

# Graphic Design Internship

THREE HUNDRED SEVENTY THREE

MONDAYS

9:00AM-11:45AM

**Instructor:** Kirsli Spinks

**contact:** kirsli@moravian.edu

**office hours:** Monday/Wednesday 4-6, Thursday 1-3

**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

## **required supplies:**

portable hard drive (minimum 250 gig)

one process book (sketchbook, unlined paper or graph paper—no perforations, maximum size 8.5"x11")

folder/notebook for handouts

several (4-5) sheets of black matboard (32"x40" 4-ply)

pens/pencils and eraser and extra fine sharpies for process books

ruler (at least 17") metal and cork backed

White 3/4" artist tape

Tracing Paper Roll (24" x 20 yard, can be found at Dick Blick)

X-Acto No.1 or Gripster Knife {holds no. 11 blades}

spray mount or other mounting supplies

specialty paper

## **course requirements:**

What is required

- Thesis Project
- 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.**

**Thesis Project:**

This project is mostly individually driven. You are expected to keep a full process book and it is expected that you will be working on this project in and out of class. We will have regular discussions in class on the progress of your work.

**Paper and Presentations:**

You are expected to write a thesis paper pertaining to your artwork as well as a presentation with visuals on your work. This will help you form a strong presentation for your the formal talk you will be giving.

**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.

**grading:**

In Class:

You will be graded on during your critiques, check in points, assignments and participation.

Internship:

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.

<b>Week</b>	<b>Date</b>	<b>Monday</b>
<b>1</b>	1/13	<b>Discussion: What is a thesis, what does it mean, how to prepare, what is due. Discussion of Ideas</b>
<b>2</b>	1/20	<b>MLK Day No Class</b>
<b>3</b>	1/27	<b>Thesis Proposal due (2+ pages), First Sketches, Inspiration</b>
<b>4</b>	2/3	<b>Second Sketches - Personal Critique</b>
<b>5</b>	2/10	<b>Third Sketches - Class Critique</b>
<b>6</b>	2/17	<b>Final Thesis Brief</b>
<b>7</b>	2/24	<b>Fourth Sketches - Class Critique</b>
<b>8</b>	3/3	<b>Spring Break No Class</b>
<b>9</b>	3/10	<b>Check In - Class Critique</b>
<b>10</b>	3/17	<b>Presentations</b>
<b>11</b>	3/24	<b>Presentations</b>
<b>12</b>	3/31	<b>Process sketches, Roughs - Personal Critique</b>
<b>13</b>	4/7	<b>Revisions</b>
<b>14</b>	4/14	<b>Revisions</b>
<b>15</b>	4/21	<b>Final Class Critique</b>
<b>16</b>	4/28	<b>Final Work Due (Plus finished portfolio, and matching CD)</b>

Project: 30%

Thesis Paper: 15%

Portfolio: 10%

Internship: 25%

Participation: 10%

Process book: 10%

**Standard numeric grading scale:**

A = 94-100	B+ = 87-89	C+ = 77-79	D+ = 67-69	F = 59 and Below
A- = 90-9	B = 84-86	C = 74-76	D = 64-66	
	B- = 80-83	C- = 70-73	D- = 60-63	

- Grading for a course in studio art must be in harmony with its goals. Competency and understanding of the methods and materials of this course is easily measured objectively. Creativity (concept) and craftsmanship (form) is more a matter of subjective determination. Effort, time and progress, along with participation, will also be a factor in determining grades. Projects receive a grade that is based on technical accomplishment and concept.
- Grades for an unexcused absence from a scheduled critique will be penalized 10%. No extensions will be given for an assignment without a legitimate reason.
- Missing critiques, test, or presentations are not permitted.
- Late projects will receive a penalty of 10% of a grade for each day it is past due.
- Incompletes will not be given except under the most extreme circumstances.

**A grade of A is a special accomplishment and is the result of consistently going beyond the basic requirements laid out for the course. Grades are earned.**

Here is a summary of the requirements for a grade of A for this course:

- Consistent, On Time Attendance.
- All work submitted on time.
- Class participation as described in syllabus.
- Innovative & meaningful solutions for all assignments
- Technical expertise.
- Productive use of class time.
- Regular use of open lab time.
- Clean, well-crafted presentation.

**PLEASE NOTE:** The instructor reserves the right to make changes in any aspect of this syllabus/schedule for the sake of content improvement of scheduling changes due to class cancellations or due date rescheduling.

**Lab Rules:**

Clean up after yourselves. This is your lab, keep it neat so others can enjoy it too. All spray mounting must be completed in room 8 at the Spray Booth. There will be no spraying of spray mount, fixatives or any thing else in the design labs. Cutting should only be completed on cutting mats provided and there is to be no cutting of matboard on the rotary cutters.

**Tumblr Account:**

You will be keeping a Tumblr account in addition to your process books. You will be assigned projects on this account which will go towards your exercise grade. You must follow the other students in the class and create a dialogue on and off the computers with your fellow classmates.

**Spec Sheets:**

Be sure to include a spec sheet on the back of ALL of your final designs. This includes, typeface choice, sizes, weights, colors uses, and other pertinent information.

**Attendance:**

**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.**

- 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.

**Missing Portions of Class:**

**The following count as unexcused absences**

- More than 15 minutes late for class
- Failure to bring supplies to class

- Failure to return from break
- Leaving class half an hour or more early
- Being tardy more than 3 times. Tardiness: being 5 to 15 minutes late for class

**If you are late or absent, it is your responsibility (not the professor's) to find out what you missed and to catch up in a timely manner.**

**Disability Statement:**

Students who wish to request accommodations in this class for a disability should contact Elaine Mara, assistant director of learning services for academic and disability support at 1307 Main Street, or by calling 610-861-1510. Accommodations cannot be provided until authorization is received from the Academic Support Center.

**Academic Honesty Policy:**

Plagiarism of design in any form will not be tolerated and will result in a zero or F. Concepts and layouts must be your own thoughts and ideas. Be aware that I am well versed in historical and current design trends. **PLAGIARISM IN ANY FORM WILL NOT BE TOLERATED.** Please view the academic honesty policy in the Student Handbook for more information.

**class etiquette:**

Come to class prepared and ready to work. Projects must be finished by the beginning of class unless otherwise noted. Ichat, AIM, ICQ, MSN, Facebook, skype e-mail, online games or anything not related to class assignments will not be tolerated. If found on one of these sites or using one of these programs you will be asked to leave and you will be considered absent from class.

You may listen to music on headphones, however this must be kept at a minimum volume (I should not be able to hear your music) while the whole group is doing work. You should be able to hear me when talking to the class, I should not have to ask your neighbor to tap you on the shoulder.

Mobile phones will not be tolerated. They must be switched off at the beginning of class and not turned back on until leaving. No playing with phones while I am speaking, demonstrating or presenting material. This is considered rude and disrespectful.

**NO FACEBOOK, TEXTING, EMAILING OR ANY OTHER TYPE OF MESSAGING DURING CLASS.**

You may not leave class early unless I have given you permission.

When class is in session we will behave as if we were in a professional environment. Think about how you would behave if you were at your job. Once again, this is an advanced level class in preparation for the next step; please behave like a professional.

**Time Required Outside Class: (estimate)**

- 9 hours per week preparing projects, sketching, and reading for class, x 15 weeks = 135 hours
- 12 hours per week at internship x 15 weeks = 180 hours
- Field trip to NY, or alternate trip = 12 hours
- Visiting artist presentation 2 hours