COURSE OUTLINE

GMMD 240 GMMD PROFESSIONAL PRACTICES

Prepared By: Matthew J. Burnett
Revised By: Kathleen Mahoney
GMMD 240 GMMD PROFESSIONAL PRACTICE

A. **TITLE:** PROFESSIONAL PRACTICE

B. **COURSE NUMBER:** GMMD 240  
**SHORT TITLE:** PRO PRAC

C. **CREDIT HOURS:** 3

D. **WRITING INTENSIVE COURSE (OPTIONAL):** N/A

E. **COURSE LENGTH:** 45 contact hours

F. **SEMESTER(S) OFFERED:** Fall/Spring

G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** 3 hour lecture

H. **CATALOGUE 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.

I. **PRE-REQUISITES/CO-COURSES:** GMMD Major, 45 credits with a 3.0 GPA, or 60 credits with a 2.5, or permission of the instructor

J. **GOALS (STUDENT LEARNING OUTCOMES):**

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Institutional SLO</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Compare their ideas of the professional design world with their direct experiences of the working designers</td>
<td>2. Critical Thinking</td>
</tr>
<tr>
<td>b. Explain contemporary design practices based on an interview with a working design professional</td>
<td>4. Professional competence</td>
</tr>
<tr>
<td>c. Research and compare several design environments (museums, corporations, design firms, websites) and make critical evaluations of them.</td>
<td>4. Professional competence</td>
</tr>
<tr>
<td>d. Explain in writing how offices/workspaces/organizational structures influence design practices of working professionals.</td>
<td>4. Professional competence</td>
</tr>
<tr>
<td>e. Demonstrate a critical understanding of the contexts, cooperation, overlaps, protocols, and</td>
<td>4. Professional competence</td>
</tr>
</tbody>
</table>
professional niches of various design careers through writing.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>f. Establish a projected career trajectory with realistic timelines and milestones</td>
<td>4. Professional competence</td>
</tr>
<tr>
<td>g. Create a working resume based on research into a particular career path.</td>
<td>4. Professional competence</td>
</tr>
<tr>
<td>h. Open a dialogue with a design professional (individual or corporation) regarding internship possibilities.</td>
<td>4. Professional competence</td>
</tr>
</tbody>
</table>

K. TEXTS:

No Text Required

L. REFERENCES:

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

Heller, Steven Becoming a Graphic Designer: A Guide to Careers in Design

Williams, Pamela How to Break Into Product Design

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

M. EQUIPMENT: Classroom with Elmo projector, Document Camera, computer, internet and media player.

N. GRADING METHOD: (P/F, A-F, etc.) A-F

O. MEASUREMENT CRITERIA/METHODS: Students will be evaluated via:

1. Graded Essays
2. Participation in face to face and online reviews
3. Class presentation
4. Professional Practical (researching, contacting, applying for internship)

P. DETAILED TOPICAL 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