

DMAD A212: ADVANCED STUDIO INTERNSHIP

Item	Value
Curriculum Committee Approval Date	12/06/2023
Top Code	061400 - Digital Media
Units	2 Total Units
Hours	72 Total Hours (Lecture Hours 18; Other Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

Course Description

The Advanced Studio Internship is for students looking to participate in Studio DMAD, the on-campus student-run graphic design firm. Studio DMAD is a supervised internship related to classroom-based learning and applies the skills obtained in the DMAD program to the industry. This course is open to students who have completed DMAD A202. PREREQUISITE: DMAD A202. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. To recognize the needs of a client and create designs according to those needs.
2. To evaluate and critique their own design work and the work of their peers based on client needs.
3. To organize and prioritize the many assets of a client project in order to devise a freelance design business model.

Course Objectives

- 1. Conduct search for appropriate internship site related to education and career goals.
- 2. Dress appropriately for internship site.
- 3. Interview at an internship site and present oneself professionally.
- 4. Follow employment policies of internship site.
- 5. Observe the dynamics of human relations in the work environment.
- 6. Write measurable learning objectives.
- 7. Evaluate accomplishment of learning objectives and effectiveness of internship site and program.
- 8. Maintain a record of internship experiences and time.
- 9. Identify employability skills related to individual field sites.
- 10. State resources used in the job search process.
- 11. Write a reflective summary (work report) of each field site visit.
- 12. Lead Team of Student Designers on given projects.

Lecture Content

1. Career search skills a. Research 3 companies related to career goal through library, placement center, online job sites and newspaper or professional publications. 2. On-site interviewing a. Conduct

successful interview at internship site b. Appropriate dress c. Completed paperwork (resume, letters, application) 3. Write measurable learning objectives related to personal and internship site needs including what is to be accomplished, how it will be accomplished, how it will be evaluated, and completion date. a. Routine objectives b. Personal objectives c. Problem solving objectives d. Creative objectives e. Critical thinking objectives f. Subject matter objectives 4. Employment skills a. Appropriate dress b. Safety skills c. Absences d. Time management e. Communication/human relations 5. Write an evaluation of accomplishment of learning objectives and effectiveness of internship program. 6. Assemble examples of work completed during this internship experience.

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)
- Work Experience (20)

Instructional Techniques

Lecture, discussion, critique (instructor/student), research

Reading Assignments

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Writing Assignments

1. Write measurable learning objectives 2. Maintain record of internship experience and documentation of hours 3. Write an evaluation of internship experience 4. Write a self-evaluation of accomplishment of objectives 5. Compile a portfolio of work samples from internship work.

Out-of-class Assignments

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Demonstration of Critical Thinking

Student projects, class presentations, research, student participation.

1. Evaluation by internship site supervisor 2. Evaluation by internship instructor 3. Evaluation of written measurable learning objectives related to personal and internship site needs 4. Self-evaluation of accomplishment of objectives

Required Writing, Problem Solving, Skills Demonstration

1. Write measurable learning objectives 2. Maintain record of internship experience and documentation of hours 3. Write an evaluation of internship experience 4. Write a self-evaluation of accomplishment of objectives 5. Compile a portfolio of work samples from internship work.

Eligible Disciplines

Commercial art (sign making, lettering, packaging, rendering): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Graphic arts (desktop publishing): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Multimedia: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Other Resources

1. Internship Handbook