

INTERN SHIP REPORT

Louise Treadwell

Year 3
Communication design

4 weeks



HILARIOUS
A very serious agency
creative

STARTUP CONCEPT

1. Company presentation

2. Development

3. Conclusion

4. Appendix

COMPANY PRESENTATION

Hilarious is a digital agency, powered by exceptional talents at your service.

Their main assets are the tailor-made graphic design, the integration of websites adapted to all devices (computers, smartphone, tablet), the design and realization of online competition actions, the creation of banner campaign in HTML5 format, the creation and management of emailing and analysis of the results of each experiment.

They have fun pushing the imagination of their creative talents further, without compromising the user experience.

WE CREATE EXPERIENCES WE GENERATE EMOTION WE GET RESULTS

TOP 3 VALUES

1. CUSTOMER COMMITMENT

At Hilarious the team values building positive relationships with their clients, they do not work for their clients but with them.

2. QUALITY AND DEADLINES

At Hilarious, they deliver quality products. From creation, to copy, graphic design and all the way to development and testing, while always respecting the desired deadline.

3. A JOYFUL & CURIOUS BUNCH

Life will be better when you work and laugh hard. The sound of laughter alone can be enough to make you feel happy.

WORK AT THE AGENCY

After meeting Audry in March at the agency I was sure that this is where I wanted to do my internship, we decided to wait to until september so I could do the internship at the office and not online because it is truly not the same experience.

Meeting the Hilarious agency team was a pleasure, they were all very humorous and welcoming on my first day. Everyone works in the same office which is ideal for sharing ideas. There are 4 creatives Smaranda, Marine, Ulysse and Jerome who all have very different backgrounds, they have different creative styles which makes all of their projects unique.

I was amazed to see the relationship between the team and the clients, they laugh and call each other by their first names and are in constant communication. They definitely work very hard to provide their clients with quality work and as said above they always respect deadlines.



WHAT TO THEY DO ?

GLOBAL COMMUNICATION CREATION AND CONCEPTION

DIGITAL STRATEGY

3D

DESIGN & GRAPHIC DESIGN

ANIMATED VIDEO

SOCIAL MEDIA

EXPERIENCES AND INTERACTION

ONLINE ADVERTISING

EMAILING CAMPAIGN

CONTENT STRATEGY

E-COMMERCE

UX/UI

INTERNET SITE CREATION

PHOTOGRAPHY



DEVELOPMENT

I really appreciated that the Hilarious team trusted with me real projects, I felt that my opinion mattered and that they respected my ideas.

I had the chance to work on a logo for one of their clients which consisted in drafting many ideas and doing research, putting them into mockups to see how they would look like in 'real life' situations. I also took part in meetings and brainstorming sessions as well as talking and discussing projects with the members of the team and seeing how they approach a task as well as technical advice. I worked a lot with Smaranda who was in charge of social media, I made posts and stories for their feed. I loved working on animations to further my skill and knowledge in this field. The fact that they all work in the same space is very interesting and gave me the opportunity to see how they easily communicate. Something I found challenging was how fast the pace was and how little time was assigned to assignments, I now know how quickly things need to be executed in an agency.

I had the chance to listen to a meeting between Audry and a data consultant to see which activations were working best and how many people were clicking and engaging, which campaigns got the most reaches and popularity, where it is most beneficial to invest time and money in etc...



INSTAGRAM POSTS

I was tasked with creating instagram posts, the subject was “What’s new”, I was given the text and used Hilarious patterns to stay in theme with their instagram, what I enjoyed the most was making the small illustrations for the posts.

WHAT'S NEW

LinkedIn tells its secret to prep your page for **SUCCESS**



1. Organize internally START
2. Manage showcase pages
3. Strategise your content
4. Dial up employee advocacy

100% EMPLOYABLE

THE HOT INSTAGRAM TRENDS

Discover **Instagram Insider** the social media journal that tells you **everything** trending on the platform



FACEBOOK DOES A 180° ABOUT THEIR CALLS AND VIDEO CHAT :

They are back on the main app.

The aim of this modification is to do less back and forth between Messenger and Facebook.

You've been waiting for it for ages, the **official Whatsapp** app is coming on your tablets!



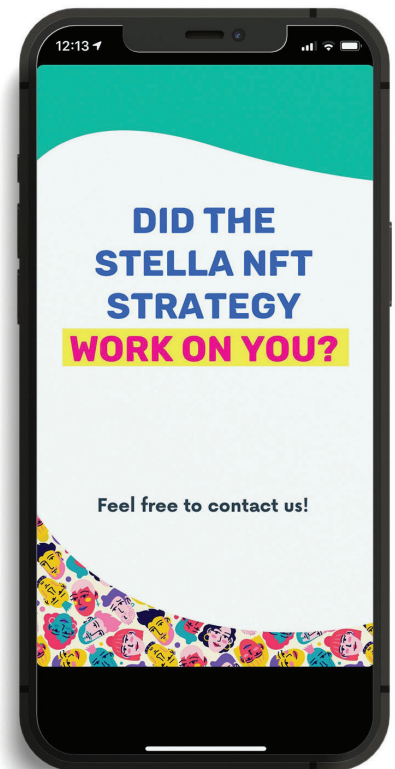
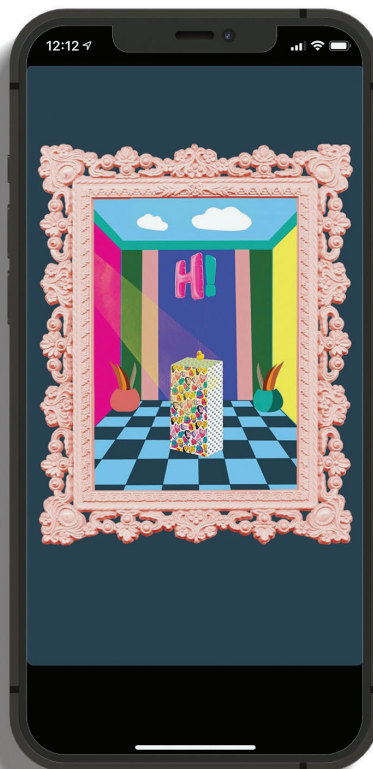
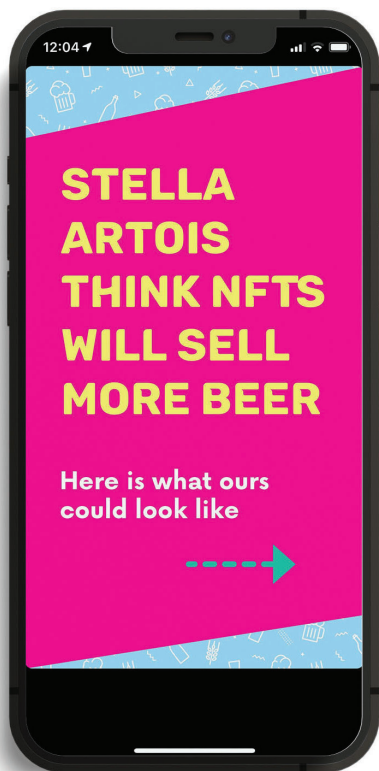
TIKTOK AND SHOPIFY

The new way of shopping that will generate a lot of E-commerce revenue. Also a new way to make your followers even more invested!



INSTAGRAM STORY

I created an NFT (non-fungible token) for the instagram story of Hilarious



ANIMATION

I created an animation for their instagram illustrating the top social and entertainment apps over time (2013-2021). I enjoyed this because I learned more about animating and after effects.

TOP SOCIAL AND ENTERTAINMENT APPS OVER TIME

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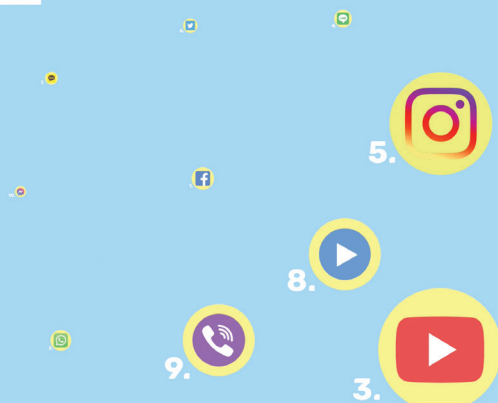
2014



TOP SOCIAL AND ENTERTAINMENT APPS OVER TIME

TOP SOCIAL AND ENTERTAINMENT APPS OVER TIME

2015



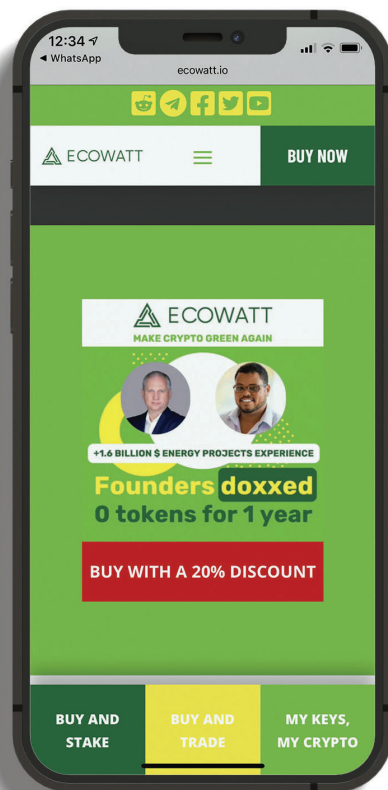
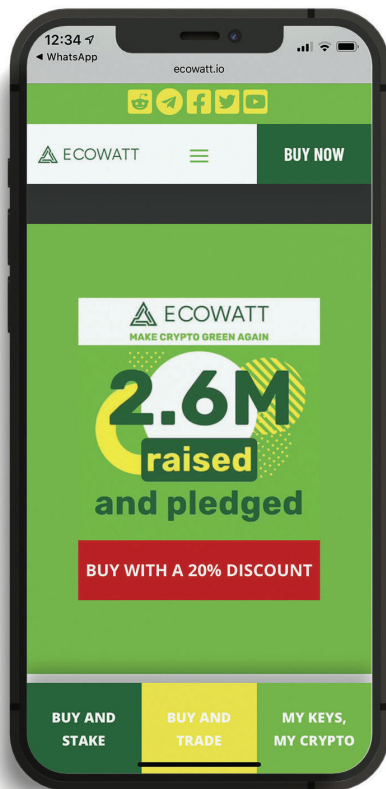
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ANIMATION

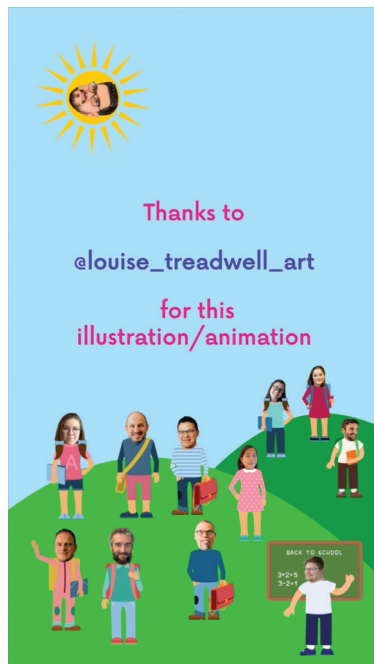
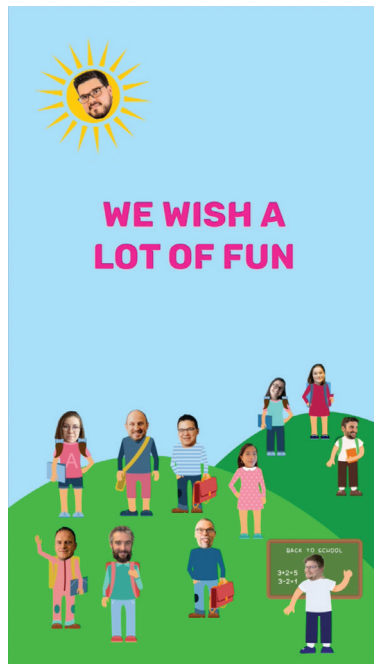
I was given an illustration that was already made by another designer and asked to animate it for the clients website. I found this challenging as I did not like the design I was given but I learned that this is part of the job.

Client : ECOWATT



ANIMATION

I made an illustration/animation for back to school, I was asked to make the team look like they were going to school (humour was of course intended).

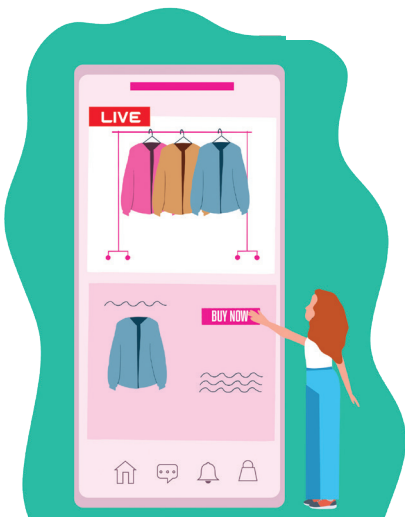
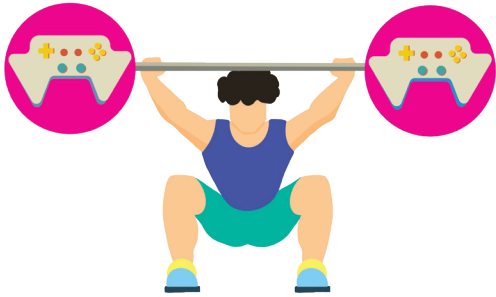


**WE ALL
REMEMBER
OUR BACK TO
SCHOOL TIME!**

Thanks to
[@louise_treadwell_art](#)
for this
illustration/animation

ILLUSTRATIONS

These are some illustrations I made for various uses.



SPORTS MATTERS LOGO

I had the chance to work on a logo for one of their clients which consisted in drafting many ideas and doing research, putting them into mockups to see how they would look like in 'real life' situations. We had to comply to the clients desires even if sometimes we don't agree with everything 100%.



CONCLUSION

My stage at Hilarious was a very positive experience, it was my first time doing a stage in a larger agency, I learned a lot from seeing how the team communicates with each other as well as with their clients. Once a good idea has been found they build it and make it stronger as a team.

I can confidently say I wouldn't have grown and learned as much as I have these past 4 weeks without the teams constant feedback, support, and guidance. I'm so grateful to have been given the chance to work on real briefs and projects, and especially enjoyed learning more about animation.

As a result of this experience, I'm more excited to pursue a career in Digital design and feel better-equipped for my future career.





