

AIGA-MEMPHIS 2020 VIRTUAL STUDENT DAY

GUIDE FOR STUDENTS

Sign on 8:45-8:50

OPENING SESSION: 8:50-9:00 am CST:

Welcome to students and any questions about event answered.

Room will close.

SESSION 1:

Sign on 9:00-9:10am CST, hang out in Zoom waiting room

9:10-9:50am CST

PRESENTATION: Stand Up and Stand Out: Practical Steps for Conquering Imposter Syndrome and Defining Your Creative Self | [Natalie Tyree](#)

Learn practical tips to conquer imposter syndrome and how to get past comparing yourself to others. Figure out who you are and what you do well, and capitalize on that.

Zoom meeting will close when finished, kicking everyone off.

SESSION 2:

Sign on 10:00-10:10am CST, hang out in Zoom waiting room

10:10-10:50am CST

PANEL DISCUSSION: Freelance 101

Curious about that side-hustle life? Feeling a little entrepreneurial? This panel of designers will answer your questions and speak about their own experiences freelancing.

Zoom meeting will close when finished, kicking everyone off.

SESSION 3:

Sign on 11:00-11:10am CST, hang out in Zoom waiting room

11:10-11:50am CST

PANEL DISCUSSION: Navigating Workplace Cultures

The culture of a workplace is dependent on a lot of things: employees, leadership, management style, policies, communication, and so much more. How do you gauge the culture of a workplace before accepting a new job? How do you peacefully integrate? How do you position yourself as a valuable team member once you've accepted the job? This panel speaks to their own experiences navigating workplace cultures.

Zoom meeting will close when finished, kicking everyone off.

SESSION 4:

Sign on noon-12:10pm CST, hang out in Zoom waiting room

12:10-12:50pm CST

PANEL DISCUSSION: User Experience and Beyond - Jobs in Tech

This arm of design seems to be hiring like crazy, so what does it take? From UI/UX to app design to new media like AR and VR, this panel will discuss the critical drivers to this developing field. Fun stories will also be shared as reviewers explain their career paths, which were not always direct. Join in even if you aren't sure and you might just find your future.

Zoom meeting will close when finished, kicking everyone off.

SESSION 5:

Sign on 1:00-1:10pm CST, hang out in Zoom waiting room

1:10-1:50pm CST

PRESENTATION: Cutting Through the Noise. Using Personal Projects as Your Competitive Advantage | [Julio Ramirez](#)

The purpose of this presentation is to go over why it is imperative to use your personal projects as a tool to define your own style, differentiate yourself and define what you stand for as a designer. This exploration focuses on trying to distill the critical questions to ask in order to determine what moves you and how to centralize energy and efforts towards such goals.

Zoom meeting will close when finished, kicking everyone off.

SESSION 6:

Sign on 2:00-2:10pm CST, hang out in Zoom waiting room

2:10-2:50pm CST

PRESENTATION: How to Network Like A Creative: Building Community YOUR Way | [Nakita M. Pope](#)

We hear often about how important your network is to your success, but it can seem daunting. Join us and find out how to use the powers you already have to create a community that you love and that will help you meet your goals.

Zoom meeting will close when finished, kicking everyone off.

SESSION 7:

Sign on 3:00-3:10pm CST, hang out in Zoom waiting room

3:10-3:50pm CST

PANEL DISCUSSION: Using Social Media the Right Way

Clear out the old and create the new. As you become your own brand, a new social media presence is a must. But should you be a real person on your socials or do you create a corporate-neutral voice? How often should you post? What do you do with other social media you use personally and does it matter? Lots of things to consider, so get advice from those in the mix.

Zoom meeting will close when finished, kicking everyone off.

SESSION 8:

Sign on 4:00-4:10pm CST, hang out in Zoom waiting room

4:10-4:50pm CST

PANEL DISCUSSION: The Flexible Career Plan

After a year like 2020, we all know to expect the unexpected. Being adaptable is the best way to position yourself for success. Hear from professionals on this panel about pivoting in your career when things don't go as planned.

Zoom meeting will close when finished, kicking everyone off.

SESSION 9:

Sign on 5:00-5:10pm CST, hang out in Zoom waiting room

5:10-5:50pm CST

PRESENTATION: Design in a Good Way: Using Your Creative

Superpowers to Make a Difference | [Ken Zinser](#) and [Ibbie Osman](#)

How do you make a career in design for social impact? How does culturally appropriate design work? How do you stay motivated in the face of severe public health inequities? Hear about the experience of two designers building a creative practice inside a Native-led, non-profit community health center—and how they've changed in the process.

Zoom meeting will close when finished, kicking everyone off.

Sign on 6:00-6:05pm CST, hang out in Zoom waiting room

CLOSING SESSION: 6:05-6:15pm CST:

Wrap it all up! Any questions about AIGA as an organization or any future AIGA-Memphis event suggestions will be welcome!

Room will close.