



IMED 2388 • Digital Communication Internship

Department of Digital Communication - Houston Community College Course Syllabus and Guidelines – Spring Semester, 2009

CRN 31052 Start Date: 01/20/2009 • End Date: 05/16/2009.

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West Loop Room 139A

Digital Communication Department web site: <http://swc2.hccs.edu/digicom>

Class web site: <http://www.classes-on-line.net>

Grade Sheet Class Word: IMED2388Spring09

Grade Sheet Password: Last four digits of your Peoplesoft ID.

Rationale

The purpose of placing a student in an on-the-job technical position is to provide the student with the opportunity to gain valuable job experience under the supervision of a professional. The student benefits by applying the facts, theory and expertise that he or she has learned in the classroom while also practicing and strengthening the very important interpersonal communications skills so essential for success in a real world on-the-job setting.

The student thus has the opportunity to learn the true meaning of deadlines, teamwork, verbal and written communication and interactions and how to work on projects to enable a company to realize its goals or increase productivity. Following positive internship activities, the student should be able to use the experience to his or her advantage in finding a job in this field.

Course Description

IMED 2388, Internship, is a capstone class providing work-based learning experience that enables the student to apply theory, skills and concepts in desktop publishing, technical writing, Web production, and/or multimedia technology for a minimum of 192 hours for the semester. An industry professional and the college instructor supervise job tasks.

Industry Participation

Companies who participate serve the student as an advisor while giving professional guidance as a mentor and sponsor. The industry also gains a capable employee. A company is encouraged to participate on a long-range, continuous basis and may renew its commitment to sponsor a student on a semester or annual basis. A company may continue to sponsor students on a year-to-year basis but is not obligated for more than one semester at a time. The industry sponsor should notify the Digital Communication Department of its intention to sponsor a student by completing the Company Sponsor Form. Prior to the beginning of the new semester, the sponsoring company will be contacted by the HCC professor in charge of the program to determine the industry sponsor's desire to continue or discontinue student sponsorship. If a company continues participation in the program, prescreened student applicants will be referred to the company for possible inclusion in their program. These students will provide the sponsoring company with resume and portfolio materials and, from these applicants, the company

may select a suitable candidate for the internship position. Companies are urged to use similar guidelines in selecting the candidate as they would in hiring any employee to work in their organization. Once the student to participate in the semester program is determined, the sponsor should complete an Individual Sponsor form and return it to the Department of Digital Communication at HCC. The HCC faculty representative will then contact the person designated as the contact person at your company and confirm the details of the internship.

Content Goals and Performance Objectives

Upon satisfactory completion of the Digital Communication Internship, the intern will:

- Gain job experience under the supervision of a professional;
- Work on projects that will enable a company to realize its goals and increase its productivity;
- Demonstrate the ability to work as a member of a team;
- Demonstrate good written, verbal and interpersonal communication skills;
- Demonstrate meeting deadlines;
- Keep a job log or journal;
- Write and design an effective résumé and cover letter; and
- Build an effective portfolio.

Learn the true meaning of deadlines, teamwork, verbal and written communication.

Statement of Workplace and Foundation Competencies

Houston Community College is determined to prepare you with the knowledge and skill you need to succeed in today's dynamic work environment. Towards this end, the following workplace competencies and foundation skills have been designed into the curriculum for this course.

Common Workplace Competencies:

- **Manages Time:** After reading the syllabus in the first class meeting and throughout the course, the intern will allocate enough time to complete the required assignments and projects.
- **Participates as a Member of a Team:** Throughout the course, the intern will work cooperatively with others and contribute to group efforts with ideas and suggestions.
- **Teaches others:** Throughout the course, the intern will help others learn needed knowledge and skills.
- **Works With Diversity:** Throughout the course, the intern will work well with men and women and with people from a variety of ethnic, social, or educational backgrounds.
- **Organizes/Maintains Information:** Throughout the course, the intern will organize, process, and maintain his/her portfolio in a professional fashion.
- **Uses Computers to Process Information:** Throughout the course, the intern will use the computer to create files on the job, using a variety of applications. The intern will prepare his/her résumé using an electronic application.
- **Understand Systems:** Throughout the course, the intern will use the technological system inherent in the computer applications they use on the job and operate effectively within them.
- **Monitors/Corrects Performance:** Throughout the course, the intern will monitor and correct his/her performance, predict impacts of actions, and take necessary action to correct errors while using the computer applications on the job.
- **Applies Technology To Task:** Throughout the course, the intern will understand the overall intent and the proper procedures for setting up and operating the computer applications on the job.

Foundation Skills:

Basic

- Reading: Throughout the course, the intern will understand and interpret written information in the manuals used on the job.
- Writing: Throughout the course, the intern will keep track of his/her daily work experiences by writing about these work experiences in a job journal.
- Listening: Throughout the course, the intern will receive, attend to, interpret, and respond to verbal messages and other cues such as body language in ways that are appropriate to the purpose. For example, comprehend, learn, evaluate, appreciate, or support the speaker.
- Speaking: Throughout the course, the intern will organize ideas and communicate oral messages appropriate to listeners and situations. The intern will participate in conversation, discussion, and group and individual presentations. The intern will use verbal language and other cues such as body language in a way appropriate in style, tone, and level of complexity to the audience and the occasion. The intern will speak clearly and communicate a message. The intern will understand and respond to listener feedback and ask questions when needed.

Thinking

- Decision Making: Throughout the course, the intern will specify goals and constraints, generate alternatives, consider risks, and evaluate and choose best alternatives, while using a variety of computer applications on the job.
- Problem Solving: Throughout the course, recognizing that a problem exists, the intern will identify possible reasons for the problem and devise and implement a plan of action to resolve it using a variety of computer applications on the job.
- Reasoning: Throughout the course, the intern will use logic to draw conclusions from available information, or apply rules and principles to a new situation, while on the job.

Personal Qualities

- Responsibility: Throughout the course, the intern will exert a high level of effort and persevere towards goal attainment, work hard to become excellent at doing tasks by setting high standards, pay attention to details, work well even when assigned an unpleasant task, and display a high level of concentration. The intern will display a high standard of attendance, punctuality, enthusiasm, vitality, and optimism in approaching and completing tasks.
- Self-esteem: Throughout the course, the intern will believe in his/her own self-worth and maintain a positive view of himself/herself. The intern will demonstrate knowledge of his/her own skills and abilities show an awareness of his/her impression on others.
- Sociability: Throughout the course, the intern will demonstrate understanding; friendliness, adaptability, empathy, and politeness in new and ongoing group settings. The intern will assert himself/herself in familiar and unfamiliar social situations, relate well to others, respond appropriately as the situation requires, and take an interest in what others say and do.
- Self-Management: Throughout the course, the intern will accurately assess his/her own knowledge, skills, abilities, set well-defined and realistic personal goals. The intern will monitor progress and exhibit self-control and respond to feedback unemotionally and non defensively.
- Integrity/Honestly: Throughout the course, the intern will maintain integrity and honesty in all situations, especially when dealing in such areas as software copyright laws and respect for original work.

Course/Lab Policies

Course work will require completion of assignments on schedule and following the directions exactly. One of the important goals of this class is that you learn to follow directions **to the letter**. For this reason, assignments posted to the web will not count if they are posted incorrectly. You can repost assignments as many times as necessary, as long as the assignment is turned in by the deadline for that assignment.

If you are unable to complete this course, you are responsible for withdrawing from it. The instructor will not withdraw students unless it is for reasons specified in this document, such as found in section 5 and the attendance section.

You will receive a grade for your participation. You should post to your blog and access the Class Web Site at least once a week to see if there are any important messages. A week begins at 12:01 a.m. on Monday and ends at 12:00 midnight Sunday. Any postings after the midnight Sunday deadline will not receive credit.

In addition to your work assignments, there are some research reports and special projects required for the class. These will normally be posted to the class Web site.

Students who do not attend orientation, or post any assignments prior to Day of Record, will automatically be withdrawn from the class on Day of Record.

Plagiarism and Scholastic Dishonesty: A. definition of plagiarism as it relates to digital imaging: to pass off (the ideas of another) as ones own: use without crediting the source: present as new and original an idea derived from an existing source. This course adheres to HCC's policy on "Plagiarism and Scholastic Dishonesty" and will pursue and enforce disciplinary action regarding acts of plagiarism as defined above. Students should apprise themselves of HCC's policy in the current student handbook and college catalog. Ignorance is not an excuse.

If you do not have Internet access at home or at your office that you can use for this class you can schedule your assignments to use the DIGITAL COMMUNICATION Labs, or any other open labs in the HCC system. A sheet detailing lab times is posted on the DIGITAL COMMUNICATION classroom doors at West Loop and on the bulletin board across from the DIGITAL COMMUNICATION office. Lab policies are as follows:

Please NO FOOD OR DRINK in classrooms or labs containing computers.

Only currently registered students in the Digital Communication Department are allowed to use the DIGITAL COMMUNICATION labs.

No software, hardware, or manuals may be taken or copied from the labs. It is against the law and the policy of the college. You can be prosecuted! Internet access is also available at most public libraries.

Students may find the following information in the student handbook and/or college catalog: Withdrawal Policy; Refund Policy; Plagiarism Policy; Attendance Requirements; Grading Scale.

"The Houston Community College System seeks to provide equal educational opportunities without regard to race, color, religion, national origin, sex, age or handicap. This policy extends to employment, admission, and all programs and activities supported by the College."

Attendance

The HCCS Catalog states, "A student may be dropped from a course for excessive absences after the student has accumulated absences in excess of 12.5% of the hours of instruction (including lecture and laboratory time)." I have expanded that exemption to 20%. **Any student who does not submit their assignments or contact the instructor for more than two continuous weeks in the semester may be withdrawn from the course no matter what the reason for missing.** The student is responsible for keeping track of his or her absences.

Submitting Late Assignments

One of the most important requirements for jobs in the Graphics field is dependability. When you are working with a customer it is important that you meet the specified deadline. For this reason, this class also emphasizes the importance of turning in your work as scheduled. We understand that there are times when "bad things happen to good people" but it is important that you plan for possible problems. If you wait until the last minute to complete an assignment, I can almost promise you that something will happen that you did not think would happen. Not only should you have a "plan B" in case of problems, but also, you should anticipate that you might have to use it.

If you wait until a few hours before the assignment is due, and then can't get it to work, it is too late to follow the problems solving process and post to the Questions Folder on the discussion board. Chances are, that you will not get an answer in time to make the corrections and post before the deadline. Or, if you wait until the night before a project is due to read the assignment, and find that you are missing some of the resources needed to complete it, the chance is great that you will not be able to get these resources in time to complete the assignment on schedule.

However, please keep in mind that it is better to complete an assignment late than not to complete it at all. If you turn in an assignment late, there will be points deducted from the assignment because it is late, however, you will still receive some points instead of no points which is what you will get if you don't submit the assignment.

You may submit late assignments, however, 25 percent will be deducted from your score for that assignment for assignments that are one week past due; and 50 percent will be deducted for assignments that are two weeks past due and 75 percent will be deducted for assignments that are three weeks past the due date. No credit will be given for assignments that are turned in more than four weeks past the due date.

Remember, that this policy is in place regardless of the reason for the late assignment. The only exceptions to this policy are extreme family crisis or severe illness or accident that continues for more than one week. If you think that this might apply in your case you must submit a request to the instructor in writing with documentation supporting your request. All decisions are at the discretion of the instructor. This exception will not apply to short-term illness, broken computers or any other delays that could have been considered and planned for as discussed above. Remember that part of your grade is based on your ability to solve the day-to-day problems that we all face. It would not be fair to the many students who have had to face and solve these problems, to allow students to ignore the deadlines required by the class.

When submitting late assignments, please be aware that the instructor does not go back and check closed assignments for late postings. In order to receive credit, it is necessary that you email the instructor and notify him that a late assignment has been posted. The instructor will then check the posting and apply any credit due.

If this policy seems harsh, let me assure you it is not. As college students you should consider yourselves adults with a responsibility to complete your work on schedule. As we have discussed this is an important skill that will serve you well in future employment.

Grading

Your grades will be based on participation, completion of the assignments in a timely manner, and the rating of your work by your Internship Mentor.

Grading Criteria

The course grade is based on a total of 1000 points.

Rating of your Internship Sponsor = 300 points.

Meeting work hour attendance requirements and turning in time sheets = 190 points.

Weekly Posting to your Blog (14 @ 15 points each) = 210 points.

Research Report = 100 points.

Attending a professional meeting = 100 points.

Attending class group meetings = 100 points. (4 @ 25 points each)

There may also be additional extra credit projects that can improve your grade.

A=900-1000; B=800-899; C=700-799; D=600-699; F=0-599

You can obtain information regarding your grade at any time by going to your personal grade sheet on the web at: <http://www.mygradebook.com> and selecting single class. Your class word is **IMED2388Spring09** and your password is the last four digits of your Peoplesoft ID number. You can also access the grade sheet from the class web site, and email notices will be sent with a direct link to your grade sheet.

Important Dates to Remember

January 20	Classes Begin.
January 26	Last day to drop/add/swap.
February 2	Official Date of Record. (Students will be withdrawn who have not participated in class.)
February 16	President's Day (All HCC Campuses are closed.)
March 16-20	Spring Break (All HCC Campuses are closed.)
April 9	Last Day for Administrative/Student Withdrawals-4:30 p.m.
April 10-12	Easter (All HCC Campuses are closed.)
May 15	Final Presentation. 12:00-2:00. at West Loop. Please invite your mentor to attend this presentation with you.

Students With Disabilities

"The Disability Support Services (DSS) Office assists students with physical, learning, or emotional disabilities in developing independence and self-reliance. Services include adaptive equipment and reasonable accommodations for admissions assistance, testing, academic advising, registration, and classroom instruction. Interpreting service is provided for students who are deaf/hard of hearing and assertive technology devices are provided for students who are blind.

"HCCS is committed to compliance with the Americans with Disabilities Act (ADA) and the Rehabilitation Act of 1973 (Section 504). If you have any special needs or disabilities, which may affect your ability to succeed in college classes or participate in college program/activities, please contact the DSS Office at the college you plan to attend. Upon consultation and documentation, you will be provided with reasonable accommodations. Academic accommodations will be provided only after students have properly registered for services through designated disability services staff. Students with verifiable disabilities that offer legal protection under the Americans With Disabilities Act may receive reasonable accommodations to assist in succeeding in the course. If you have a disability and wish to receive such reasonable accommodations, you must see the ADA counselor, Dr. Becky Hauri, at 713.718.7909.

Without a recommendation from an ADA counselor, the instructor cannot make any accommodations.

SCHEDULE

The following schedule is a **guideline only** and may be altered at any time at the instructor's discretion. The dates for the on-site classes will be set at the first orientation meeting.

Attend On-site Orientation.

Topics: Introductions
Student profile sheets
Course requirements and grading
Explaining the class Web site

On-site class One: Getting to know your work.

Topics: Each student explains about their Internship.
Bring information on your company and a business card from your company supervisor.
There will be a speaker discussing what you need to include in your portfolio

On-site class Two: Where are the jobs.

Topics: Students will present their reports on jobs in the Graphics industry in the Houston area. Research projects will be assigned at on-site class one.

Speaker on how to handle a job interview. Come dressed as though you are going to have a job interview. Bring materials for doing a role-playing interview.

On-site class Three: Final report.

Topics: This is the opportunity for each of the students to present their report on their work for the semester. You will be asked to invite you supervisor/mentor to attend and comment.

Project 1: Job Report Research Project.

Each student will be asked to do a research paper on a specific area of the graphic design industry in Houston. Choices will include:

- Printers
- Web Design Companies
- Graphic Departments in large companies
- Technical Writing position
- Independent Design Companies
- Advertising Agencies
- Animation and Multi-media
- Video Production and Editing
- Newspapers and Magazines
- Broadcasting
- Display and sign companies

These reports will follow standard APA format and should include information on:

- Job requirements.
- Approximate entry-level salaries in this market.
- Education and skills needed for entry-level positions.
- Samples of work done in these jobs.
- Names of Houston companies offering these services.
- Interview with at least one person from one of these companies.

The interview is a required part of the paper and no paper will be accepted without at least one interview from a person currently working in the field that is the subject of your report. This person cannot be affiliated with the company for which you are doing your internship.

Keeping a time sheet.

On the class Web site you will find a PDF file that contains a blank time sheet. It is your responsibility to download that sheet and keep a record of your work. A new sheet should be completed each week and signed by your supervisor. All of the time sheets should be turned in to the College Advisor at the last class. It should show that you have completed a minimum of 192 hours of work during the semester.

Posting to your Blog

You will be required to post a weekly report on your job activities or your directed study on a Blog that you create. This weekly posting should include a summary of all of the activities that you have participated in during the previous week and the amount of time you spent on each. You should also include any comments you may have regarding your job and what you are learning. This report is due before midnight Saturday. No late postings will receive credit.

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Student Information

Course: IMED 2388

CRN: 31052

Semester: Spring

Year: 2009

Please complete this form. It will help your instructor become familiar with your background and course goals and assist the College in designing courses to meet the individual student's needs. Of course, this data will remain confidential. Don't forget to complete both sides.

Name: _____
First Name M.I. Last Name Nickname (If used)

Peoplesoft ID number # _____

Address: _____
Street City State Zip

Home Phone: _____ Work Phone: _____

Email address (Please print clearly): _____@_____

Company you are interning with: _____

Name of Mentor: _____

What other Computer/Graphic Arts courses have you taken and where?

Have you used computers?_____ If so, what kind?_____

What graphics/desktop publishing programs do you know?_____

Do you have a background in typesetting, graphic design, commercial or fine art, printing, architecture, drafting or any form of computer graphics?_____ If so, please elaborate:

Please list the goals, in order of importance that you hope to achieve by taking this course:

1. _____

2. _____

3. _____

Acknowledgment of Syllabus and Release of Work Produced

To receive credit for attendance, Please fill in this information and return this page to the instructor before leaving on the first day of class or orientation.

Student Name: _____

Student Peoplesoft ID Number: _____

Student email address: (Please Print Clearly) _____

An agreement between Houston Community College and this student to use work produced by this student during the course of class activities.

The student agrees to allow Houston Community College to use works created in this class in the following ways:

1. Digital Communication Department Gallery Shows.
2. On-line web sites sponsored by the Digital Communication Department.
3. In printed materials produced by the Digital Communication Department.
4. Other materials used to promote the college and/or its programs.

Houston Community College Digital Communication Department agrees:

1. The student's work will not be sold or offered for sale without prior permission of the student.
2. Ownership of the works remains with the student.
3. The work will not be altered in any way except to optimize for display or for publication.
4. The student will receive credit for their work when it is used as described.

I have read, understand, and agree to abide by the policies of Houston Community College and the contents of the course syllabus. I have had the attendance policies explained to me and understand that I am responsible for keeping track of my absences and that I may be withdrawn from this class if I exceed 25 percent of the classes or, in a web based check-in, two continuous week check-ins, **regardless of reason**. I further agree to the above terms of use for any work created as a part of this class.

Student Signature: _____ Date: _____