COURSE OUTLINE

GMMD 440 – Orientation to Culminating Experience in GMMD

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A. **TITLE:** Orientation to Culminating Experience in GMMD

B. **COURSE NUMBER:** GMMD 440

C. **CREDIT HOURS:** 1

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

E. **COURSE LENGTH:** 15 weeks

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

G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** 1 lecture hour/week

H. **CATALOG DESCRIPTION:**

This course is the precursor to the culminating experience in the Graphic and Multimedia Design program. The culminating experience will consist of an internship, a group or individual project or a combination of both. Seniors will meet with faculty on a weekly basis to discuss resume preparation, job interviewing techniques, on-the-job training, identifying and securing internships, internship requirements and performance assessment/evaluation. Students prepare their portfolio for either an internship or group/individual project. Students, who chose the group/individual project for their culminating experience will meet with faculty to develop research proposals.

I. **PRE-REQUISITES/CO-COURSES:** Successful completion of all core GMMD courses years 1-3

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

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<th>Course Objective</th>
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| a. Prepare an appropriate resume for job searches and interviews. | 1. Communication Skills  
3. Professional Competence  
4. Inter/Intrapersonal Skills |
| b. Apply interview techniques. | 1. Communication Skills  
4. Inter/Intrapersonal Skills |
| c. Identify appropriate mentorship opportunities in organizations that are commensurate with the student’s area of interest. | 4. Inter/Intrapersonal Skills |
| d. Compare and contrast internships versus research projects based on individual student needs. | 2. Critical Thinking |
| e. Specify goals on which to be evaluated on throughout a rating period. | 2. Critical Thinking |
| f. Prepare a portfolio | 1. Communication Skills  
2. Critical Thinking  
3. Professional Competence  
4. Inter/Intrapersonal Skills |
K. TEKST: None

L. REFERENCES:

M. EQUIPMENT: A/V classroom

N. GRADING METHOD: A-F

O. MEASUREMENT CRITERIA/METHODS:
- Proposals/Cover Letters/Internship agreement
- Portfolio
- Resume

P. DETAILED TOPICAL OUTLINE:
I. Resume design and Portfolio creation.
   A. Career Services
   B. Resume & cover letter writing
   C. Portfolio creation

II. Interview preparation
   A. Researching for appropriate internships and mentorship possibilities
   B. Interview Guidelines
   C. Dress
   D. Interviewing Techniques
   E. Creative Techniques for Getting an Interview

III. Post Interview Actions
   A. After the Interview
   B. Benefits and Salary

IV. Internship agreements.
   A. Personal Liability
   B. Internship Liability
   C. What to expect from your internship

VIII. Setting Goals
   A. Objective vs Subjective
   B. Goals as a Moving Target
   C. Goal Review

IX. Preparing a research proposal
   A. Identifying Areas of Interest
   B. Developing a Research Plan
   C. The Questions We Ask
   D. Applying GMMD Core Course Material to Address the Questions