

Syllabus for
ART 353—Practicum Infield Study I
3 Credit Hours
Spring 2010

I. COURSE DESCRIPTION

Provides the graphic design student with the opportunity to work with art professionals while going into every person's world, gaining experience in a real workplace in either a secular or Christian art department setting. Tasks range from the mundane to actually participating in graphic design productions.

Prerequisites: Art 218, 318, 440 and 450; or permission of the instructor.

II. COURSE GOALS

Provide the skills and experience necessary to produce design solutions for professional clients, from initial meeting to final compensation.

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

A. Terminal Objectives

1. Intellectually solve communications problems
2. Describe and respond to audience contexts
3. Create or develop physical and experimental solutions to communication problems
4. Use technology in appropriate production of design artifacts or experiences
5. Connect history, theory and criticism to contemporary design culture
6. Use appropriate business practices

B. Unit Objectives

1. Create, execute, and evaluate projects associated with client driven graphic design solutions
2. Document a discerning awareness of design elements in written and oral form, via critiques and written discussions to clients
3. Test vocabulary and visual identification of business procedures.
4. Complete design projects deemed appropriate for professional competency

IV. TEXTBOOKS AND OTHER LEARNING RESOURCES

A. Required Materials

1. Textbooks

- a. Foote, Cameron S. *The Creative Business Guide to Running a Graphic Design Business* (Paperback); W. W. Norton & Company; New Ed edition, 2004.
- b. Phillips, Peter L.; *Creating the Perfect Design Brief: How to Manage Design for Strategic Advantage*; Allworth Press, 2004

2. Other

- a. <http://d2l.oru.edu/> Students are required to use course D2L (Desire 2 Learn) site.

- b. Supplies for the course are listed on the course D2L site.
- c. This course requires possession of appropriate laptop and software as specified by the Graphic Design Technology Requirement.

V. POLICIES AND PROCEDURES

A. University Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course.
2. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, video, multimedia, or computer software. By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means.
4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
5. Students are to be in compliance with University, school, and departmental policies regarding Whole Person Assessment requirements. Students should consult the Whole Person Assessment handbooks for requirements regarding general education and the students' majors.
 - a. The penalty for not submitting electronically or for incorrectly submitting a Whole Person Assessment artifact is a zero for that assignment.
 - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

B. Department Policies and Procedures

1. The Communication, Arts and Media Department Whole Person Assessment is **required** for all majors.
2. Students are required to submit artifacts into their Whole Person Assessment for assessment. (See Communication, Arts and Media Whole Person Assessment requirements on individual syllabi or consult the Communication, Arts and Media Whole Person Assessment Handbook.)

C. Course Policies and Procedures

1. Evaluation Procedures
 - a. Grades are calculated based on attendance and the evaluation of all work submitted. The final score is calculated based on the following ratio: Assignments = 70%; Exercises, Quizzes, and Attendance = 10% each. A complete description of the procedures can be found on the course D2L site under "Evaluation Procedures > Grades."
 - b. More than three (3) Absences will result in the reduction of at least one letter grade from the final course grade. A complete

description of the policy can be found on the course D2L site under “Evaluation Procedures >Attendance Policy.”

- c. A one-letter grade per assignment penalty is assigned to late work. A complete description of the policy can be found on the course D2L site under “Evaluation Procedures >Late Work Policy.”

2. Whole Person Assessment Requirements

- a. No Whole Person Assessment requirements exist for this course.

VI. COURSE CALENDAR

Weeks	Topics
1	Course Introduction
2-3	Studio Policies and Procedures
4-15	Client Driven Schedule, Unique to Setting and Project
Finals	Week Final Portfolio Review, Exit Examination

Course Inventory for ORU's Student Learning Outcomes

ART 353 – Practicum Infield Study I Spring 2010

This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Addresses the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Addresses the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The Student Learning Glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES & Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	Outcome #1 – Spiritually Alive Proficiencies/Capacities				
1A	Biblical knowledge			X	
1B	Sensitivity to the Holy Spirit		X		
1C	Evangelistic capability	X			
1D	Ethical behavior	X			
2	Outcome #2 – Intellectually Alert Proficiencies/Capacities				
2A	Critical thinking	X			
2B	Information literacy	X			
2C	Global & historical perspectives	X			
2D	Aesthetic appreciation	X			
2E	Intellectual creativity	X			
3	Outcome #3 – Physically Disciplined Proficiencies/Capacities				
3A	Healthy lifestyle				X
3B	Physically disciplined lifestyle				X
4	Outcome #4 – Socially Adept Proficiencies/Capacities				
4A	Communication skills	X			
4B	Interpersonal skills	X			
4C	Appreciation of cultural & linguistic differences	X			
4D	Responsible citizenship	X			
4E	Leadership capacity	X			