

POSITION:

Multimedia Design Intern at Headwaters Campus Store

COURSE:

IM490/IM495

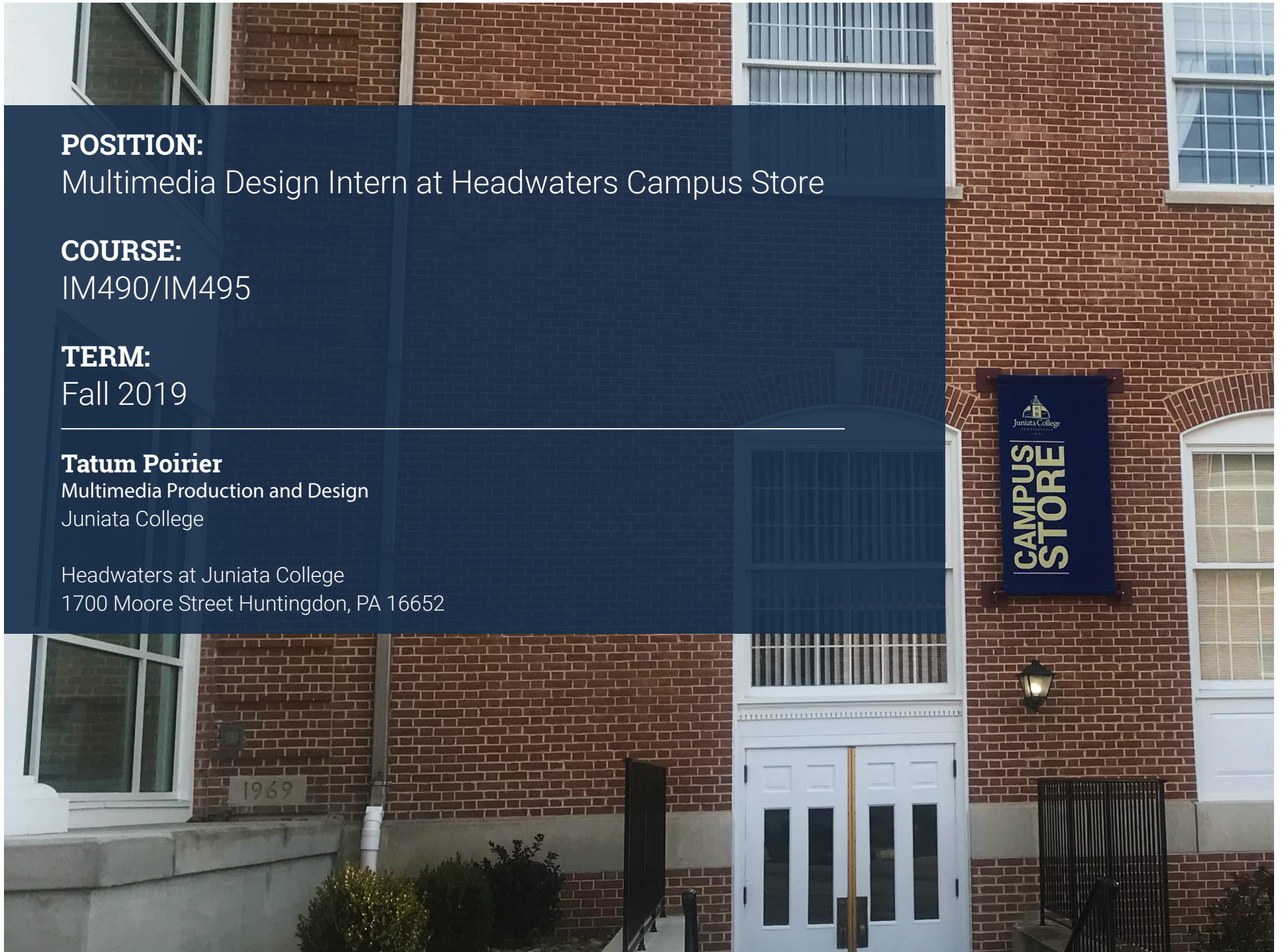
TERM:

Fall 2019

Tatum Poirier

Multimedia Production and Design
Juniata College

Headwaters at Juniata College
1700 Moore Street Huntingdon, PA 16652



Project Outline



Main Priorities

Designing print materials to be shared through print and online platforms. Managing and creating social media campaigns. Designing and promoting t-shirts to be printed for clubs and organizations on campus.

Challenges

- Getting the campus on board with using Headwaters as a resource for club merchandise.
- Creating engaging social media campaigns
- Figuring out the best way to utilize funds for marketing

Deliverables

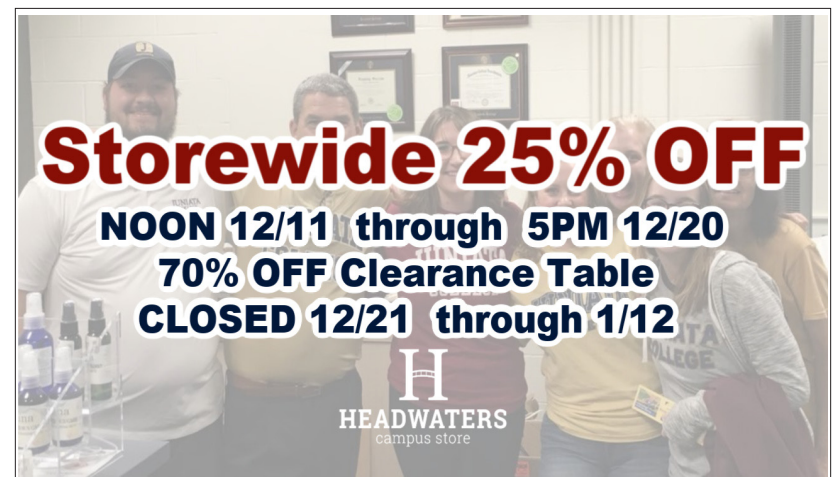
- Social Media Design
- Photography
- Sale Marketing Materials (Fall Sale, 2 Facebook Flash Sales, Homecoming)

Future

- T-shirt design
- Branching a connection between Headwaters and the campus community
- Encourage Headwaters to hire a Marketing Intern rather than an IMA Intern

ASSESS

After assessing the scope of the project with the community partner, it was identified that Headwaters was in need of consistent design materials.



RESEARCH

How have other businesses similar to Headwaters designed promotional materials?



DELIVER



DELIVER



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HEADWATERS
campus store

Fall Sale

Begins Saturday, November 16th

All items left from our recent Flash Sale will be 60% off
and select Vera Bradley items will be marked down!



HEADWATERS FACEBOOK FLASH SALE

STYLE SO GOOD, IT'S SPOOKY.
SUNDAY, OCTOBER 27TH
8-8:45 PM EST



SCAN ME

Scan this QR code to be included in this
spooktacular sale!



H
HEADWATERS
campus store

45 Minutes Left!