

GRDS 4399.001

Applied Experience SPRING 2017

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Professionalism

Professional communication is critical to projecting a professional image, establishing positive, professional relationships and is an expected element within the curriculum. All projects, as well as written and verbal correspondence, should be appropriate for a professional setting in content, tone, and format. Professional expectations include timeliness, respectfulness, preparation, attentiveness, and compliance.

Late Work

No late work is accepted

Plagiarism

Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review.

Email Addresses

You must now use the University assigned email address. If you have not activated this email, please see the help desk to do so immediately.

Social Networking

Accessing social media as well as email is not allowed during lecture or studio work time, only on breaks.

Disability Services

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall, Room #116. If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Academic Advising

The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information, please call 361-825-3466.

Grade Appeal Process

As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class

syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures (available at http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C2.01_student_grade_appeal_procedure.pdf). For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, <http://cla.tamucc.edu/about/student-resources.html>. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean's Office.

Course Description

This course allows students to complete a semester long internship within their area of interest in the design or advertising field. The student must work on-site at an approved local company a maximum of 10 hours per week. Through the use of reflective journals, project portfolio and employer feedback, the student will report to his/her experience to the supervising professor throughout the experience. May be repeated for credit. Prerequisite: Approval of Instructor.

Course Objectives & Purpose

- The student will build practical experience in the graphic design or advertising industries taking advantage of networking opportunities and investigating career options.
- The student will practice client/designer relationships in a professional environment by creating design pieces under the supervision of a professional mentor.

Course Pre-Requisites

Instructor Approval

Required Texts

None

Required Materials

1. Portable Hard Drive (recommended).
2. DropBox Account (free)

Grading Opportunities

Employer Review (25%)

Upon completion of student's internship the employer will submit a written review of the student's performance while at the given company or organization.

Portfolio (50%)

During the internship, the student is required to keep hard copies of all pieces created by you or those on which you collaborated. The printed portfolio must be turned in during the final week of classes and will be graded based on progress and technical proficiency.

Journal (25%)

Students will keep a reflective journal recording daily accounts, experiences, learning opportunities, and challenges faced while working with the employer.

Class Schedule

This schedule is tentative and may change at any time.

Week One

Meet with professional mentor
Become familiar with studio environment
Meet with professor to debrief
Begin Journal

Week Two–Three

Keep up with journal
Print and keep pieces completed in design portfolio

Week Four

Keep up with journal
Print and keep pieces completed in design portfolio
Meet with professor to debrief on progress,
challenges, etc.

Week Five–Seven

Keep up with journal
Print and keep pieces completed in design portfolio

Week Eight

Keep up with journal
Print and keep pieces completed in design portfolio
Meet with professor to debrief on progress,
challenges, etc.

Week Nine–Ten

Keep up with journal
Print and keep pieces completed in design portfolio

Week Eleven

Keep up with journal
Print and keep pieces completed in design portfolio
Meet with professor to debrief on progress,
challenges, etc.

Week Twelve–Finals

Keep up with journal

Print and keep pieces completed in design portfolio

Meet with professor to debrief on progress, challenges, etc.

Present Portfolio to professor

Turn in journal for final grade

Have employer submit final review