

**Art 4850 – Design Communications  
Fall 2016 Student Internship Packet**

**Belmont University, Department of Art**

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## Student Checklist:

### I have:

- Completed all course work for ART 3410 - Linear Design (Design Communications III).
- Met with my *Faculty Advisor* and received permission to pursue an internship.
- I have cleared all questions with my *Faculty Advisor* –
- Secured (green) approval form from advisor and submitted it to Art Department Office Manager to add me to ART 4850: Internships in Art.
- Registered for ART 4850: Internship in Art.
- Researched and contacted a provider.
- Read through this entire packet and understand the contents.
- Signed an *Internship Agreement Form* between a provider, myself, and advisor.
- Returned the *Internship Agreement Form* to Art Department Office Manager one week prior to beginning work for the provider.\*\*

*\*\*Failure to complete this process will result with immediate removal from the class.*

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- Completed my internship responsibilities.
- Submitted a written evaluation from my provider to the Dept. of Art Office **prior** to the final day of classes for the semester – **deadline is December 7, 2016.**
- Interviewed with my faculty adviser **prior** to the final day of classes for the semester. (You must present all above paperwork at the interview)\*

## Internship Requirements

Dear Internship Provider,

Thank you for your interest in a Belmont Design Communications intern. Enclosed is an intern packet with the necessary information for working with our internship program. For an intern to fulfill the requirements of an internship at Belmont University in the Design Communications major the following must take place:

1. Work responsibilities must pertain directly to and supplement the student's preparation for a career in the graphic design industry.
2. The intern should work a minimum of 10 hours per week for at least a 3 month period to receive 3 hours of credit during fall or spring semesters. Summer sessions are 6 weeks and we recommend the student work a minimum of 32 hours a week for these short sessions. Hours and times are negotiable according your and the student's needs. Please contact the faculty member if you have specific questions about dates and times.
3. The intern must meet the responsibilities assigned by the provider (you) to the satisfaction of the intern's assigned supervisor.
4. At the date of termination of the internship period, the *provider (you)* must complete a questionnaire provided by the Belmont Design Communications program (in this packet) or submit a letter regarding the intern's performance. An email letter is acceptable. Be aware, content will be shared with the student so we can assess their strengths and weaknesses together unless otherwise agreed in writing.
5. At the end of the employment period the *intern* must complete a questionnaire or submit a letter evaluating the internship experience, and meet with the intern's faculty advisor for an interview regarding the questionnaires, work completed, and evaluations.
6. The student is responsible for all deadlines and all liaison contact between the employer and the Belmont Design Communications program.

This internship is not based on a grading scale but on a "pass, fail" evaluation system. If there are any questions please contact:

Dan Johnson or James Pierce  
Department of Art  
Belmont University  
1900 Belmont Blvd.  
Nashville, TN 37212  
615-460-6770

Please sign the intern contract provided and have the student return it to the responsible faculty member as soon as possible. I would like to thank you again for your consideration of a Belmont student for this internship position.

Respectfully,

Dan Johnson

## Internship Agreement

1] I have read and understand the attached requirements for internship credit in the Department of Art at Belmont University and understand the **Internship Evaluation** included in this packet **must be completed and sent to BU Dept. of Art by December 7, 2016.**

2] I have cleared all questions I have with the student and the student's professor.

3] I have made all necessary financial arrangements with the student.

The student will begin (date): \_\_\_\_\_

The working hours are arranged as follows: \_\_\_\_\_

\_\_\_\_\_

The internship is expected to terminate (date): \_\_\_\_\_

The number of semester hours requested for this appointment: \_\_\_\_\_

The name and address of my company is: \_\_\_\_\_

\_\_\_\_\_

Supervisor (signature): \_\_\_\_\_

Student: \_\_\_\_\_

Faculty Advisor: \_\_\_\_\_

## General Information

### Belmont University

Belmont University is located in downtown Nashville, Tennessee near the “Music Row” recording district. Belmont is widely known for its commitment to the arts and this has helped it establish itself as one of the premier teaching universities in the south. Its campus sits on a restored Victorian estate where the university’s vision encourages the best of Christian character. Belmont’s class sizes are small thus affording it the opportunity provide individual instruction often unavailable at larger universities.

### Design Communications

The Belmont Design Communications program is an exhaustive four year fine arts degree in graphic design. The Bachelor of Fine Arts program was established in the fall semester of 1994 and the curriculum was implemented in the fall semester of 1996. The program prepares students for a career in the graphic design industry by concentrating on visual communications problem solving skills. Upon graduation students will have developed a professional level portfolio of finished print and interactive media work and will have the technological skills necessary to complete even the most complex design tasks. In addition, students will have a strong studio art background as well as minor options in complimentary areas of study such as business. We consider the internship to be an extremely valuable component of our program. The knowledge obtained by internship experience is impossible to duplicate in the classroom environment. In addition to receiving an eager and hardworking assistant you will be doing your industry a service by providing students these experiences.

### Art 4850 Internship in Art

#### Synopsis:

*Prerequisite: Permission of faculty:* A required course for Design Communications majors. Students may work in any art-related employment, such as advertising, publishing, or galleries and earn university credit that is appropriate for the major field. *Gen. Ed. Designation: EL (I – Internships, Clinicals, Practica).*

Students in the Design area will be encouraged to engage in further internships for elective credit prior to graduation.

#### Goals and Objectives:

The goals and objectives of the internship are:

1. To give students the following experiences and information:
  - a) Alternate viewpoints in graphic design practice.
  - b) A professional setting for practical application of design theory.
  - c) Experience and information supplemental to course work.
  - d) Confidence in their skills and abilities.
  - e) Exposure to specialized areas so they can identify their own areas of interest.
  - f) Development of professional contacts.
  - g) Help pin-pointing deficiencies in their design skills.
  - h) Work in group and teamwork situations.
  - i) Development of realistic expectations of time management and project coordination.
  - j) An understanding of the evolution of a design solution from beginning to end.
2. To help the design program accomplish the following:
  - a) Maintain and develop contacts with the graphic design community.
  - b) Remain current with recent developments and needs in the design profession.

- c) Control and evaluate the effectiveness of its instruction.
- d) Pin-point strengths and deficiencies in the Design program.
- e) Pin-point strengths and deficiencies in the students.
- f) Foster exposure to emerging technologies and trends.
- g) Help identifying speakers, field trip sites, and qualified adjunct faculty.

**Legal Information:**

*Fair Labor Standards Act:*

This act states that no person should be allowed to intern without college credit. It also states that if an intern engages in tasks that are billed to outside clients non-reimbursement may be in violation of this act.

*Supervisor's Obligations:*

Assist and supervise your student in accomplishing the requirements of the internship.

**FAQ's**

*Q: Why should I participate in the internship program?*

A: A student intern can be of enormous help in any business situation. An intern can be an extra pair of hands, someone to provide a fresh outlook, and an eager participant in your business.

*Q. Do I have to pay?*

A: You are not required to pay a student intern unless that intern engages in tasks that are billed to outside clients. Since students receive course credit there is no financial obligation. Otherwise, it is an agreement that you make with the intern that dictates any additional compensation. Most interns are pleased to consider the experience compensation enough. Keep in mind that students are paying to go to school and any little extra bit of financial help is greatly appreciated.

*Q: What if I'm not sure how to utilize an intern.*

A. Your intern just wants to be involved and learn as much as possible about the day to day operation of your business – the best thing to do is involve them. If this means running errands or sitting in on meetings or just practicing skills learned from school it is appropriate. It is the environment that is important.

*Q. Once I have signed on what is next.*

A. Your name will be posted in the Art Department and students will be encouraged to set up an appointment to meet with you. Keep in mind we are a small program and the number of qualified interns is limited – please be patient, a student will surely contact you. The better your description of the tasks you will require of the intern, the more likely one will contact you.

*Q. The intern you have sent us isn't working out, what do we do?*

A. You are under no obligation to keep an intern who is not pulling his or her weight. Please contact the student's faculty advisor as soon as possible. Bad attitudes are not tolerated by the Design Communications major and we will take necessary steps.

*Q. I'm not sure I have enough work to keep an intern busy.*

A. If you wish to have your intern take some down time that is your prerogative. A student can always be kept busy working on school work or practicing newly learned computer skills.

**Internship Evaluation** (to be completed by supervisor and **returned by December 7, 2016**)

Student Name \_\_\_\_\_ Supervisor \_\_\_\_\_

Current Educational Status \_\_\_\_\_

Company \_\_\_\_\_ Dates Worked \_\_\_\_\_

Hours Worked \_\_\_\_\_

Brief Position Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Agency or Firm Information:**

• Types of clients and/or nature of their business: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Overall Impression:**

This intern \_\_ did \_\_ did not fulfill the responsibilities assigned to them by their supervisor.

Details (feel free to attach information):

**Belmont Student Intern's Responsibilities** (please alter or add necessary info.)

• **Art and Design:**

- Design and Art Direction:     Team     Supervised     Individual
- Concept /Solution:     Team     Supervised     Individual
- Project Direction, Coordination , Contracting, and Supervision of:
  - Tracking     Scheduling     Budget     Copy Writers
  - Photographers     Illustrators     Stylists     Talent
  - Production Artists     Printers     Paper Suppliers
  - Color Seps/Engraving     Collators and Product Stuffers
  - Stock photo services     Vendors and Suppliers
  - Graphics Services     Typographers & Typesetters
  - Others or classifications: \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- Research:     Market analysis     Information Gathering
- Other Explain: \_\_\_\_\_
- \_\_\_\_\_
- Presentation Art:     Comps and Mock ups     Presentation (such as PowerPoint, slides, decorating/styling, propping etc.)

• **Production:**

- Prepress Preparation:     Traditional (paste-up and camera work)     Digital
- Retouching     Information Systems (Administration and/or Trouble-shooting)
- Workstation     Network     Software

• **Some Possible Types of Projects:**

- Corporate Identity and Collateral     Posters     Brochures     Annual Reports
- Signage     T-Shirts     Cards     Album Graphics
- HTML/CSS     PHP     JavaScript and variant
- Scripting lang. \_\_\_\_\_
- Programming lang. \_\_\_\_\_     PDF     Print Ads
- Illustration     Cartooning     News Releases     Newsletter     Banner Ads
- Social Media     Publication     3-D Illustration     Multi-media     Projection Mapping
- Animation     Motion Graphics     Data Mining     Chart, Map, Diagram Design
- Infographics     Catalog     Audio/Visual Ads or other     POP Displays
- Packaging and Collateral     Environ. Graphics     Wayfinding
- Trade & Promotional Collateral     Calendars     Typeface Design
- Lettering or Calligraphy     Display/Novelty     Technical Illustration
- Craft Illustration (Marbling faux painting etc.)
- Other: \_\_\_\_\_

• **Some Possible Software:**

- Layout:     InDesign     Illustrator     QuarkXPress     Other: \_\_\_\_\_
- \_\_\_\_\_
- Illustration:     Illustrator     Tablet (such as Wacom with Photoshop or Painter)
- Other: \_\_\_\_\_
- Photo Imaging and Retouching:     Photoshop     Raw     Other: \_\_\_\_\_
- Multi-media:     HTML 5     Director     Premier     After Effects     Encore
- PHP     Scripting lang. \_\_\_\_\_     Programming lang. \_\_\_\_\_

Other: \_\_\_\_\_  
 Web/Internet:  Dreamweaver  Flash  HTML 5 or higher  JavaScript (& variants such as jQuery)  Final Cut  Logic  MainStage  
 Other: \_\_\_\_\_  
 Typography:  Fontographer  TypeTool  Other: \_\_\_\_\_

• **OS used:**

Apple  Windows  Open Source: \_\_\_\_\_  
 Other: \_\_\_\_\_

• **Client and Account Relations:**

Establishing Contact:  Primary or  Assistant  
 Service Account:  Primary or  Assistant  
 Reception:  Phone  Greeting Area  Client Meetings  
 Pickup and Delivery  Proposals and Contracts

**Personal Information:** *Please answer questions for which you feel comfortable providing feedback:*

• **Overall Attitude and Demeanor:** Ranges from 5 for enthusiastic, eager, and supportive to 1 for disinterested or contrary;

5  4  3  2  1

• **Appearance:** Ranges from 5 for well-groomed and appropriately attired to 1 for sloppy or inappropriately attired for our work environment;

5  4  3  2  1

• **Verbal Communication Skills:** Ranges from 5 for most able to express thoughts, and ideas to 1 for indistinct or inarticulate;

5  4  3  2  1

• **Personality:** Ranges from 5 for warm, likable, sincere to 1 for cold, unfriendly, and impersonal;

5  4  3  2  1

• **Initiative:** Ranges from 5 for self-motivated self-starter looking for improvements and ways to contribute to 1 for unreliable, disinterested, or always relying on others;

5  4  3  2  1

• **Leadership potential:** Ranges from 5 for skilled in the art of utilizing resources effectively and guiding projects to completion to 1 content to only handle assigned tasks unimaginatively to the detriment of the group.

5  4  3  2  1

• **Adaptability:** Ranges from 5 for highly flexible and capable of wide-ranging assignments, to 1 for breaks down under pressure; narrowly-focused.

5  4  3  2  1

• **Relations with other:** Ranges from 5 for exceptionally well accepted to 1 for works poorly with others;

5  4  3  2  1

• **Punctuality and Attendance:** Ranges from 5 for showing up on time and attending regularly to 1 for habitually late and absent;

5  4  3  2  1

- **Dependability:** Ranges from 5 for dependable to 1 for unreliable:

\_ 5    \_ 4    \_ 3    \_ 2    \_ 1

- **Judgment:** Ranges from 5 for exceptionally mature to 1 for consistently using bad judgment;

\_ 5    \_ 4    \_ 3    \_ 2    \_ 1

- **Learning:** Which style best describes this intern?

- \_ Learns slowly but thoroughly.
- \_ Learns quickly but doesn't expand on knowledge base.
- \_ Learns quickly and thoroughly.
- \_ Learns slowly and never seems to progress.
- \_ Other: \_\_\_\_\_

- **Further Evaluation:** Please include answers to as many of the following questions as you are comfortable in a written evaluation of the student's performance:

1. Were you satisfied with this intern?
2. How adequately did this intern fulfill his or her responsibilities?
3. Is this intern ready for an entry level position in the graphic design industry?
4. What areas of focus would this student most benefit from studying prior to seeking an entry level position in this industry?
5. Would you consider working with another intern from our program?
6. Any suggestions on the improvement of our internship program would be greatly appreciated.

***Thank you for your evaluation.***