

ART 373 GRAPHIC DESIGN INTERNSHIP

Spring Term 2008

Prof. Anne Dutlinger x1678 dutlinger@moravian.edu

Office Hours: Tues 11:00am to 1:00pm; Weds 2:00 to 4:00pm; or by appointment.

Objectives

To work as a design assistant in a professional setting to prepare for employment in the field.

To apply skills learned from your design classes to projects; to learn how to work as part of a design team on a day-to-day basis; to develop an understanding of business practices in design.

To experience client / designer interaction and management; to understand the translation of digital files to press; to learn how to be a good employee; to develop work for your portfolio.

Skills from other classes that will be developed during your internship are:

- An understanding of the diversity and continuum of typographic styles in their historical and cultural context.
- The ability to distinguish typefaces, recognize their origin, and use them appropriately.
- How to develop a logical, creative sketch process to develop ideas and communicate them clearly.
- How to develop multiple solutions to any design problem.
- How to present your ideas in thoughtful, clear, accessible language
- How to produce your visual work to professional standards
- How to work collaboratively as teams in partnership with your instructor

Prelim: getting your internship (Fall Semester)

The Design Internship involves two stages of work. The first, during fall semester, focuses on refining your portfolio, and writing a resume and cover letter, and designing a personal identity, (letterhead, envelope, business card). It is your responsibility to “get the job” – meaning your internship, by the end of fall semester for the following spring term.

Being a design intern (Spring Semester)

Components of your design internship are:

1. hours worked; 2. work produced; 3. reflective observations; 4. seminars; and 5. real work: projects

1. hours worked:

During Spring semester, each design intern will work a minimum of ten hours a week at their internship site.

2. work produced

You will bring into seminar examples of projects that you are working on at your internship and discuss them with the class.

3. reflection & evaluation:

Each intern will keep a journal of what they are doing and learning (a minimum of two typewritten pages a week, describing the work you are doing, and observations about procedures and protocols at work). Your journals are turned in every two weeks at our class meeting.

4. seminars: discussion / presenting your work

Our class meetings will focus on discussion about what you have been doing. Guest speakers will be invited to talk about prepress and aspects of printing.

5. honors poster project

A required project during the first month of class will be to manage and produce the honors posters, in partnership with StudioSouth and the Honors Committee. These posters are a collaborative project between the honors students, their advisors, and you. Each design student may have one or two honors students as “clients.” The design student’s responsibility is to produce the Honors posters; you will work with the honors student, their advisor, a student project manager, and your faculty advisor. From start to finish, this is a three week project. There is a format for these posters; this project is about “making information clear and consistent,” not self-expression. It is about meeting your client’s expectations, educating fellow students and their faculty advisors, and how to work with a designer.

What is required

1. Ten to twelve hours a week working at your design site.
2. Weekly journals; turned in bi-weekly.
3. Attendance at bi-weekly design seminars. (These are scheduled once a week; we will meet once a week when we are working on Honors and on the Senior show postcards; some seminars will be scheduled that include guest speakers or a visit from a printer to talk about prepress.
4. NYC field trip. Required; counts as a class.

What where when etc

Seminar; South Hall 104; Fridays 8:50 – 10:00am

Just so you know *Absences affect your work, so they affect your grade.*

Call Jan (x1680) or me (x1678) if you are going to miss class. Or e-mail me, dutlinger@moravian.edu.

EXCUSED absences: (Sickness, w/ note from health center; death in the family; extenuating circumstances, i.e. 15 inches of overnight snowfall!) You make up the work within one week of your absence. If you don't make up the work, your grade is lowered.

One unexcused absence is allowed per semester. (mental health)

ALL other unexcused absences lower your final grade one-half a letter. (Two absences lower your grade one full letter grade).

When you are absent from class it is your responsibility to get the information which was covered in class from someone in the class.

Talk to me. Make an appointment. My office hours are Tues 11:00am to 1:00pm; Weds 2:00 to 4:00pm; or by appointment.

Getting the grade

Your supervisor will fill out an evaluation; included on that is their grade. You will also fill out an evaluation of the experience. I will discuss your progress with your supervisor at midterm, and meet with them at the end of the term.

Their evaluation will count for 85% of your grade.

Your participation on the honors project and attendance at seminars counts for 15% of your grade.