



**ARTC 2388.101**

**Internship**

**Fall 2022**

**STEAM 137**

**Time is TBA for each student**

## **INSTRUCTOR INFORMATION**

**Instructor:** Coleena Jackson

**E-mail:** [cjackson@com.edu](mailto:cjackson@com.edu)

**Phone:** 409.933.8535 office

**Office:** 225-62 STEAM Building

**Office Hours:** MW 12:30 PM-2:30 PM, TTH 1:00 PM-2:00 PM

**Course Communication:** Students can email me directly at [cjackson@com.edu](mailto:cjackson@com.edu). When you email me, please put the class you are in within the email.

Please keep in mind I will most likely not respond past 8 pm and on weekends. So please plan ahead if you need help. Also, please note that you should check your COM email daily!

**Communicating with your instructor:** ALL electronic communication with the instructor must be through your COM email. Due to FERPA restrictions, faculty cannot share any information about performance in the class through other electronic means.

## **COURSE INFORMATION**

**Required Textbook:** None

**Lynda.com:** Required, see below for titles.

**Course Description:** A work-based learning experience that enables the student to apply specialized occupational theory, skills, and concepts. A learning plan is developed by the college and the employer.

**Prerequisites:** Instructor Approval.

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## **COURSE REQUIREMENTS**

### **Goals of this Course**

An Advisory Committee of professionals that work within the Graphic Arts industry has determined goals for this course. This course is designed to help prepare a be successful on the job under the supervision of an employer.

## REQUIRED SUBSCRIPTION:

Required Lynda.com / LinkedIn Learning Video Training

**1. What is Graphic Design**

Author: Sean Adams, Duration: 2m 49s, Level: Appropriate for All

**2. Introduction to Graphic Design**

Author: Justin Seeley, Duration: 6h 16m, Level: Beginner

**3. Graphic Design Careers: First Steps**

Author: Kristin Ellison, Duration: 31m 26s, Level: Beginner

**4. Graphic Design Foundations: Layout and Composition**

Author: Sean Adams, Duration: 1h 35m, Level: Beginner

**5. Using Indeed**

Author: Jolie Miller, Duration: 4m 15s

**6. Interviewing Techniques**

Author: Barbara Bruno, Duration: 1h 2m

**7. How to Get a Job in Design**

Author: Bonnie Siegler, Duration: 45m 39s

**8. The State of job search today**

Author: J.T. O'Donnell, Duration: 26m 5s

**9. Job Hunting for College Grads**

Author: Lida Citroen, Duration: 1h 10m

**10. Writing a Resume**

Author: Stacey Gordon, Duration: 2h 39m

\*Titles subject to change as necessary

**Additional Materials: As needed**

## STUDENT PERSONAL RESPONSIBILITIES

1. Show up to internship on time, properly dressed for work as determined by the employer, and have a good attitude at work.
2. Successfully complete all work assigned by the employer in the required time
3. Complete the three goals that were set with the employer.
4. Complete other assigned tasks as assigned by the employer
5. Keep a daily log of work done that will be handed to the instructor at the end of the course in your course Notebook.
6. Communicate any problems with the instructor right away.

## DETERMINATION OF GRADE

### IMPORTANT INFORMATION:

*Students must allocate sufficient funds to purchase their own domain name and web page hosting service for the duration of this course. It is highly recommended that you keep the domain as your permanent portfolio domain.*

## Grading System

Items	Points	% Of Grade	Location
Employer Projects	100	5	Job
Employer Review	100	10	Job
Lynda.com	100	45	Online
Notebook	100	40	Online/classroom
<b>Total</b>	<b>400</b>	<b>100</b>	

**Please Note: (grades and projects are subject to change)**

All typos will represent -5 points. (Typos include misspelled words, superfluous words/letters, extra spaces, double returns, etc.)

In an effort to give back to our community, and give students real-world client experiences, we may take on a "real community" project. This changes from semester to semester, but if the instructor has the opportunity to work with a "real client" we will. Grading will be realigned to the outcomes of that project, and students will be made aware of changes via blackboard grade center and class discussion.

In the classroom as in business, the need may arise for students to go beyond the given instructions or directions. Therefore, additional resources will be helpful to the student. These may include additional Lynda.com videos, textbook resources in the labs, videos, and help from classmates and instructors.

### Grading Scale:

90 - 100%	= A
80 - 89%	= B
70 - 79%	= C
60 - 69%	= D

Any grade below 60 is an F

### Assignments will address the following Core Objectives:

1. **Critical thinking skills** – include creative thinking, innovation, inquiry, analysis, evaluation, and synthesis of information
2. **Communication skills** – to include effective written, oral, and visual communication
3. **Personal responsibility** – to include the ability to connect choices, actions, and consequences to ethical decision-making

Traditional Portfolio, Digital Portfolio, Interview, SWOT, and Resume Brand will be graded using the following formula: See Project Rubric on Course Menu		
<b>Professional</b>	Dedication, effort, and Commitment to refine the project, Process, Strategy, and Communication, Meets client needs	30

<b>Conceptual</b>	Originality and innovation, Concept, Understanding, Audience, Aesthetics	40
<b>Technical</b>	Craftsmanship, Medium, Presentation	30
		<b>Total 100</b>

## COURSE POLICIES AND GUIDELINES

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#### Attendance:

This is an online class and you are required to participate and complete all assigned work. You are expected to log into your course at least twice a week and complete all assignments.

#### Make-Up Policy:

1. Make-up Exams or Assignments are not allowed without the consent of the instructor. Any deviation from this policy would be only for extenuating circumstances, which are substantiated and approved as a special case by the instructor at the request of the student.
2. All instruction missed is the responsibility of the student.
3. All work given a deadline will include -10 points for late work. If given makeup or retake tests will include -10 points.

**Extra Credit:** There is no extra credit in this course

**Concerns/Questions Statement:** If you have any questions or concerns about any aspect of this course, please contact me using the contact information previously provided. If, after discussing your concern with me, you continue to have questions, please contact the Fine Arts Department Chair, Paul Boyd at 409-933-8342, pboyd@com.edu

## COURSE SCHEDULE

Week	Lecture	Lab	Assessment
1	Introduction and Overview of the Internship	Jobsite	
2	Evaluation of objectives	Jobsite	
3	Being a good employee	Jobsite	1 <sup>st</sup> contact with employer
4	The Resume, Cover Letter and Business Card	Jobsite	Notebook Check
5	Employer feed back	Jobsite	
6	Employment pit falls	Jobsite	
7	Self-assessment	Jobsite	
8	Review of projects from the job	Jobsite	
9	Review of projects from the job	Jobsite	Notebook Check

10	Review of projects from the job	Jobsite	
11	Review of projects from the job	Jobsite	
12	Review of projects from the job	Jobsite	2 <sup>nd</sup> visit with employer
13	Review of projects from the job	Jobsite	
14	Self-assessment	Jobsite	Notebook Due, Lynda.com or outside learning due
15-16	Conclusion and Evaluation	Jobsite	Presentation

**NOTE:** The course Schedule is subject to change. But, will be communicated online and in class.

## COURSE COMMUNICATION

### In-Class

Please feel free to approach me with questions in class. Communication between us regarding your designs will be much easier if we handle it within the classroom. Please discuss your design ideas, and show me your thumbnails, layouts, etc. during class time or during my office hours when we can work one-on-one.

### Lectures/Demonstrations:

Important material from the lectures and outside sources will be covered in this course. You should plan to take careful notes as not all material can be found in the texts or readings.

## SUCCESS TIPS FOR STUDENTS:

### Software:

[Adobe Creative Cloud](#)

[Adobe InDesign CC](#)

In the graphic arts program, we will be using the Adobe Creative Suite. Please look for an email from Adobe in your com.edu email. This email will come by the second week of class. Follow the link to set up free use of the software while enrolled in the course. The graphic arts lab will also have access to the adobe suite. You are welcome to use our labs. Please check the lab schedule posted in BB for times. Also, note there is one Mac computer in the campus library with our software. You may need to identify yourself as a graphic art student to the library staff and ask them to show you which computer has the software.

**Required Lynda.com** In all Graphic Art classes, faculty will reference Lynda.com videos in the classroom. This course will require Lynda.com certificates please check your D2L class for additional information about this course.

**Backup Copies of Assignments:** You are responsible for keeping copies of all assignments.

**File Management:** You are expected to have intermediate or higher-level skills in file management: the ability to create folders, move & rename folders & files, identify the type of file by its file extension, attach files to emails, and download plug-ins required for the course.

## STUDENT RESOURCE:

[Adobe.com](https://www.adobe.com)

[Graphic Design Rips Offs or Inspiration?](#)

[Ethics in Graphic Design](#)

## Institutional Policies and Guidelines

**Grade Appeal Process:** Concerns about the accuracy of grades should first be discussed with the instructor. A request for a change of grade is a formal request and must be made within six months of the grade assignment. Directions for filing an appeal can be found in the student handbook

[https://build.com.edu/uploads/sitecontent/files/student-services/Student\\_Handbook\\_2019-2020v5.pdf](https://build.com.edu/uploads/sitecontent/files/student-services/Student_Handbook_2019-2020v5.pdf).

An appeal will not be considered because of general dissatisfaction with a grade, penalty, or outcome of a course. Disagreement with the instructor's professional judgment of the quality of the student's work and performance is also not an admissible basis for a grade appeal. [https://build.com.edu/uploads/sitecontent/files/student-services/Student\\_Handbook\\_2019-2020v5.pdf](https://build.com.edu/uploads/sitecontent/files/student-services/Student_Handbook_2019-2020v5.pdf)

**Academic Success & Support Services:** College of the Mainland is committed to providing students the necessary support and tools for success in their college careers. Support is offered through our Tutoring Services, Library, Counseling, and Student Services. Please discuss any concerns with your faculty or an advisor.

**ADA Statement:** Any student with a documented disability needing academic accommodations is requested to contact Holly Bankston at 409-933-8520 or [hbankston@com.edu](mailto:hbankston@com.edu). The Office of Services for Students with Disabilities located in the Student Success Center.

**Resources to Help with Stress:** If you are experiencing stress or anxiety about your daily living needs including food, housing or just feel you could benefit from free resources to help you through a difficult time, please click here <https://www.com.edu/community-resource-center/>. College of the Mainland has partnered with free community resources to help you stay on track with your schoolwork, by addressing life issues that get in the way of doing your best in school. All services are private and confidential. You may also contact the Dean of Students office at [deanofstudents@com.edu](mailto:deanofstudents@com.edu) or [communityresources@com.edu](mailto:communityresources@com.edu).

**Textbook Purchasing Statement:** A student attending College of the Mainland is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

**Withdrawal Policy:** Students may withdraw from this course for any reason prior to the last eligible day for a "W" grade. Before withdrawing students should speak with the instructor and consult an advisor. Students are permitted to withdraw only six times during their college career by state law. The last date to withdraw from the 1st 8-week session is October 5. The last date to withdraw from the 16-week session is November 18. The last date to withdraw for the 2nd 8-week session is December 1.

**FN Grading:** The FN grade is issued in cases of failure due to a lack of attendance, as determined by the instructor. The FN grade may be issued for cases in which the student ceases or fails to attend class, submit assignments, or participate in required capacities, and for which the student has failed to withdraw. The issuing of the FN grade is at the discretion of the instructor. The last date of attendance should be documented for submission of an FN grade.

**Early Alert Program:** The Student Success Center at College of the Mainland has implemented an Early Alert Program because student success and retention are very important to us. I have been asked to refer students to the program throughout the semester if they are having difficulty completing assignments or have poor attendance. If you are

referred to the Early Alert Program, you will be contacted by someone in the Student Success Center who will schedule a meeting with you to see what assistance they can offer in order for you to meet your academic goals.

**COVID-19 Statement:** All students, faculty, and staff are expected to familiarize themselves with materials and information contained on the College of the Mainland's Coronavirus Information site at [www.com.edu/coronavirus](http://www.com.edu/coronavirus). In compliance with [Governor Abbott's May 18 Executive Order](#), face coverings/masks will no longer be required on COM campus. Protocols and college signage are being updated. We will no longer enforce any COM protocol that requires face coverings. We continue to encourage all members of the COM community to distance themselves, when possible, use hygiene measures, and get vaccinated to protect against COVID-19. Please visit [com.edu/coronavirus](http://com.edu/coronavirus) for future updates.

### **Technology Outages**

When taking quizzes please make sure you are not using Wi-Fi. It is recommended that you are at a workstation that is hardwired to the Internet. Wi-Fi can fluctuate and you may lose connection. If the College loses power and servers are down, I will be made aware of the issues by the Educational Technology Dept. and will reopen a quiz if I need to. Please be proactive and take your quizzes before the deadline to avoid issues. If you forget to take a quiz that is not a technology issue, you will have a zero.

**Academic Dishonesty:** Any incident of academic policy will be dealt with in accordance with college policy and the Student Handbook. Academic dishonesty – such as cheating on exams is an extremely serious offense and will result in a **grade of zero** on that exam and the student will be referred to the Office of Student Conduct for the appropriate disciplinary action.

**Plagiarism:** Plagiarism is using someone else's words or ideas and claiming them as your own. Plagiarism is a very serious offense. Plagiarism includes paraphrasing someone else's words without giving a proper citation, copying directly from a website, and pasting it into your paper, and using someone else's words without quotation marks. Any assignment containing any plagiarized material will receive a **grade of zero** and the student will be referred to the Office of Student Conduct for the appropriate disciplinary action.

### **Resource about avoiding plagiarism:**

<https://www.plagiarismtoday.com/2006/08/02/web-design-plagiarism/>

[Plagiarism and web design: prevention and reaction](#)

## **STUDENT LEARNER OUTCOMES**

Upon successful completion of this course, students will:

1. Work and adapt to employer environments
2. Identify needed improvement with the employer's help
3. Identify three work-related goals with employers' help

**Core Objectives:** Students successfully completing this course will demonstrate competency in the following Bolded Core Objectives

1. **Critical thinking skills** – include creative thinking, innovation, inquiry, analysis, evaluation, and synthesis of information.
2. **Empirical and quantitative skills** – to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions
3. **Communication skills** – to include effective written, oral, and visual communication
4. **Teamwork** – includes the ability to consider different points of view and to work effectively with others to support a shared purpose or goal

5. **Social responsibility** – to include intercultural competency, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.
6. **Personal responsibility** – to include the ability to connect choices, actions, and consequences to ethical decision-making

Student Learner Outcome	Maps to Core Objective	Assessed via this Assignment
1. As outlined in the learning plan, apply the theory, concepts, and skills involving specialized materials, tools, equipment, procedures, regulations, laws, and interactions within and among political, economic, environmental, social, and legal systems associated with the occupation and the business/industry	Critical thinking skills	Student notebook / projects
2. Will demonstrate legal and ethical behavior, safety practices, interpersonal and teamwork skills, and appropriate written and verbal communication skills using the terminology of the occupation and the business/industry.	Critical thinking skills	Student notebook/projects