

**LAST REVIEW: 2010-2011 NEXT REVIEW: 2015-2016**

**STATUS: A**

**COURSE TITLE: Graphic Design Internship**

**COMMON COURSE NUMBER: GRA2940C**

**CREDIT HOURS: 3**

**CONTACT HOUR BREAKDOWN**

*(per 16 week term)*

**CLOCK HOURS: 4**

**Lecture: 16**

**Lab: 16**

**Clinic:**

**Other: 256**

**PREREQUISITE: GRA2181C**

**COREQUISITE: NONE**

**PRE/COREQUISITE: None**

**COURSE DESCRIPTION** This course is a culmination of the Graphic Design two years A.S. Program. Students will learn the necessary business protocol and job interviewing skills that will place them in an internship situation. The intern will work in a studio setting, e.g., advertised agency, graphic design department of a large company, commercial printing business, etc. The experience will involve all duties usually associated with the current Graphics Design profession. Interns are expected to complete project assignments from start to finish with minimal guidance from the sponsoring entity/establishment.

General Education Requirements – Associate of Arts Degree (AA), meets Area(s): Area  
General Education Requirements – Associate in Science Degree (AS), meets Area(s): Area  
General Education Requirements – Associate in Applied Science Degree (AAS), meets Area(s): Area

1. Business Job Skills
2. Job Campaign Strategies
3. Internship Placement Interview and Portfolio Presentation
4. Internship Guidelines
5. Final Critique and Evaluation

## **I. Course Overview:**

Upon successful completion of this course, the students should be able to demonstrate an ability to conduct a job campaign to obtain placement in an internship, and an understanding of business protocol. After placing themselves in an internship situation through interview and portfolio presentation, students will successfully perform job tasks assigned to them.

## **II. Units:**

### **Unit 1. Business Job Skills**

#### General Outcome:

- 1.0 The students should be able to demonstrate knowledge of the basic social and behavioral skills acceptable within the business setting.

#### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 1.1 Dress appropriately.
- 1.2 Understand the importance of arriving on time and work for the full time committed to.
- 1.3 Demonstrate knowledge of business protocol, e.g., how to behave with peers and superiors, how to behave in meetings, etc.
- 1.4 Demonstrate a positive attitude and ability to work with, and present themselves well to others.

**Unit 2. Job Campaign Strategies**General Outcome:

- 2.0 The students should be able to develop a campaign strategy for finding a job in their preferred area of specialization.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 2.1 Understand and practice networking techniques such as joining a graphic design professional organization.
- 2.2 Develop multiple resume formats and cover letters that target various businesses.
- 2.3 Target a selected set of employers to contact for interviews.
- 2.4 Demonstrate job interview skills that coordinate with portfolio presentations.

**Unit 3. Internship Placement Interview and Portfolio Presentation**

General Outcome:

- 3.0 The students should be able to interview with an internship client and present their portfolio for placement in an internship program.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 3.1 Demonstrate and practice knowledge of basic interview techniques.
- 3.2 Demonstrate and practice knowledge of portfolio presentation techniques.
- 3.3 Attain placement as an intern.

**Unit 4. Internship Guidelines**General Outcome:

- 4.0 The students should be able to perform in an intern setting as an employee would, completing job tasks assigned, on time, using critical thinking skill to solve assignments with a minimal support from the employer.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 4.1 Interpret a job assignment accurately.
- 4.2 Provide feedback to the employer regarding their understanding of the assignment.
- 4.3 Use critical thinking skills to analyze the job task solutions.
- 4.4 Provide interim proofs of the job tasks for review by the employer.
- 4.5 Demonstrate the ability to complete job tasks with minimal support from the employer.
- 4.6 Complete the job assignments on time.
- 4.7 Work cooperatively with employer and employees.
- 4.8 Demonstrate appropriate dress and behavior.
- 4.9 Demonstrate a positive attitude.
- 4.10 Present them-self confidently.
- 4.11 Arrive on time within the organizational guideline.

**Unit 5. Final Critique and Evaluation**

General Outcome:

- 5.0 The students should be able to produce a body of work as assigned by the industry mentor for evaluation according to criteria established in the internship guidelines.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 5.1 Present complete body of work assignments.
- 5.2 Present evidence of problem solving and critical thinking skills.
- 5.3 Present evidence of compliance with workplace rules and regulations.
- 5.4 Present evidence of ability to work independently.
- 5.5 Present evidence of appropriate business attitudes and behaviors.