CareerSwami · Graphic Design & Brand Identity

FREE TWO-WEEK INTERNSHIP

Project 1 — Build the identity for Refill Club, a campus water refill pop-up

A student pop-up needs an identity that survives a photocopier. It has to read in one colour, at the size of a bottle sticker, to someone with low vision, from four metres away. Pretty is the easy part. Surviving is the brief.

2 weeks	1 project	6–8 hrs
START TO SUBMIT	ONE SUBMISSION	PER WEEK

WHAT IS IN THIS BRIEF

1. The situation — the problem you are being handed
2. The four conditions your identity has to survive — the cases your work must survive
3. What you are given — your data and starting files
4. What finished looks like — the two things you hand in
5. How the two weeks run — week by week
6. Before you start — rules, tools and your starter kit
7. How the work is judged — the marking scheme
8. How to submit — one link, pasted into your dashboard

Read 1 to 4 before you do anything. They take five minutes and they are what the marking scheme is built on. Sections 5 to 8 are the how — come back to them once you know what you are solving.

1 The situation

Treat this as a real client brief. Refill Club is fictional, but the constraints are the ones that kill most student identity work — one colour, small sizes, no budget for reprints.

Refill Club is a weekly pop-up in a campus courtyard: bring your own bottle, fill it for free, Fridays from twelve to four. It is run by volunteers with no money and a shared printer.

The tone they have asked for is warm, practical and affordable. The words are already fixed: *Refill Club*, and the line *Bring your bottle. Refill your day.* You are not writing new copy. You are giving those words a form.

Almost everything will be produced in one colour on whatever paper is available, and some of it will be small — a bottle sticker, a corner of a noticeboard. A mark that only works in full colour at poster size is not an identity; it is a picture of one.

WHAT YOU ARE BEING ASKED TO DO

Create a visual identity for Refill Club that holds up in one colour and at small sizes, prove it does, and deliver three finished assets with the editable source files a volunteer could reuse next term.

2 The four conditions your identity has to survive

Nobody is going to judge this on a dribbble shot. It will be judged on whether it still works under four specific conditions, and your test notes have to show you checked all four.

One colour, on a shared printer

Black on white, or a single ink, no gradients.

Where identities usually fail — Gradients, drop shadows and overlapping transparencies collapse into mud. A mark built from tonal differences disappears entirely. Design it in one colour first and add colour afterwards, not the other way round.

A 25mm bottle sticker

Still legible at the size of a coin.

Where identities usually fail — Fine strokes close up, counters inside letters fill in, and anything with more than two elements becomes a smudge. Most logos that look great at 300mm have no small-size version at all, which is why a secondary mark exists.

A reader with low vision

Enough contrast, and type large enough to read.

Where identities usually fail — Light grey on white, thin weights, and text set over a photograph all fail. Check your contrast against a standard rather than by eye — by eye is how it gets missed.

A volunteer next term with no design skills

To make a new poster without asking you.

Where identities usually fail — If the files are flattened JPEGs, or the fonts are ones they do not have, the identity dies the week you leave. Editable sources and a named, free font are part of the deliverable, not an extra.

The last one is the one students most often skip, and it is the one a studio will ask about. An identity that cannot be handed over is not finished.

3 What you are given

The words, the tone and the constraints are fixed. Everything visual is yours — and the constraints are the brief, not obstacles to it.

What is fixed before you start

`Refill Club` `Bring your bottle. Refill your day.` `Campus courtyard` `Friday 12–4pm`

`warm` `practical` `affordable`

One asset specification, so the output is concrete

`Asset`	Bottle sticker
`Size`	25mm circle
`Colour`	One ink, on clear or white vinyl
`Must contain`	The mark; the words are optional at this size
`Test`	Print at actual size, view at arm's length
`Pass condition`	The mark is identifiable and no counter has filled in
`Deliver`	SVG or PDF source plus a flattened preview

Four conditions every asset must pass

`One colour` `25mm` `Low vision` `Handover`

Refill Club is fictional, as is the Friday schedule. Use only fonts and images you are licensed to use — free and open licences are fine — and keep a credit list. Make no claim about health, hygiene or environmental impact; you have no evidence for any of them and they are the fastest way to get a real campaign taken down.

4 What finished looks like

At the end of two weeks you should be able to hand the society a small set of files and have them produce next week's poster themselves.

- **A brief, a credited moodboard and twelve thumbnails** — what you are making and why, visual direction with every reference image credited to its source, and twelve genuinely different small sketches. Twelve variations on one idea is one idea; the point of the exercise is to get past your first instinct.
- **An exploration sheet and a written rationale for the system you chose** — the shortlisted directions developed far enough to judge, then the chosen one explained: the mark, the type, the colour, the spacing rules, and specifically how it behaves in one colour and at 25mm.

Credit goes to the reasoning as much as the result. A good mark with no rationale reads as luck; a modest mark with a clear system reads as a designer.

5 How the two weeks run

Work through it in two parts — but you submit **once**, at the end, not once per week.

PART 1 · WEEK 1

Explore widely before you commit

Write the brief in your own words, gather direction with proper credits, then sketch. Twelve thumbnails, genuinely different from each other. Resist opening a vector tool on day one.

Produce

- A one-page brief: audience, tone, constraints, what success looks like
- A moodboard where every image is credited with its source
- Twelve thumbnail sketches, visibly different approaches

> Uncredited reference images will be marked down — using other people's work as direction is normal, passing it off is not. If several thumbnails are the same idea rotated, you have not explored yet.

PART 2 · WEEK 2

Choose a system and prove it survives

Develop the shortlist, pick one, and write down the rules that make it a system rather than a drawing. Then test it under all four conditions and record what you found.

Produce

- An exploration sheet showing the shortlisted directions developed
- The chosen system: mark, type, colour, spacing, small-size variant
- A written rationale, including the one-colour and 25mm behaviour

> Show the one-colour version and the 25mm version as actual artwork, not as a claim. State the contrast ratio you measured for your primary text and background.

6 Before you start

- Design the one-colour version first. Adding colour to something that already works is easy; removing it from something that depends on it is not.
- Twelve thumbnails means twelve ideas, not twelve weights of the same wordmark.
- Keep a credits list from the first day of the moodboard. Reconstructing sources in week two is miserable and usually incomplete.

- Check contrast with a tool and write down the ratio. Aim for at least 4.5:1 for body-size text.
- Deliver editable sources — SVG, or the native file plus an SVG. A folder of PNGs is not a handover.

Your tools

Figma, Inkscape, Canva, Affinity, Illustrator — or pencil and paper scanned in. Free tools are completely fine and are used by plenty of working designers. No paid tool is required, and no ID document is ever required.

CS_graphic-design-brand-identity_Starter_Kit.zip — asset-specifications.csv, a moodboard credit sheet, a thumbnail grid template, a test-notes sheet, an evidence log, and a file index. https://careerswami.com/wp-content/uploads/careerswami-projects/CS_graphic-design-brand-identity_Starter_Kit.zip

7 How the work is judged

WHAT IS ASSESSED	WEIGHT
Problem and requirements — did you understand what you were solving	**20%**
The core artefact — the thing you actually made	**40%**
Validation and evidence — how you know it works	**25%**
Clarity and reproducibility — can someone else open and follow it	**15%**

Strong	Complete, correct, evidence-backed and easy to inspect.
Developing	A useful partial result, with the gaps explained.
Needs revision	Core deliverable missing, claims unverified, or the work cannot be opened.

Credit reflects demonstrated work, not visual polish. A small, honest result beats a large, unsupported one.

What counts as evidence

expected result → actual result → the printed proof, screenshot or contrast reading → conclusion. Then say what the evidence does not establish.

Why this one is worth doing. Studios do not hire from pretty logos; there are more pretty logos than jobs. They hire the person whose case study shows twelve thumbnails, a reason for the one that won, and a printed proof at 25mm. It demonstrates the two things that are actually hard: generating options past your first idea, and designing for conditions you do not control.

8 How to submit

One link, pasted into your dashboard

1. Put your work somewhere with a link — Google Drive, Figma, GitHub, Notion, Loom. Whatever fits the work.
2. **Set it so anyone with the link can view.** A locked link is the single most common reason a submission comes back.
3. Include a short README or cover page saying what to open first, and where each deliverable lives.
4. Open your dashboard, paste the link into the submit box, and add a line or two on anything you want the reviewer to know.

Name files `CS_graphic-design-brand-identity_YourName_v1`. Keep your own copy. A screenshot on its own is not enough for anything interactive. A video is optional — annotated screenshots or narrated slides are fine.

Submitted and heard nothing, or the link came back? Email **support@careerswami.com** with the email address you enrolled with.

Work honestly. Use fictional data and your own work. Credit anything you reused, and disclose AI assistance — including what you checked yourself. Never invent interviews, users, tests or results. Nothing here requires you to spend money, contact real organisations, or deploy anything publicly. Never upload identity documents, real customer records or credentials.

Stuck, confused, or something is broken? Write to us.

`support@careerswami.com`

Or WhatsApp **+91 7383138418**. We answer on working days. Use it for anything at all — a part of this brief that does not make sense, a starter file that will not open, a dashboard link that has stopped working, a deadline you need moved, or a submission you are not sure about.

To get a useful answer fast, spend twenty minutes narrowing the problem down first, then tell us four things: what you expected, what actually happened, what you already tried, and your one specific question. Include your track name and the email you enrolled with.

Asking is not penalised. Submitting partial work with a clearly stated blocker always scores better than a finished answer you copied, and better than a silent no-show.

Optional stretch

Optional, and only once the main work is done — cap it at an hour. Add a motion version of the mark, or a second language setting of the tagline. Label it clearly as a stretch.