

# PORTFOLIO

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Terraland Europe (Company)

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## Introduction

I am Jacob A. Macabale, a 23-year-old IT student at Panpacific University Tayug Campus with a major in Networking, living in Barangay A. Tayug, Pangasinan.

During the internship, I designed social media graphics to grab the audience's attention while keeping in line with the company's brand. I also worked on promotional materials like banners and flyers for events, making sure they matched the event's theme and goals. Creating event logos required me to come up with unique and memorable designs that represented the events well.

The internship taught me how to manage my time better and handle multiple projects at once. Working with the design team helped me improve my collaboration skills and learn how to use feedback to make my designs better. Overall, this experience made me more confident in my design skills and gave me a clearer idea of how to build a career in graphic design within the IT field.

## **Internship Experience**

During my time as a Graphics Designer Intern at TerralandEurope, I was responsible for creating various visual content. I used Canva to design social media graphics, promotional materials, events and logos. My job was to make sure each design was attractive and fit the company's brand.

My major tasks included coming up with creative ideas, designing graphics, and meeting deadlines. I worked with the design team to brainstorm and improve concepts. Feedback was important, and I used it to make my designs better and ensure they met project needs.

Key projects I worked on included designing logos, social media posting and creating banners for company activities. Completing these projects on time helped make the company's visual appeal stronger and supported its marketing efforts.

## **Skills and Competencies**

My internship allowed me to develop and enhance several key skills. My proficiency in graphic design and visual communication improved significantly as I used Canva to create engaging social media graphics, promotional banners, and event logos. This experience allowed me to apply my creativity and concept development skills, particularly when brainstorming and designing unique promotional materials.

Attention to detail became a strong point as I meticulously incorporated feedback and made precise revisions, ensuring that all designs met high standards and aligned with brand guidelines. I also honed my time management and organizational abilities by handling multiple projects simultaneously and meeting tight deadlines effectively.

Additionally, my collaboration and communication skills were strengthened through working closely with design teams. This helped me refine ideas and ensure that all design outputs met company expectations, contributing to successful project outcomes.

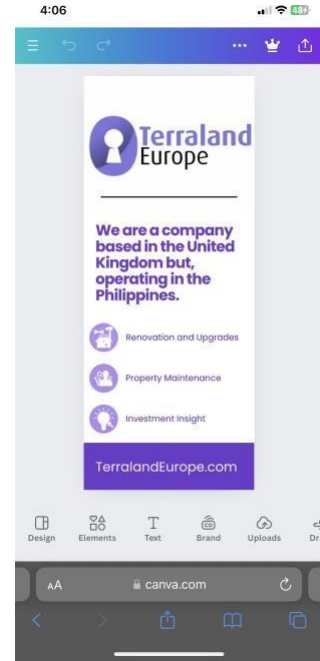
## **Achievements and Contributions**

My biggest achievement in the company. I achieved timely completion of various design projects for TerralandEurope, Tinig UK, and Kutitap. I successfully created and scheduled social media posts, developed impactful promotional banners, and designed unique logos for these companies. My timely delivery of these materials played a crucial role in enhancing their brand visibility and supporting their marketing initiatives, contributing to the overall success of their campaigns.

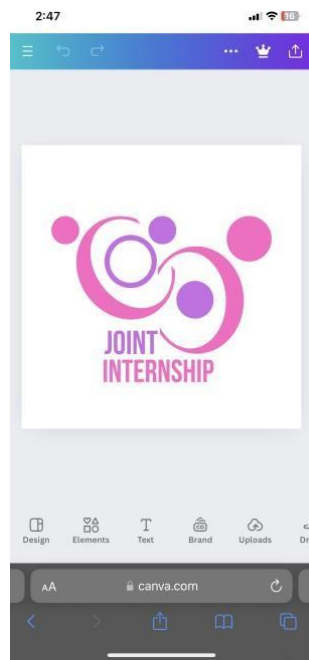
# Work Samples

Here are my sample works during my internship.

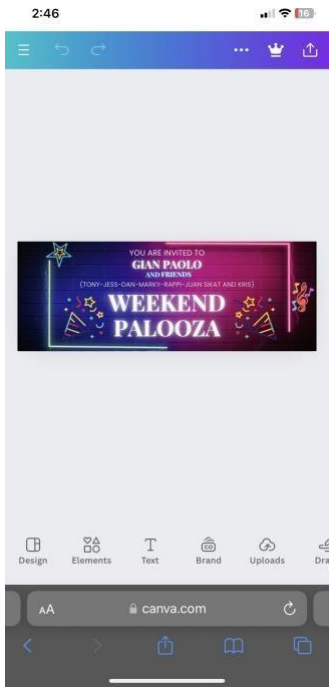
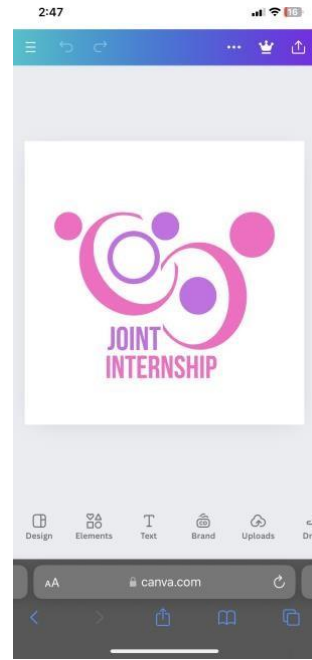
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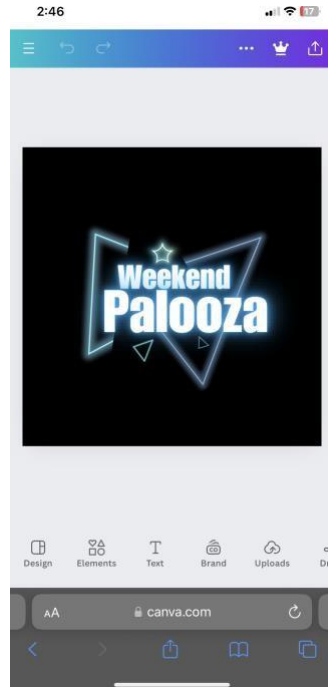
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### Context of the Sample:

- 1: In the first picture, this is the banner for TerralandEurope that I created.
- 2: This is the logo I designed that they used on the website they are working on.
- 3: This is the banner I Created for the Weekend Palooza.
- 4: This is the Centralized logo of Weekend Palooza that I made.

## Reflection

My internship at TerralandEurope was a valuable experience that greatly improved my graphic design skills. I learned how to use Canva to create eye-catching designs, such as social media posts, promotional materials, and event graphics. A significant project involved designing logos and banners for various events, which highlighted the importance of creativity and attention to detail. I learned how to create designs that not only looked good but also communicated the right message and fit well with the company's brand.

I faced challenges such as tight deadlines and managing multiple projects simultaneously. Balancing creativity with the need to meet high standards and follow brand guidelines was difficult. To overcome these issues, I improved my time management, learned to prioritize tasks, and used feedback to enhance my designs. These experiences helped me get better at working under pressure, managing my workload, and delivering quality results. I realized that efficiently handling multiple tasks and staying focused on deadlines were crucial for success in a fast-paced work environment.

The internship strongly influenced my career goals, deepening my passion for graphic design and confirming my desire to pursue a career in this field. The hands-on experience gave me a clearer view of the graphic design industry and its demands. Now, I feel more confident in my skills and I'm committed to advancing my expertise in graphic design. This experience has motivated me to continue developing my abilities and to focus on creating impactful and engaging content. Overall, the internship has been an important step in my professional growth and has prepared me for future opportunities in graphic design.