

College of San Mateo
Official Course Outline

1. COURSE ID: DGME 250 **TITLE:** Internship

Units: 3.0 units **Hours/Semester:** 48.0-54.0 Lecture hours; and 96.0-108.0 Homework hours

Method of Grading: Grade Option (Letter Grade or P/NP)

Recommended Preparation:

Securing an internship in the industry requires a well developed digital media portfolio. For this reason, it's recommended that students seeking a web internship, complete the following courses: DGME 167, DGME 168 and DGME 169. For this reason, it's recommended that students seeking a graphic design internship, complete the following courses: DGME 103, DGME 211, and either DGME 220 or DGME 230. For this reason, it's recommended that students seeking a broadcast/multimedia internship, complete the following courses: DGME 112, DGME 113 and DGME 118.

2. COURSE DESIGNATION:

Degree Credit

Transfer credit: CSU

3. COURSE DESCRIPTIONS:

Catalog Description:

Acquire real-world experience working in industry and build qualifications for entry-level jobs. Students prepare for, identify, and complete an internship based on their own professional interests and career goals under the direction of a faculty advisor. A materials fee as shown in the Schedule of Classes is payable upon registration.

4. STUDENT LEARNING OUTCOME(S) (SLO'S):

Upon successful completion of this course, a student will meet the following outcomes:

1. Identify and pursue internship opportunities appropriate to skill level
2. Collaborate effectively with project team members and industry professionals
3. Create digital media projects with actual clients using comprehensive production, design and business techniques

5. SPECIFIC INSTRUCTIONAL OBJECTIVES:

Upon successful completion of this course, a student will be able to:

1. Identify and pursue internship opportunities appropriate to skill level
2. Collaborate effectively with project team members and industry professionals
3. Create digital media projects with actual clients using comprehensive production, design and business techniques

6. COURSE CONTENT:

Lecture Content:

1. Getting the Job
 - A. Finding Potential Clients
 - B. Promoting a Design Business
 - C. Hidden Job Markets
 - D. Interview process and preparation
2. Working with Clients
 - A. Presenting yourself and your portfolio
 - B. Differentiating Clients
 - C. Effective Communication
3. Estimating Jobs
 - A. Pricing & Ethical Guidelines
 - B. Preparing Proposals
 - C. Hidden Costs
 - D. Standard Legal Contracts
 - E. Scheduling and Timelines
4. Design Review Cycle
 - A. Client Response
 - B. Revision Cycles and Phases

- C. Revision Timelines
- D. Presenting Revisions
- 5. Final Client Presentations
 - A. Web / Print / Broadcast / Journalism
 - B. Final Production
 - C. Developing a maintenance plan
 - D. Signing off on the job
 - E. Product Delivery
- 6. Invoicing / Completion Letter
- 7. Ongoing Client Communication
- 8. Marketing your Business

7. REPRESENTATIVE METHODS OF INSTRUCTION:

Typical methods of instruction may include:

- A. Lecture
- B. Other (Specify): Lectures with supporting visuals and audio. Reading and practical textbook assignments to be applied to actual "real" projects to be completed and turned into both the instructor and the client. Client projects to be designed, revised and produced in final form to be turned into the client.

8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

Writing Assignments:

Writing assignments are based on job search skills and may include resume, a cover letter and other communications with employer.

Reading Assignments:

Reading assignments from the textbook and online sources.

Other Outside Assignments:

Students will identify internship opportunities and work on actual projects with clients under professional supervision for a minimum of 48 hours over the course of the semester.

9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- A. Exams/Tests
- B. Homework
- C. Oral Presentation
- D. Projects
- E. Quizzes
- F. Letter grades are determined by analyzing the quality of execution, attention to detail, ability to follow directions, ability to collaborate effectively in teams and evidence of software competency in relation to "real world" client projects. Client evaluations will be submitted and reviewed.

10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- A. Graphic Artist's Guild. *Handbook of Pricing and Ethical Guidelines*, 14th edition ed. Graphic Artist's Guild, 2013

Possible manuals include:

- A. Foote, C.S.. The Business Side of Creativity: The Comprehensive Guide to Starting and Running a Small Graphic Design or Communications Business W. W. Norton & Company, 05-19-2014

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Course Originator: Vera Fainshtein