



2021 Internship Report

Graduation Project

Class: UE4A

Number: 107213040

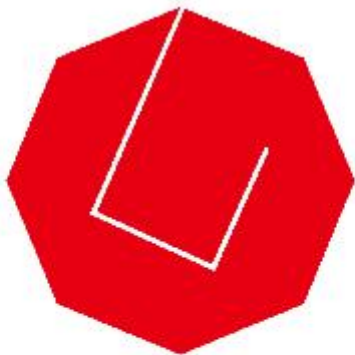
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当代好设计
Contemporary **Good** Design
由红点主办 Organised by Red Dot



V-AWARD
文器奖

My Internship

in Awards Affairs of RedDot Design Museum

Table of contents

Chapter1:Introduction.....	4
Introduction of Red Dot Design Museum in Xiamen.....	5
Contemporary Good Design.....	6
Chinese Vanch Design Award.....	7
Motivation.....	8
Preparation.....	9
Chapter 2: Internship Process.....	10
Work Description.....	11
Chapter 4: Reflection and Feedback.....	12
Feedback and Highlight.....	13
Reflection.....	14-16
Chapter 5: Conclusion.....	17
Conclusion and Suggestions.....	18
References.....	19

Chapter 1: Introduction



Introduction of Red Dot Design Museum in Xiamen

The first Red Dot Design Museum in the world was established in Essen, Germany in 1955. Where I took my internship is the third red Dot Design Museum in the world, following Red Dot Design Museum Essen and Red Dot Design Museum Singapore. It is also a Red Dot Design Museum with a complete collection of works from the three major Red Dot Design Awards as follows:

1. Red Dot Product Design Award,
2. Red Dot Design Concept Award,
3. Red Dot Brand and Communication Design Award.



Contemporary Good Design

Contemporary Good Design Award, abbreviated as CGD, is an international design award organized by Red Dot and Xiamen media group. Red Dot Design Museum Essen is dedicated to support the Red Dot Award: Product Design and the Red Dot Award: Brands and Communication Design; Red Dot Design Museum Singapore mainly supports the Red Dot Award: Design Concept; while Red Dot Design Museum Xiamen has a special focus on the Contemporary Good Design Award. CGD was initiated by Red Dot GmbH & Co. KG and Xiamen Culture Media Group in 2015. With the expertise of more than six decades and resources in operating a world-leading design award, Red Dot is in charge of the whole judging process, and guarantees its professionalism, fairness and authoritativeness. Outstanding products will receive the accolade as a recognition of top design achievement, and enjoy professional winner services provided by the CGD committee.



Chinese Vanch Design Award

Vanch Design Award (hereinafter referred to as V-Award), organized by China Writing Instrument Association and Beilun District People's Government, is aimed at collecting global design concepts of stationery as well as cultural and creativity industry, hoping to provide winners with excellent services from design concept to mass-production. The jury members consisting of international top design experts will evaluate the entries from 6 aspects, including innovation, seduction, functionality, commerciality, connotation, and ecological compatibility. With a professional team experienced in managing global competitions, and the industrial strengths of stationery in the east of Zhejiang Province, V-Award will play a crucial role in turning winning ideas into concrete products and then going to global market.



Motivation

Firstly, I am attracted by the modernized design. I remember when I took my interview, what I answered the interviewer is I really want to see how the technologies and designs improve our life quality.

Secondly, indeed, this work is related to my major. In the Awards Affair, I had to contact with foreigners everyday. I could apply my language skills in it and it is a practical work.

Thirdly, this company is near where I live. The transportation issue is under my consideration, since it almost takes me 25 minutes for commuting time on daily basis, which is convenient.

Lastly, I can accumulate my work experience. Communicated with costumers and colleagues and wrote formal business emails and etc. It is different from my school's learning.



SPACE area for visitors to take break

Preparation

Before starting my internship, I had enhanced my English speaking skills, typing skills and the comprehension ability of several working software, such as Word, Excel and PowerPoint, etc. When I first came to the museum, my manager talked with me and solved my confusion in about 30 minutes. This talk includes the future plan that I need to do during my internship and the main purpose of Red Dot Design Museum. After the talk, I need to be familiar with each exhibition so I was told to walk around and recognize each awarded entries. Since 2020 Contemporary Good Design Award (abbreviated as CGD) had come to an end, Red Dot Design Museum had held several exhibitions to display the marvellous awarded entries. On the first floor, we had the CGD exhibition, which separated into four zones. Life zone, Work zone and Entertainment zone were included. On the second floor, we had the Elements of design exhibition. It included the Best of the Best entries, which revealed the most outstanding designs in this competition.



Contemporary Good Design Exhibition



Elements of Design Exhibition

Chapter 2: Internship Process



Work Description

After a period of time, I joined in the Contemporary Design Award group to study how to communicate with not only some foreign designers but local designers in formal business function. Furthermore, I joined in the Vanch Design Award group to help jurors sort out in the first round of selecting the awarded entries. To make out official website linguistically diverse, I helped my colleagues to translate some paragraphs about the introduction of design works which would be read by jurors, as well. In the both periods, I also needed to deal with the copyright registration problem that some foreigner asked for. In the end, I needed to pack up all the trophies and certificates (150 in total) by myself.

Proofing design yearbook: We hired a designer to make the yearbook's layout, which included this year's awarded entries. But before publishing, we need to examine the details.

Corresponding with designers: Since it's a international match, we received various national designers' e-mail during the period. In order to send the awarded notification to every designer more precisely, we would make a phone call to ensure they know about it in the first time.

Uploading the information of awarded work: After results of the competition was out, I needed to upload all design works information to the official website. This work in either for the currently epidemic situation or for designers all over the world to appreciate.

Translating the introduction: To make our website more linguistically diverse, I assisted my colleagues to translate documents from Chinese to English.

Sending certificates and trophies: As soon as the preparations came to an end, I packed up the certificates and trophies by myself and sent them to the designers.



Chapter 4: Reflection and Feedback



Feedback

The internship in Awards Department wasn't that easy than I first thought. The heavy paper work could last almost for a day, so each of us cherished the 2 hours break-time after lunch. Since most of my job is consult and arrange with foreigner to help them deal with award obtaining affairs. There was one situation worth-telling. One day, I was treated rudely by a senior executive from a well-known brand company because of late submission of design yearbook layout. I apologized to him with a tremulous voice in case he won't lose his temper again, apparently, I was shocked. My supervisor noticed my awkward. So she took over the telephone and answered him patiently. In the end, we found out that the layout had already sent to his mailbox but he did not see it. The senior executive apologized for his surliness. she told me that there were many cases happened from now on, so if the question was not ours, than there is nothing to worry about and I need to get used to it. What I learned from this is that I need to treat my job sincerely and hold a true passion when I am talking with the costumers. Be passion when things go crazy. On the other hand, I need to make sure the hand-over work efficiently. Many arguments happen due to the postpone delivery.

Highlight

On one occasion, a Korean designer needed to log in her account to check her personal information, but she couldn't speak English well and there was no one knew haw to speak Korean. I realized I had studied Korean for two semesters in Wenzao, so I picked up the phone and use some daily expressions in Korean to let her know the methods. In the end, her problem turned out to be solved. So according to different situations, my language skills can be flexible.



Reflection

This internship experience let me gain a thoroughgoing understanding of the difficulty of work. However, the denouement is that I harvested a lot. I still remember my heart was full of curiosity on the first trip to the corporation. I was thinking: What kind of enterprise this is, what sort of post I can work in the future, whether it fits my inward expectations, and whether it can achieve my own value. My heart urgently wanted to know the answers. Because this was my first formal work, I treated it extremely earnestly. Just like this is a new corporation, like me, it's a fresh start. Everything is in the exploration phase. I said to myself: struggle as things come. Since it's a new firm, just do my best, there will be opportunities. In this way, in the unknown, I started my internship with the greatest confidence. Apart from enabling me to have an essential understanding of the merchandising enterprise's basic business, this internship also enabled me to conduct elementary operations. In my opinion, I've harvested a lot in other respects as well. As a student who has always lived on an unsophisticated university campus, this internship has undoubtedly become a platform for me to enter society, and laid the foundation for me to step into society in the future.

For a start, from where I sit, a great difference between school and unit is that we must have a very strong sense of responsibility after climbing into society. On the operating post, we must have an intense sense of responsibility, be responsible for our own operating posts and be in charge of the task content assigned to us. If errors occur due to our recklessness, we must also be responsible for rectifying them. I've benefited tremendously from my work in a short span of two months. It not merely broadens my outlook, the most important thing is, it also makes me understand how to conduct myself and deal with affairs preferably.

The first is to be sincere: You can camouflage your own face, but you can absolutely not lose sight of the strength of sincerity. I remember when I came there on the first day, I inevitably had a few doubts in my heart: I didn't understand what kind of person of my boss, what sort of posture I should work with, what should I be

grateful for, etc. After setting foot in the entrance door, I ushered in several strange people who looked at me with inexplicable and confused eyes. I greeted them smilingly, and the absurd situation was relieved. Everybody smiled very amicably and welcomed my arrival. And ever since that day, I made it a habit to say hello with a smile when I met them each morning.

The second is vigour and patience: Vigour and patience, just like fire and ice, seem to be two types of entirely different stuffs, but they can collide with the most beautiful sparks. The jobs in the Red Dot Museum were busy and burdensome. It's very important to maintain a good mentality at all times. As a consequence, as long as several of our coworkers sat for a long time, we would get up and take a walk in the museum, relax our minds and then go back to our operating posts to continue to struggle.

The third is to take the initiative: When you can choose, you must hold the initiative power in your own hands. In the course of internship, I would take the initiative to cooperate with coworkers' jobs, take the initiative to do some things that I can do in my power, and seek the appropriate time to communicate with them. Chatting about living and learning and future work, through which I got very close to my coworkers. During the internship, they taught me how to handle affairs, and say appropriate words to different kinds of people, so that I obtained a great many unexpected gains.

The fourth is to experience the distance between school and society: There is only an academic atmosphere at school. After all, school is a venue to study. Every student is making great efforts in order to achieve better results. That is a working place over there. Everybody will work hard in order to obtain a lot more remuneration. Whether learning or working, there is competition. In competition, we should continuously learn the advantages of others, and also learn from others how to behave, thereby enhancing our own working competence even more. I still remember the teacher said before that university is a small society. However, from my perspective, the school cannot dispense with innocence and sincerity. Students always uphold students' identity. After stepping into the enterprise, I came into contact with all kinds

of complicated social intercourse relations such as clients, coworkers and bosses, and I needed to cope with everything that I had never coped with before. In practical work, we might encounter things that we have not learned in books, and we might encounter situations that we have learned in books but are not useful. Perhaps only very simple issues that can be employed during the work. As long as you use formula indiscriminately, you can fulfil all missions. Sometimes, I'm gonna complain that the actual operation is so simple, but why does knowledge in books make people learn so hard? Do society and schools plunge off the tracks? Maybe the teacher is accurate. Though the life of university students is unlike stepping into society, it is finally a portion of society. This is an incontestable truth.

So far, I'm very grateful to the company for giving me such a good internship opportunity, and I'm also very grateful to the faculty advisers for my help.

Chapter 5: Conclusion and Suggestions



Conclusion and Suggestions

Red Dot Museum is a place which can help me spare no effort to accumulate my social experience. That's what I thought when I finished my internship. In deed, the detailed and complicated job is what we need to do every single day, more precisely because of this I learned the responsibility of being a office clerk and the significance of ensuring the efficient work handover. The Red Dot Design Museum is a corporation with a marvelous working environment. However, because of this, some people might not be able to accept the intensity of the work and leave on the first day of just starting work. The Red Dot not merely takes charge of this one or two design competition projects, there will be a circumstance that one competition has just concluded, another competition began. As a consequence, the employees can only work round the clock. In this regard, I hope to be able to arrange some league construction time on workdays, so that intern students can also join in it together to relax. Junior male or female schoolmates who would like to take part in the internship of the Red Dot Design Museum can prepare some snacks prior to being on duty every day, and eat a little to replenish their strength in their spare time. Another point is to be bound to keep a good state of mind. Since the routine work of the Awards Department is some onerous clerical work, the workers sit in front of the computers all through the day. If you feel weary due to excessive sitting, you can make an application for taking a walk in the museum downstairs, or bring your working equipment to work in the SPACE district of the museum. Changing to an even more easeful and quiet working environment will be more beneficial to improve working efficiency.

I'm convinced that as long as we do everything conscientiously and in a down-to-earth way, we can make the design competition established by the Red Dot become better and better! Once more, I'd like to thank the Red Dot Design Museum for according me a precious internship opportunity and the mentor's concern and help.

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