

March 10, 2010

## 2010-03-10: Design for a global future

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### Recommended Citation

Kornwitz, Jason, "2010-03-10: Design for a global future" (2010). *News@Northeastern*. Paper 531. <http://hdl.handle.net/2047/d20001774>

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## Design for a global future



Senior journalism major Robert Klucsevsek (back row, far right), designed splash screens for iPhones on co-op in India. Courtesy photo.

**March 10, 2010**

Northeastern senior **journalism** major Robert Klucsevsek stepped out of the Chhatrapati Shivaji International Airport in Mumbai, into a whole new world, filled with a diverse range of languages, cultures and traditions.

After two Boston-based co-op experiences working in public relations, Klucsevsek found his niche as a graphic designer for Extentia Information Technology, a global software development company in Pune, India.

The experiential learning opportunity inspired Klucsevsek, who is pursuing a graphic design minor, to explore a career in public

relations that would put his artistic talents on full display.

For one project, Klucsevsek created splash screens for iWordCards, an iPhone and iPod Touch application designed for young readers who want to expand their vocabularies or increase their reading speed. He also designed logos and animated banner ads, and created videos showcasing the company's products.

Working with clients who expected Klucsevsek's designs to incorporate a high level of artistic and technical know-how forced the young artist to apply and further develop the skills he learned in the classroom, he said.

"Graphic design professors expect us to master a simpler style," he explained, "but clients expected us to have the basics and be able to make the design look shiny and pretty. I had to learn to adapt to what they expected."

He also had to adapt to living in a new country for six months. He drove a moped to work with fellow co-op student Matt Qaudros, a senior electrical engineering major and one of his many colleagues who helped ease the transition.

Klucsevsek said he ended up making friends with people from all over the world, and after a few months, fell in love with the place.

Although initially "shocked" by the poverty he witnessed in India, he said, "To see a different side of the world is good for building character. I wasn't sure about it before, but now I'd definitely consider a full-time job overseas."

Klucsevsek has also completed co-ops as a public relations intern at the Massachusetts Convention and Exhibition Center and in Gov. Deval Patrick's press office.

For more information, please contact Jason Kornwitz at 617-373-5729 or at [j.kornwitz@neu.edu](mailto:j.kornwitz@neu.edu).

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