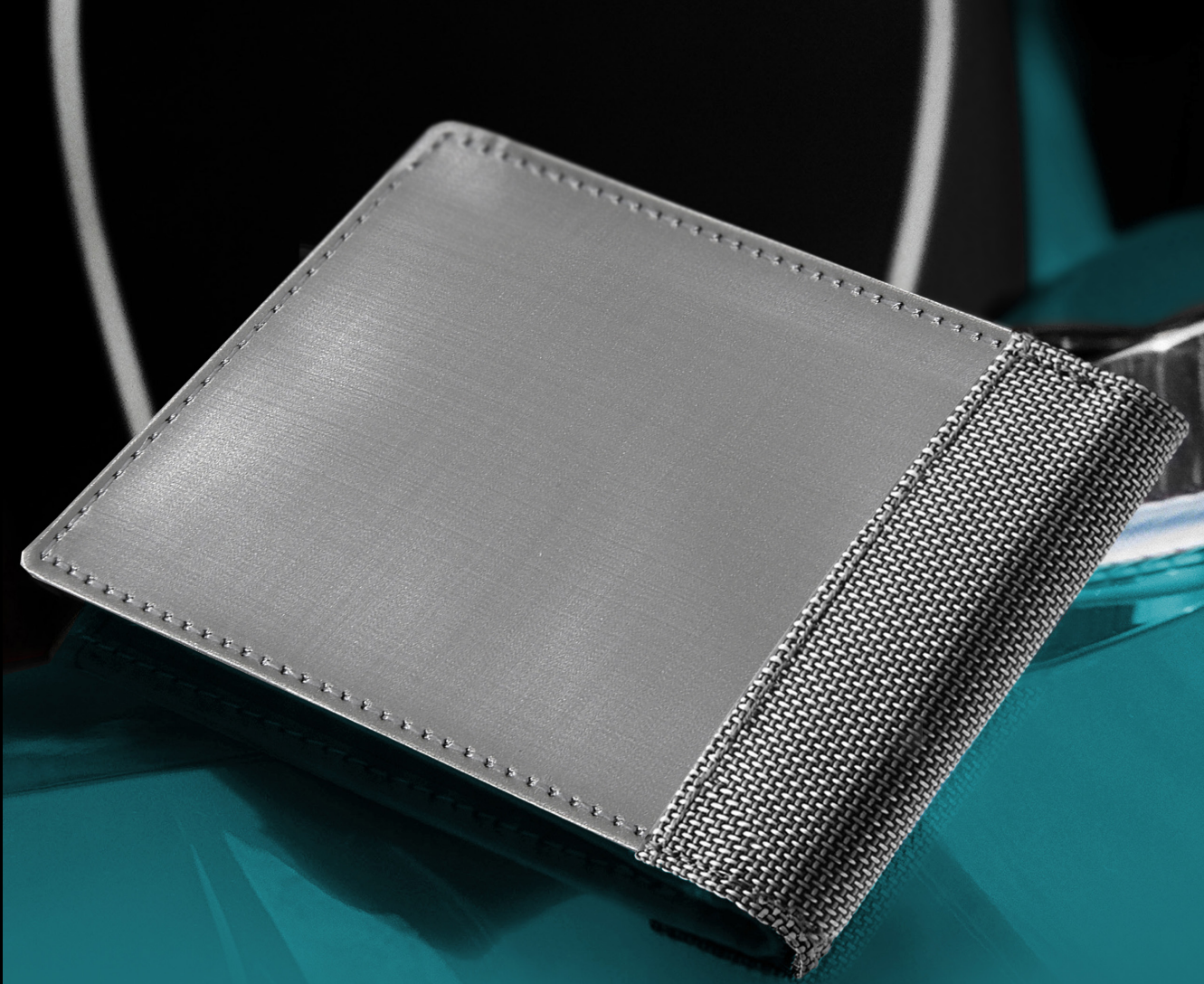


STEWART/STAND®
stainless steel wallets & accessories



SUMMER INTERN PROGRAM 2014

SUMMER INTERNSHIP PROGRAM

THE STUDIO at STEWART/STAND®

STEWART/STAND is a product design and development firm dedicated to original + contemporary consumer product design.

The Studio continues to maintain a focus on compact, lightweight, and smart materials design. Partnering with visionary manufacturers we are able to successfully introduce « *concept products* » to market.

Consumer product ideas and development is not confined to *The Studio*. All members of STEWART/STAND are required to participate in the creative process. In response, *The Studio* assists in more than product design, extending their creative talent to develop the media a business requires in bringing a product to market. This includes, but is not limited to: *Packaging, Retail Display, Photography, Web Design, Catalog + Sell Sheet Design, Video, Trade Show Interior Design, Post Card, Signage, and various visual cues creating a connection between our designs and current events which we call Brand Culture.*

INTERNSHIP SUMMER 2014

As consumer interests shift, we respond by shifting our focus within our product catalog. This year our main focus is our *Stainless Steel Wallet + Accessories* collection, and the extension of the range into larger accessories and simple tech accessories.

In 2013 STEWART/STAND partnered with Cie LUXE BRANDS, the exclusive US Distributor of luxury body care brands from France, Sweden, Ireland and Portugal. Development of their own brand has begun with a launch scheduled for January of 2015. Cie LUXE BRANDS has partnered with specialists in France and producers in California for their premier project. *Building out from packaging design, this new brand will present as a colourful brand for the modern home.*

The companies STEWART/STAND and Cie LUXE BRANDS develop and maintain brands, in addition to the marketing and sale, warehousing and shipping of these brands in the United States to Canada, Great Britain, Germany, Japan, Australia and the Philippines. Distribution in countries other than Canada are maintained by our distribution partners in those countries. Standard communication tools are provided by *The Studio* to assist these distributors.

The Studio team (including Interns) are expected to assist in all departments when necessary. Gaining a full understanding of a product design + development firm requires understanding « *the business of design* ».

Note: it is not beneath a principle of STEWART/STAND or Cie LUXE BRANDS to assist a team member from another department, make coffee, participate in office clean-up, kit product around holidays or take inventory in the warehouse.

DECORUM

The Studio encourages an open exchange of information. Everyone's ideas are respected and wanted. Open-ended criticism without recommendations or brain storming for solutions is discouraged.

As a company with a patented portfolio of product design *The Studio* believes in producing design work that is original to STEWART/STAND. We do not tolerate copying or knocking-off designs that originated outside of *The Studio*. Finding a balance in consumer product trends and our design theory will help differentiate our products from competitors as well as provide exciting original designs for market.

ART ENRICHMENT

It is important to maintain enrichment for the arts outside of our offices. We require at least 1 visit to an art event each week (museum or gallery visit). We request that each intern share their experience with *The Studio* team by bringing in brochures or images of the event, thoughts, on the featured artists, etc... We encourage each intern to volunteer at least 1 day a week at a local museum or gallery.

SUMMER INTERNSHIP PROGRAM

SEASONAL PROJECTS

1. Men's Collection Design
 - A. New Colors/Fabrics
 - B. New Textures
 - C. New silhouettes
2. Women's Collection
 - A. New Colors/Fabrics
 - B. New Textures
 - C. New silhouettes

Software: Illustrator, Photoshop, InDesign
Shop Tools: Sketch pads, drawing tools, various medium
Skills: Intense trend research, Textile searches, color story, the architecture of personal accessory design
3. Premier Cie LUXE BRANDS product
 - A. Identity Design
 - B. Packaging Design
 - C. Trademark + Copyright

Software: Illustrator, Photoshop, InDesign
Shop Tools: Sketch pads, drawing tools
*Skills: Intense competitive product research, color theory, Packaging integrity, Brand identity, sub text + word mark guidelines, Typograhly, Testing visual communication (*opportunity for pictionary games to test design strength!!!)*

MONTHLY PROJECTS

1. Retail Display Design
 - A. Request photos of stores
 - B. Pair displays w. stores
 - C. Design + make Press signage

Software: Photoshop, InDesign
Skills: Composition, visual communication, light research, eMail + phone communication, display design
Shop Tools: Laser Engraver, Mounting, Foam Core + Matte Board work, Xacto Cutting, Guillotine
2. Post Card Design + eMailer
 - A. Direct Mail
 - B. Trade Show

Software: Photoshop, Illustrator, InDesign, Acrobat Pro, FTP
Skills: Composition, visual communication, Three-tiered campaigning
3. Photography
 - A. Editorial + Group shots
 - B. Product shots

Software: EOS Computer Controlled Photography, Photoshop
Skills: Camera, Photo re-touch
4. Trade Show Display Design
 - A. New Product Launches

Software: Live Interior 3D, Photoshop, Illustrator, InDesign
Shop Tools: Sketch pad, various medium
Skills: Visual communication, marketing, research, interior design
5. Website Visual Updates
 - A. Home Page Images
 - B. Brand Culture Images

Software: Photoshop, Shopify, Dreamweaver
Skills: Composition, image manipulation, light XHTML, HTML, Java, CSS coding
6. Specialty Client Presentations
 - A. Custom product mock-ups
 - B. Vector Artwork Assessments
 - C. Presentation (virtuals)

Software: Photoshop, Illustrator, InDesign, Acrobat Pro
Skills: Vector art, image manipulation and effects, presentation, publishing

SUMMER INTERNSHIP PROGRAM

WEEKLY PROJECTS

1. Brand Culture Reporting for STEWART/STAND
 - A. Design + Style
 - B. RFID News
 - C. Steel Appeal
 - D. Featured Retailers
 - E. Product of the Week (POW)
 - F. History of Design
 - G. Why Switch?
 - H. Featured Press (current or seasonally appropriate)
 - I. New Product Announcements
 - J. Holiday Acknowledgements

Software: Photoshop

Skills: Composition, image manipulation, template constraints, visual communication, light research

2. Brand Culture Reporting for Cie LUXE BRANDS
 - A. Interior Design
 - B. Organic News
 - C. Featured Retailers
 - D. Product of the Week (POW)
 - E. History of Design
 - F. Why Switch?
 - G. Featured Press (current or seasonally appropriate)
 - H. New Product Announcements
 - I. Holiday Acknowledgements

Software: Photoshop

Skills: Composition, image manipulation, template constraints, visual communication, light research

3. Interior Design of 6062

We recently moved into our new offices. Feel welcome to suggest decorative concepts for the new space!

Software: Firefox

Skills: Interior design

4. Art Community Projects

The Studio has several exciting pieces of creative equipment on premises. We are often commissioned to develop or run creative projects for other design companies. This is an opportunity to put the every day work aside and expand our creative focus into other artist's design theories!

Software: Illustrator, Photoshop, InDesign

Skills: Product Development, Collaborative Art

Shop Tools: Laser Engraver, Vinyl Cutter, Clicker Press, Sander, Drill Press, Table Saw, Sketch pads, Xacto, Various Mediums

★ INTERNSHIP PORTFOLIO ★

Each Intern will keep an updated catalog of their work, i.e. each project they contributed to. A template catalog will be provided for you. The catalog will combine images of each project + credit all members of the team who assisted in the project as well as the skills + software used to complete the project.

Software: InDesign (book, catalog, magazine development), Photoshop (pixel art), Acrobat Pro (publishing), Dreamweaver (web), Fetch (FTP file management), Illustrator (vector art)

Skills: Cataloging, Publishing, Web Design, Composition, Proper file organization (linked files), Presentation, template constraints