

## The Danes

We are three multimedia design students, named Daniel Louise and Jacob whom has come to America to work for the Clemente Soto Valez Center, we got this opportunity through our school, and were very excited to get to work with a company like Clemente Soto Valez. What we are doing here, is to totally revamp their marketing on the web, and also give the Clemente Soto Valez homepage an overhaul. The point for this, is not only making the clement Soto Valez more visible in the community, but also to give us as multimedia designers some experience in working for an professional company, and experience the atmosphere of an American company.

We are under education on the 46h program, which is a specific program to educate multimedia designers from all over the world. This is also an AP degree education, which means that we will get proof that we are fully developed multimedia designers, once the education is finished. This education is an installment of the business academy Sjaelland. Our goal doing this education, is to become multimedia designers. This specific education was the reason that it was possible to go to America and get this learning experience, as it offered an internship at an American company as part of the education, to help us in our development in multimedia design. The fields we has become specialist in through our education is:

- Coding, which involves HTML, PHP, JavaScript, CSS, this is used to create a webpage from the bottom.
- Communication, here we have learned how to communicate to the different segments, which tools to use, to successfully attract desired target audiences. We have also learned which social medias would be good to use, when reaching this desired audience, and how to set it up for a company or a firm and so on.
- Design, we have learned how to build a process up from creating a design to the finished product, we have also learned what is right and wrong when speaking design, colors, text, shapes and those sorts, and also what is required by a design process.

With these tools in mind we will try to work together with the Clemente Soto Valez center, to create and develop a design, and a web based communication, which will be based through a website, and several social medias, at the same time it is our job to make sure, that all the departments who is connected to CSV, gets easy exposure. Through CSV as a service which can be offered, and also make sure that it will be possible to see the necessary information about the different things which is happening at the clement Soto valez center.

We will be in America for approximately three months to learn about the customs of American business policy and how we are supposed to act working for an American company, which will give us some valuable experience for the future, when we are done with our education and actually decide where and in which country to work.

