A student with Junior or Senior level standing in VCD is eligible to perform a 50 to 100 hour internship if he/she has completed VCD 3321A Visual Communication Design 2 with a C- or better. The purpose of the internship is to provide the student with “stimulated job and work experience”.

1. THE HOURS AND CONDITIONS OF THE INTERNSHIP ARE ARRANGED BETWEEN THE INTERN AND THE SPONSOR.

2. BY LAW, AN UNPAID INTERN IS NOT ALLOWED TO BE USED IN PLACE OF A PAID EMPLOYEE.

3. EMPLOYMENT BEYOND THE INITIAL INTERNSHIP IS NEITHER INFERRED NOR IMPLIED.

4. STUDENTS SHOULD BE AWARE THAT AN INTERVIEW IS OFTEN REQUIRED OF PERSPECTIVE INTERNEES.

5. ONCE STARTED, AN INTERN MAY NOT CHANGE HIS/HER INTERNSHIP. If an intern receives an unsatisfactory evaluation or is released prior to the agreed upon hours, the intern will not receive credit.

6. SPONSORS AND/OR INTERNS SHOULD REPORT ANY PROBLEMS ARISING WITH THE INTERNSHIP. Report to the Cal Poly Art Department: (909) 869 – 3580.

7. THE INTERN SHOULD OBSERVE PROFESSIONAL STANDARDS: ATTENDANCE, PERFORMANCE, AND ALL WORKS RULES AT THE SPONSOR’S EMPLOYMENT.

8. INTERN SPONSORS ARE RESPONSIBLE FOR PROVIDING ALL JOB MATERIALS.

9. SPONSORS AGREE THAT ALL THE HOURS OF THE INTERNSHIP WILL BE COMPLETED WITHIN A 15-WEEK TIME PERIOD.

10. SPONSORS MUST COMPLETE AND RETURN AN “EVALUATION OF PERFORMANCE” DIRECTLY TO THE SUPERVISING FACULTY DURING THE LAST WEEK OF THE 15-WEEK INTERNSHIP. This is typically one week prior to finals for the quarter. The intern should provide the employer the date of finals week for that quarter. The review is confidential. Therefore, the intern may not hand deliver or email on behalf of the employer.

The Evaluation of Performance can be mailed to:
ART DEPARTMENT
SARAH MEYER, INTERNSHIP COORDINATOR
C/O PAT MARTINEZ
3801 WEST TEMPLE AVE
POMONA, CA 91768

Or emailed to:
SARAH MEYER: SAMEYER@CPP.EDU
AND WITH A CC (COPY) TO PMARTINEZ@CPP.EDU
Course Description
On-the-job training in visual communication design. University and department internship guidelines must be followed, coordinated with sponsor, and approved in advance by the department internship coordinator. One unit of credit is given for 50 or more hours of training visual communication design professional. May be repeated for a maximum of four units. Prerequisite C- or better in VCD 3321A Visual Communication Design 2.

Objectives
- Devise connections with industry professionals and facilitate professional teams and colleagues.
- Assess professional practices of nondisclosure and non-compete prior to engagement.
- Interpret intellectual property, copyright, and patent law.
- Formulate and prove responsible employment behavior.
- Apply concepts of visual communication knowledge to supervised research, development, and fabrication of design outcomes.
- Comply with safe practices for visual communication design production.
- Design professional solutions to visual communication problems for portfolio inclusion.
- Estimate billable hours, job tracking, and production timetables.
- Report, demonstrate, document, and maintain professional relationship, design outcomes, and university e-portfolio

Students’ Responsibilities:
A. Students will be expected to acquire the ability to produce quality written materials, typographic design, and image compositions.
B. Internship attendance is mandatory. If you miss work, you shall adhere to the employers attendance policy.
C. Visual Communication Designers create images that may interpret, inform, instruct, persuade or entertain. This work addresses audience, content and context, while meeting functional communication needs. We are concerned with the physical, cultural, societal, and technological aspects of creating visual work, whether that work is print-based design, interactive media, or environments. Details for projects should be gleaned from the supervisor and/or client. Project briefs are not an industry standard and a designer simply cannot call a client and ask them to repeat themselves. Therefore, it is important for designers to demonstrate accurate notetaking and penmanship, including hand lettering skills. Thus, students are required to take notes for inclusion into the process book / portfolio / case study. Sole use of any form of camera to photograph the employers notes without permission is prohibited. Students shall adhere to intellectual property guidelines.
D. Campus email must be checked and is the official university standard. Unauthorized senders will be filtered as spam messages.
E. Completed assignments are due the 15th week. Late assignments will be marked down one grade each business day they are late. Incomplete submissions will not be accepted.
F. Preparation for work is required. Good designers always present their best work and solutions rather than problems. Understanding the basic business practices, including the ability to organize projects and work productively as a member of teams is expected.
G. The students will be practicing their craft in a real-world situation and will be exposed to all the demands and expectations the field requires. Time mismanagement or last minute work for a project or critique is absolutely unacceptable.

Required Text
3. AIGA Copyright Basics for Graphic Designers: http://www.aiga.org/copyright-basics-for-graphic-designers/
5. AIGA Trademark Basics for graphic designers: www.aiga.org/trademark-basics-for-graphic-designers/

Suggested Text

Journals as required by the instructor.
Further reading should be completed from the following recommended design journals: Print, CMYK, Communication Arts, HOW Magazine, Graphis, Eye Magazine, Step Inside Design
Materials/Facilities/Materials Documentation

1. **Materials:** Intern sponsors (both in-house, studio, and freelance) are responsible for providing all job materials.

2. **Facilities:** Internship will take place at the sponsoring company facility. Interns must be working in a safe environment under the supervision of a professional designer provided by the company and all forms must be completed prior.
   a. The university forms may be retrieved at [CPP Center for Community Engagement](#):
      i. University Academic Internship Partner Agreement Form
      ii. Partner Site Self-Assessment Form
      iii. Academic Internship Learning Plan
      iv. Academic Internship Release of Liability Form
      v. Student Emergency Contact Form
   b. The VCD Internship Agreement may be retrieve from the department website:
      i. VCD Internship Agreement
      ii. Syllabus

3. **Materials Documentation:** Students are responsible for documenting process, professionally photographing work, constructing a creative portfolio, uploading design outcomes to the department e-portfolio, tracking hours in MS Excel VCD Internship Time sheet, reminding the employer to provide the evaluation, and submitting by the 15th week of the semester.
   a. These items shall be retrieved from the department website and amended by the student:
      i. VCD Internship Timesheet (in an appropriate Excel format)
      ii. e-portfolio of work in department format
   b. This item shall be designed by the student and made accessible via pdf
      i. creatively designed e-portfolio of your choosing with appropriate photography, labeling, written content
   c. This item shall be retrieved from the department website, and amended and sent directly to the faculty of record by the employer:
      i. Evaluation of Performance
Method of Instruction/Evaluation:

A. Internship are 50 to 100 hours in duration per semester.
B. Work may take the form of a special project, design, or enhancement of services for the sponsoring company.
C. Both sponsors and interns must be compliant to CSU Chancellor Office, CPP University, and Department of Art Internship Guidelines.
D. Sponsor must be registered with the University through the Center for Community Engagement and the Career Center.
E. Design and professional practices completed under the supervision of a design professional are the primary means of instruction. Department internship coordinator also assesses final design work.
F. Students are evaluated by internship sponsor/supervising professional and assigned Cal Poly instructor. Students will be evaluated on completed projects, satisfactory participation in program, documented outcomes, job tracking, and e-portfolio.
G. Craft of execution and prototyping is the test model for design. It will not be re-graded.
H. There will be no second submissions for projects after the due date unless requested by the instructor. If you do not meet the project deadline due to a compelling reason, you may only submit your project along with a proper documentation (medical, jury summons, etc) the next day.
I. There are readings defined in the above AIGA links and recommended books. It is the student’s responsibility to access pertinent reading to the professional experience.
J. Failure to turn in a project will result in an F for the course.
K. Graphic designers are image makes, typographers, and content creators. Therefore, the department policy states that you must have full ownership of the work you create. We do not practice any use of stock photos or stealing others’ work (via the internet or print) as your own creation. Designer use text (copy) that describes the actual content for each project. We do not use lorem ipsum (placeholder text) in this class. This allows you to expand/strengthen your typographic skills during the design process. In addition, you would never find a design publication that doesn’t contain actual text message for the purpose of visual communications. All writing involved for each project should be your own and approved by the University Writing Center prior to placing the text on your design work. Designers shall comply with the MLA Handbook for written material. Written content must be turned in digitally, in MSWord and will be subject to authentication. Fail to comply with this department policy is considered academic dishonesty and will be disciplined by the University Judicial Affairs, no exceptions.
L. The grade in this course will be determined by performance in three categories: Evaluation of Performance, portfolios, written content, reflection of work experience & process prototyping, and timesheet. These will be determined by performance on prototyping projects and/or through your efforts to submit material into a process notebook, as well as, your knowledge and ability to discuss the experience. Attendance and deadlines will be represented in your evaluation. Lab performance is a large indicator of the work you will produce and the job you will attain.
M. Students’ skills are evaluated by process and documentation of that process, participation and professionalism, and completed projects on the basis of idea/concept, originality, execution, craftsmanship, and understanding of the medium. Acquired knowledge is also evaluated by an e-portfolio and a writing component. Student professionalism is evaluated by a scholarly code of ethics and attitude, attendance, studio work habits, and preparedness.
N. The final evaluation of work will involve more than totaling the grades on individual projects and/or determining that all assignments have been completed. Faculty will be assessing abilities in realizing concepts and controlling the visual elements of communication with the internship partner and university. Therefore, the mastery of increasingly complex material is a key component of evaluation. The intern is encouraged to exhibit work and/or solicit feedback from other instructors and provider in assessment of whether objectives have been met.
P. Criterion Breakdown:
   a. Craft & Realization 50% of total
   b. Attendance/Professionalism 25% of total
   c. Process & Time 25% of total
Q. Traditional VCD Criterion Descriptions
   a. Process Criterion
      i. Research information gathering, use of resources, including manuals, audits.
      ii. Motivation Discipline, focus, tenacity, openness to new ideas or ways of looking at things
      iii. Experimentation A process carried out to resolve uncertainty and the lack of acuity. This is done by the quantity one experiments. Brainstorming, Piling on, Concepting
b. Realization and Craft Criteria
   i. Communication Accessibility to information, effectiveness of communication, meaning + interpretation, function + expression.
   ii. Color Understanding and application of color.
   iii. Drawing Understanding of image generation and manipulation.
   iv. Typography Understanding of the typographic aspects.
   v. Synthesis Understanding and application of information.
   vi. Craft How well the projects are put together in a physical form, prototyped, communicated, tested, and deployed. Tests.

c. Professionalism and Written Contribution Criteria
   i. Attendance, time management/planning, deadlines/scheduling (gantt charts), verbal articulation, written articulation, participation (individual), participation (team), contribution, promoting a collegial environment (share the floor, respect the quiet, etc), productive lab time, adherence to policies, etc.
   ii. Written Contribution Formation of a concept and execution according to University policies and procedures.
University, College, Department and Class Policies:

A. University Academic Dishonesty Policy: All forms of academic dishonesty at Cal Poly are a violation of the Student Code of Conduct and will be considered a serious offense and are grounds for expulsion. Academic dishonesty includes but is not limited to plagiarism, cheating, use of unauthorized study aids, and falsifying any university document. Any violation of university policy will be filed with Judicial Affairs regardless if the professor notifies the student. At that point, all student concerns and arbitration will be discussed directly with Judicial Affairs. Any project or test associated with the violation will receive a zero and will culminate in an F for the course.

B. US Hostile Work Environment Policy: All citizens have the right to work in a non-hostile work environment. Campus security can be reached at 909.869.3070. Please enter it into your phone now. Violations will take the appropriate course of follow-up.

C. University Cell Phone Policy: No cell phones. Turn off all phones before class or you will be dismissed from class. A dismissal will equal an absence.

D. CSU System Time Commitment Formula: The University has devised a formula to define full-time student status. The following is an explanation of that formula and is an excellent way to understand your time commitment and the university’s expectations. For additional information please consult academic advising. “One semester unit of credit traditionally requires one hour of in class time and two hours of out of class time per week. Laboratory and other activity type classes require, at a minimum, two or three hours of class time per unit credit. For example, a twelve-unit class load normally requires an average time commitment of 36 hours per week (12 hours per week in class and 24 hours or more outside of class). A 15-unit load will require 45 hours per week. The point is that even a 12-unit load is the equivalent of a full-time job devoted to your university studies. If you also work 20 – 40 hours per week at another job, you should realize that you may be working the equivalent of nearly two full-time jobs.” For this class, the time commitment equates to 50 to 100 hours per semester. You will be expected to meet this time commitment.

E. Equal testing opportunity is provided by CSU & CPP Disability Resource Center (DRC). Typically, the DRC informs the instructor of needs in advance. However, the system is administered by humans, so please discretely inform/confirm with the instructor at the beginning of the quarter should you need any of these services.

F. Lab Policies/Conduct/Advisement:
   a. Clean up your surroundings and return classroom furniture to its original position each time.
   b. Do not cut on the tables. Do not glue on tables. Do not write or mark on the tables.
   c. Any food trash should be deposit in trash cans outside the classroom for safety reason.
   d. No internet access for personal usage during class meetings.
   e. No personal music devices or music playing during lecture.
   f. No personal electronic devices: cell phones, text messages or camera must remain off for the whole time while in the classroom. This means you are not allowed to photograph any work samples from other designers and you need to take notes by hand.
   g. Going in and out of the classroom during the class is disruptive and will equate to a deduction of 5 points for each offense.
   h. Attendance in this class is mandatory and is worth 5 points. Speak with your study buddies, not the instructor, for any missing lectures. Present proper written documentation (doctor’s note, jury duty summons, etc) during the next class meeting if you are absent. This documentation will only be accepted during the next class.
   i. Any medical reasons as that result in missing more than 3 classes should be filed as a petition to withdraw from the class prior to week 8.
   j. After 3 absences (with or without documentation) will result in an F or WU because you will no longer be able to catch up with the learning outcomes.
   k. No personal transportation devices in use during class.
   l. Please keep your family, pets and friends at home.

G. CPP Art Department Image Use Policies: The university is committed to maintaining academic integrity throughout the university community. Academic dishonesty is a serious offense that can diminish the quality of scholarship, the academic environment, the academic reputation, and the quality of a Cal Poly Pomona degree. All forms of academic dishonesty at Cal Poly Pomona are a violation of university policy and will be considered a serious offense. Academic dishonesty includes but is not limited to plagiarism, cheating, use of unauthorized study aids, falsifying university documents, and any action that gains an unfair academic advantage. Refer to the University Catalog for more information.
   a. Consequences for academic dishonesty will include failure of the course where the plagiarism or improper image use has occurred. Additionally, students will be referred to Judicial Affairs where they may face additional consequences.
   b. Plagiarism is intentionally or knowingly presenting words, ideas, or work of others as one’s own work. Plagiarism includes copying homework, copying lab reports, copying computer programs, using a
work or portion of a work written or created by another but not crediting the source, using one’s own work completed in a previous class for credit in another class without permission, paraphrasing another’s work without giving credit, and borrowing or using ideas without giving credit.

c. The responsibility of all students is to be informed of what constitutes academic dishonesty and to follow the policy. A student who is aware of another student’s academic dishonesty should report the instance to the instructor of the class, the test administrator, or the head of the department within which the course is offered. Cal Poly Pomona students who come from various international educational systems and wish to understand better the expectations of the American educational system are encouraged to speak with an international student advisor in the International Center.

H. Graphic Design Image Use, Vernacular, and Policies

a. Students may not use Found Images in their student projects.

b. Students may use photographs from the Public Domain in student projects if such use is approved by their professor, appropriate to the project, and they do not claim them as their own. Public Domain is unacceptable in this course.

c. Students may not use Stock Images in their student projects in this class.

d. The art/design faculty do not allow the use of Clip Art or templates in student projects.

e. The graphic design faculty do not support Infringement in any project.

f. Students may not draw from images that are not their own. All source images must be original unless your professor has instructed you otherwise.

g. Definitions:

i. **Found Imagery** refers to images that may be copyrighted and whose use is not for sale. Examples of found images are photos and/or illustrations found in magazines, other designs, in books, and on the web.

ii. **Public Domain** imagery refers to photos and images that are no longer held under copyright provisions. Examples of public domain photographs can be found in libraries, museums, newspapers, etc. (New York Public Library, Library of Congress, NASA, Getty)

iii. **Stock Photos & Images** refer to images that are rights protected and/or royalty free. This means a designer/artist must purchase permission to use them in a creation/design. Examples of stock imagery may be found in catalogs and on the web. Even if you legitimately purchase stock photos, you are not to use them in your projects.

iv. **Clip Art** is a collection of graphic elements and images that can be purchased for use in a design. Clip art generally excludes photographs and fine art works. Even if you legitimately purchase clip art, you are not to use them in your projects.

v. **Templates** is a collection of graphic layouts and/or prototype that can be purchased or downloaded for use in a design. Even if you legitimately purchase a template, you are not to use them in your projects.

vi. **Infringement** is the unauthorized use of someone else’s work. Modifying a work, say by cropping, coloring, distorting, enlarging, etc., does not remove infringement. Creating a derivative work “or any other form in which a work may be recast, transformed or adapted” is an infringement. The act of using “Live Trace” and other similar methods on images that are not your own is an infringement.

I. Critique Guidelines/Active Learning Labs

Successful design is the result of active listening to the client’s needs, the user’s needs, the design team’s goals, and a host of parameters in which the intellectual property will be used. This information is exchanged through discussion and conversations that often take the form of a critique. Therefore, it is an essential part of the design education experience to have active participation in thorough and thoughtful critiques.

1. **Cast of characters:** creative team, client, user, execution team

2. **Critique goals:** evaluation, communication of idea, constructive feedback, educate the client

3. **Articulation skills:**

   a. concise: thesis statement  
   b. constructive: what is the problem, not how to fix it  
   c. objective: works/doesn’t work, address/does not address, NOT: like/dislike or feel  
   d. rational: provide evidence

4. **Be prepared.** Let your work speak for itself. Other people’s time is as valuable as yours. The object of the critique is “your work”, not “you.” You should not distract from the work. If you do not submit your work for discussion, you are not being a proactive member of the class. If you do not contribute “your best work” for discussion, the critique will not be effective for you to improve the work. Therefore, you lose the opportunity to advance your skills. Furthermore, gas lighting or non-stop talking about work that is not evident is irresponsible. Your clients will not appreciate paying for ideas without seeing your
work. People can only provide effective comments on what they can see in a visual communication design field.

5. **Have a Positive Attitude.** Stay positive. You shall receive feedback that requires improvement. The challenge is to not be defensive. Defensiveness will appear arrogant. Accept the feedback, seek clarification, and grow.

6. **Use respectful and professional language.** “This work sucks.” vs “The proportions are not resolved because the design is not to scale and does not use an isometric drawing to demonstrate the scale.”

7. **Use the Golden Rule:** Treat others the way you would like to be treated. Pay attention. Be engaged. Give back. Think about how you would feel if others behaved disrespectfully during your work critique by leaving the room, chewing gum, looking at their phone, tapping their fingers/feet, rolling eyes, sleeping, etc.

8. **When disagreements happen,** remember this is about the work—NOT you. Remain calm and shift all conversation to the work. Remember, good people can make poor decisions sometimes. When people disagree with your point of view, it doesn’t mean you are a bad person. Be open-minded when disagreements occurred. A responsible designer will take all feedback into considerations and present revisions in response to critical comments.

9. **Listen to Yourself and Others.** The ultimate goal of a critique is to improve your work and strengthen your articulation skills. The hardest thing to do during a critique is to listen. Do not underestimate the power of hand-eye coordination: taking notes by hand will help you learn to listen better.

10. **Take notes.** Shell shock happens. Busy lives happen. Stress creates forgetfulness. And still, you must have notes to which to refer. When it comes to time to revise the work, review all your notes and strive to address the comments through your revision. Your efforts will show.

11. **Don’t be afraid to say “I don’t know.”** Thank you. I will look into that.” Then follow up and report back. Never fake it. The strangest idea, might be the best idea.

12. **Be humble. Arrogance is a disguise for ignorance and self doubt.** If you think you are very talented, other people think of themselves the same way. This means the instructor has a roomful of very talented people to teach. Talented people do not equate to hirable people. We all want to work with talented and good people. Being arrogant will drive people away from you. It is a designer’s loss when labeled as “talented but painful with which to work.” So think about what brought you to study design in the first place and always open yourself to all opportunities in the field. At the end of the day, we can learn from both the good and bad.

13. A statistic shows only 2% of people in the world enjoy what they do for a living. Be happy for yourself that you study in a positive learning environment with a room of people who share the same passion. Once you graduate, you will really miss these critique times during a creative process. Do not take this for granted.
Weekly Calendar & Student Syllabus Agreement

**Activity**

1. Approval of university and departmental forms enrollment during add/drop
2. – 6. Report to work with industry partner
7. Midterm – begin photo documentation
8. – 14. Report to work with industry partner
15. Email all materials to faculty of record:
e-portfolio, creative portfolio, timesheet,
Evaluation of Performance emailed directly from supervisor to faculty of record

**Neatly place your photo here. No staples, gooey glue, or messy tape. Email this sheet to the faculty of record with your digital signature during the first week of the semester or prior.**

**name:**

*last, first (and nick name)*

**bronco ID:**

**campus email:**

**prerequisites:**

C- or better in VCD 3321A Visual Communication Design 2. Please list your nearest appropriate pre-requisites course name:

VCD 3321A Visual Communication Design 2 prerequisite:

Grade received:

Instructor:

**If you are a transfer student, which college are you from:**

**signature:**

Your signature signifies that all information provided is true/correct and you agree to adhere to the guidelines provided in the syllabus as well as the academic code and ethics of the university. This form is due on the second day of class without exception.
I have read and understand the internship and placement rules and regulations. I agree to abide by these rules.

INTERN NAME: ______________________________________________ PHONE: ______________________________

E-MAIL: ________________________________________________________________

ADDRESS: _______________________________________________________________________

CITY: __________________________ STATE: ______ ZIP: ______________

INTERN SIGNATURE: ___________________________________________ DATE: ______________

INTERNSHIP COMPANY NAME: __________________________________________

ADDRESS: _______________________________________________________________________

CITY: __________________________ STATE: ______ ZIP: ______________

E-MAIL: ________________________________________________________________

PHONE: _______________________ CELL PHONE: ______________________

SUPERVISOR NAME: ______________________ PHONE: _______________________

SUPERVISOR EMAIL: ______________________

SUPERVISOR SIGNATURE: ___________________________________________ DATE: ______________

SUPERVISING INSTRUCTOR: __________________________ DATE: ______________

Please return the evaluation form and time sheet before finals week of the quarter. The intern should provide the employer the date of finals week for that quarter.
Dear Evaluator / Supervisor,

Please address these issues in your performance memo of our Cal Poly Pomona student intern. Please write a short narrative and circle the most appropriate numbers for each criteria, as this will be used to grade the student.

Four exceeds expectations and equals an A. Zero does not meet expectation and equals an F:

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SHORT NARRATIVE OF STUDENT’S PERFORMANCE:

This Evaluation of Performance can be mailed to:
ART DEPARTMENT
SARAH MEYER, INTERNSHIP COORDINATOR
C/O PAT MARTINEZ
3801 WEST TEMPLE AVE
POMONA, CA 91768

Or emailed to:
SARAH MEYER: SAMEYER@CPP.EDU
AND WITH A CC (COPY) TO PMARTINEZ@CPP.EDU