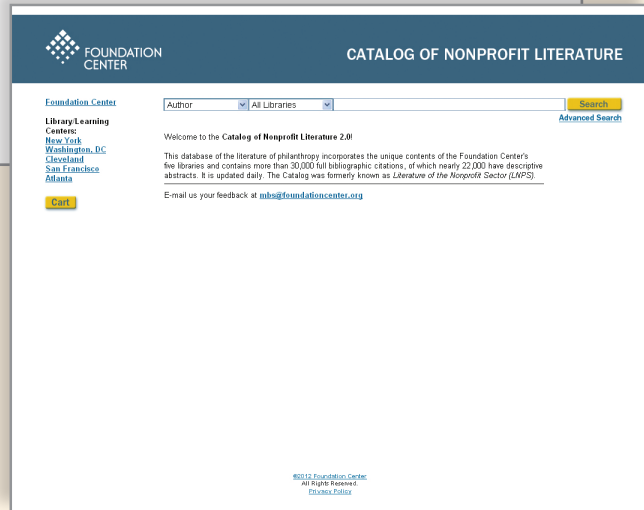
In the afternoon, Mr. Matz needed me to create a website for a company, Cora. T. Lewis Charitable Trust, using an existing template. This project was straightforward and easy. I just had to create a new header in Photoshop and copy the information from a word document and paste them into the html file.

After that, I helped Karolina, a web designer, to look for some images on a stock images website for the three icons that she needed to create for a website, washfund.org.

# Design Project



Original layout was flush-left



Redesigned the layout of the catalog site.



created a slide for a website

## JOURNAL ENTRY 12

May 4, 2012

Finally, I had a chance to work on some design projects today after I finished updating a newsletter. Ms. Santos wanted me to redesign the site layout for the catalog of nonprofit literature website. The original site was flushed-left, which looked empty on the right side when it was viewed on a big screen. The site title was small as well. So I made the whole site centered and put the site title on the green bar next to the Foundation Center's logo. I put the search bar right below the green bar and redesigned the cart button. Ms. Santos loved the new design much more than the old one.

In the afternoon, I designed a slide for a website. Ms. Santos gave me a template of the slide and the content to work with. I designed a few different slides and showed them to her. She picked the one that she liked the most.

That was it for today. I was happy that I did something different today other than looking at the codes all the time.

# Last Day

## JOURNAL ENTRY 13

May 8, 2012

**FOUNDATION CENTER**  
New York Library News  
Knowledge to build on.

**NEW YORK LIBRARY NEWS**  
May 9, 2012

**In This Issue**

- Book Party! Guide to Proposal Writing, 6th Edition
- Navigating Facebook: Traveling Through Timeline
- New Executive Directors' Leadership Circle 2012
- Prospect Research Tools in Our Library
- Visit the New Foundation Center Marketplace
- Holiday Closings
- Advertise in New York Library News
- Free Classes in Our Learning Center

**Book Party! Guide to Proposal Writing, 6th Edition**  
Wednesday, May 30, 5:30-7:30 pm  
The Foundation Center's Guide to Proposal Writing is one of our most popular publications, and we're throwing a party to celebrate the release of the new edition. Join us to hear author Jane C. Grever talk about the new content and the insights she's gleaned from funders in her research for this revised edition. Learn more and register!

**GRANT**  
Join today to build a better tomorrow.  
501 Tech NYC  
Navigating Facebook: Traveling Through Timeline  
Wednesday, May 16, 5:45-7:30 pm  
If your nonprofit has been working with Facebook, you know that Timeline is its new layout that allows organizations to share their stories in rich and graphically engaging ways. Join us as strategist Jim Hanes shares tips on navigating the new features and strategies for engaging your supporters at this MTEN event. RSVP!

**New Executive Directors' Leadership Circle**  
Application deadline: Thursday, June 21  
Our new Leadership Circle is a peer group of executive directors of small organizations that meets once a month at the New York Library/Learning Center to explore challenges and practical solutions around nonprofit management issues, including communications, board relations, fundraising, and collaboration. In an informal roundtable format, members can share practical solutions and insights, including tips on how to handle on-the-job isolation. Membership is by application. Learn more and apply!

**Prospect Research Tools in Our Library**  
The Foundation Center offers free access to research tools specific to nonprofits and philanthropy, and we also help you understand the content and uses of each tool for maximum results. Visit the library to learn about and use our online prospect research tools (yes, free of charge!).

- Foundation Directory Online Professional
- The Celebrity Foundation Directory
- LexisNexis Corporate Affiliations
- DonorSearch
- Harpaz Who's Who

Please note: As of May 31, WealthEngine will no longer be available at Foundation Center libraries.

**Prospect Research Basics** is our free class that helps you navigate the many online resources available for funding research. And check out this GrantSpace article on the topic.

**Visit the New Foundation Center Marketplace**  
Boasting a brand new design with easy-to-use navigation and search functions, our new Marketplace makes finding the resources you need easier than ever. Celebrate the launch of our new Marketplace with exceptional spring savings. For a limited time you can save \$50 when you spend \$175 or more on books, training, and new subscriptions. Use discount code "SPR50" at checkout to take advantage of this special offer. Start shopping!

**Holiday Closings**  
It's hard to believe Memorial Day is around the corner, but it is! The New York Library/Learning Center will be closed from 1:00 pm, Friday, May 15, through Monday, May 26. We're back to business on Tuesday, May 29.

**Advertise in New York Library News**  
New York Library News is e-mailed twice a month to over 35,000 subscribers with an interest in fundraising and philanthropy. For information about our advertising rates, contact Miki N. (212) 857-2433 or mna@foundationcenter.org.

Updated the New York library newsletter.

Today was my last day working in the Foundation Center. I worked on three different newsletters today. I am an expert on updating newsletters now.

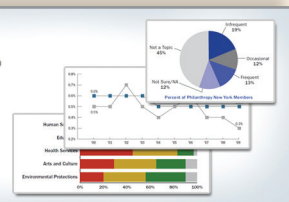
I had lunch with my co-workers, Ms. Santos, Mr. Matz and Karolina in an Asian restaurant, Republic. The food tasted good and we had a good conversation. After lunch, I designed a slide about reports and statistics for a website. I designed a few versions and showed them to Ms. Santos. She picked the best one as usual.

By the end of the day, Ms. Santos had a small meeting with me to discuss about my internship experience in the Foundation Center.

Overall, I had a great time there. My coding skill improved and I learned something new. This was the first internship I did in my life. I will never forget it.

Created a slide for a website

**BUILDING CONTENT THAT COUNTS**  
Reports and Statistics



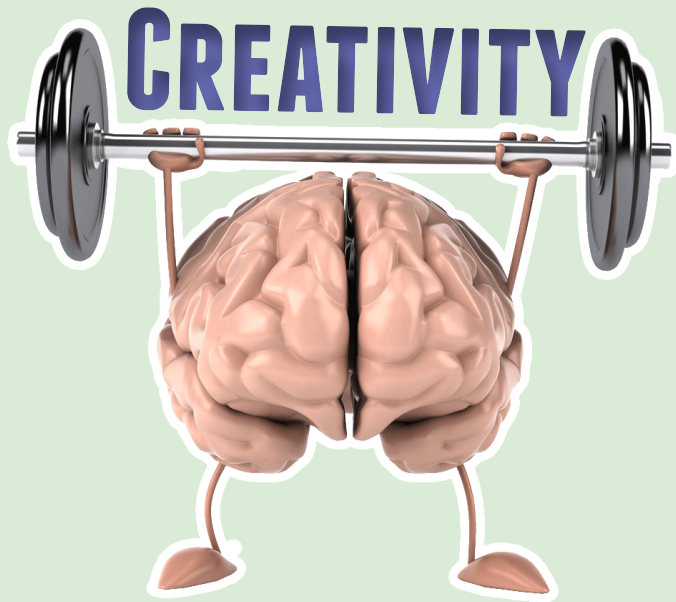
**“LIVE AS IF YOUR WERE  
TO DIE TOMORROW  
LEARN AS IF YOU WERE  
TO LIVE FOREVER.”**

## - GANDHI

[illegible]

## ESSAY 1

February 13, 2012



Article: 10 Steps for Boosting Creativity  
Author: Jeffrey Baumgartner

Creativity plays an important role in human history and society today. Without creativity, humans in the Stone Age wouldn't have created fire by rubbing two rocks together. They wouldn't have created clothes with animal skin. A lot of great inventions wouldn't have been possible without creativity.

Similarly, all businesses-especially in design field-nowadays require creativity thinking to make them successful. Designers always need to create something ultimately to capture people's attention and urge them to take action.

Where does your creativity come from? What will you do if you run out of creativity? How do you handle your highs and lows? Personally, I would go online and search for material related to what I am designing and get some ideas from other designers' artwork. In addition, I go to the library or bookstore to read design books to stimulate my brain cells with ideas and concepts.

I read an article about creativity recently that I found very helpful. It was "10 Steps for Boosting Creativity" that was written by Jeffrey Baumgartner. He stated that listening to Johann Sebastian Bach's music will make us more creative. I guess music can make our minds relax and think creatively within the beautiful melodies. He also suggested to carry a notebook and a pen

with us to jot down unexpected ideas. "If you can't think, go for a walk." Jeffrey said that. I totally agree with him that if your brain is stuck, don't just sit there and be depressed; go out to take a walk. He said that a change of atmosphere and gentle exercise helped shake up the brain cells.

As Jeffrey said, brains, are like bodies: they both need exercise to keep fit. We need to read more and think more to keep our brains healthy and creative. Most of us are not born with creativity. If some people are, one day they will still run out of creativity without exercising their brains. So expand your creativity everyday!

# Fantasists STRIVERS Slackers

Article: Are you a strivers, slackers or fantasists?  
Author: Simon Kuper

## ESSAY 2

March 5, 2012

There are many ways to differentiate humans: female vs. male, tall vs. short, fat vs. skinny, young vs. old, smart vs. stupid and so on. But Simon Kuper and Jo-Anne Richards differentiate humans into three basic types: strivers, slackers and fantasists.

According to Kuper and Richards, strivers are overachievers who don't rest and have the power to make others' dreams come true. They have higher chances to become political leaders or even presidents of countries. On the other hand, slackers do nothing and would rather wait for good things to happen by accident than pursue pleasure on their own. Obviously, fantasists live inside their imaginations. They have thousands of ideas but never accomplish them. Which human types do you think you are?

Kuper and Richards said that most people claimed to be fantasists, but in fact, people are usually a mix of the three types. I think that I am slacker dominant, with striver streaks. I am not like fantasists who dream a lot but always miss deadlines and never accomplish his dreams. Even though I would prefer to avoid effort rather than pursue pleasure, I do what I need to do to survive in society. I don't do extra things nor too little; I do enough to be who I am. Kuper and Richards also said that the

three archetypes irritated each other. I totally agree with them. One of my friends who is a striver always tells me his plans to achieve his goals and always gives me ideas and influences me to become better. Sometimes, I listen to his advices and be a striver for awhile, but go back to being a slacker and wait for another striver to influence me.

Kuper and Richards observed that the three types of human have tended to segregate themselves because they are totally different from each other. "You sense each city's dominant mode the minute you arrive", writes Kuper. Obviously, a busy city like New York is dominated by strivers, while Miami is dominated by slackers.

However, being a specific type of the three human types is not a life-time thing; I believe that everyone has the ability to change from one type to the other type if you want to.



# Steve Job. article review



Article: Jobs saw what others missed  
Author: David Carr

## ESSAY 3

March 20, 2012

The main point of the article that is written by David Carr is clearly stated in the title: "Jobs saw what others missed". Mr. Jobs always created something new in the media business in the past, and everyone followed what he did.

Apple first required publishers to put their transactions through Apple, and took a third of the revenues. Even so, publishers couldn't get any consumer data selling their books from the iBookstore. There are currently 700,000 books available on the iBookstore.

When the music industry was facing the problem of piracy in 2001, Mr. Jobs didn't worry about it. He created a great strategy -- selling individual songs for only 99 cents. 10 billion songs were downloaded. "It's not the consumer's job to know what they want," Mr. Jobs said. He created the business of selling individual songs rather than a whole album. He let buyers to create their own playlists while paying a small price.

The writer, David Carr, stated that Mr. Jobs didn't do market research at all. "He did things his own way and expected the rest of the world to fall into line," Mr. Carr said. Steve Jobs was a top leader in the media business. He annihilated the floppy disk when the first iMac was made. Everybody thought that he was insane at that time. But

10 years later, everybody is using USB, and it seems like nobody remembers floppy disk's existence.

"Before the iPhone, cyberspace was something you went to your desk to visit," said Paul Saffo, "Now cyberspace is something you carry in your pocket." Apple has changed the world. Approximately, 7 out of 10 people visit the cyberspace everyday using iPhones or other smart phones. You seldom see people holding a book in his or her hand to read nowadays. Instead, you would see people browsing on the internet, playing games, using apps or listening to music on their phones.

People can access media whenever, wherever they are. We connect easily in the cyber world. I hope this doesn't eliminate the connection between people in the real world.

# Why some countries go bust?

Article review

Communism  
Lacking of technocrats  
**Overpopulation**  
Freedom of the markets

Article: Why some countries go bust  
Author: Adam Davidson

## ESSAY 4

April 4, 2012

The author, Adam Davidson, starts off his article, "Why Some Countries Go Bust," by introducing Daron Acemoglu who is a Turkish M.I.T. professor of economics and the author of the new book, "Why Nations Fail." This article discusses about different reasons that economists suggest can cause some countries to be wealthier than others.

Adam Smith believed that the relative freedom of the markets played an important role to determine if a country was wealthy or not. Thomas Malthus asserted that poverty came from overpopulation. John Maynard Keynes claimed that lacking of technocrats caused poverty; while Jeffrey Sachs claimed that poor geographic conditions caused poverty. Acemoglu and James Robinson believed that the degree to which the average person shares in the overall growth of its economy determine the wealth of a country. It is similar to Smith's reason.

I agree with all the economists' assertions. To me, all the reasons that they proposed make sense at some point. One of the examples that Davidson gave proves Smith's and Acemoglu's assertions are right. Everyone in a group of Haitian mango farmers planted only one or two mango trees while they could have planted a few hundred more. Even though there were enough land for them to plant more mango trees, they only planted two because nobody had a clear title to the land. They didn't want the extra mangoes to be taken away by somebody who suddenly claimed to own the land. They lacked any incentive to plant more trees because they couldn't profit

from their extra work. However, China allowed farmers to benefit from any surplus they produced in 1978. The economy of China grew astonishingly in that year. As we can see, the degree to which the average person shares in the overall growth of its economy does affect the wealth of a nation.

On the other hand, I do agree with Malthus' theory that says poverty comes from overpopulation. When there are too many people in a country, there might not be enough jobs for everyone. The economy might go down even more if Keynes's theory—lacking of technocrats — happens in the same country. Having a huge amount of people in a country is not bad if everyone is being productive and creative. A high GDP of a country helps to improve the economy. For example, Apple products play an important role in United States' GDP because people all over the world purchase Apple products. Therefore, having technocrats and creative people in a country is very important.

New York is a capitalist and a diverse city. We have all sorts of freedoms. But what are we lacking that makes our economy going downhill? I think that we need more technocrats and creative people. We need somebody to create something new that can provide job opportunities. Maybe instead of occupying Wall Street, people can think about what they can create to help the economy.

## ESSAY 5

April 13, 2012

Work hard to be creative



Article: Innovation Gurus: Bruce Mau & John Kao  
Author: Joe Robinson

In the article, Innovation Gurus: Bruce Mau & John Kao, Joe Robinson talked about how to be creative and how important creativity is.

Bruce Mau is one of the world's most famous designers and his client list is very broad. He was hired by the president of Arizona State University to redesign higher education. His firm designed Canada's largest bookstore, the décor of the New Meadowlands Stadium in New Jersey and so on. Mau said it's not that some people have creativity and some don't, having creativity is all about working hard. He tested 5,000 typefaces when he was hired by architect Frank Gehry to design the signage for the Walt Disney Concert Hall in Los Angeles. His team finally came up with a new font by combining two typefaces after hard work. He thought that entrepreneurs didn't spend enough time on the crafting, thinking and vetting process. Mau claimed that they had to look at the market and the product at the same time and most importantly, they had to know the customer's mind.

Bruce Mau wrote, "The Incomplete Manifesto for Growth," in 1998. He stated 43 points of strategy in design process. The point that impressed me the most is: Think with your mind. He told us to forget technology because creativity is not device-dependent. Most of the time, when I start a new

design project, I will go online and look for some references to get some ideas. I think that it's good to listen to Mau's advice to not depend on technology. All the designs online are actually created by other people. I guess thinking in my mind can only create something new that no one has ever done before.

Another guru, John Kao, who is a jazz pianist, says that being playful is the source of new ideas. He claims that entrepreneurs can learn a lot about the creative process by listening to jazz music. He compares doing business with making music, they both need freedom to explore new things. Research finds that we are more creative when we are driven by the enjoyment or challenge of the experiences itself because we won't be afraid of failure.

May we work hard everyday to build up our creativity and don't fall behind others forever.

## Meet the Pros Ron Berger



The speaker : Ron Berger

## ESSAY 5 April 6, 2012

I attended the Meet the Pros on April 5th and the special guest speaker was Ron Berger who has made a lot of great campaigns. He shared his own story about how at first he started to work in the advertising industry by working as a summer mail boy in an advertising company at first.

The most famous campaign that he created was the "Time to make the Donuts," campaign in 1982 for Dunkin Donuts. It was selected by the Museum of Broadcasting as one of the best campaigns of the 1980's. As Berger mentioned, the selling point of the campaign was the freshness of donuts. The employees struggled to get up every morning at 3am to make donuts in order to prepare enough fresh donuts for consumers. Berger said that the strategy to make a successful commercial was being able to identify the truth of the product and make it resonate in consumers' minds. Most of us struggle to wake up every morning to go to school or work, so we know how the employees in the commercial feel. But they still got up that early to make fresh donuts everyday.

The best commercial that Berger thought he had ever created was "Survivors," for Volvo. The commercial didn't show any cars at all; instead, different people said how thankful they were that the cars saved their lives.

Berger said that a good commercial didn't have to show the product. This commercial showed how well the Volvo cars were made.

Besides, Berger said that a great commercial had to have a well-written campaign, which means that the content of the commercial had to be awesome.

One student said that none of the professors in City Tech taught him how to make commercial. Being a student, we don't have to wait for professors to give us assignments to do. "Open your closet or refrigerator, pick an object, and do a commercial about it," Berger responded.

I learned a lot from Ron Berger today even though I am not in the advertising module.

INTERNSHIP – A DOORWAY TO SUCCESS