

Internship

Qualified students work 12 hours per week at a graphic design studio, web design firm, publishing company, in-house design department, or advertising agency. In addition, regular seminars focus on portfolio development, ethical and professional standards, social media, web design, pre-press specifications, and printing.

ART 373 — Internship

Class Meets

Spring 2016 W 4:00 PM-6:00 PM 1/18/2016 - 4/27/2016
Priscilla Payne Hurd (South) Campus, South Hall (Art), 104

Time Required Outside Class: (estimate)

- Preparing projects, (lab time) sketching, and reading for class, 60 hours
- Field trip to NY, or alternate trip = 12 hours
- Gallery openings in Payne Gallery and HUB = 4 hours

Important Dates

January

4	Mon	College offices reopen
18	Mon	Classes Begin – MLK Day – classes held, offices open
21	Thurs	6:30-8 pm Payne Gallery Reception – Poverty - We're All Homeless (installation)

February

8	Mon	4:30 pm	HUB Gallery closing reception – Seminary MLK Show
10	Wed	4:15 pm	Visiting Artist lecture, Kurt Kauper, Prosser Auditorium in the HUB, North Campus
		5:30 pm	HUB Gallery reception – Artists as Activists poster show – InFocus
17	Wed	6:30 pm	Kappa Pi Honor Society Induction Ceremony
26	Fri		Mid-Term

March

5-13	Sat-Sun	Spring Break
17	Thurs	6:30-8 pm Payne Gallery Reception – Biennial Faculty Show public reception
25-27	Fri-Sun	Easter Break

April

8	Fri	NY Trip
13	Wed	4:30 pm HUB Gallery closing reception – Women's Show
21	Thurs	beginning of Senior Thesis Show (reception on May 14 after graduation)
29	Fri	Classes End

May

2-6	Mon-Fri	Exams and Critiques
13	Fri	5:00 pm Baccalaureate
14	Sat	10:00am Graduation
14	Sat	2-4pm Payne Gallery – Senior Thesis Show Closing Reception

Professor

Camille Murphy, Office Hours by Appointment.
Please contact me via Blackboard or
email at murphyc@moravian.edu
Art Office phone number, 610-861-1680

Course Textbook

Design Literacy: Understanding Graphic Design
Paperback – July 1, 2004 by Steven Heller

Course Goals

- Gain professional experience through working in the field at an internship for a minimum of 12 hours per week.
- Learn ethical and professional standards for the fields of Graphic and Web Design
- Develop critical thinking skills, design and style literacy through classroom presentation and moderated discussion.
- Learn the process of presenting work for exhibition through participation in the senior show
- Engage in intelligent dialogue about graphic design and your own work

Grading

Student performance will be evaluated based upon the following criteria:

- 3 Presentations: 100 points each = 300 Points
- Portfolio Revisions, Contest Entry, Participation in Senior show & Attend 2 Design Events: 100 Points each = 400 Points
- Final (Internship Grade): 300 Points
- Grade equals percentage earned against possible 1000 points. For example if your total points earned are 800, then $800/1000 = 80$, or an B-.

Standard numeric grading scale

A	B -	D +
94-100	80-83	67-69
A -	C +	D
90-93	77-79	64-66
B+	C	D -
87-89	74-76	60-63
B	C -	F
84-86	70-73	below 60

Due Dates and Late Work

Projects are due on the dates listed in the calendar. All late work will be graded down a full letter grade for each week that it is late.

Cheating and Plagiarism

Your instructor routinely uses the plagiarism detection devices, Turnitin.com, Safeassign, and Google to uncover acts of plagiarism.

The College expects students to observe academic integrity in all aspects of their academic life, including the conduct of their examinations, assignments, and research. All members of the College community share the responsibility of creating a climate of academic integrity, based on fairness to others and respect for oneself. Violations of academic integrity are treated very seriously. Plagiarism (the act of copying, stealing, or representing the ideas or words of another as one's own without giving credit to the source), cheating on examinations, and all forms of academic dishonesty are forbidden. Students found guilty of such behavior are subject to appropriate disciplinary action, which may include a reduction in grade, a failure in the course, suspension, or expulsion. Cheating on exams, quizzes, projects or papers will not be tolerated and will result in a 0 or F.

Attendance

Consistent attendance will be critical to your success in our class. 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. You are expected to arrive on time with all your materials ready to work. If an emergency arises you must send an email prior to our class meeting.

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. Students may be excused from class, with advanced notice, for games or matches, but not for practice. Students should provide the instructor with a schedule, if they know you will be missing any classes due to a game or match. Practice is not an excused absence. Students must make arrangements to cover any missed class material and turn in assignments on the appropriate date.

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

- Arriving 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

Students: 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 the Academic Support Center, located in the lower level of Monocacy Hall, or by calling 610-861-1401.

Accommodations cannot be provided until authorization is received from the Academic Support Center.

Student Conduct

No student may interfere with another student's opportunity to learn. Any behavior that interferes with the progress of this class will not be tolerated. If you have an unresolved conflict during the class, you must meet first with the instructor of the course in an attempt to resolve the problem. If the results are unsatisfactory, you should next contact the department chairperson. If the results are still unsatisfactory, you should contact the Academic Affairs Office.

Required Materials

All students enrolled in digital design and media courses are required to have an external hard drive or cloud service for storage of work.

- one hard-back, bound, process book (unlined paper or graph paper—no perforations, maximum size 8.5"x11")
- pens/pencils and eraser and extra fine sharpies for process books
- ruler (at least 17") metal and cork backed
- X-Acto No.1 or Gripster Knife {holds no. 11 blades}

Internship Requirements

- 12 hours per week for 14 weeks = 168 hours total
 - Must keep timecard of hours.
 - Must complete paperwork at beginning and end of the semester and submit in a timely manner.
 - Must report to a designer or art director
 - Must represent Moravian professionally within the design community. This includes showing up on time, dressing professionally, not using social media at work, completing all assignments as assigned at work, taking notes, and generally meeting all expectations of the employer.
 - Any problems with your internship must be reported immediately to your professor.
 - Your professor will make 1 short on-site visit to your internship (if in the ABE or NYC area, schedule permitting)
 - Each student will make a 20 minute presentation on their internship experience with minimum 5 slide .pdf to support presentation.
- Dates to be assigned Week One.

Group Design Literacy Presentations & Discussions

- Group A - Reading: Persuasion - p3 - 49
- Group B - Reading: Mass Media - p53 - 147
- Group C - Reading: Type - p151 - 190
- Group D - Reading: Language - p195 - 272
- Group E - Reading: Identity, Information & Iconography - p277 - 356
- Group F - Reading: Style & Commerce - p361 - 427

Contemporary Style Presentations & Discussions

- To place an emphasis on contemporary Style, each week one student will make a 20 minute presentation on a contemporary style trend that they have identified, named, categorized and researched.
- Each week the student that has to go the following week will be pulled out of a hat/selected at random, so you never know when you might have to go. When possible, students will be excluded from making 2 or 3 presentations on the same day.
- Once a style has been presented, it can not be presented again.
- Presentation must include a Pinterest moodboard of a minimum of 25 pins that demonstrate this style. Pin works that show the over-arching concepts, motifs, details, and formal elements that comprise the appearance of this style. Be prepared to defend each pin as a good example of the style.
- Presentation must also include a presentation .pdf highlighting the names/images (credit all images) of at least 3 designers/agencies best known for this style.
- At the end of the semester, as a group we will vote on what the top 3 styles were and those 3 students will gain 25 points extra credit.

Design Events

- Each student must attend at least 2 design events in addition to the required field trip this semester; and submit proof that they attended. For campus events, attendance will be taken.
- This will be listed as an assignment on Blackboard, that you need to make to submissions to. Submission must include one 6 sentence paragraph summarizing the experience.
- Each event is worth 50 points of your final grade out of 1000 points total.

Schedule and outline subject to change.

Schedule by week

Presentations

Each student will make three 20 minute presentations. One presentation will be a group presentation on readings from the textbook followed by moderated discussion, the second will be on a contemporary design style and the third presentation will be a on their internship experience with minimum 5 slide .pdf to support presentation.

Portfolio

Each student will evaluate their portfolio and continue to improve it throughout the semester. All students must have a minimum of 10 pieces in their final website and printed portfolios.

Contests

Each student will research and find a minimum of one contest to enter this semester.

Senior Show

Each student will plan and prepare to participate in the senior show. All students must show their final portfolio book, website and Senior Thesis Project.

1/20 Week 1 — Introduction

Introduction to course, discussion of the course objectives, Review Paperwork for internship. Presentation Topics/Dates Assigned.

Reading: Persuasion - p3 - 49

Assignment 1: Internship Paperwork

1/27 Week 2 — Self & Peer Evaluation

Student 1 Internship Presentation and Student 1/2 Style Presentations.

Reading: Persuasion - p3 - 49

Lab: Peer & Self Evaluation

Assignment 2: Self-Evaluation / Set goals for semester and after graduation

2/3 Week 3 — Portfolio Refinement

Internship Paperwork Due.

Student 2 Internship Presentation and Student 3 Style Presentation.

Group A - Persuasion - p3 - 49 - Reading Presentation/Discussion

Lab: Software Review

Reading: Mass Media - p53 - 147

Assignment 3: Round 1 Revised Portfolios

2/10 Week 4 — Contests

Student 3 Internship Presentation and Student 4/5 Style Presentations.

Critique: Portfolio Refinement Round One

Lesson: Contests and Professional Development

Reading: Mass Media - p53 - 147

Assignment 4: Find one Contest to Enter, enter before April 1st. (required)

2/17 Week 5 — Senior Show Planning

Student 4 Internship Presentation and Student 6 Style Presentation.

Group B - Reading: Mass Media - p53 - 147 - Reading Presentation

Lab: Senior Show Planning

Reading: Type - p151 - 190

Assignment 5: Create Senior Show Plan/sketches/process book/moodboard

2/24 Week 6 — Portfolio Refinement

Student 5 Internship Presentation and Student 7/8 Style Presentations.

Critique: Senior Show Plans

Reading: Type - p151 - 190

Midterm Assignment: Portfolio Refinement

3/2 Week 7 — Midterm Presentation

Student 6 Internship Presentation and Student 9 Style Presentation.

Group C Reading: Type - p151 - 190 Presentation

Midterm Critique: Portfolio Refinement Round Two

Reading: Language - p195 - 272

3/9 Week 8 — Spring Break, No Class

3/16 Week 9 — Professional Practices

Student 7/8 Internship Presentations and Student 10/11 Style Presentations.

Reading: Language - p195 - 272

Lesson: Professional Practices

Assignment 6: Get 3 letters of recommendation and enter contest - due in 2 weeks.

3/23 Week 10 — Master Workshop Vectors

Students 9/10 Internship Presentations

Group D Reading: Language - p195 - 272 Presentation

Lab: Master Workshop Illustrator

Reading: Identity, Information & Iconography - p277 - 356

3/30 Week 11 — Master Workshop Imagery

Students 11/12 Internship Presentation and Student 12/13 Style Presentations

Lab: Master Workshop Photoshop

Three Letters of Rec are due. Contest must be entered by this week.

4/6 Week 12 — Master Workshop Layout

Students 13/14 Internship Presentation

Group E - Reading: Identity, Information & Iconography - p277 - 356 Presentation

Lab: Master Workshop Indesign

Reading: Style & Commerce - p361 - 427

Assignment 7: Senior Show Materials Round One, Send final files to Blurb.com for printing for 11 day turn around.

4/13 Week 13 — Final Lab

Student 14 Style Presentation

Reading: Style & Commerce - p361 - 427

Critique: Senior Show Materials Round One

Assignment 8: Senior Show Materials Round Two & Final Internship Paperwork

4/20 Week 14 — Social Media and Website

Group F - Reading: Style & Commerce - p361 - 427 Presentation

Set-Up: Senior Show

4/27 Week 15 — Final Due

Critique: Senior Show

Final Internship Paperwork Due