

Tompkins Cortland Community College

Master Course Syllabus

Course Discipline and Number: ART 272

Year: 2024-2025

Course Title: Art Internship

Credit Hours: 3

Attendance Policy: *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.*

Services for Students with Disabilities: *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

Course Description: This course is an internship elective for selected students who have completed at least one year of the Graphic Design A.S. degree. Students are chosen based on their level of familiarity with and independence using professional vector, raster, and layout software and the quality of work in their existing portfolio. Other considerations for student enrollment are the student's organizational skills, time management, ability to meet deadlines, ability to take direction, and to work as part of a collaborative team. Internship experience will enhance student portfolios, resumes, and level of professional experience and understanding of their field of study. Prerequisites: Successful completion of at least 30 credits in the Graphic Design A.S. program; ENGL 101; MATH 090 and RDNG 116 if required by placement testing; permission of instructor. 3 Cr. (9 Lab). Fall and spring semesters.

Course Audience: ART 272 is an elective course for Graphic Design majors who are selected to work for the Tompkins Cortland Community College External Relations department or have secured an approved position with an external business or agency.

Basic Skills/Entry Level Expectations

Writing	WC College-level writing skills are required. See course prerequisites for details.
Math	M2 MATH 090 if required by placement testing.
Reading	R4 RDNG 116 if required by placement testing.

Course Goals

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

1. Design, utilizing a pre-existing brand, identity, and voice for an academic institution, business or agency.
2. Work as part of a team for a large client.
3. Work effectively and efficiently on large projects with tight timeline restrictions.
4. Effectively use software and design process while developing efficient and proficient professional-level skills.

Course Objectives/Topics

Objective/Topic	% Course
Students will design for a client using a pre-existing brand, identity, and voice.	20%
Students will develop soft skills relevant to the field of design while working with clients and teams.	20%
Students will work in a professional environment with fast turn-around deadlines.	20%
Students will use skills gained from their courses of study in the creation of professional pieces of design.	20%
Students will demonstrate understanding of how to work as part of a creative team.	20%

General Education Goals - Critical Thinking & Social/Global Awareness

CRITICAL THINKING OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<p>Students will be able to</p> <ul style="list-style-type: none">➤ develop meaningful questions to address problems or issues.➤ gather, interpret, and evaluate relevant sources of information.➤ reach informed conclusions and solutions.➤ consider analytically the viewpoints of self and others.	<p>Students will evaluate information given to them for projects and address new projects brought to them from various clients. Critical thinking is a prominent part of the design process, especially in the beginning of a project. Designers utilize it to best decide how to interpret a client's needs visually.</p>
SOCIAL/GLOBAL AWARENESS OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<ul style="list-style-type: none">➤ Students will begin to understand how their lives are shaped by the complex world in which they live.➤ Students will understand that their actions have social, economic and environmental consequences.	<p>Students will produce work for the campus, which includes students, faculty, and staff from many areas around the world, or for specific audiences targeted by the client. They will consider how colors, symbols, etc. speak to their audience at large.</p>

Instructional Methods

Students will be mentored by the client's professional external relations or marketing staff and will be supervised and assessed by a full-time Graphic Arts faculty member.

Methods of Assessment/Evaluation

Method	% Course Grade
Meeting deadlines	30%
Professionalism, craftsmanship, and client branding visible in final pieces	50%
Ability to work effectively as part of a design team	20%

Text(s)

No new textbooks required

Bibliography – Not applicable

Other Learning Resources

Audiovisual None recommended
Electronic Tutorial websites for Adobe programs
Other None recommended