

Graphic Design Internship

I. Application

GRAPHIC DESIGN STUDENTS CAN GAIN VALUABLE WORK EXPERIENCE

and earn credit toward their degree by taking on an internship with a company or organization engaged with graphic design practice.

Students can earn 3 or 6 s.h. of credit toward their Graphic Design elective requirements. To earn 3 s.h. of credit, students must work a minimum of 120 hours during the internship. A minimum of 240 hours can earn 6 s.h. of credit. Students can work more hours than the minimum required for either 3 or 6 s.h. of credit.

When deciding how many credits to work toward, keep in mind that the Graphic Design curriculum requires 9 s.h. of Graphic Design electives. Students who earn 6 s.h. of internship credit can only earn credit for one Graphic Design elective course.

WHEN TO GO

Ideally, GD students should conduct an internship the summer after their junior year after completing the following courses:

At a minimum, complete the following before you go:

- » Introduction to Graphic Design
- » Typography I
- » Typography II

We highly recommend that you also complete:

- » Idea Lab
- » Typography III
- » Interaction Design I

APPLICATION PROCESS

Choose a site for your internship and apply. When choosing a site, look for one where you will work in an environment where you are expected to produce design work and are under the direct supervision of a designer, art director or creative director.

Meet with the GD program's Internship Coordinator to discuss the internship and the type of work you will be doing. Before your internship is approved, the coordinator may need to contact your supervisor. If the proposed internship meets program

standards, begin the process of generating an internship contract by filling out a form.

Information from the form is entered into an online system that generates an internship contract.

The contract must be signed by the student, faculty supervisor and site supervisor. After all the signatures have been secured, the form is sent to the dean's office for approval. If approved, you will automatically be enrolled in ART 3900 Internship.

INTERNSHIP REQUIREMENTS

DURING INTERNSHIP

- » DAILY JOURNAL
- » WEEKLY BLOG POST(S)
- » DOCUMENTATION OF WORK
- » MIDTERM REVIEW WITH SUPERVISOR CONDUCTED BY (INTERNSHIP COORDINATOR)

AFTER INTERNSHIP

- » THANK YOU LETTER
- » REFLECTIVE PAPER
- » BOOK DESIGN THAT INTEGRATES JOURNAL, BLOG, DOCUMENTATION AND PAPER
- » FINAL REVIEW WITH SUPERVISOR (CONDUCTED BY INTERNSHIP COORDINATOR)

Graphic Design Internship

II. Requirements to be completed *during* internship

EXPECTATIONS

An internship gives you valuable work experience in a professional environment. Act in a professional manner at all times. Please be on time and responsible. Unprofessional conduct may lead to an unsatisfactory grade. Remember that you are a representative of our school and our program.

JOURNAL OF DAILY TASKS

For each day of work, keep a list of tasks and how much time you spent on each one.

WORK SAMPLES

Document your projects with images and PDFs. Include explanatory text with each image. Check with your supervisor to see if this documentation is permitted.

BLOG

Create a blog and post weekly entries and answers to the questions listed here. The internship coordinator will regularly review your entries and may make comments.

Blog.Weekly Summary

Every week, write a brief summary of your internship experiences. End each summary with three lists: highlights, problems and issues.

Blog.Questions

Answer the following sets of questions as your internship progresses. To answer these questions, you will have to learn more about your workplace and its staff. Answer each set in order throughout the internship. By the end of your internship's first week, create a schedule for these questions and post it in your blog.

Set One

- » What are your first impressions?
- » Describe your work environment. How is the space organized? Where do you fit in within the organization's structure? Include a picture of yourself at work.

Set Two

- » What have you learned about this company and its history?
- » How has it changed in recent years to reflect changes in the economy or its business focus?

Set Three

- » Who at your workplace do you particularly admire or look up to?
- » What qualities does this individual exhibit that you appreciate or aspire to?

Set Four

- » What marketing strategies does your company make use of?
- » Do you feel these are effective? How could they be made more effective?

Set Five

- » In what ways does your employer motivate employees to work harder or more effectively?
- » Which strategies are particularly helpful in motivating people?
- » What strategies might you suggest to improve morale and productivity?

Set Six

- » What outside influences impact your employer and their business? For example, are there licensing issues, state statutes, economic concerns, or other external pressures that play a big role in the success of this business? What are they, and how do they impact this business?

Set Seven

- » What have you learned about interacting with clients/customers (if applicable)?
- » What strategies lead to more effective client/customer relations?

Set Eight

- » What role do the designers at your site play in the development of concepts and strategies for its clients/customers?
- » Based on your experience on the job so far, have you determined whether this field is right for you? Why or why not?

Graphic Design Internship

III. Requirements to be completed *after* internship

THANK YOU LETTER

Write a letter to your supervisor to express your appreciation of this opportunity. Make a digital copy of this letter for your book.

BOOK

Design and produce a comprehensive publication that chronicles your internship experience.

Your book should be printed and bound. Submit both the book and a PDF to the internship coordinator.

I. Title Page

- » Organization or company name
- » Location (city, state)
- » Your name
- » Dates of internship

II. Weekly Reports

- For each week
- » **Weekly Tasks Chart/Calendar**
 - » **Weekly Summaries**

III. Questions and Responses

IV. Documentation of work

- » **Images and captions of each project you worked on and a description of the role you played in each.**

V. Reflective Paper

(3000 word minimum)

Answer the following questions:

- » What did you learn?
- » What were you really good at? Explain.
- » In what areas do you need to improve? Explain.
- » What were your goals for the internship? Did you meet them?
- » What have you learned about the design process? How has your internship experience changed your own design process? How has it improved your skills?
- » What modifications or improvements to your learning experience (before/after your internship) would you like to see?
- » How has this internship shaped how you feel about graphic design?
- » What's next? How will you build on this experience? Do you see yourself working for a place like the one where you had your internship? Why or why not?

VI. Reproduction of thank you letter