

**Bowie State University**  
**School of Arts and Sciences**  
**Department of Fine and Performing Arts**

**ART 491: Internship in Art & Visual Communication**

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ART 491 (2398)  
2 Credits Section 001  
MON 12-1:30 PM  
MLK CAC RM 238/216  
FALL 2008

**Office Hours:** MON - 11:00-12:00 AM & 1:30-5:00 PM; WED - 11:30-1 PM  
& 2-5:00 PM & by appointment

**Sites:**

<http://www.soulsuite.com/compgraphbsu.html>

<http://www.bowiestate.edu/community/CGraphics.asp>

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**I. COURSE PREREQUISITE:** Junior/Senior Standing; Arts Majors: ART 404 or 405, ART 495 (for COMPUTER GRAPHICS concentration); ART 490 (for ART concentration); at least 24 credit hours in area of concentration.

**II. COURSE DESCRIPTION:**

This advanced internship course is intended to help students in Art & Computer Graphics transition into the professional art, design/multimedia and visual communications world. The class serves as a bridge between both professionals in the various art/design industries and students. *Note: This course is a requirement for DFPA/VCDMA majors and minors.*

**III. COURSE OUTCOMES:** Upon successful completion of the course, the student will be able to:

- make a transition into the professional art, visual communications (design) and multimedia community.
- identify careers and opportunities in the profession of art, visual communications & multimedia.
- incorporate experience, information and training gained from a “real world” work experience into future career goals or graduate studies.
- work independently in a professional setting
- apply advanced studio techniques in traditional and digital based art and media.
- research art & visual communication topics using various electronic, library, and archival sources, and demonstrate the results of research

- apply information gained from meaningful, self-reflective, and critical dialogue with professionals and other students around art & visual communications issues.
- demonstrate through a professional portfolio, resume and valuable experience in their fields, the ability to seek employment in these fields

#### **IV. Required Texts & Materials**

Cynthia L. Baron, *Designing a Digital Portfolio (Voices That Matter)*; (New Riders Press) ISBN: 0735713944

Gerald Brommer, *Careers In Art: An Illustrated Guide (Hardcover)*; (Joseph Gatto Sterling Publishing) ISBN: 087192377 **OR**

Stephen D. Heller et al., *Becoming a Graphic Designer: A Guide to Careers in Design*, (Wiley Publishers) ISBN: 047117677X

**Transportation** to and from internships, class meetings or class related field trips. Access to the internet, software and printing for projects and assignments in art/design and portfolio development.

**USB Flash (or Jump) Drive.** This would be a 1 GB (or larger) USB Jump Drive. **This MUST be brought to class each day.** You may want to get another to use as back-up. It should be compatible for Apple (MAC) computers. However, a firewire/USB drive is recommended.

**A journal,** is required for working out ideas and for keeping notes, readings, critiques, handouts, etc. that will be given. Often the tutorials will come from the recommended texts and via the web. This should be 3 ring binder w/dividers, plastic slip sleeves for the submission of completed projects are recommended. It should be large enough to keep syllabus, handouts, and information. Students are required to keep their syllabus, journal entries, handouts, exams and assignments in this notebook. It should be large enough to keep syllabus, handouts, evaluations, readings and other information for the entire semester. **This MUST be brought to your meetings and to group discussions.**

**A blank sketchbook,** 8.5" x 11" inches or larger. You may also just place blank Xerox paper into your journal/3-ring binder to use as a sketchbook.

**CD ROMS** (CD-R) at least a 10 pack (no CD-RW) for submission of completed projects/portfolio throughout the course. (1) One DVD-R. Access to printer/internet.

**A portfolio or "Book" (carry-case w/handle)** large enough for printed projects w/plastic sleeves pockets at minimum size of 9" x 15" or larger see Instructor for details on size, this you will need by or before the midterm exam/critique. This

MUST be brought to both the midterm & final evaluation/review, and at times at Instructor meetings and will be factored into your overall grade.

**Design/Art supplies:** black illustration or Bristol board, (or white foam board) for submission of all printed artwork (by midterm). Pencils, a T - Square ruler, spray adhesive, a brayer, black felt tip pens, tracing paper, an x-acto knife, colored pencils, black and colored markers, access to the internet (email/ websites); 3 x 5 cards, blank on one side; Erasers, clear/magic tape, typed labels for artwork; a small case for materials.

## **V. INSTRUCTIONAL MODES:**

Lecture, discussion, studio techniques in art and visual communication and portfolio development, audio- visual and on-line aids, and computer and library research. Individual meetings and reviews with instructor. Visiting professionals in the industry and possible visits to studios, firms, galleries or museums.

## **VI. ACTIVITIES**

**There will be four types of activity in this class:**

1. Professional placement: working in a professional setting
2. Work/ life themes: reading, discussion guest presentations
3. Roundtables/ sow and tell: Forums for sharing students' professional experiences and work
4. Individual faculty/ student meeting

## **VII. PROFESSIONAL PLACEMENT (INDIVIDUAL AND OUTSIDE OF CLASS)**

This will require students to collect professional examples of their work; researching and contacting possible internship opportunities. Later, they will interview (and land) a work placement preferably off campus. They will be logging their activity (through a journal), first in interview mode and after a placement in a work log. Students will be responsible for designing these logs and keeping these up to date. First steps include: filling out the survey sheet, collecting their work, making contact, and follow through. The procuring of an internship is not solely determined by the quality of their work, nor the prestige, but how they handle themselves in a professional setting; students' attitude, initiative, and their ability to take input and to give it, and the ability to become an integral participant. General requirements are for one hundred hours of placement in the term (ten per week).

## VIII. REQUIREMENTS

Participate in course meetings and a required 90-hour placement (minimum) in a professional art or design setting. In-class sessions will center on discussions of professional topics and issues. This is a one term course for art and computer graphics (visual communication & design) majors focused on client- oriented projects with exposure to multiple aspects of professional art & design process: client meetings, cost estimates, presentation and production. Portfolio, journal and resumes are required.

### This is also based on the following:

- Placement in an internship (Instructor will assist, but student is responsible)
- Interview logs will be reviewed and collected at midterm and finals
- Work logs will be collected at midterm and at finals
- Portfolio & Participation in workshops & class activities

## IX. OTHER REQUIREMENTS & MATERIALS NEEDED:

### X. EVALUATION METHODOLOGY & GRADING FACTORS:

As with most classes, students will receive a letter grade for this class (A-F). Portfolio, Assessment will be done through written review and evaluation (midterm and final) by Supervisor/Mentor and Professor. This will occur through regularly scheduled meetings/reviews and evidence of professional design work from internship by student. Finally, a final report and professional portfolio must be submitted.

|   |      |
|---|------|
| Professional placement (logs, evaluations, journal)                         | 20%  |
| * Professional Art/Design Portfolio (reviewed 3 times)                      | 10%  |
| * MIDTERM Evaluation by Supervisor/Mentor (written)                         | 5%   |
| Resume/Artist Statement/SWOT/Business Card                                  | 5%   |
| Work/life themes (preparation/attendance/participation, 3 min. required)    | 20%  |
| Round tables/show/tell (preparation/attendance/participation, two required) | 10%  |
| Individual meetings (5 total including midterm and final)                   | 20 % |
| * Special Projects (website, Events – 5 TOTAL, blog, etc.)                  | 5%   |
| * FINAL Evaluation by Supervisor/Mentor (written)                           | 5%   |

**TOTAL:**

**100 POINTS**

## **Grading of tutorials & creative projects:**

- A= Excellent, scores of 90 to 100 reserved for aesthetically sound, well designed artwork that could be included in a portfolio. This is also given for adherence to the instructions for the project as well as meeting deadlines.
- B= scores 80 to 89, satisfactory completion of most of the projects, logs, critiques, or review instructions, a moderately successful project/activity turned in on time.
- C= 70 to 79, project/activity was turned in on time but may be lacking some elements as dictated by the instructions.
- D = 60-69 Project/activity that is poorly done below average, incomplete and directions not followed.
- F = 50-59, is for extremely poor work, reviews by supervisors or if I receive no work. The instructor will make an effort to assist students with general elements and principles of art and design, as well as advisement during internship process. Points may be taken off for late projects.

**Total Possible Points for Projects is 100 or 100%, unless otherwise stated.**

**Participation/Attitude Statement:** In each evaluation area there is a component of participation and attitude. Regular class participation is a crucial element in the learning process. Obviously, it is not possible to participate if one is absent; however, it is possible to attend class and not participate. Therefore, attendance alone does not adequately describe the expectations in this class. Consistent and meaningful participation will help both students' understanding and aid in the evaluation of that understanding, Attitude is also important. *Students must ask themselves, "Do you take and give criticism well? Are you open to suggestions? Are you consistent and hard worker/employee?"*

### **Additional Information:**

\* All projects must be ready for play, in appropriate file formats, and submitted via a CD-ROM, DVD, website etc. Portfolio must be in digital and physical form and will be reviewed and graded three times; 1) beginning of semester 2) midterm and 3) final

## **XI. INSTRUCTIONAL METHODOLOGY:**

### **A. Work/life themes: in class on Mondays**

There will be three areas investigated.

1. First impressions: students and their work (quality, and portfolio as well as development).

2. Professional expertise: making presentations, how to estimate and plan jobs
3. Design career: office smarts, future plans. Required: participation in three per term (additional for extra credit)

Work/ life Theme may be brief preparatory readings, and may include in-class exercises, group work, and role-playing. These are not passive sessions.

### **B. Roundtables/ Show and Tell:**

These are sessions to discuss work issues and to show work (and to get feedback). Their purpose is to spread their individual experiences out to their peers and solicit advice, to give forum feedback and critique. They will be topical and related to the work/ life themes. Professionals in these areas may be invited to come and share advice with students. Required: participation in two per month, bi-weekly (additional for extra credit). Mandatory: one (1) final group meeting/review (celebration!) To be scheduled together by class.

### **Round Table/ Show and Tell**

Round Table requires students to come prepared with individual contributions and to participate in the informal give and take.

### **C. Individual Meetings; By Arrangement on Mondays (or other times by appt.)**

Instructor will be available on Mondays to meet with students during office hours. Instructors will provide a sign-up sheet for these meetings. Students are required to meet with instructor at midterm and at the end of class, and they are required to meet with Instructor at least two times before midterm and one (1) time before final. Students can meet more as needed or as Instructor deems necessary. Five (5) meetings are required in total. Follow Through is key here. Students must make and keep appointment with instructor, be prompt and prepared with orderly logs and work samples. For meeting outside of midterm and finals come ready to take the lead with questions and concerns, etc.

### **D. Professional Placement**

You will be evaluated on the steps that you take in order to procure your placement. Your direct report at your professional placement will be asked to fill out an evaluation form for you at midterm and at finals, which will assist in the portion of your grade related to your internship, The reviewer will be asked to comment and rate you on the following: comparison to other interns, quality of your ability to take input and to give it and your ability to become an integral participant. (Note: I will be using these evaluations in an important, but advisory capacity.) The Design for your logs and your consistent reporting of activity will also contribute.

## **E. Professional Advice/Critiques & Portfolio assessment**

Students will develop and maintain a professional portfolio that will be reviewed and graded in detail. It will include projects from students overall performance on the job as well as projects from classes in Art & Computer Graphics courses.

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## **XII. Important Dates**

**September 2:** First day of class. Late Registration begins until Sept.2, 2008

**September 8:** Late registration & Add/Drop ends

**September 8:** Last day to add

**September 8:** Last day to drop/without a "W" grade

**September 9:** Comprehensive Exam - (All Programs)

**September 17:** Career Services – Fall 2008 Career Fair

**September 18 & 20:** English Proficiency Exam, 1<sup>st</sup> 8 Week Classes, 9 AM.  
Requirement for graduation

**September 30** Last day to withdraw (1st 8 week classes)

**October 1:** Deadline to Apply and pay for Dec 2008 Graduation

**October 5:** Last day to remove Spring 2008 Incomplete Grade

**October 5-11:** Homecoming Week 2008

**October 6-13** Graduate Comprehensive Examination

**October 18-20:** English Proficiency Exam, 1<sup>st</sup> 8 Week Classes, 9 AM.  
Requirement for graduation

**October 20-24:** Mid-term evaluation for Undergraduate students

**October 27:** 1<sup>st</sup> 8 week classes end

**October 28:** Mid Semester grades due no later than 5 PM

**October 28:** 1<sup>st</sup> 8 Week Classes End. 2<sup>nd</sup> 8 Week Classes Begin; 2<sup>nd</sup> Late  
Registration Begin

**November 1:** Deadline to Apply and pay for May 2009 Graduation

**November 6-8:** English Proficiency Exam, 2<sup>nd</sup> 8 Week Classes, 9 AM.  
Requirement for graduation

**November 10:** Last day to drop/with "W" grade. Last Day to change from Credit to Audit (UG only).

**November 17-21:** Advising Week for Undergraduate Students

**November 21:** Last Day to withdraw from 2<sup>nd</sup> 8-week class

**November 24:** Spring & Winter 2009 Registration opens

**November 25:** Last day of classes for students before Thanksgiving Break

**November 26-30:** Thanksgiving Break. BSU offices close at 5 PM.

**December 1:** Classes Resume

**December 5-11:** Final Exams for December graduating seniors

**December 14:** Final grades due for Graduating seniors by 3 PM

**December 15:** Last Day of classes

**December 16-22:** Final Exams for all students.

**December 17:** Graduation Clearance 11am-6: 30pm

**December 18:** Graduation Clearance 9am-4pm

**December 19:** Commencement Rehearsal

**December 20:** Commencement Ceremony

**December 22:** Last Day to change Fall 2008 Incomplete Grad grades

**December 23:** Last Day of 2<sup>nd</sup> Eight-Week Classes

**December 23:** End of semester

**December 26:** Last Day to submit Fall 2008 Grades

| <b>ART 491 PROJECTS/ASSIGNMENTS</b>                                 | <b>DUE DATES</b>  |
|---|---|
|   |   |
| <b>PR 1: SWOT Analysis (Self-Evaluation, Typed)</b>                 | <b>9/15/08</b>  |
| <b>PR 2: 3 Work samples (in class)</b>                              | <b>9/22/08</b>  |
| <b>PR 3: Artist Statement &amp; Manifesto</b>                       | <b>9/29/08</b>  |
| <b>PR 4: Resume (1<sup>st</sup>), Rough Portfolio</b>               | <b>10/6/08</b>  |
| <b>* <i>EVENT/GUEST/LECTURE CRITIQUES I (Typed)</i></b>             | <b>10/20/08</b>   |
| <b>MIDTERM EXAM, CRITIQUE PORTFOLIO REVIEW</b>                      | <b>10/20/08</b>   |
| <b>PR 5: Cover Letter &amp; References</b>                          | <b>10/27/08</b>   |
| <b>PR 6: Business Card, Full-color tear sheet/samples (PDF)</b>     | <b>11/3/08</b>  |
| <b>PR 7: Research Paper (on chosen field/career path)</b>           | <b>11/24/08</b>   |
| <b>PR 8: Artist Website (must have a web host, and domain name)</b> | <b>12/8/08</b>  |
| <b>* <i>EVENT/GUEST/LECTURE CRITIQUES II (Typed)</i></b>            | <b>12/8/08</b>  |
| <b>Final Project. Portfolio/DVD/CD-R &amp; Website</b>              | <b>*12/8/08<br/>FALL2008<br/>GRADS;<br/>12/17/08<br/>OTHERS</b> |
| <b>Final Critique/Review &amp; Exam</b>                             | <b>*12/8/08<br/>FALL2008<br/>GRADS;<br/>12/17/08<br/>OTHERS</b> |

**\*\* All of the above printed, and presented professionally and complete in a notebook w/ final DVD/CD-R portfolio.**

### **XIII. ART 491 SYLLABUS AND SCHEDULE:**

#### **Session 1: Introductions**

Identifying and obtaining internship & Apprenticeship opportunities. Researching career opportunities in the visual arts, visual communication/design and multimedia. Students will begin a logbook and journal.

**Session 2: Work/ Life Theme.** This theme will be a session devoted to first impression. How do you present yourself? In class role-playing interview.

**Session 3: Work/ Life Theme:** First impressions & Your Work. Bring in two of your best pieces. Be prepared to address objectives, personal approach and results. We will be looking at work through lens of process content, form, and craft. In- class guest speaker (creative placement firm director) discusses placement and interviewing, in-class individual presentations and written critique by class.

**Sessions 4: Round table/ show and tell**

Come prepared with two observations about first impressions. (How were those initial phone calls, discussions, first days at work, etc.?) Bring in one piece of work from the firm here you where placed. In-class guest designer discusses work. In class, each class member frames one question and leads an informal discussion.

**Session 5: Work/Life Theme: Professional Expertise; Making a Presentations.** In class, working teams to tailor presentations to address key concerns of clients. Understanding Creative Briefs & proposals.

**Session 6: Round Table/ Show and Tell**

Come prepared with two observations about presenting ideas (how have you done it? How have you seen it done?) Bring in one piece from your internship or work outside of class to discuss workflow. In class, individuals lead the class through the working process at their placement firm.

**MIDTERM EVALUATION & CRITIQUE** (Review by Supervisor/Mentor)

**Session 7: Work/Life Theme: Professional Expertise. Estimating and planning jobs.** In class, Special guest artists/designers will be invited to attend classes and give presentations, discusses estimating strategies, in class, review various approaches, and estimate a sample job,

**Session 8:** Tips and techniques for working in a professional setting; art & design problem solving.

**Session 9: Work/Life Theme: Office Smarts, Politics, and Professionalism**  
In class, individuals submit case studies of situation and the class provides input and solutions.

**Session 10: The network, who you know not just what you know**

Developing contacts, networking and memberships in professional art & design organizations (students will attend a professional portfolio review off campus).

**Session 11: Work/Life Theme: Firm/Gallery/Office Smarts:** How to plot an art

or design career. In class, guest artist/designer discusses moving up in the design world. In class written exercise on setting goals.

**Session 12: Round Table/ Show and Tell:** Come prepared with two observations on “what’s next” Bring in your best piece for show and tell. In class, individuals use their leanings from the class to preserve their work.

**Session 13: Internship & Job Skills.** Evaluation and review of progress at internship. Second SWOT analysis and evaluation by you, supervisor and me as your instructor.

**Session 14: The Job market & Art/Design Career Outlook.** Looking at the economy for prospective jobs careers; also looking into grad school, additional training and/or certification.

**Session 15: Final Evaluation & Critique** (Review by Supervisor/Mentor)

## END OF SEMESTER

### XIII. SELECTED BIBLIOGRAPHY:

Steven Heller, ed., *Teaching Graphic Design: Course Offerings and Class Projects from the Leading Undergraduate and Graduate Programs*, (Allworth Press, 2005)

Gerald Brommer, *Careers In Art: An Illustrated Guide (Hardcover) 2<sup>nd</sup> Edition*, (Joseph Gatto Sterling Publishing, 1999)

Blythe Camenson, *Great Jobs for Art Majors* (McGraw-Hill, 2001)

Debbie Rose Myers , *The Graphic Designer's Guide to Portfolio Design* (Wiley Publishers, 2005)

Steven D. Heller, et al, *Becoming a Graphic Designer: A Guide to Careers in Design, 2nd Edition - Paperback*, (Wiley Publishers, 2002)

Robin Landa, *Graphic Design Solutions, Second Edition*, ( OnWord Press/Thompson Learning, 2000)

Jim Krause, *Design Basics Index: Index Series* (How Design Books, 2004)

Robin Landa, *Advertising by Design* (John Wiley & Sons, Inc., 2004)

Alexander White, *The Elements of Graphic Design: Space, Unity, Page Architecture, and Type* (Allworth Press, 2002)  
Designing an Effective Internship Program, *Written by Internweb.com Staff*,  
<http://www.internweb.com/empres.asp>

Employers use experiential education to combat recruiting blues. [3 paragraphs].  
National Association of Colleges and Employers: Job Outlook 2000 Online  
Version [Website]. Available: [http://www.jobweb.org/JobOutlook/exp\\_ed.html](http://www.jobweb.org/JobOutlook/exp_ed.html)

Internships, co-op programs gain popularity. [3 paragraphs]. National Association  
of Colleges and Employers: Job Outlook '99 Online Version [Website]. Available:  
<http://www.jobweb.org/pubs/joboutlook99/intern.htm>

Internships: Tips for employers on starting an internship program. [10  
paragraphs]. National Association of Colleges and Employers: Jobweb,  
HR/Staffing Professional's Desktop, Tools and Publications [Website]. Available:  
<http://www.jobweb.org/hr/intertips.htm>

Patterson, V. (1997). The employers' guide: Successful intern/co-op programs.  
*Journal of Career Planning and Employment*, Winter, 30-34, 55-56, 58-59.

#### **XIV. MORE RELATED SITES:**

<http://www.t-howard.com>  
<http://desktoppub.about.com/cs/presentationdesign>  
<http://www.webopedia.com/TERM/g/graphics.html>  
<http://www.adobe.com>  
<http://www.macromedia.com>  
<http://www.soulsuite.com/Links.html>  
<http://www.focusondesign.org>  
<http://www.creativehotlist.com>  
<http://www.creativegroup.com>  
<http://www.coroflot.com>  
<http://www.obd-dc.org>  
<http://aiga.org>  
<http://www.icommag.com>  
<http://www.electricskin.com>  
<http://www.computerarts.co.uk>  
<http://www.artsopportunities.or>

**XIV. ART Internship/Apprenticeship Survey** (To be filled out by students the first day of class)

Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Student ID: \_\_\_\_\_ YR: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone (day/evening) any restrictions on phone calls? \_\_\_\_\_  
Cel/Emergency phone numbers: \_\_\_\_\_

1. Do you already have professional placement? Yes, continue No, go to question 2.
2. Have you reviewed it with me? Yes - Continue... No - Please see me.
3. Firm/Studio/Gallery/Artist: \_\_\_\_\_
4. Address: \_\_\_\_\_
5. Phone: \_\_\_\_\_ Site: \_\_\_\_\_
6. Contact information/person: \_\_\_\_\_
7. Description of any arrangements you have made (number of hours times/days, responsibilities). \_\_\_\_\_
8. Why did you decide to pursue art, or the visual communications field?  
\_\_\_\_\_
9. Describe your skills and expertise (be thorough and thoughtful) what are you particularly good at? \_\_\_\_\_
10. What personal skills and interest outside of you major do you have? (Do you have a previous degree, a minor, and fluency in a language, do you write well....)?  
\_\_\_\_\_
11. What is your work style? (I.e., collaborative, independent) \_\_\_\_\_
12. What area in art/design, etc. are you curious about? \_\_\_\_\_
13. If you could describe the perfect placement, what would it be? (gallery, print, digital, both, small, large...) \_\_\_\_\_
14. What type of placement do you want to avoid? \_\_\_\_\_
15. Are there critical restrictions on your time, or are there geographic considerations that will affect your placement? \_\_\_\_\_
16. What else should I know about you? \_\_\_\_\_

17. Do you have transportation to get to and from internship/apprenticeship?

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# DFPA/VCDMA Student Survey

PLEASE PRINT LEGIBLY!! Return to Instructor

Date: ..... This Course Title:.....

Course Number: ..... Section: .....

Student ID: .....

Your Name: ..... Semester: .....

Address (local, campus):.....

Address 2: .....

City: ..... State: ..... Zip: .....

Email: ..... Emergency Contact & #: .....

Emergency Contact/Cel Phone #: .....

Phone #: ..... Additional Phone/Cel.....

Your status (senior, junior, etc.): ..... Expected graduation date/year: .....

Your Major: ..... Minor.....

Your Advisor: ..... Department:.....

Ph: ..... School: .....

I have taken these prerequisite(s) and/or related courses:

.....  
Describe your learning style (the way you learn, ex. Lecture, hand-on, etc.)  
.....

Describe any experience using computers & software:

.....  
.....  
.....

Reasons for taking this class and your overall expectations, goals or objectives:

.....  
.....

Other Activities, interests, hobbies, campus or community activities:

.....  
.....

Please write a brief biographical statement:

.....  
.....

I have read the syllabus for this course, course requirements; as well as grading factors, computer lab and attendance policy and agree to the terms set therein:

\_\_\_\_\_  
NAME (SIGNATURE)

\_\_\_\_\_  
DATE