

CWE - 111 & 122

Printing Internship and Case Study

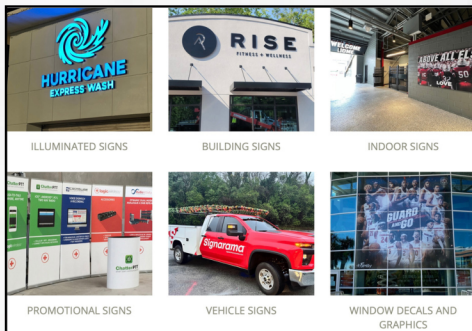


Commercial Graphics Communication – Cooperative Work Experience

Philip K Whitehead • Midlands Technical College • Airport Campus



Featuring work experience from Signarama and 'The Building Guy'



Internship Overview

- Worked with a couple of smaller, local businesses as an image and print technician.
- Applied Commercial Graphics Communication skills from MTC in real production settings at a real-time pace.
- Gained hands-on experience across multiple areas of the commercial printing industry.
- Assisted local businesses to promote themselves with professional print and media.



Cooperative Work Experience (CWE)



- **CWE requirement: professional employment related to Commercial Graphics Communication.**
- **CWE-111: first internship at Signarama, West Columbia, SC (local sign and print shop).**
- **CWE-122: second internship at The Building Guy, Sumter SC (long-term client work).**
- **Goal: bridge classroom learning with real-world printing and production experiences.**



Signarama

Why I Chose This Shop for CWE111



VEHICLE SIGNS



ILLUMINATED SIGNS



PROMOTIONAL SIGNS



BUILDING SIGNS



WINDOW DECALS AND GRAPHICS



INDOOR SIGNS

“As a class, we toured Signarama in previous semesters, and the shop immediately stood out to me. It was clean, high-output, and full of variety - designing, printing, installing, and repairing signs of all types. I loved that their work was installed locally. There’s a real sense of pride in driving past signs I helped create.”

My Role At Signarama



- Worked primarily in the production department during Summer 2025.
- Completed over 100 hours of documented employment while enrolled in 13 summer credit hours at MTC & USC.
- Assisted with vinyl production: weeding, masking, prepping graphics and organizing for install.
- Helped clean, maintain and organize the production area to assist with work flow.



ILLUMINATED SIGNS



BUILDING SIGNS



INDOOR SIGNS



PROMOTIONAL SIGNS



VEHICLE SIGNS

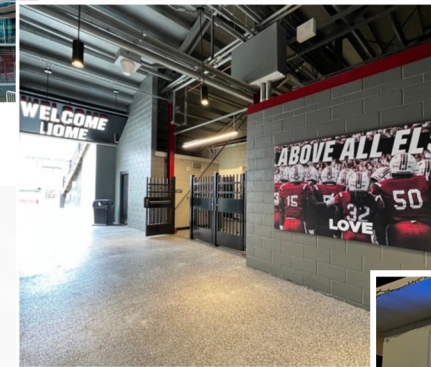


WINDOW DECALS AND GRAPHICS

What I Learned In Production



WINDOW DECALS AND GRAPHICS



INDOOR SIGNS

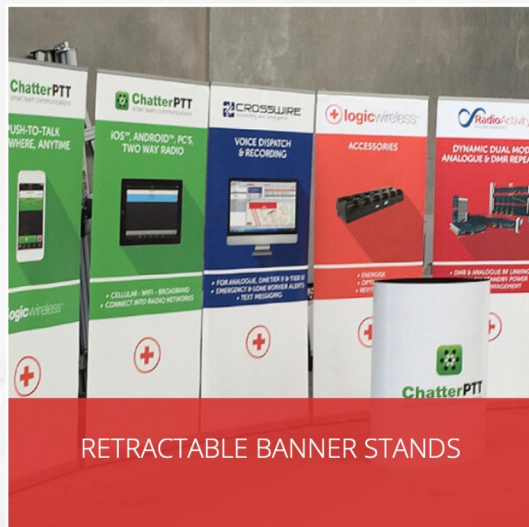


ILLUMINATED SIGNS

- Saw how the production shop generates revenue and fulfills sales promises, keeping clients happy.
- Understood the importance of managing product, time, and resources by cutting waste.
- Gained exposure to the Kongsberg router, cutting various substrates, weeding and applying carefully and organizing.
- Learned how shop quality directly impacts customer satisfaction.

Signarama

Why I Chose This Shop



“I enjoyed working at Signarama, but with school as my top priority and limited hours during the semester, I eventually felt I couldn’t provide the availability they needed. I recommended another MTC student for the role and stepped back. The experience made me realize that Cooperative Work Experience is most valuable for employers when students can devote more consistent time—while my education remained the priority.”

The Building Guy

Why I Chose This Shop for CWE122



OUTDOOR STORAGE SOLUTIONS

HOME OF



QUALITY SHEDS AND METAL BUILDINGS

849 S. Guignard Dr. Sumter SC 29150
(803) 468-2944



OUTDOOR STORAGE SOLUTIONS

HOME OF



www.thebuildingguy.com (803) 468-2944



Welcome to

OUTDOOR STORAGE SOLUTIONS

HOME OF

THE BUILDING GUY

SERVING SUMTER FOR 17 YEARS



SouthEast Accents

- Operate a licensed media/IT business serving small businesses across South Carolina
- Services: websites, IT support, hardware, media management, printing large and small, file organization
- Currently maintain around a dozen active clients with on-demand services and on-the-spot concierge attention
- We succeed when they succeed.
- Tagline: “Your Goal Is Our Goal.”

SouthEast Accents

Media and Technology Management

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SouthEast Accents

Beautiful Custom Websites in 5 Days

- * Custom Web Design
- * eCommerce Development
- * eMail Marketing & Mailouts
- * Search Engine Optimization
- * Website Repair & Maintenance
- * Personalized Support & Training



The Building Guy

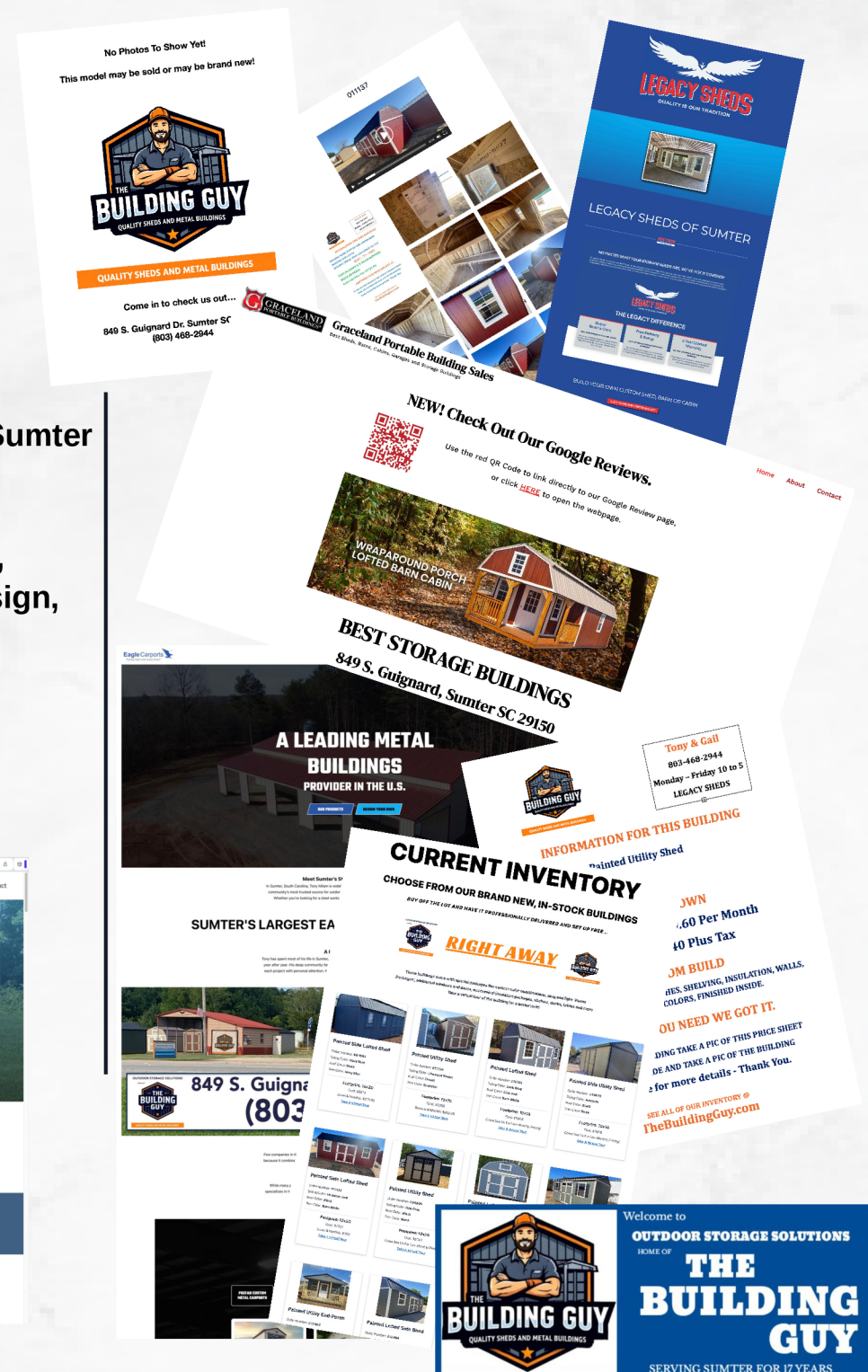
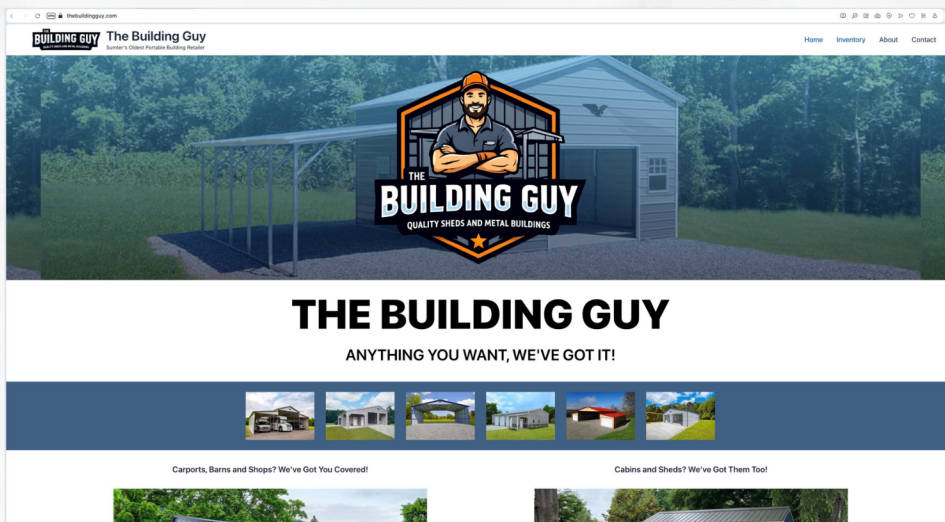
Why I Chose This Shop for CWE122

- Long-term client selected for CWE-122.
- Sells sheds, barns, cabins, garages, and RV covers (wood & metal).
- Location: 849 S. Guignard Drive, Sumter, SC.
- My role: IT, advertising support, and public-oriented communication.



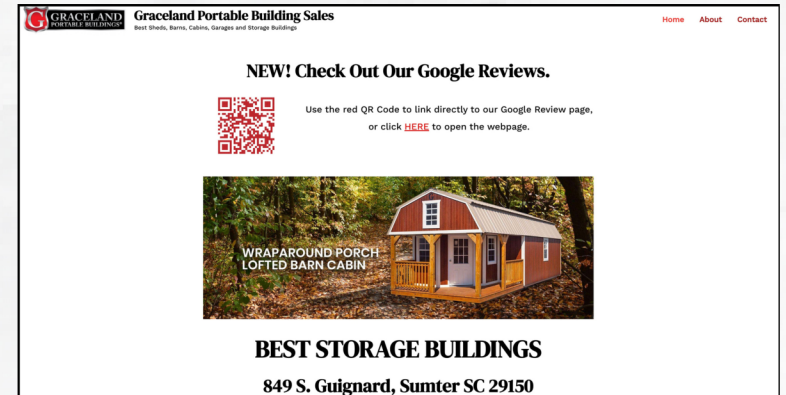
A Day In Sumter

- Calendar-block Fridays for a full-day of on-site work in Sumter (early drive, long day, late return).
- Tasks: template creations, photos and video production, periferal troubleshooting, banner and business card design, and ordering, user-friendly website design and updates.
- I enjoy the client, the business, and the work.



Recent Rebranding

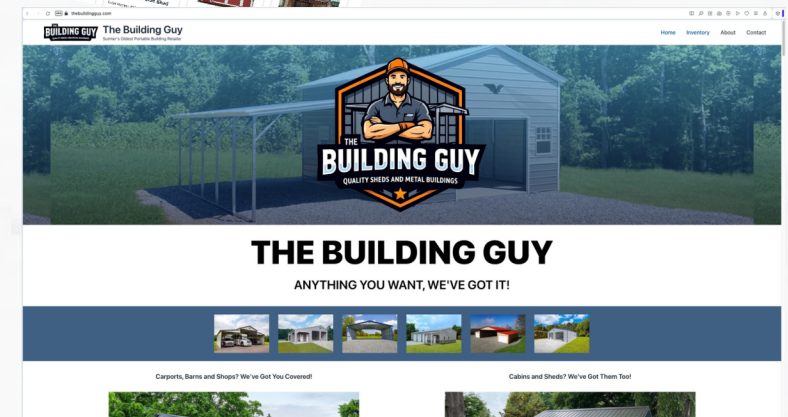
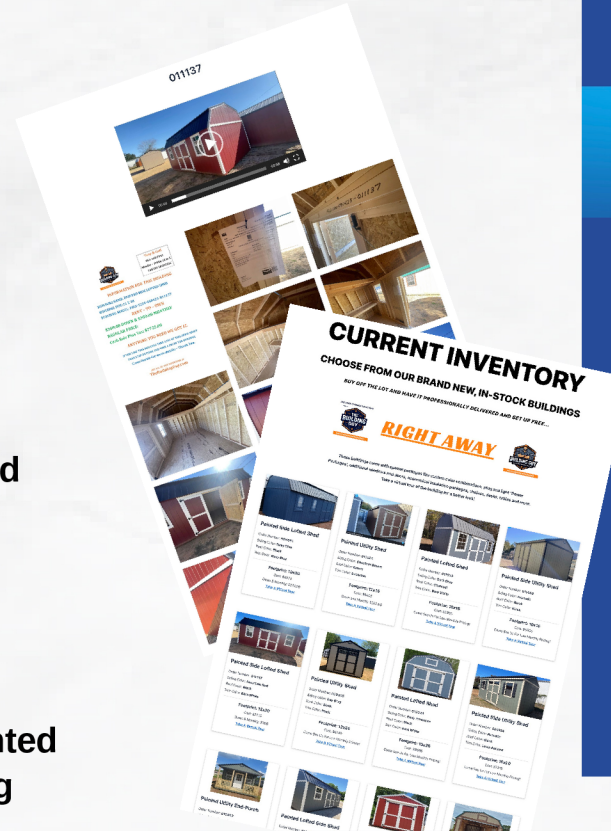
- Old identity tied to a single manufacturer (Graceland).
- New brand: The Building Guy – independent, flexible, authoritative.
- Gives room to sell multiple manufacturers under one unified identity.
- My work: logo concepts, colors, signage, print materials, and web updates.



Time, Scope & Commitment



- 10+ full on-site days in Sumter → 100+ hours.
- 100+ additional hours in Columbia on design, layout, and image management.
- Total CWE-122 contribution: 200+ hours with this single employer.
- Work included design, IT, production prep, ordering printed materials, ensuring consistent branding and maintaining orderly files.

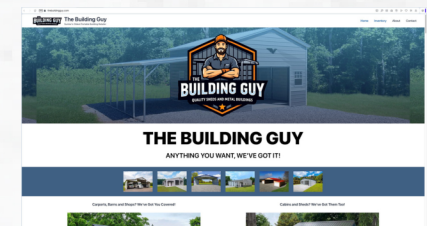
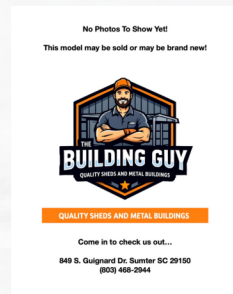
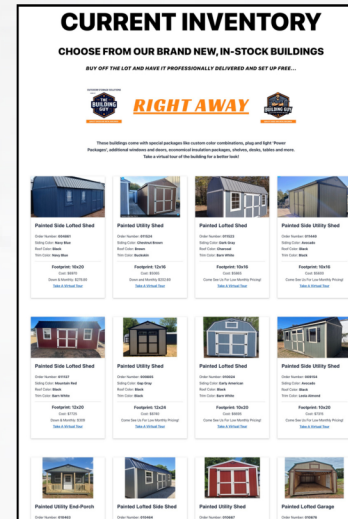


Design & Print Deliverables

- Multiple logo versions and a bright, visible orange identity.
- Websites built and populated with inventory images.
- Business cards, banners, shirts, letterheads, and contracts rebranded.
- Consistent look across apparel, signage, print, and online.



849 S. Guignard Dr., Sumter, SC 29150
(803) 468-2944



Reflections & Takeaway

- Applied classroom learning to authentic production environments. Recognized processes and productivity.
- Deepened understanding of print workflows, file prep, shop management, organization and cleanliness.
- Saw how branding and print done well can elevate a small business's confidence and visibility.
- Confirmed that combining design, print, and technology can be profitable, and is work I truly enjoy.

