

Learning Goals:

- I would like to discover what areas of technical communication I enjoy, excel in and could possibly pursue a career in.
- Writing for the Web- I want to develop my skills as a writer. I want to learn how to be an effective copy writer and content developer.
- Higher Education Marketing- I want to learn about the world of higher education marketing, how it is done, who does it well and the key concepts.
- Media/Photo Optimization for the Web- I would like to learn how to develop great graphics for the web using professional software such as Photoshop and Illustrator.
- Flash CS3- I want to learn how to create Flash videos, applications and web pages, and learn Action Script 3.0, the Flash scripting language.
- Corporate Communications- I would like to learn more about the “professional world” and the way professionals communicate interact and excel.

Update:

Wordpress Content Management System:

We are transitioning to a Wordpress mini content management system where we will develop and release news stories. I have spent the last two weeks converting all of the OCM's recently released stories into the Wordpress format.

I have mixed feelings about the new system, mainly because I am unfamiliar with it and it is still under development. This change has both its pros and cons:

Pros

- Hopefully, it will streamline the process of creating a webpage for simple news releases.
- The opportunity to help develop and learn a mini content management system.
- Will force me to learn and memorize more HTML because this system lacks many features of Dreamweaver.
- I will still be able to use Dreamweaver for other projects and unique story pages.

Cons

- Since the system will not be active for some time but we must build its archive, I currently create a news story webpage in Dreamweaver to be released now and in Wordpress for the archive.
- The system is not as customizable and functional as Dreamweaver.
- It is new and therefore still has bugs that need to be worked out.

Image Gallery:

The image gallery has been my main focus for the past two weeks. I was given the task of creating a gallery that could house thumbnail, low resolution and high resolution pictures.

The purpose of the gallery is to provide anyone who needs high quality pictures of the Texas Tech campus. I looked at other university's media galleries and used Dreamweaver to create a template that can be expanded upon to hold more images.

I have been working with another Intern in the Create Solutions department to get a good number of photographs and convert them into three standards; thumbnail, high res and low res. The gallery is complete and will be updated as new photos are available or requested.

Check it out! <http://www.depts.ttu.edu/communications/media/image-gallery.php>

Works in Progress:

I have several projects in progress right now that I should be wrapping up before the next progress report.

- Continue converting stories into the Wordpress format.
- Co-writing two stories to be featured in the July newsletter. The first is about Raider PC Mart, a new technology recycling program and the Second is about Art on the Tech campus.
- Developing a unique webpage for the "Statement of Ethics" for the Office of the Provost.
- Updating and revamping the faculty profiles in [Media Resources](#) section of our website.

Research:

I have been researching higher education marketing for both the purposes of this internship and the summer course. I have found some interesting blogs, websites and videos that have served as good examples of higher education marketing.

Here are a few that I found very interesting:

- The [eduStyle blog](#), is a great resource for web ideas, discusses some visual trends and points to refreshing new interfaces.
- The [higher ed marketing](#) blog is an excellent source on marketing and public relations in public education.
- Indiana University's [Office of Creative Services](#) has an awesome website that is both functional and visually impressive. A great example of a marketing focused higher ed website.