

IDES 490 Industry Practicum

Spring Term 2018 » 9 credits » Pre-requisite: 75 IDES/DSGN credits » Instructor:

Course format: 8 weeks in an industry/mentorship setting plus online faculty support

COURSE DESCRIPTION

This experiential learning course takes place primarily off campus. Students work within a studio/agency environment or with a personal mentor in a capacity related to visual communication. Students undergo a placement interview and both parties work to strict contractual guidelines that guide behaviour and learning in a professional environment. Students provide written reflection and a final report on their work experience.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to:

- apply learned knowledge and skill to real-world visual communication problems;
- communicate effectively (verbally and in writing) with colleagues and team members;
- perform the roles and responsibilities assigned on-site to client standards as set out in the practicum agreement;
- conduct themselves in a professional manner in a real-world industry setting;
- define effective and efficient working practices and procedures; and
- reflect and report on professional practice.

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Weekly Schedule

PRE-PLACEMENT

The practicum experience.
Review of practicum contract, expectations, and course deliverables.
Set-up of dedicated practicum blogs.
Briefs for online journal and interim/final reports.
Individual practicum goals: written outlines.
Note: Placement interviews will be arranged in Fall or Spring terms before practicum begin.

MID-PRACTICUM

Interim report due (reflection on progress to date; proposals for changes).
In-person or Skype meeting with instructor to reflect on practicum experience to date.
Discussion: what's working, what's not. Problems/solutions discussed.

DURING PRACTICUM

Ongoing review of weekly online journal posts by instructor.
Online feedback and site visits if necessary.

END OF PRACTICUM

Final report due (experience related to course learning outcomes).
Instructor and practicum host evaluations.

EVALUATION

Evaluation of student performance will be carried out independently by the course instructor and by the placement host. Assessment tools (e.g. rubrics) will be provided to hosts. Students will be evaluated on communication skills, cognitive skills, professional skills, timekeeping, and other criteria (see practicum contract for details). Students will receive copies of the evaluations. Evaluation results will be combined and credit / no credit will be assigned by the course instructor.

EVALUATION PROFILE (CREDIT / NO CREDIT)

It is not possible to receive credit for this course without successfully completing 8 weeks of practicum placement and receiving positive results from:

1. Practicum host evaluation
 2. Instructor evaluation
 3. Weekly online journal posts
 4. Written interim report
 5. Written final report
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Learning Outcomes and Operational Details

Note: Practicums have separate contracts covering student expectations, which must be adhered to.

Mission Statement

The *Bachelor of Design in Visual Communication* prepares graduates for professional practice in the visual communication field through the development of creative, collaborative, conceptual and design thinking skills for print, social and dynamic media.

Program Student Learning Outcomes

On successful completion of the *Bachelor of Design in Visual Communication*, graduates will be able to:

- Demonstrate in-depth knowledge of current visual communication practice.
- Identify and solve communication problems using a strategic process, with an emphasis on design thinking, creativity, original solutions, and clarity of communication.
- Describe and respond to the audiences and contexts which communication solutions must address, including recognition of the physical, cognitive, economic, cultural and social human factors that shape visual communication decisions.
- Demonstrate proficiency with the tools, techniques and technologies that support visual communication practice and apply concepts across a range of media platforms.
- Enter the field as visual communication professionals.
- Apply visual communication expertise for societal and environmental benefit.
- Work collaboratively with other disciplines in business, industry, and the broader community.
- Recognize the importance of life-long learning and responsiveness to change.

ATTENDANCE /PENALTIES FOR MISSING CLASS

Attendance is essential. Students who are absent for more than three classes without the approval of the course instructor will fail the course.

PUNCTUALITY /PENALTIES FOR LATENESS

Punctuality is essential. Students more than 15 minutes late for class, or who leave before the end of class, will be marked absent.

PARTICIPATION

Students will be evaluated on the frequency and relevance of their comments, questions, observations and discussions of weekly course content; on their active engagement in in-class assignments; on their completion of required lab hours (if any) and on their work-in-progress, at 1% per class or to a maximum of 15% of the course grade.

LATE ASSIGNMENTS

If the course contains assignments, 20% will be deducted from the assignment grade for each period of 1 to 7 days that an assignment is late, unless prior arrangements are made with the instructor.

MISSED EXAMS AND QUIZZES

Missed exams and quizzes (if any) will be assigned a grade of zero. Students will be allowed to make up exams and quizzes only under the following conditions: if a doctor's certificate of illness is provided; if in the case of the death of a close family member, a death certificate is provided; if prior approval of the instructor has been obtained.

CHEATING /PLAGIARISM

Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. All students should familiarize themselves with the University policy *Cheating and Plagiarism* (see University Policies below) as such behaviour can result in suspension from the University.

INCOMPLETE GRADES

An 'I' grade or Incomplete may be assigned in exceptional circumstances when the student can achieve a passing grade by completing one or more units of the course. It is the student's responsibility to determine from the instructor what must be done to complete the course. If an Incomplete is not cleared within four months, the grade will be changed to the evaluation attained at the time the grade was assigned. For further information please see "Incomplete Grade 'I'" in the online University Calendar.

ENGLISH USAGE

All written work submitted must use good academic English and follow the guidelines provided in the *The Capilano Guide to Writing Assignments* (available from the Capilano University Bookstore). If students anticipate difficulties, help is available through the Writing Centre (details available online or from the department).

PROFESSIONAL BEHAVIOUR

Students should demonstrate a professional attitude and behaviour towards their work, their fellow students and their instructors; reliability; respect for and cooperation with colleagues; a willingness to work calmly and courteously under difficult conditions; and a determination to achieve first-class work while meeting deadlines. Students should have respect for equipment and systems, and should demonstrate a constructive response to criticism.

COMPUTER COURSE REQUIREMENTS /POLICIES

Students are expected to abide by the University policies *Statement of Appropriate Use of Information Technology Facilities and Services* and *Misuse of Computer System* in any use of computers at the University.

UNIVERSITY POLICIES

Students are expected to read and abide by all University policies and procedures. Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

EMERGENCY PROCEDURES

In the event of an emergency, students must follow the emergency procedures posted in the classrooms.