

COURSE SYLLABUS

ARTC 2388 (3:0:12)

Internship - Commercial and Advertising Art

Design Communications

Creative Arts

Technical Education Division

Levelland Campus

SOUTH PLAINS COLLEGE

Fall 2020 / Spring 2021

COURSE SYLLABUS

COURSE TITLE: ARTC 2388 Internship - Commercial and Advertising Art

INSTRUCTOR: Wayne Beadles

OFFICE LOCATION: TA 113

AND PHONE/E-MAIL: 806-716- 2348; wbeadles@southplainscollege.edu

OFFICE HOURS: TBA

SOUTH PLAINS COLLEGE IMPROVES EACH STUDENT'S LIFE



I. GENERAL COURSE INFORMATION

- A. Course Description: A work-based learning experience that enables the student to apply specialized occupational theory, skills and concepts. A learning plan is developed by the college and the employer.

- B. Course Learning Outcomes: As outlined in the learning plan, apply the theory, concepts, and skills involving specialized materials, tools, equipment, procedures, regulations, laws, and interactions within and among political, economic, environmental, social, and legal systems associated with the occupation and the business/industry and will demonstrate legal and ethical behavior, safety practices, interpersonal and teamwork skills, and appropriate written and verbal communication skills using the terminology of the occupation and the business/industry.
- C. Course Competencies: Upon successful completion of this course each student will have demonstrated through examination and projects a competent understand of:
 - 1. Design processes and techniques first hand of the industry
 - 2. Creative and thought processes use on the job
 - 3. Production and craftsmanship from a professional viewpoint
 - 4. Presentation techniques used by technicians in the field
 - 5. Terminology as it pertains to the graphic arts industry.
- D. Academic Integrity: It is the aim of the Design Communications faculty to foster a spirit of complete honesty and high standard of integrity. The attempt of any student to present his or her own work which he or she has not honestly performed is regarded by the faculty and administration as a serious offense and renders the offender liable to serious consequences, possibly suspension. Students should refer to the SPC General Catalog policy regarding consequences for cheating and plagiarism (see “Academic Integrity” and “Student Conduct” sections of the college catalog.) At times, working with other students is encouraged for some assignments and meets SCANS competencies C-9 through C-14. If you have any questions as to whether you may work with other students on any assignments. ASK YOUR INSTRUCTOR.
- E. SCANS and Foundation Skills. This course contains the following SCANS competencies: C-1, C-3, C-4, C-5, C-6, C-7, C-8, C-9, C-10, C-11, C-12, C-13, C-14, C-15, C-16, C-17, C-18, C-19, C-20. The following Foundations skills apply to this course: F-1, F-2, F-3, F-4, F-5, F-6, F-7, F-8, F-9, F-10, F-11, F-12, F-13, F-14, F-15, F-16, F-17.

II. SPECIFIC COURSE/INSTRUCTOR REQUIREMENTS:

- A. There is no textbook for this course. Learning materials will be in the form of experience and training achieved on the job.
- B. Attendance Policy – The South Plains College attendance policy is stated in the General Catalog. Punctual and regular attendance in class is required of all Design Communications students. Each student is responsible for all class work covered while he or she was not in class. At the discretion of the instructor, a student may complete makeup work assignments for unavoidable absences. The instructor uses discretion to administer an “X” or “F” grade when a student has

excessive absences. In the event a student is not able to complete course work, he or she is expected to take initiative to initiate a student withdrawal notice that results in a “W” grade when completed before the last college “Drop date.” All students must complete or remain in compliance with TASP requirements.

Because of the nature of this program, the Design Communications program has modified the absentee policy as follows: After a student has missed **three** regular days of class, his or her **final grade will be dropped one letter for each additional absence**. A student who has missed **four** class days may be dropped at the instructor’s discretion. **Tardiness** for **two** class days equals one absence and will be used to consider this policy.

Excused absence: An absence that has been discussed prior to the missed class and arrangements have been made to make up the work; or a student presents documentation as explanation of the absence; or the student calls and leaves a voice mail or sends an email prior to the class missed. Making up an absence: It is at the instructor’s discretion to allow a student to do additional work to make up an excused or unexcused absence.

The lab is an intricate part of a class. If a student attends the class but misses the lab, the student will be marked absent for the whole class period.

The chairperson of the Creative Arts, Administration, or Counseling Department must approve, in writing, any deviation from the attendance policy.

- C. Assignment policy: All required work must be turned in on time in order that the student may benefit from the corrections and study for future examinations. Assigned outside work is **DUE ON THE CLASS PERIOD ASSIGNED**. Late work is generally not acceptable; however, special consideration is subject to the instructor’s discretion for exceptional circumstances. The instructor has sole discretion whether the exception is cleared and whether or not the work is acceptable. Should the instructor agree to accept late work, the assignment will be downgraded 5 points per day for each class day the assignment is late.
- D. Grading Policy/Procedure and/or methods of evaluation: A student’s final grade is determined by averaging all examinations, projects and participation grades. Should a student’s grade average drop below 70 percent (C) the student will be required to attend a one-hour tutoring session until the average is brought back up. Failure to attend this session will be considered an absence and added as such.

The final examination/project counts twice. The total average will determine the student’s grade point average minus any absences over three.

(Note: See the General College Catalog “Grade and Reports” for explanation of grades and grade point averages.”

Projects are graded on completeness, presentation and technical correctness. Creativity and originality may contribute to additional points according to the instructor’s discretion.

*Makeup test may be administered at the discretion of the instructor; students are expected to be present and prepared for all announced examinations.

**Final Examination is required for all students.

*** Special requirements by employer.

Real-time projects: These are projects from outside sources in which the instructor deems applicable to the curriculum. The instructor's discretion is used to assign these projects to the whole class, a particular group of students or an individual student. These projects may allow for special needs, such as leaving class early or coming in late as necessary. These projects may substitute for an assigned project or may be an additional project based on complexity. These projects are graded equally to any class project or examination.

Students may be required to attend events on and off campus for additional grades at various times. Failure to attend will result in either a low grade or an absence at the instructor's discretion. Students must be notified at least three weeks in advance of the event.

III. COURSE OUTLINE

- A. Production and craftsmanship
- B. The design and thought process
- C. Operational and business theory
- D. Conceptualizing
- E. Time-management
- F. Presentation techniques
- G. Working in a professional environment

- IV. ACCOMMODATIONS - Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland Student Health & Wellness Center 806-716-2577, Reese Center (also covers ATC) Building 8: 806-716-4675, Plainview Center Main Office: 806-716-4302 or 806-296-9611, or the Health and Wellness main number at 806-716-2529.

DIVERSITY STATEMENT: In this class, the teacher will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

CAMPUS CONCEALED CARRY STATEMENT: Campus Concealed Carry - Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in South Plains College buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and South Plains College policy, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to the SPC policy at:

(http://www.southplainscollege.edu/human_resources/policy_procedure/hhc.php)

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all South Plains College campuses. Report violations to the College Police Department at 806-716-2396 or 9-1-1.

SCANS COMPETENCIES

C-1 **TIME**--Selects goal--relevant activities, ranks them, allocates time, and prepares and follows schedules.

C-2 **MONEY**--Uses or prepares budgets, makes forecasts, keeps records, and makes adjustments to meet objectives

C-3 **MATERIALS & FACILITIES**--Acquires, stores, allocates, and uses materials or space efficiently.

C-4 **HUMAN RESOURCES**--Assesses skills and distributes work accordingly, evaluates performances and provides feedback.

INFORMATION--Acquires and Uses Information

C-5 Acquires and evaluates information.

C-6 Organizes and maintains information.

C-7 Interprets and communicates information.

C-8 Uses computers to Process information.

INTERPERSONAL--Works With Others

C-9 Participates as members of a team and contributes to group effort.

C-10 Teaches others new skills.

C-11 Serves clients/customers--works to satisfy customer's expectations.

C-12 Exercises leadership--communicates ideas to justify position, persuades and convinces others, responsibly challenges existing procedures and policies.

C-13 Negotiates--Works toward agreements involving exchanges of resources resolves divergent interests.

C-14 Works with Diversity--Works well with men and women from diverse backgrounds.

SYSTEMS--Understands Complex Interrelationships

C-15 Understands Systems--Knows how social, organizational, and technological systems work and operates effectively with them

C-16 Monitors and Correct Performance--Distinguishes trends, predicts impacts on system operations, diagnoses systems' performance and corrects malfunctions.

C-17 Improves or Designs Systems--Suggests modifications to existing systems and develops new or alternative systems to improve performance.

TECHNOLOGY--Works with a variety of technologies

C-18 Selects Technology--Chooses procedures, tools, or equipment including computers and related technologies.

C-19 Applies Technology to Task--Understands overall intent and proper procedures for setup and operation of equipment.

C-20 Maintains and Troubleshoots Equipment--Prevents, identifies, or solves problems with equipment, including computers and other technologies.

FOUNDATION SKILLS

BASIC SKILLS--Reads, writes, performs arithmetic and mathematical operations, listens and speaks

F-1 Reading--locates, understands, and interprets written information in prose and in documents such as manuals, graphs, and schedules.

- F-2 Writing--Communicates thoughts, ideas, information and messages in writing, and creates documents such as letters, directions, manuals, reports, graphs, and flow charts.
- F-3 Arithmetic--Performs basic computations; uses basic numerical concepts such as whole numbers, etc.
- F-4 Mathematics--Approaches practical problems by choosing appropriately from a variety of mathematical techniques.
- F-5 Listening--Receives, attends to, interprets, and responds to verbal messages and other cues.
- F-6 Speaking--Organizes ideas and communicates orally.

THINKING SKILLS--Thinks creatively, makes decisions, solves problems, visualizes, and knows how to learn and reason

- F-7 Creative Thinking--Generates new ideas.
- F-8 Decision-Making--Specifies goals and constraints, generates alternatives, considers risks, and evaluates and chooses best alternative.
- F-9 Problem Solving--Recognizes problems and devises and implements plan of action.
- F-10 Seeing Things in the Mind's Eye--Organizes and processes symbols, pictures, graphs, objects, and other information.
- F-11 Knowing How to Learn--Uses efficient learning techniques to acquire and apply new knowledge and skills.
- F-12 Reasoning--Discovers a rule or principle underlying the relationship between two or more objects and applies it when solving a problem.

PERSONAL QUALITIES--Displays responsibility, self-esteem, sociability, self-management, integrity and honesty

- F-13 Responsibility--Exerts a high level of effort and preservers towards goal attainment.
- F-14 Self-Esteem--Believes in own self-worth and maintains a positive view of self.
- F-15 Sociability--Demonstrates understanding, friendliness, adaptability, empathy, and politeness in group settings.
- F-16 Self-Management--Assesses self accurately, sets personal goals, monitors progress, and exhibits self-control.
- F-17 Integrity/Honesty--Chooses ethical courses of action.

Pregnancy Accommodations Statement

If you are pregnant, or have given birth within six months, Under Title IX you have a right to reasonable accommodations to help continue your education. To activate accommodations you must submit a Title IX pregnancy accommodations request, along with specific medical documentation, to the Director of Health and Wellness. Once approved, notification will be sent to the student and instructors. It is the student's responsibility to work with the instructor to arrange accommodations. Contact Chris Straface, Director of Health and Wellness at 806-716-2362 or email cstraface@southplainscollege.edu for assistance.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in South Plains College buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and South Plains College policy, license holders may not carry a concealed handgun in restricted locations. For a list of locations and Frequently Asked Questions, please refer to the Campus Carry page at: <http://www.southplainscollege.edu/campuscarry.php>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all South Plains College campuses. Report violations to the College Police Department at 806-716-2396 or 9-1-1.