MASTER SYLLABUS

COURSE NUMBER – COURSE NAME
GMMD 240 – PROFESSIONAL PRACTICES

Created by: Matt Burnett
Updated by: Matt Burnett

Canino School of Engineering Technology
Department: Graphic And Multimedia Design
Semester/Year: Fall/2018
A. **TITLE**: GMMD Professional Practices

B. **COURSE NUMBER**: GMMD 240

C. **CREDIT HOURS**: (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

   # Credit Hours: 3
   # Lecture Hours: 3 per week
   # Lab Hours: ___ per week
   Other: ___ per week

   Course Length: 15 Weeks

D. **WRITING INTENSIVE COURSE**: Yes ☐ No ☒

E. **GER CATEGORY**: None: ☐ Yes: GER

   *If course satisfies more than one*: GER

F. **SEMESTER(S) OFFERED**: Fall ☐ Spring ☒ Fall & Spring ☐

G. **COURSE DESCRIPTION**:

   Professional Practice is an experiential survey of various design professionals and their working environments. Students will leave the classroom and attend several lectures and professional visits, experiencing first hand the work flow, professional practices and client interaction of designers in their workplaces. Students will complete several assignments based on their research and first hand experience with several design careers, including the preliminary work in arranging for their GMMD internship.

H. **PRE-REQUISITES**: None ☐ Yes ☒ If yes, list below:

   Must be a GMMD Major, with 45 credits with a 3.0 GPA, or 60 credits with a 2.5

   or with permission of the instructor

   **CO-REQUISITES**: None ☐ Yes ☐ If yes, list below:
I. **STUDENT LEARNING OUTCOMES:** *(see key below)*

By the end of this course, the student will be able to:

<table>
<thead>
<tr>
<th>Course Student Learning Outcome [SLO]</th>
<th>Program Student Learning Outcome [PSLO]</th>
<th>GER [If Applicable]</th>
<th>ISLO &amp; SUBSETS</th>
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<tbody>
<tr>
<td>Create a working resume and portfolio based on research into a particular career path.</td>
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<td>1-Comm Skills  5-Ind, Prof, Disc, Know Skills  3-Found Skills</td>
<td>Subsets Subsets Subsets Subsets</td>
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<td>Explain contemporary design practices based on an interview with a working design professional</td>
<td>Interpretation</td>
<td>ISLO ISLO ISLO</td>
<td>Subsets Subsets Subsets</td>
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<td>Research and compare several design environments (museums, corporations, design firms, websites) and make critical evaluations of them.</td>
<td>Professional Detail</td>
<td>5-Ind, Prof, Disc, Know Skills ISLO ISLO</td>
<td>Subsets Subsets Subsets</td>
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<td>Establish a projected career trajectory with realistic timelines and milestones</td>
<td>Professional Detail</td>
<td>5-Ind, Prof, Disc, Know Skills ISLO ISLO</td>
<td>Subsets Subsets Subsets</td>
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<td>Demonstrate a critical understanding of the contexts, cooperation, overlaps, protocols, and professional niches of various design careers through research.</td>
<td>Interpretation</td>
<td>5-Ind, Prof, Disc, Know Skills ISLO ISLO</td>
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<td>Open a dialogue with a design professional (individual or corporation) regarding internship possibilities.</td>
<td>Professional Detail</td>
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<td>KEY</td>
<td>Institutional Student Learning Outcomes [ISLO 1 – 5]</td>
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<td>ISLO #</td>
<td>ISLO &amp; Subsets</td>
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</table>
| 1 | Communication Skills  
Oral [O], Written [W] |
| 2 | Critical Thinking  
Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS] |
| 3 | Foundational Skills  
Information Management [IM], Quantitative Lit./Reasoning [QTR] |
| 4 | Social Responsibility  
Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T] |
| 5 | Industry, Professional, Discipline Specific Knowledge and Skills |

*Include program objectives if applicable. Please consult with Program Coordinator*
J. **APPLIED LEARNING COMPONENT:**

Yes ☒  No ☐

If YES, select one or more of the following categories:

- Classroom/Lab
- Internship
- Clinical Placement
- Practicum
- Service Learning
- Community Service
- Civic Engagement
- Creative Works/Senior Project
- Research
- Entrepreneurship
  (program, class, project)

K. **TEXTS:**

No Text Required

L. **REFERENCES:**

Larkin, David Olmstead --- Designing the Living Landscape Universe Publishing, USA 1998


F & W Media 2010 Artists and Graphic Designers Market F & W Media , 2010

M. **EQUIPMENT:** None ☐  Needed: x

Classroom with LCD projector

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

Graded Essays
Participation in face to face and online reviews
Class presentation
Professional Practical (resarching, contacting, applying for internship)
Class project

P. **DETAILED COURSE OUTLINE:**

I. Design Career Overview

a. Environmental Design
b. Graphic Design
c. Product Design
d. Digital Design
e. Fine Arts

II. Design Context

a. career overlaps
b. team playing, production studio breakdowns
c. logistics, designing for sale

III. Design Research

a. researching a career
b. professional interview
c. crafting your credentials
d. professional contact

IV. Professional Visits

a. The professional in their workplace
b. The professional in the market
c. Professional for the Public

Q. LABORATORY OUTLINE: None ☒ Yes ☐