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**OJT Experience at Bayan Academy**

For a period of almost six months, totaling a little more than 400 hours, we trained under Bayan Academy for Social Entrepreneurship and Human Resource Development (BASE-HRD or Bayan Academy) under Sir Aaron Palileo – Creative Strategist, and Ma’am Carol Arcaya – Marketing Officer.

Bayan Academy is a corporation originally under the management of ABS-CBN Bayan Foundation. Established in 2008, Bayan Academy started out under the ABS-CBN Bayan Foundation in training micro borrower clients with the necessary skills to become small and even medium-sized entrepreneurs. In January 2009, it was registered with Securities and Exchange Commission (SEC) as a non-stock, non-profit educational subsidiary of ABS-CBN Bayan Foundation (ABF). Eventually, Bayan Academy grew out of the education and training initiatives of the ABF and now also offers livelihood and skills training courses. Through partnerships with other likeminded and microfinance institutions, Bayan Academy calls itself the “Servicer of Servicers”, more of a companion rather than a competitor in the industry. Bayan Academy tailor-fits their programs based to the learning preferences of its target beneficiaries – from livelihood courses through corporate partnerships, to entrepreneurship for the masses, workers assistance, technical and livelihood courses for communities, a culinary facility and technopreneurship.

While on training, we were made to make both Print and Web advertisements – from Corporate Collaterals to Online Advertisements. Every Tuesday, we would be assigned our tasks and we would return a week later to report on our progress. Materials like images would either be given personally by USB, or indirectly by Yahoo Mail or Dropbox, if not, we would be tasked to create a composite or search for freely-downloadable royalty-free images online. For most of the tasks, we were free to use whatever font we wish to use and use a layout which we think best fits. There were tasks which were distributed between us trainees – there we learned communication, cooperation and consistency – we had to discuss with each other whenever there were changes made in the design and set certain presets for the design. Some tasks would be given less priority than others: some tasks would be given weeks before and some tasks would suddenly be given just a few days before they are needed – this thought us to work under time-constraints.

Training at Bayan Academy has helped us get a glimpse of what the “working” life is like – receiving tasks and making designs suited to the preferences of your client, more-or-less the fact that you can’t be so picky with which task you get, having to prioritize other tasks on top of the other, and working under pressure. The training helped us but would have been better: if they had set a strict schedule, then it would have also thought us the discipline of time management; if they had asked us to report to their often on a regular basis, since it felt more like we were getting a glimpse of freelancing, rather than formal employment; and lastly, if we actually had a specific workspace in the office, because all three of us worked in a single round table where they originally placed their work supplies, and occasionally we’d be sitting next to office supplies and be left little space, it felt more like “bring your child to work” day, where we should sit wherever there was free space, rather than a proper work environment for an OJT.