

## **10-Week Digital Media & Social Media Internship Assignments (Aligned with Birthday Bash)**

### **Week 1 (late Aug) – Brand Orientation & Audit**

- \* Mood board analyzing KRUX's current social presence
- \* Give ideas exploring the different aspects of KRUX, photoshoot mood boards, evergreen content ideas, etc.

(3 posts with notes on style, tone, and engagement)

- \* 1-page brand voice and visual summary

(To show the interns understand the brand identity. I WILL PROVIDE THE BRAND KIT, INCLUDING LOGOS, FONTS, COLORS, ETC. (NEEDS TO BE COMPLETED BEFORE THE INTERNS START)

*Due: End of Week 1*

### **Week 2 (early Sept) – Content Foundations**

- \* Create 2 Instagram feed posts (1 static, 1 carousel) for a station-related topic(s)

(CAN WORK ON STAFF PICKS, IF THERE ARE OTHER IDEAS FOR HOW WE DO STAFF PICKS, I'M ALL EARS...)

- \* Write captions and propose hashtags for each

Note: 1 of the 2 Instagram posts created this week should be considered for the zine (visual or text adaptation).

*Due: End of Week 2*

### **Week 3 (mid-Sept) – Online Blog Writing**

- \* Pitch and write 1 Blog post to go on the website
- \* Can be written as a team or duos, or individually. But each post must be read and proofed for spelling, grammar, and fact errors.

Optional: Interns draft 1 written blurb or DJ spotlight that could later become a zine feature.

*Due: End of Week 3*

#### Week 4 (late Sept) – **Video & Photography Basics**

\* Create 1 short-form video (15–30 seconds) for Reels or TikTok (ex: DJ intro, station tour)

\* Capture 8–10 high-quality photos of the station or behind-the-scenes moments

Photography assignment (8–10 high-quality shots) now explicitly includes 2–3 images flagged for potential zine use (portraits, behind-the-scenes, event prep).

*Due: End of Week 4*

#### Week 5 (early Oct) – **Graphic Design & Templates**

\* Create 2 branded graphics/templates (ex: “Now Playing” post, event teaser design)

OR draw us some design elements we can use for the station going forward

\* *Save as editable Canva files for future station use*

Add: Each intern creates 1 zine page mockup (photography layout, blog snippet, or playlist concept) to pitch during Week 6 planning.

*Due: End of Week 5*

#### Week 6 (early-mid Oct) – **Birthday Bash Mood Board & Style Guide**

(EXECUTIVE TEAM NEEDS TO HAVE A CREATIVE DIRECTION? OR CAN WE INCLUDE THE INTERNS?)

\* Develop a Birthday Bash mood board (colors, fonts, image inspiration)

\* Write a 1-page mini style guide explaining the visual direction

OR create a slide presentation explaining the same things

Add: Zine brainstorming session – define zine theme, page count, and content roles.

Deliverable: Zine outline with intern contributions listed.

*Due: End of Week 6*

Week 7 (mid Oct, Oct 13–18) – **Birthday Bash Content Kit**

- \* Create 1 event graphics (ex: flyer, countdown, “Save the Date”)
- \* Design 1 Instagram story templates (polls, line-up teaser, countdown)
- \* Develop 1 photo overlays or stickers for event-day use

Note: Any graphics or photography produced can be repurposed for zine content.

*Due: End of Week 7 (so content is ready before event week)*

Week 8 (Birthday Bash Week, Oct 20) – **Event Promotion & Live Coverage**

- \* Schedule 3 Instagram feed posts (event countdown, “**Meet the Artists,**” “**What to Expect**”)
- \* Create 1 event teaser video (15–30 seconds) for Reels/TikTok
- \* Live post 5–8 Instagram stories during the event

Encourage interns to document event moments for zine photography spreads or write a recap article that could be included.

*Due: Scheduled content before event + live coverage during event*

Week 9 (post-Birthday Bash, late Oct) – **Event Recap**

- \* Create 1 event recap carousel or Reel
- \* Write 1 short blog post or long-form caption summarizing the event

Add: Begin compiling zine pages (interns finalize at least 1–2 pages each: photography, article, playlist, poetry, or mixed media).

Deliverable: Rough zine draft (digital).

*Due: 48 hours after event for recap, end of week for blog*

Week 10 (early Nov) – **Analytics & Final Project**

\* Analyze Birthday Bash content performance (1-page report with insights and improvement suggestions)

\* Create a mini-campaign (3 posts, 1 story set, 1 blog post or video) as a final project to add to portfolio

Option A: Individual portfolio (mini-campaign: 3 posts, 1 story set, 1 blog post/video, and analytics report).

Option B: KRUX Zine – finalize pages and collaborate on print-ready layout.

Deliverable: Either polished portfolio or final zine for printing.

*Due: End of Week 10*

Week 11-12 (late Nov-early Dec) – **Zine Publishing and Printing (?)**

Labor Day: September 1

Thanksgiving Holiday: November 24-28

Final Exams: December 8-12

Last day of Classes: December 12

**Birthday Bash:**