

**University of Arkansas – Fort Smith**  
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**General Syllabus**

**GRDS 372V Graphic Design Internship**

**Credit Hours:** 3 or 6 (Variable)    **Lecture Hours:** 0    **Laboratory or other types of hours:** Variable

**Prerequisite:** GRDS 2103 Advanced Typography, GRDS 2343 Print Design, and consent of instructor

**Effective Semester:** Summer I 2010

**I. Course Information**

**A. Catalog Description**

Places students in a working environment to gain on-the-job experience. Workplace locals include design studio, corporation, advertising agency, etc., with supervised employment and observation. The length of the internship will be either 120 or 240 clock hours and is typically completed during a fall, spring, or summer semester.

**B. Additional Information**

The student should be highly motivated and demonstrate a high degree of professionalism.

**II. Student Learning Outcomes**

**A. Subject Matter**

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

1. Complete a detailed notebook documenting their internship experience.
2. Compose an extensive report detailing their internship experience.
3. Write a report on how their graphic design classes helped prepare them for the internship.
4. Give a presentation about their internship experience.

## **B. University Learning Outcomes**

This course enhances student abilities in the following areas:

### **Analytical Skills**

Problem solving is one of the main focuses of the graphic design industry. All internships will require the student to define and research the problem, generate a number of possible solutions, and finally execute the best solution to the problem based on the information at hand.

### **Communication Skills**

Various visual and verbal methods of communication are required for this course, from thumbnail and sketches, to the completed job. Students will demonstrate a relationship between prior knowledge and the information provided by referring to what was previously learned in regards to design, layout, color, typography, and software.

### **Technological Skills**

The student will execute various projects assigned using design software on the job. The internship experience reinforces computer skills obtained in previous courses. Students must be fluent in elevated levels of page layout, photo editing, illustration and web design software to successfully complete this course.

### **Ethics**

Professional behavior is mandatory in this course. Students are expected to be reliable, displaying empathy, self-control, friendliness, generosity, cooperation, helpfulness, and respect on the job. Critiques will occur at the host sites, and as a result, the student will accept and deliver criticism with compassion and confidence.

## **III. Major Course Topics**

- A. Documenting the internship experience
- B. Summary about the internship experience
- C. Graphic design course content and its impact on the internship experience
- D. Presentation about the internship experience