

Syllabus for
ART 453 – Practicum Infield Study
3 Credit hours
Fall 2022

I. COURSE DESCRIPTION

Student oriented external internship experience documenting the ability to work productively with teams using professional practices and project organization unique to sponsor. Assessment via written and verbal critiques, research, analysis and descriptions of project based work. (Class contact for studio–6 hours.)

Prerequisite: ART 355 (three plus hours), advisor consent and Design Technology Requirement.

Course Fee: \$40.

II. STUDENT LEARNING OUTCOMES FOR THIS COURSE

After completing this course successfully, students will be able to:

- A. Create, execute, and evaluate projects associated with graphic design as assigned by internship host.
- B. Complete design projects deemed appropriate for professional competency.
- C. Document the activities, personnel and facilities of the internship host.
- D. Evaluate the internship experience.
- E. Receive and interpret a performance evaluation from internship host.
- F. Test vocabulary and/or identification of design process, experience and course readings.

III. ASSOCIATED PROGRAMS

This course meets degree completion requirements for the following program: Art

- A. Bachelor of Fine Arts (BFA) Graphic Design
 - a. The student will demonstrate achievement of professional, entry-level competence in the major area of specialization.
 - b. The student will demonstrate competence by developing a body of work for evaluation in the major area of study.
 - c. The student will form and defend value judgments about art and design and to communicate art/design ideas, concepts, and requirements to professionals and laypersons related to the practice of the major field.
 - d. The student will conceive, design and evaluate visual communications principles, processes and systems
 - e. The student will choose appropriate design technology based on understanding of and the ability to use

IV. UNIVERSITY OUTCOMES

This course aligns with the following University Outcomes as indicated on the last page

- A. Spiritual Integrity
- B. Personal Resilience
- C. Intellectual Pursuit
- D. Global Engagement
- E. Bold Vision

IV. TEXTBOOKS AND OTHER LEARNING RESOURCES

A. Required Materials

1. Textbooks
 - a. Perkins, Shel, *Talent Is Not Enough: Business Secrets For Designers*, 3rd Edition, New Riders: 2014. ISBN-10: 0321984110; ISBN-13: 978-0321984111
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 Art and Design Technology Requirement (<https://oru.edu/academics/coacs/cmd/art-design-tech-req.php>).

B. Optional Materials

- ###### Textbooks
- a. Foote, Cameron S. *The Business Side of Creativity: The Comprehensive Guide to Starting and Running a Small Graphic Design or Communications Business*; W. W. Norton & Company; New Ed edition, 2014. ISBN-10: 0393734005 ISBN-13: 978-0393734003
 - b. Phillips, Peter L.; *Creating the Perfect Design Brief: How to Manage Design for Strategic Advantage*; Perseus Books Group, 2014. ISBN-13: 9781621532279 (Kindle Edition) ISBN-13: 9781581159141 (paperback edition)

V. POLICIES AND PROCEDURES

A. Department Policies and Procedures

1. **Attendance**—At Oral Roberts University, students are expected to attend all classes. Understanding that there are sometimes unavoidable circumstances that prevent perfect attendance, each student is allowed to miss class the number of times per week a class meets. This allowance is for illness, personal business, and personal emergency. Students may consider this personal days or sick leave. If a student has absences in excess of this number, the earned grade for the course will be reduced one letter grade for each hour's absence above those allowed. A student missing class due to illness must take an unexcused absence. Extended illnesses are handled on an individual basis and require a doctor's excuse.
2. **Administratively Excused Absences**—Students who must miss class for University sponsored activities must follow these procedures:
 - a. Inform the professor before the event.
 - b. Arrange to complete missed work within one week.
 - c. commit to class performances (oral reports, speeches, television tapings, group presentations, etc.) on a date the student will be gone. Makeup work is not permitted if the student voluntarily commits to a performance on the date of an administratively excused absence.
 - d. Present an excuse, signed by the Dean of Arts and Cultural Studies, the day the student returns.
3. **Tardies**—Tardies are an inconvenience to the other class members and the professor, and they prevent the late student from obtaining

maximum value from the class. Therefore, tardies are calculated in the attendance provision for this course. Three tardies equal one absence and are included in the absences when determining the course grade. It is to the student's advantage to make sure that the professor is informed immediately following the close of the class that the student was tardy and not absent. It is not the professor's responsibility to stop the class to mark the student late; the student is the one responsible to convey that information following that class. Students should not expect to be credible the following class session concerning a late arrival on a previous day.

4. **Late Work**—The student is responsible for obtaining class assignments and material covered during an absence. All work must be completed as scheduled. An absence is not an excuse for turning in late work or for being unprepared with assignments for the class following the absence. If late work is accepted, a substantial penalty will be assessed.

B. Course Policies and Procedures

1. Evaluation Procedures

- a. Students must apply for and receive permission from the academic advisor prior to completing the internship and registering for the course. A complete description of the policy can be found on the course D2L site under "Application Process" and at www.oru.edu
- b. 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 "Course Introduction > Evaluation Procedures > Grades."
- c. 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 "Course Introduction > Evaluation Procedures > Attendance Policy."
- d. 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 "Course Introduction > Evaluation Procedures > Late Work Policy."

2. Whole Person Assessment Requirements

- a. Required Assignments
 - 1) WPA-AGRD-Faith and Professional Practice Essay
 - 2) WPA-AGRD-Performance Evaluation
 - 3) WPA-AGRD-Internship Journal and Samples
 - 4) WPA-AGRD-Professional Organization
- b. Artifacts not submitted electronically or incorrectly submitted receive a zero for that assignment

VI. COURSE CALENDAR

This Internship course requires the advanced Graphic Design student complete a minimum 150 hour (15 weeks at 10 hours per week, or 4 weeks at 40 hours per week) of

professional instruction with a reputable and approved sponsor. The schedule is formulated by the requirements of the internship host's professional daily requirements. The exact schedule of learning experiences differs from host to host and semester to semester. The student's various work place learning experiences rise from the real and unpredictable nature of how design projects are integrated into the everyday work flow of a real marketplace setting.

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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.

OUTCOMES	Significant Contribution	Moderate Contribution	Minimal Contribution
Spiritual Integrity			
Graphic Design Outcome The student will defend the self-identified role of Christian faith in professional practice.	X		

Personal Resilience			
BFA Outcome The student will demonstrate competence by developing a body of work for evaluation in the major area of study.		X	
Graphic Design Outcome The student will collaborate and work effectively in interdisciplinary or multidisciplinary teams to solve complex problems.	X		

Intellectual Pursuit			
ART 453 Practicum Infield Study <ul style="list-style-type: none"> • Create, execute, and evaluate projects associated with graphic design as assigned by internship host. • Complete design projects deemed appropriate for professional competency. • Document the activities, personnel and facilities of the internship host. • Evaluate the internship experience. • Receive and interpret a performance evaluation from internship host. • Test vocabulary and/or identification of design process, experience and course readings. 	X		
BFA Outcome The student will demonstrate achievement of professional, entry-level competence in the major area of specialization.	X		

BFA Outcome The student will form and defend value judgments about art and design and to communicate art/design ideas, concepts, and requirements to professionals and laypersons related to the practice of the major field.	X		
Graphic Design Outcome The student will choose and evaluate design knowledge, skills and experience beyond the classroom	X		
Graphic Design Outcome The student will report on functional knowledge of professional design practices and processes	X		

Global Engagement			
BFA Outcome The student will collaborate and work effectively in interdisciplinary or multidisciplinary teams to solve complex problems.		X	

Bold Vision			
BFA Outcome The student will form and defend value judgments about art and design and to communicate art/design ideas, concepts, and requirements to professionals and laypersons related to the practice of the major field.		X	