Course Outline for VCOM 63IN

INTERNSHIP WEBSITE MULTIMEDIA

Effective: Spring 2017

I. CATALOG DESCRIPTION:
VCOM 63IN — INTERNSHIP WEBSITE MULTIMEDIA — 2.00 units

This course provides students with professional work experience through a directed and evaluated internship within Las Positas College and in the surrounding community. On-the-job training through the LPC Design Shop and sometimes other workplaces in the community provides students the opportunity to learn first hand responsibilities including deadlines, employer demands, bidding, pricing, working one-on-one with a client, and becoming familiar with advertising agencies, design studios, service bureaus, web or multimedia production houses.

1.00 Units Lecture 1.00 Units Studio Lab

Prerequisite
GDDM 62 - Web Design II
with a minimum grade of C

Corequisite
GDDM 63 - Website/Multimedia Production

Grading Methods:
Letter or P/NP

Discipline:

	MIN
Lecture Hours:	18.00
Studio Lab Hours:	72.00
Total Hours:	18.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:
Before entering the course a student should be able to:

    A. GDDM62

IV. MEASURABLE OBJECTIVES:
Upon completion of this course, the student should be able to:

    A. Demonstrate mastery of oral and visual presentation methods;
    B. Demonstrate a solid understanding of designer/client/audience relationships;
    C. Demonstrate a solid understanding of workflow, budget, timelines and fulfillment issues in a professional setting;

V. CONTENT:
All content flows specifically from work assigned in corequisite VCOM 63, the LPC Design Shop, and/or at a community-based related workplace. The topics that will be covered as they come up include:

    A. How to complete a project from concept to conclusion
    B. Developing and writing a contract from the client initial meeting notes
    C. Taking notes during initial and follow-up meetings
    D. Writing a contract, follow up notes, emails
    E. Setting prices, deposits, deadlines and project benchmarks
    F. Working with client committees or individual clients
    G. Preparing for client presentation at the professional-level
    H. Discussing client objectives
    I. Conducting research
    J. Managing the conceptual process
    K. Best practices and work flow issues
    L. Strategies and industry-standard terminology to use in critique and feedback sessions;
    M. Strategies for sticking to deadlines

    N. Working ONLY to client's stated criteria
    O. Maintaining disciplined control and craftsmanship
    P. Strategies for working individually and in teams
    Q. Team leadership skills
    R. Strategies to receive final payment on time

VI. METHODS OF INSTRUCTION:
    A. Students participate in industry standard work at various locations to develop further skills in real world settings.
    B. Students participate in associated web and multimedia production course(s) on campus that boosts mastery of creative and technical skills.
    C. Students produce advanced individual and team projects assigned by mentors and instructor supervision that incorporate application of key technical software-related skills and procedures, design concepts, technical issues involving color and font usage, tools, techniques and essential aesthetic considerations.

VII. TYPICAL ASSIGNMENTS:

A. Rotate job titles and roles while taking a job from concept to completion: (NOTE: in order to complete the project all students are "Designer" throughout; in addition each will rotate the following roles) Project Manager; Creative Director, Project Secretary/Document and File Historian, Office Manager B. Lead and conduct a client presentation C. Develop the strategy for crafting and delivering draft and completed concepts; compile and deliver the results, including all research for the project

VIII. EVALUATION:
    A. **Methods**

        1. Other:
            a. Methods
                1. Observation of skills development based on client, instructor, mentor and peer feedback
    B. **Frequency**

        1. Frequency
            a. Weekly review of work-to-date
        2. Examples
            a. Through observation of hands-on client projects demonstrate:
                1. ability to handle different roles and tasks demanded by the project;
                2. originality and creative abilities in solving client-based problems;
                3. growth in ability to use layout, print, typographical and web-related industry-standard terminology;
                4. evidence of further growth in skills related to professionalism in presenting draft and completed work to the client.
            b. Through Design Shop or offsite community client project(s) demonstrate:
                1. ability to participate in client presentations at the professional-level including an ability to discuss objectives, research, conceptual process and strategies, and participate in critique and feedback sessions using industry-standard terminology;
                2. advanced-level ability to complete a project from concept to conclusion, to deadline, and to client's stated criteria, with disciplined control and craftsmanship, individually and in a team.

IX. TYPICAL TEXTS:

X. OTHER MATERIALS REQUIRED OF STUDENTS:
    A. Appropriate back up storage media