MORAVIAN COLLEGE – GRAPHIC DESIGN INTERNSHIP

SYLLABUS – SPRING 2005
ART 332 –INSTRUCTOR: ROGER BRINKER

Contact Info: rdb5@lehigh.edu
note: please put Art332 in the subject bar of any e-mail + your topic.
Office hours: After class or by appointment
Meeting room: Room 7 Graphic Design Print Lab

Overview:
Qualified students work 12 hours per week at a graphic design studio, publishing company, or printer. In addition, bi-monthly seminars focus on portfolio development, ethical and professional standards, pre-press specifications, and printing. Prerequisite: permission of faculty supervisor based on portfolio review and mid-term of previous semester.

Objectives:
The goals of the internship course are two-fold. First, each student will have a first hand experience working in the field producing graphic design work or assisting in the process. Second, each student will create a portfolio that is tailored to his/her specific needs.

Students completing this course should be able to:
1. Work effectively both individually and as part of a project development team
2. Understand aesthetics and production issues in communication design
3. Effectively communicate through written, oral, and visual presentations
4. Implement the principles of good visual communications in a portfolio format

Text (not required):
Harold Linton, “Portfolio Design” 3rd Edition, W.W.Norton & Co. ©2003, ISBN: 0-393-73095-6. Principles for the course project will be derived in part from the above text. The text is recommended only for additional information or further study.

Grading:
70% Internship performance
25% Portfolio
5% Participation
**Final Deliverables:**
Students will submit both a bound hard copy and a digital copy of their graphic design portfolio. Contents should include a cover, title page, introduction, table of contents, body, resume, and contact information.

**Intern A Group – Course Calendar:**

Meeting Day and Time – Wednesday 3:30PM – 4:30PM  
Location – Room 7 Graphic Design Print Lab

Meeting Dates:
- Jan 12 – intro
- Jan 26
- Feb 9
- Feb 23
- Mar 16
- Mar 30
- Apr 13
- Final Critique – Exam week  
  o Final deliverables due

**Intern B Group – Course Calendar:**

Meeting Day and Time – Tuesday 9:15PM – 10:15PM  
Location – Room 7 Graphic Design Print Lab

Meeting Dates:
- Jan 12 – intro
- Feb 1
- Feb 15
- Mar 1
- Mar 22
- Apr 5
- Apr 19
- Final Critique – Exam week  
  o Final deliverables due