

VCA 290 - VISUAL COMM INTERNSHIP

Course Description

This course is the capstone for the AAS degree in Creative Management Art Direction. This internship provides on-the-job experience for the student who wishes to pursue a career in visual communications. Customized to meet the learning needs of the student and the job requirements of the sponsoring firms, students spend 180 hours in paid or non-paid, supervised on-the-job training experiences. In addition students participate in bi-weekly reports and weekly online methodology discussion boards with the instructor/peers. Students must apply one month prior to the semester they wish to complete class. Group 2 course.

Credit Hours

4

Contact Hours

4

Recitation Hours

4

Required Prerequisites

Students must have completed all VCA courses with a minimum 2.5 GPA and departmental approval.

Recommended Prerequisites or Skills Competencies

The student should possess good written, graphic and oral communication skills, and have a portfolio of work/resume to show employers

General Education Outcomes supported by this course

Communications - Direct, Critical Thinking - Direct

Other college designations supported by this course

Degree Req:Cultural Persp/Div

Course Learning Outcomes

Knowledge:

- Articulate design methodologies used in the design workplace.

Application:

- Complete internship projects from start to finish according to the VCA Agreement.
- Solve design challenges in industry workplace environments.
- Participate in supervisor evaluations.

Integration:

- Connect global industry standards used in the development of graphic design and advertising projects for commerce.
- Synthesize digital process books as record of work process.

Human Dimension:

- Evaluate their place in the AIGA survey of design practice.
- Initiate their site visit invitations.

Caring - Civic Learning:

- Illustrate the importance of improving skills to develop their talent through real world experience.

Learning How to Learn:

- Interact constructively during critiques and discussions with their internship host and instructor.