

Internships

Bridging the Gap from Education to Industry

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Students

Industry

Internships are the bridge that connects students and the industry, creating huge benefits and opportunities for both.



What are we talking about?

What is an internship?

What are the misunderstandings?

What are the solutions?



Why am I here?



Caitlin Goodale
Graphic Designer
~~Industry Veteran~~
~~Current intern!~~

INTERN VETERAN

Student at



Abertay
University



My internship history

UADSA



4J STUDIOS



All good internships!

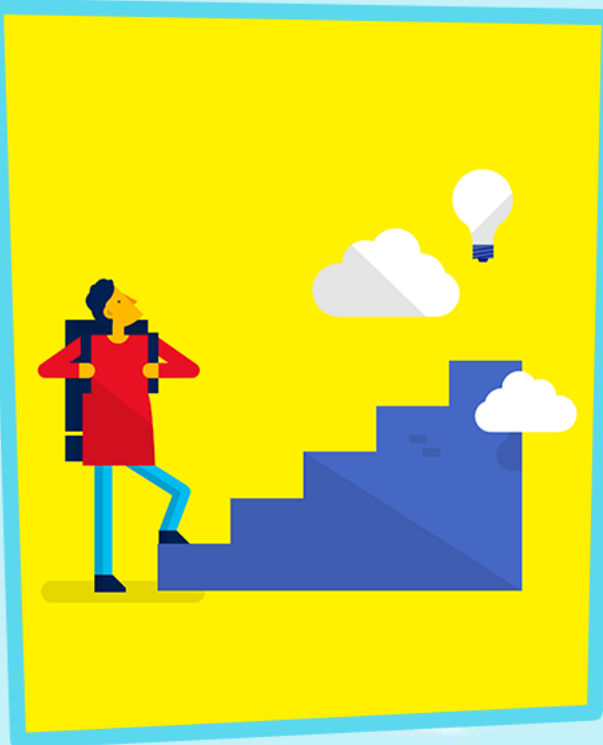


What is a 'good' internship?

1. Learning experience at its core.
2. Well-structured scheme.
3. Intern adds value to the business.



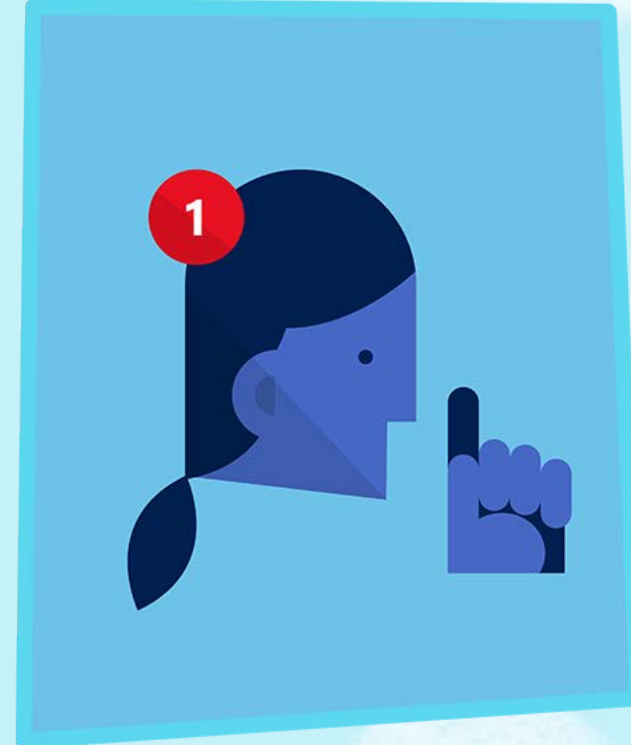
Misunderstandings



Skill level



Pay



Availability



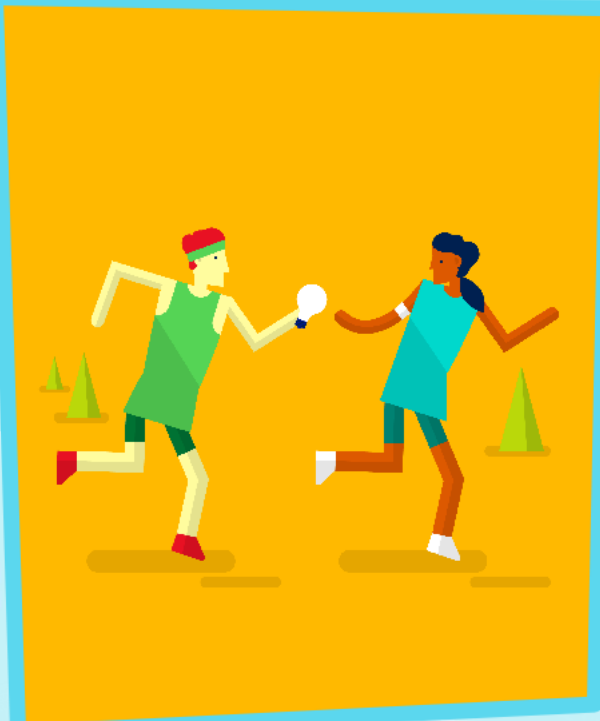
**Industry requirements are
unattainable for mere mortals.**

Skill Level

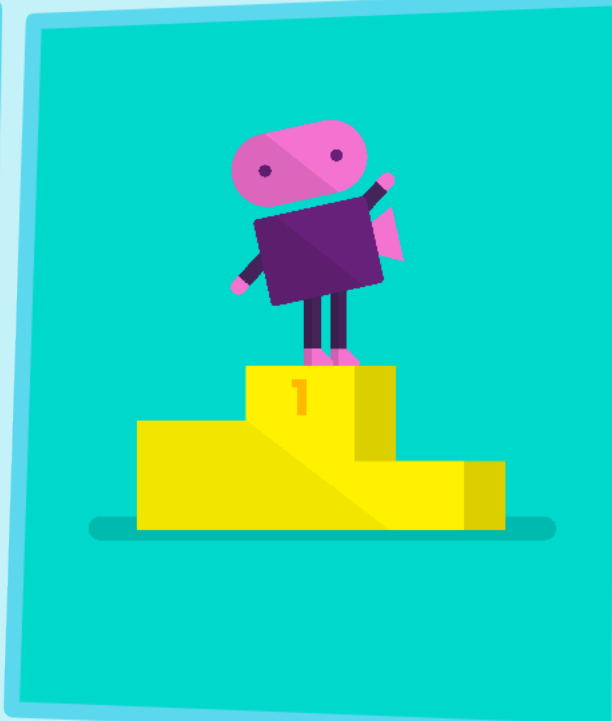
**Students don't have a high
enough skill level to fit in.**



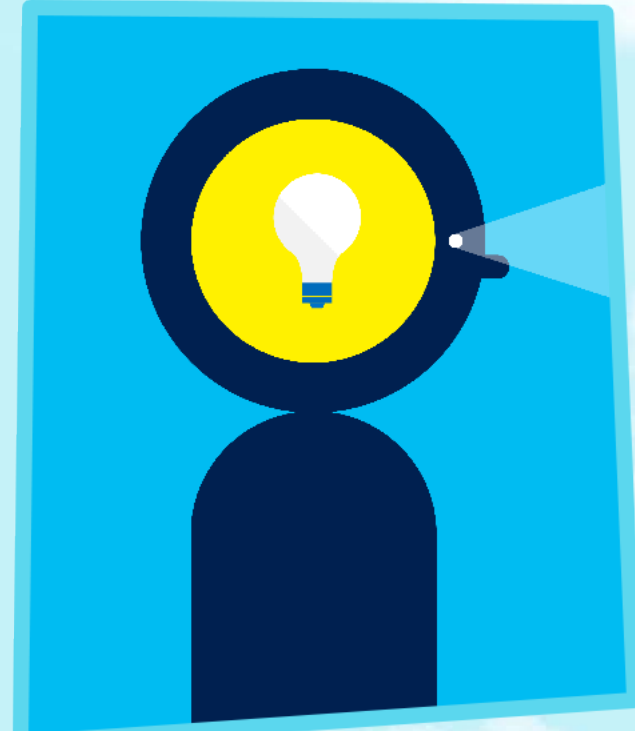
Industry requirements are
unattainable for mere mortals.



Reset your
quality bar.



Know your
specialism.



Take the reins
of your career.



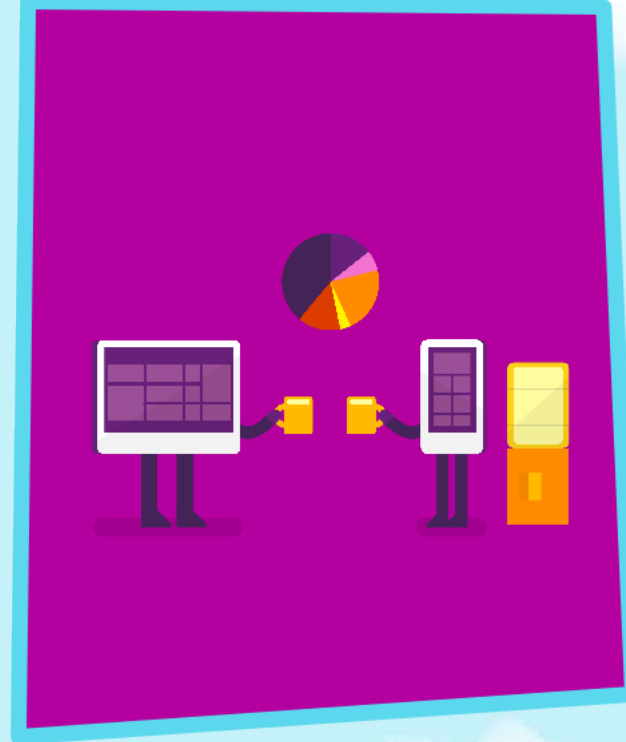
Students don't have a high enough skill level to fit our teams.



Redefine intern.



Connect with educators.



Feed back to unsuccessful.



**Unpaid internships are a
necessary evil.**

Pay

**We cannot afford
to pay interns.**



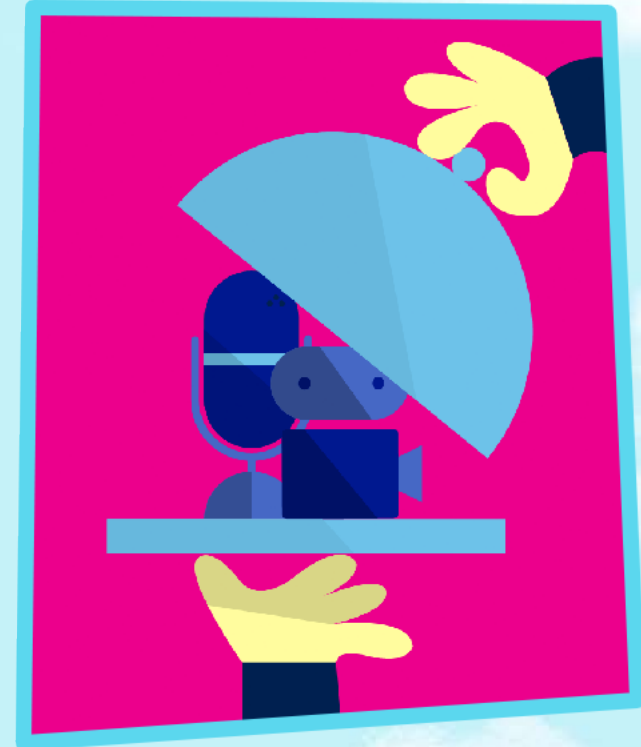
We cannot afford
to pay interns.



Pay your
interns.



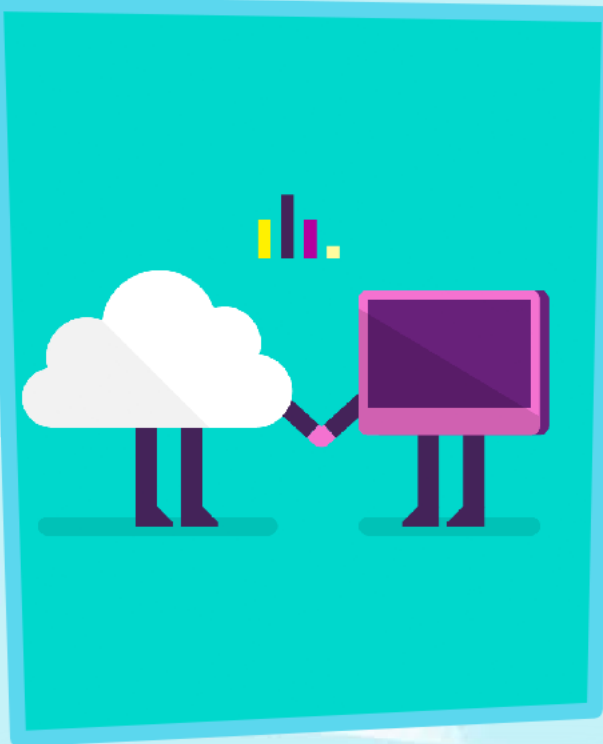
Increase talent
pool.



Get good
publicity.



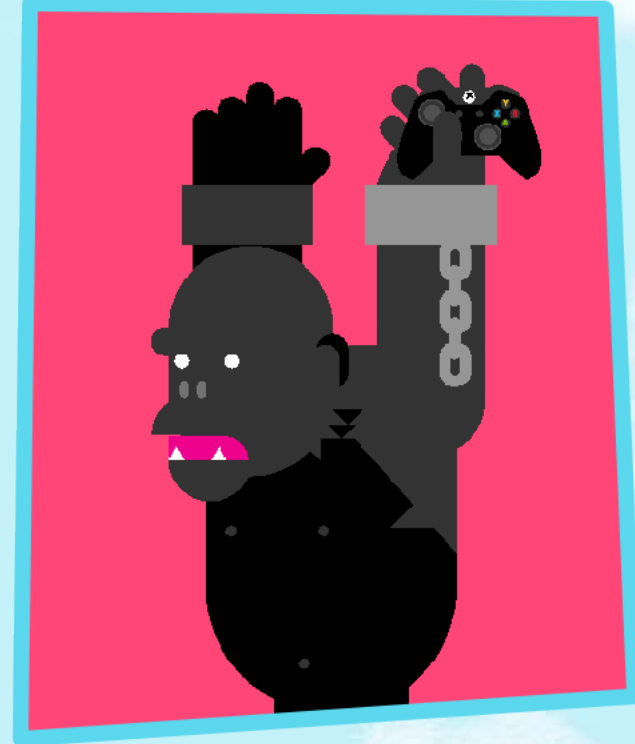
Unpaid internships are
a necessary evil.



Know your
worth.



Ask for more.



Don't settle.



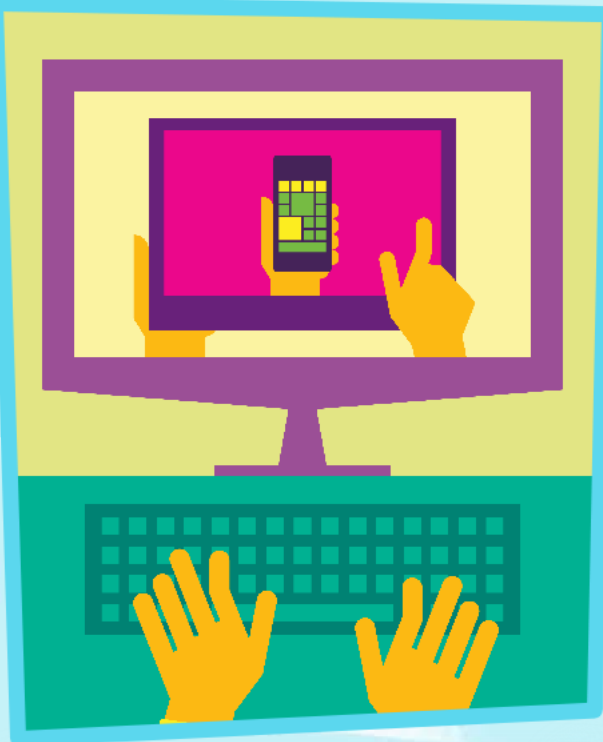
**Barely any companies offer
(good) internships.**

Availability

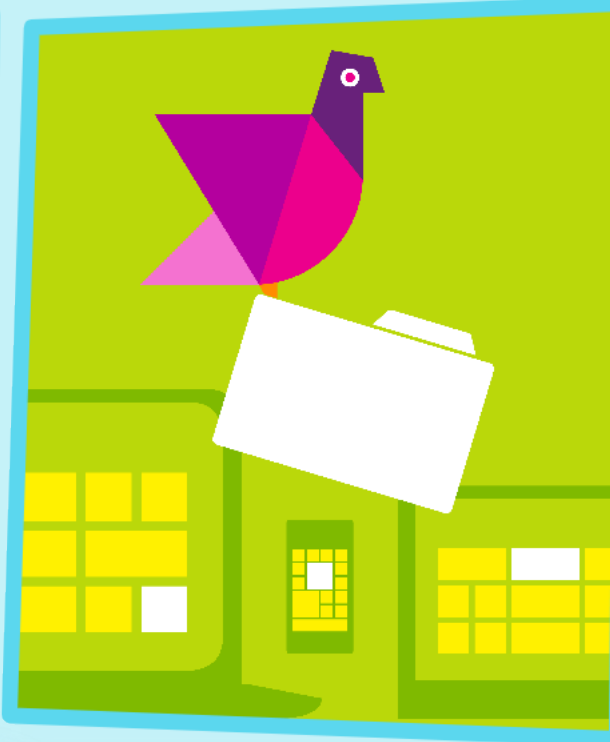
**We don't have the time or
space for an intern program.**



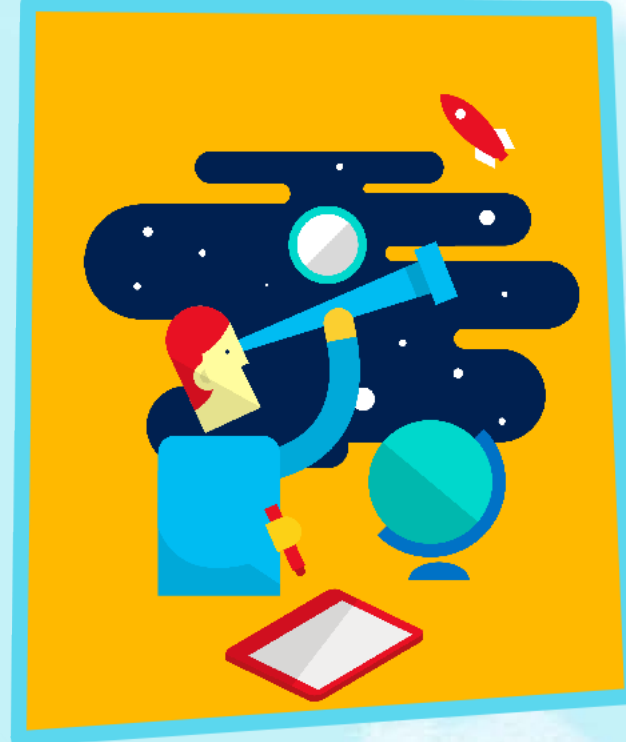
Barely any companies offer
(good) internships.



Get connected.



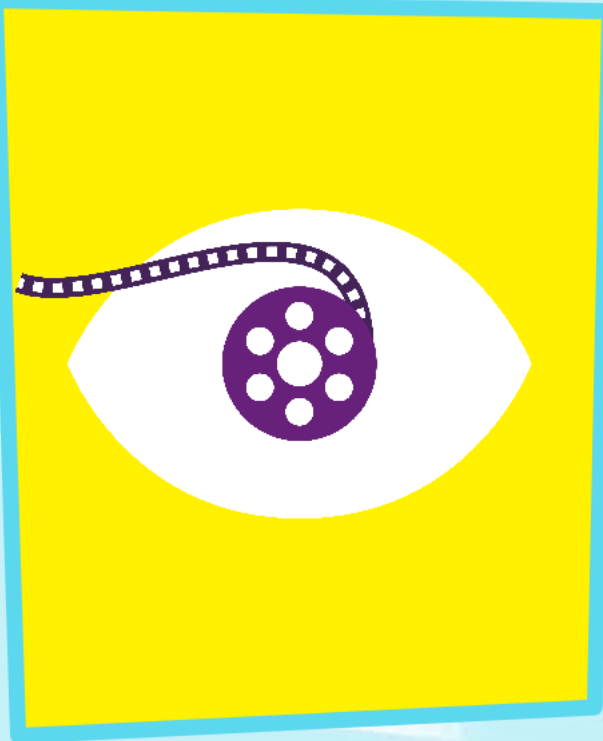
Search in
unexpected places



Plan long term.



We don't have the time or space for an intern program.



Evaluate previous experiences.



Plan long term.



Do some research.



What are the solutions?

Students!

Set the bar.

Get connected.

Know your worth!

Plan long term.

Industry!

Redefine intern.

Embrace education.

Pay your interns!

Plan for the future.



Internships are the bridge that connects students and the industry, creating huge benefits and opportunities for both.



Good internships are the bridge that connects students and the industry, creating huge benefits and opportunities for both.



Thanks!

Any questions?

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Microsoft Internship Scheme



microsoft.com/uk/students



Research Sources

[The Creative Society. 2011. Future Jobs Fund Program: Social Return on Investment Valuation](#)

[Social Market Foundation. 2010. Disconnected: Social mobility and the creative industries. \[online\].](#)

[Cohen, N. 2014. The privileged few are tightening their grip on the arts. The Guardian. \[online\]](#)

