

2016 AIGA DESIGN CONFERENCE

**SOCIAL VS. MARKET VALUE
OF DESIGN:**

UNPAID STUDENT INTERNS

**HANNAH PARK
TEXAS STATE UNIVERSITY**



**WE CAN NOT PAY YOU BUT
THE EXPOSURE WILL BE GREAT!**



You have died of exposure.



https://s3.amazonaws.com/lowres.cartoonstock.com/law-court/courtroom-counsel-judge-trial-esiz2499_low.jpg



<http://www.medscape.com/features/slideshow/old-medical-advertisements>

WHAT?

DESIGNERS NEED TO GET PAID?

UNPAID INTERN

- **REPLACE PART & FULL-TIME JOBS**
- **UNHEALTHY ECONOMIC SYSTEM
IN DESIGN INDUSTRY**

DESIGN IS SUPER IMPORTANT



SOCIAL VALUE

BUT DO NOT WANT TO PAY FOR IT



MARKET VALUE

UNPAID INTERN

- **STUDENT WANTS EXPERIENCE**

UNPAID INTERN

- **STUDENT WANTS EXPERIENCE**
- **EMPLOYER WANTS FREE DESIGN**

UNPAID INTERN

- **STUDENT WANTS EXPERIENCE**
- **EMPLOYER WANTS FREE DESIGN**
- **LEGAL REQUIREMENTS**

UNPAID INTERN

- **STUDENT WANTS EXPERIENCE**
- **EMPLOYER WANTS FREE DESIGN**
- **LEGAL REQUIREMENTS**
- **UNIVERSITY & CREDIT**

WHAT CAN WE DO..?

- **EDUCATE STUDENTS**
- **RESPECT OUR PROFESSIONS**

WHAT CAN WE DO..?

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- **RESPECT OUR PROFESSIONS**
- **HOW TO SAY YES & NO**

WHAT CAN WE DO..?

- **EDUCATE STUDENTS**
- **RESPECT OUR PROFESSIONS**
- **HOW TO SAY YES & NO**
- **MONEY AND LEGAL ISSUES**

WHAT CAN WE DO..?

- **ASSESS INTERNSHIP EXPERIENCE**
- **3 CREDITS**
- **GUIDELINES FOR EMPLOYERS**

WHAT CAN WE DO..?

- **CHANGE PERCEPTION**
- **THEY DONT NEED TO GO
TRHOUGH THE SAME PATH**



**PAY
YOUR
INTERNS**

**PAY
YOUR
INTERNS**



BREAK THE CYCLE

• THANK YOU!

• HANNAH PARK

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