

Graphic Design Internship

THREE HUNDRED SEVENTY THREE

MONDAYS

11:45-12:55

Instructor: Kirsli Spinks

contact: kirsli@moravian.edu

office hours: by appointment before or after class and on Thursdays

art department office number: 610.861.1680

Note that messages left after 4:30 will not be received until the following day.

room: Priscilla Payne Hurd (South) Campus
South Hall (Art), 104

course description:

Qualified students work 12 hours per week at a graphic design studio, publishing company, or printer. In addition, bi-monthly seminars focus on portfolio development, ethical and professional standards, pre-press specifications, and printing. Prerequisites: Senior standing and permission of faculty supervisor based on portfolio review by department chair.

required textbooks:

How to be a Graphic Designer Without Losing Your Soul by Adrian Shaughnessy

course goals:

- The practice of realizing the conceptual through the pictorial.
- Thorough understanding of type form, and type classifications.
- Working knowledge of creation of typographical hierarchies
- Visual thinking in creation of image through typography
- Understanding of the process of creating strong concepts
- The ability to engage in intelligent dialogue about typography, design and your own work

course requirements:

What is required

- Ten to twelve hours a week working at your design site.
- Weekly journals; turned in bi-weekly.
- 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.
- NYC field trip. Required; counts as a class.

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

work produced

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

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.

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.

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.

grading:

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.

attendance:

The Art Department established this department-wide attendance policy to apply to students in all art classes, beginning with the Fall 2007 semester.

- For classes that meet twice a week (most full-unit studio courses, most day art history classes): After the second unexcused absence, final grade will be dropped by one full letter. After the fourth unexcused absence, student will receive a failing final grade.
- For classes that meet once a week (half-unit studio courses, seminars, evening art history courses): After the first unexcused absence, final grade will be dropped by one full letter. After the third unexcused absence, student will receive a failing final grade.
- For classes that meet three times a week (MWF day art history classes): After the third unexcused absence, final grade will be dropped by one full letter. After the fifth unexcused absence, student will receive a failing final grade.
- An excused absence is one confirmed by a note from the Dean's Office, Student Services, the Learning Center, or verified with a doctor's note (within 24 hours of illness). Death in family should be confirmed with Student Services.
- Documentation is required for sports. Coach should email a note to instructor confirming matches, meets, departure time for away games, or anything that would require absence from class. Practice is not an excused absence.
- Job interviews or doctor's/dentist's appointments are not to be scheduled during class.