Topic 1 - My Favorite Newly Learned Design Skill

Keyword phrase: "How to use Adobe InDesign" (7 times)

In a world that advances in technology daily, I knew as a senior PR student that I needed to learn a new tool that would expand on my creativity and set me apart. I'm currently in Style & Design and my favorite newly learned design skill that I found most fascinating but also most challenging was how to use Adobe InDesign for our Branding Suite. Adobe is a platform that I was unfamiliar with coming into college and into the public relation program. This past summer I worked as a Graphic Design Intern for the City of Fairhope, where I am from. I expected to spend time learning to use their new and up-to-date platforms that I may be unfamiliar with. I learned they typically use Canva, I platform I already knew. I had expected to be using a more professional platform like Adobe, but that was not the case. Registering for this Style & Design class made me excited to finally branch out of my comfort zone and use more professional platforms. Through the Adobe Help Tutorials Assignment, I gained a better understanding of how to navigate each of these new Adobe platforms. This taught me how to use Adobe InDesign. The tutorials provided a step by step "copycat" example and template. It taught me how to add text, create swatches, apply color, import text, thread text, understand frames, and more. One of my favorite tutorials was the adding color tutorial because I knew I would use color in all my work down the road.



Without these Adobe help tutorials given to me through this class, I would not know how to use Adobe InDesign. It wasn't until I was tasked to create my own Branding Suite that I realized I may not understand how to use Adobe InDesign as much as I had thought. Creativity is a skill that I like to say that I've always had. I grew up in a very artistic family. My sister is currently an artist living in Birmingham. Becoming a PR student at Auburn, I expected to use these creativity skills to the next level. I found involvement in several organizations on and off campus and made sure to have creative roles within them. The Branding Suite Assignment was just what I needed to branch out of my typical designing techniques. I had to start from square one, a blank document. I had to get my creative juices flowing first by playing with fonts. I landed on the three fonts because they represent three ways, I typically do my handwriting. I love to write in

calligraphy and cursive, I write my headings in all capitals, and I love the easiness of Playfair Display.



Next, I had to settle on two colors which was one of the parts I struggled most with. I had to go back and watch the tutorials on how to use Adobe InDesign to see how to change color swatches. The colors I chose together are the symbol of love. Settling on a logo design and executing it in a professional way was when I could finally say I learned how to use Adobe InDesign. Figuring out the placement and being able to repeat it on several pages in a cohesive way was challenging. Our assignment included making a resume, cover letter, envelope, and business card.

MOLLY WALDING	251-422-4390 mollywalding.com mcw0093@auburn.edu		251-422-4390 iollywalding.com J93@auburn.edu	insect stamp bace
EDUCATION Auburn University Bachelor of Arts in Public Relations	Auburn, Al. May 2025	TO IOHN SMITH		
EXPERIENCE Social Media Manager uhura, Alahama Marketer Manage the Auburn High School Young Life Instagram page Create weekly surphiles for club using Caroa	April 2022-Present	Molly Walding 23t-42z-496 mecvoos jianburn: edu 200 Old Stonehouse Way Auburn, AL 36830		NAME P CODE
ity of Fairhope sirhope, Alahama Managed the social media accounts for the City of Fairhope Gathered contents (or graphics and reels througout the city	May 2024-August 2024	Dear Mr. Smith, I am writing to express my strong interest in the Public Relations Specialist positi As a senior at Auburn University majoring in Public Relations with a focus on soci ing, I am eager to bring my skills and experiences to your team.		
EADERSHIP hi Omega Sorority aluum Chiversity ceruitanen (Claim Direct 1024 Chi Omega Recruitment for 2,000 incoming Freshman Overse all recruitment positions within Chi Omega	Nov 2023-Present	I would make an excellent Public Relations Specialist because my outgoing nature ability to engage with propie fosters strong relationships, which is essential in PP approach ensures that I can develop innovative engagings that capture attention tionally. I Unive in dynamic environments where collaboration and brainstormin turning fresh decisis not impactful communications strategies.	R, while my creative and resonate emo-	NAM 1234 STREE CUTY STATE
uburn University Student Recruiter uburn University misersity Tour Gaide Give campus tours to future Auburn University students and their families Hots students on Var Eagle Days, Admitted Students Days, and Talons Days	Feb 2023-Present	In my role as Social Media Manager for the Auburn High YoungLife Instagram pag graphics for chib meetings and post event recaps, which have taught me the impor- tent posting and crafting compelling content that resonates with our audience. Additionally, my internshib as a Social Media Manager for the City of Fairhope ha	ortance of consis-	S °
uburn High School YoungLife Leader uburn High School ran Leader Pfan yearly Young Life chub for high school students Lead weekh Vibie study for high school junior giris	April 2022-Present	my skill set. I developed and executed strategic social media campaigns that not or community engagement but also effectively promoted local events. This hands-or content creation, audience analysis, and platform optimization has sharpened m pelling stories while maintaining a cohesive brand voice.	only increased n experience in	WLDING WLDING LD STONEHOUSE WAY
ACTIVITIES uuburn-Opelika YoungLife uuburn-Auburna		I am excited about the opportunity to contribute to your organization's PR and m I am confident that my skills align with the requirements of the role. Thank you for application. I look forward to the possibility of interviewing with you soon.		Molect wald
dember 2hi Omega Sorority uburn University	April 2022-Present	Sincereby, Molly Walding	mor	MOL 200 G
adua il varte suy ceive Member	Aug 2021-Present			

All of these are things that I know will benefit me in a professional pr career down the road. Without the Branding Suite Assignment in this class, I would not have learned how to use Adobe InDesign all on my own.