

Internship in Graphic Design  
GRD 4300 CRN 13296, Spring 2017  
Friday 11 - 4:30 or as announced

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## SYLLABUS

*Prerequisites: GrD 4020, 4100, and 4310 with grades of C or higher, and consent of graphic design coordinator or instructor. Specialized field training allowing practical professional experience with major design firms, advertising agencies, and corporations. This course may include a Signature Experience component. Lab Fee: \$20.00. 3 credit hours*

Any class meetings will be announced via your student email account, so check it regularly. Handouts, job notices, and other relevant information will be posted on the class blog:

[GRD4300.blogspot.com](http://GRD4300.blogspot.com)

In your internship, you are expected to gain work experience under the supervision of professional designers or communications professionals, and to use this opportunity to apply the facts, theories and expertise you have learned in the classroom and to develop your professional skills. Your internship should give you an enhanced understanding of deadlines, teamwork, verbal and written communication, interpersonal interactions, and current design practices. You will be representing the GSU Graphic Design program and it is imperative that you act professionally at all times.

You must work 60 to 120 hours in an approved position to receive credit. Those who have not completed their internships by the end of Spring Semester will receive "IP" (in progress) grades until completed. You are expected to complete your internship before the beginning of Fall Semester 2017, and your grade will suffer if you do not meet this deadline.

It is **HIGHLY** recommended that you interview and get a commitment to intern well in advance of actual work dates. Thousands of design students from throughout the Southeast come to Atlanta to do internships in Summer. If you have not secured an internship promptly, instructors may send information about positions to incoming students rather than to you.

**By Thursday, February 2, or as soon as possible,** send me a copy of your resume and a link to your online portfolio. Let me know where you most want to work, any restrictions you may have regarding work hours, travel to workplace, salary requirements, etc. I am happy to give feedback about résumés, websites, cover letters, etc. in person or by email.

Captions on your website and listings on your résumé should be detailed and specific, such as "created 24-page booklet for Corporate ID completely in InDesign" or "Used Photoshop for photo retouching at portrait studio." Include specific strengths such as "great at professional presentations" or "extremely organized" in the cover letter to your potential employer. Your cover letter is does not have to be formal - usually just a well-written email with resume attached (See examples cover letters on [GRD4300.blogspot.com](http://GRD4300.blogspot.com))

**GRADING FORMULA**

**PREPARATORY MATERIALS**

35%

Create an online portfolio, resumé, and sample cover letter for review by instructor, due Feb 2. Your grade will suffer if you do not meet this deadline.

**DOCUMENTATION**

35%

Promptly inform instructor of all items on the form on p. 3.

**SUMMARY**

15%

Write the pluses and minuses of your experience on the form. Additional information will help your grade.

**PARTICIPATION**

15%

Your willingness to go on interviews, your communication with all parties, and your general professionalism all counts.

There will not be plus or minus grades for this class.

A (4.0) Student exceeded requirements of assignments and completed them in a very professional manner, and personal conduct was consistently prompt, courteous, and of high quality.

B (3.0) Assignments fulfilled stated requirements and conduct was usually professional.

C (2.0) Addressed internship requirements in a perfunctory manner; was competent or above average in some respects; or student was occasionally unprofessional.

D (1.0) Internship was completed, but student was in some ways unprofessional; or student's conduct was generally unprofessional.

F (0) Work was never completed; student showed lack of understanding or disregard for the internship process.

## PREPARATORY MATERIALS

1. Create an online portfolio either building from scratch or using Behance, WordPress, Wix, etc. Six to ten images are plenty. Give each one context, including the problem you solved via the design. Even if the sight is pre-formatted, it should be well organized (most powerful image should load first), carefully composed, and aesthetically considered. Note if you created the images (other schools use things like stock photography), hand-lettered type, built the comp, etc.
2. Your resumé should be one page - no longer. It must not have any misspellings or typos whatsoever. Use typographic hierarchy to make it clear and well organized. If you must list a job goal, make it very straightforward, such as "to intern at an interactive design firm." Skip all the "to be part of a creative team and develop my abilities as a blah, blah, blah." Consult with me or the GSU Career Center for help with résumés.
3. Download the article "Hearing the right notes in a job interview" from the blog. Write a cover letter email to the first place you hope to interview. In it, explain why you have something to offer the firm as an intern, and send me a copy of that letter. See examples cover letters on GRD4300.blogspot.com
4. You are welcome to send drafts of #1 - 3 to me for review and suggestions, but I want good copies by Feb 2. Remember that the best summer internships are extremely competitive and will be filled before late spring. Your grade will be reduced if you do not complete interviews during Spring semester.

## DOCUMENTATION

Good communication with a supervisor (your instructor) is basic to professional behavior.

BCC your instructor every time you  
email to schedule an interview,  
email employer about beginning or ending an internship  
every time you send a thank-you note to a potential employer.

Send full contact information via the FORM to your instructor when you secure your internship.

Notify your employer in writing when your internship is about to conclude.

Write a thank-you note to your employer once the internship has concluded. Paper notes by snail-mail are thoughtful and memorable.

FORM

p. 4

*Keep this form current to receive a passing grade for your internship.*

*Send a copy to your instructor every time you update it. LTHROOP@GSU.EDU*

Your name:

Your email address, cell # and any other relevant contact information.  
*Keep this current if you are doing your internship over the summer.*

\_\_\_\_\_ Date of resume submitted to instructor

\_\_\_\_\_ Date of resume approved by instructor

\_\_\_\_\_ Date of website approved by instructor

\_\_\_\_\_ Date of sample cover letter approved by instructor

**INTERVIEWS**

Company #1

Interviewer, title    Interview date                      date of Thank-you letter sent

Company #2

Interviewer, title    Interview date                      date of Thank-you letter sent

**POSITION**

Firm name

Supervisor name, title, and contact information

List duties and projects carried out

*You must work 60 to 120 hours to receive credit*

Start date    Hours per week                      Beginning date                      End date

Total hours worked

Date, method and recipient of your notice to end internship

Thank you/follow up letter sent after completion of internship (date)

**SUMMATION**

Describe what was most valuable and least valuable about your internship. Explain if you would recommend this position to another student, and why or why not. This summation counts toward a substantial part of your grade.