COURSE INFORMATION FORM

DISCIPLINE  ____________________________  COURSE TITLE  ____________________________
Graphic Design  ____________________________  Graphic Design Internship

CR.HR  _______  LECT HR.  _______  LAB HR.  _______  CLIN/INTERN HR.  _______  CLOCK HR.  _______
3  0  0  15

CATALOG DESCRIPTION

Instructor Permission Required: Students will learn job-searching skills and gain real world experience with the opportunity to utilize learned graphic design skills. The experience will involve duties associated with entry-level graphic design.

PREREQUISITES

GDES 210 Graphic Design II

EXPECTED STUDENT OUTCOMES IN THE COURSE (ESO)

Upon completion of this course, the student will be able to:

1. Develop a campaign strategy for finding an internship, which includes writing a cover letter, resume, and creating self-promotional materials.
2. Identify and demonstrate the skills as a graphic designer in the workplace.
3. Demonstrate knowledge of basic social and behavioral skills acceptable within the business setting, including dependability, cooperation with others, positive attitude, and communication skills.
4. Demonstrate technical competence through applied problem-solving, while meeting deadlines and project objectives

GENERAL EDUCATION OUTCOMES (ESO)

Specify which general education outcomes, if any, are substantially addressed by the course. Numbers in parentheses identify the Expected Student Outcomes linked to the specific General Education Outcome.

Outcomes  ESO

1. Communication:
   A. Listening and Speaking Skills;
      8. Analyze and evaluate the oral communication skills of others as well as self-evaluate and modify one’s own communication skills
   2. Critical Thinking:
      B. Define, analyze, and evaluate information, materials and data
      4. Integrate information and see relevant relationships that broaden and deepen understanding
      C. Attributes of an Awareness of the Convergence of Knowledge
         2. Apply learned skills to real world interactions
   6. Humanities
      C. Identify aesthetic standards used to make critical judgments

Revised 5/7/09
PROGRAM-LEVEL OUTCOMES

CAREER AND TECHNICAL EDUCATION PROGRAM OUTCOMES
Specify which Career and Technical program outcomes, if any, are substantially addressed by the course by completing the “Career and Technical Education template” to show the relationship between course and program outcomes to assessment measures.

CLASS-LEVEL ASSESSMENT MEASURES
Student accomplishment of expected student outcomes will be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

1. Employer/field supervisor evaluation (ESO#2,3,4)
2. Journal of learning experience (ESO#2)
3. Written report and presentation of the internship experience (ESO#1,2,3,4)
4. Evaluation by the instructor (ESO#1)
Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than on others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit, and as time and interest allow. An *asterisk can be used to mark an item as optional.

I. Prospecting and Strategy
   A. Targeting prospective employers
   B. Cover letters and resume
   C. Self-promotional materials
   D. Application and follow-up
   E. Interviewing skills

II. On-the-job Skills
   A. Appropriate attire
   B. Punctuality/dependability
   C. Attitude and professional communication

III. Fulfilling Internship Requirements
   A. Work hours
   B. Completing tasks for employer
   C. Journaling internship process/experience
   D. Written report and presentation summarizing internship experience
   E. Employer evaluation
   F. Instructor evaluation