



INTERNSHIP BRIEF.

Art293 NMA Internship
Instructor Ailed Garcia
Spring 2018

Organization Point Hawaii
Supervisor Nicole Naone
Student Allyson Villanueva



REFLECTIONS.

The logo for Point Hawaii, featuring the word "Point." in a white serif font. The text is centered within a cluster of four overlapping, semi-transparent grey circles of varying sizes. The largest circle is at the top, with two smaller ones below it, and one to the right. The word "Point." is positioned such that it overlaps the top and right sides of the circles.

Point.

Point Hawaii is a boutique agency providing on-line marketing solutions for small business. They create, curate, and manage all published content. Point Hawaii oversees and creates brand design through social media platforms and ad campaigns. Training, engagement, and analytics are key elements used to strategize for success.

“Everyone has a point. Let’s make *yours*.”

My experience at Point has given me insight to expectations of running a business. I have learned the importance of communication and what it takes to be a mentor. Being exposed to what is necessary to be successful has altered my understanding and gives me a new perspective on business.

Opportunities

During my internship there were many opportunities to network. Due to time constraints I was not able to attend most events. Getting more involved and putting myself out there would be something I’d like to improve.

Strengths

My biggest strengths are persistence to not give up and a positive attitude though adversity.

HOURS WORKED.

JAN

- 08** Initial Meeting
- 15** Paperwork Updates
- 22** Paperwork Updates
- 31** Polu Gallery Drafts

Hours:
16.5

MAY

- 02** Big City Diner Graphics

Hours:
03

FEB

- 02** Big City Diner Graphics
- 05** Task Discussion
- 07** Holiday Graphics
- 09** Holiday Graphics
- 12** Tanlines Exhibit
- 14** Tanlines Exhibit
- 16** Tanlines Exhibit
- 19** Scott Hawaii Sorting
- 21** Scott Hawaii Sorting
- 23** Waikiki the Film Credit Block
- 26** Holiday Graphics
- 28** Holiday Graphics

Hours:
47

MAR

- 02** Big City Diner Graphics
- 05** Big City Diner Graphics
- 07** Big City Diner Graphics
- 09** Scott Hawaii Sorting
- 12** Scott Hawaii Sorting
- 14** Waikiki Camera Specs
- 16** Waikiki Camera Specs
- 19** Quote Research
- 21** Scott Hawaii Sorting
- 23** Big City Diner Graphics
- 26** Big City Diner Graphics
- 28** Big City Diner Graphics
- 30** Big City Diner Graphics

Hours:
45

APR

- 02** Big City Diner Graphics
- 06** Paperwork Updates
- 09** Paperwork Updates
- 11** Polu Gallery Drafts
- 13** Scott Hawaii Sorting
- 16** Scott Hawaii Sorting
- 18** Waikiki Camera Specs
- 20** Waikiki Camera Specs
- 25** Scott Hawaii Sorting
- 27** Big City Diner Graphics
- 30** Big City Diner Graphics

Hours:
38.5

TOTAL: 150 HOURS



Big City Diner

PROJECTS.

Aloha Friday
LIVE MUSIC

KAILUA 8PM-1030PM		WAIPIO 8PM-1045PM
Saloon Pilots APR 06		Pu'uloa
Kona Winds APR 13		Ke Akua Mele
Saloon Pilots APR 20		Rudy Saravia
Ke Akua Mele APR 27		Mike Tulba

KAILUA 8PM-1030PM		WAIPIO 8PM-1045PM
Saloon Pilots MAR 02		Pu'uloa
PopRox MAR 09		Rayna K. Chong
Saloon Pilots MAR 16		Jeff James
Kamuela Kahonao MAR 23		Ke Akua Mele
Ke Akua Mele MAR 30		Mike Tulba

Aloha Friday
LIVE MUSIC

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KAILUA 8PM-1030PM		WAIPIO 8PM-1045PM
Saloon Pilots FEB 02		Pu'uloa
Ke Akua Mele FEB 09		Michael Cheape
Saloon Pilots FEB 16		Ke Akua Mele
Kona Winds FEB 23		Jeff James

Aloha Friday
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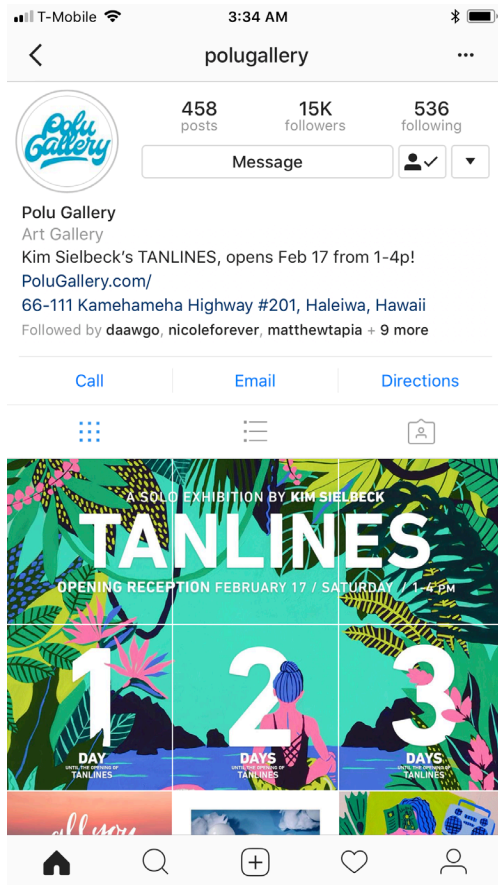
Big City Diner



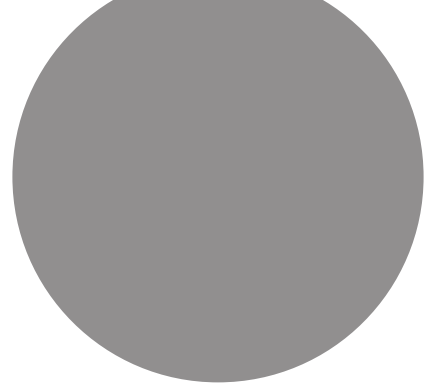
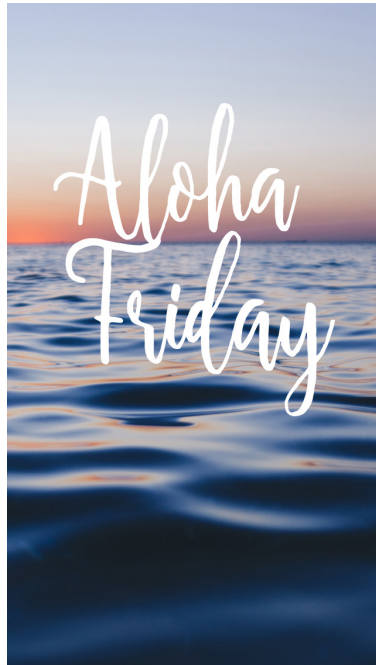
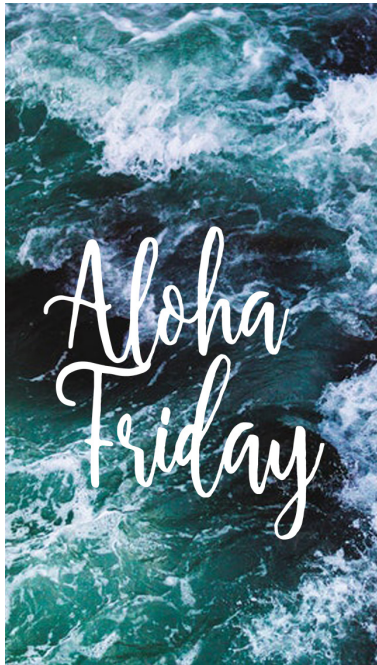
Polu Gallery



Polu Gallery



Scott Hawaii





MAHALO.

This internship ends here.
Ally Vi.

