DAILY BRUIN

Online Department Internship
Summer 2012

*Turn in to the front desk of 118 Kerckhoff Hall by June 15, 2012 or email to online@media.ucla.edu by **June 16, 2012** (Saturday after finals).*

Name: _____ **Year:** _____ ☐ Grad / ☐ Undergrad

Major: _____

Phone Number: (_____) _____ — _____ **Twitter** (optional): _____

Email Address: _____

Summer 2012 Address: _____

                                                Address   City   State

ABOUT US

More information is available at http://graphics.dailybruin.com/.

The Online Department

The online department is a new at the Bruin: summer 2012 will be the first quarter we will be accepting interns. It has two goals:

1. To keep dailybruin.com and our blogs working well, looking great, and up to date. The online department is responsible for uploading content to the website and helping every section in the newsroom take advantage of the site. For instance, we are currently working on improving radio and video integration with the site.
2. To use the internet as a medium for reporting. We are journalists, but instead of writing stories to publish in a paper, we write code for users to interact with. This type of storytelling is perfect for displaying complex data or immersing readers in video or audio elements that can only be shown online.

So far, we have made a few projects:

- **"Miles of Memories"** <http://graphics.dailybruin.com/marathon>
- **"Heart of the Problem"** <http://vietnam.dailybruin.com/>
- **International Recruitment** <http://graphics.dailybruin.com/international/>
- **Mojo** <http://mojo.dailybruin.com/>

The Internship

If accepted for this internship, you will help us develop the new version of the Daily Bruin website. The site currently runs on a CMS (content management system) that offers very little flexibility. By Fall 2012, we hope to have a new website, custom-built in Wordpress. This is a huge undertaking that involves redesigning everything, reorganizing the pages, adding new features, creating modules that emulate the features on the current site, and more.

We hope to accept interns that have skills in design and web development to make all of this happen. The Bruin's website gets over 10,000 hits per week and is an important part of campus life at UCLA.

The internship will also extend to creating online projects that will cover presidential and state elections and campus events over the summer.

EXPERIENCE

On a scale of 1 (none) to 5 (expert) rate your experience with the following. (Note: We don't expect you to know everything)

	1 (none)	2	3	4	5 (expert)
Programming	☐	☐	☐	☐	☐
Web Design	☐	☐	☐	☐	☐
Responsive Design	☐	☐	☐	☐	☐
Print Design	☐	☐	☐	☐	☐
HTML	☐	☐	☐	☐	☐
CSS	☐	☐	☐	☐	☐
Wordpress	☐	☐	☐	☐	☐
PHP	☐	☐	☐	☐	☐
Python	☐	☐	☐	☐	☐
Django	☐	☐	☐	☐	☐
Javascript	☐	☐	☐	☐	☐
jQuery	☐	☐	☐	☐	☐
OS X	☐	☐	☐	☐	☐
Windows	☐	☐	☐	☐	☐
Linux	☐	☐	☐	☐	☐
InDesign	☐	☐	☐	☐	☐
Illustrator	☐	☐	☐	☐	☐
Photoshop	☐	☐	☐	☐	☐
SSH/Terminal/Bash	☐	☐	☐	☐	☐
Apache	☐	☐	☐	☐	☐
MySQL	☐	☐	☐	☐	☐

In the space below, list any experience you have with design, web design, and/or programming.

List any experience you have with journalism.

Tell us about your summer commitments.

ABOUT YOU

We want to get to know you as a person, but our interview only gives us a limited time and perspective. Everything in this section is optional, but we encourage you to fill it all out.

Favorites

Favorite operating system: _____

Favorite IDE (Integrated Development Environment): _____

Favorite text editor: _____

Favorite section of the newspaper: _____

Favorite newspaper (other than the Daily Bruin): _____

Favorite joke: _____

Favorite time-wasting site: _____

Favorite programming language: _____

Favorite font: _____

UCLA

Tell us about your extracurricular activities at UCLA.

SHORT ANSWERS

These questions are your chance to tell us about your thoughts on the mission of this department and what you want to do to help us complete that mission. Answers should be clear, concise, and well-organized. Feel free to use any type of response you'd like (paragraph, bullets, drawing, etc.). Please limit each response to 400 words or less.

1. **Describe how computer science and journalism should interact.** How can programming be used to help readers understand a story? What are the advantages and disadvantages of web journalism?

2. **Critique the current Daily Bruin website.** We are currently in the middle of a transition from our current CMS to a Wordpress-based site. From your perspective as a student/journalist/developer/designer/etc., what do you think the strengths and weaknesses of the current site are? What would you implement in a new website?

PORTFOLIO

Please attach a portfolio with any relevant experience. This can include, but is not limited to:

- Online portfolio/website
- URLs to your online work
- Printouts of your designs
- Code examples
- A github account username with code repositories
- A CD or flash drive with your work

If you want elements of your portfolio to be returned, ask at the front desk of the Daily Bruin office (Kerckhoff 118) within a week of when internship decisions are released.