

Syllabus for
ART 453 – Practicum Infield Study
3 Credit hours.
Fall 2026

I. COURSE DESCRIPTION

Student oriented external internship experience documenting the ability to work productively with teams using professional practices and project organization unique to sponsor. Assessment via written and verbal critiques, research, analysis and descriptions of project based work. (Class contact for studio–6 hours.)

Prerequisite: ART 095 and advisor consent.

Course Fee: \$40.

II. STUDENT LEARNING OUTCOMES FOR THIS COURSE

After completing this course successfully, students will be able to:

- A. Create, execute, and evaluate projects associated with graphic design as assigned by internship host.
- B. Complete design projects deemed appropriate for professional competency.
- C. Document the activities, personnel and facilities of the internship host.
- D. Evaluate the internship experience.
- E. Receive and interpret a performance evaluation from internship host.
- F. Test vocabulary and/or identification of design process, experience and course readings.

III. ASSOCIATED PROGRAMS

This course meets degree completion requirements for the following program: Art

- A. Bachelor of Fine Arts (BFA) Graphic Design
 - a. The student will demonstrate achievement of professional, entry-level competence in the major area of specialization. PLO 1 NASAD VIII.B.4
 - b. The student will demonstrate competence by developing a body of work for evaluation in the major area of study. PLO 2 NASAD VIII.B.1
 - c. The student will form and defend value judgments about art and design and to communicate art/design ideas, concepts, and requirements to professionals and laypersons related to the practice of the major field. PLO 3 NASAD VIII.B.2
 - d. The student will conceive, design and evaluate visual communications principles, processes and systems PLO 4 NASAD X.C.3.b
 - e. The student will collaborate and work effectively in interdisciplinary or multidisciplinary teams to solve complex problems. PLO 6 NASAD X.C.3.d
 - f. The student will justify and integrate basic research and analysis procedures and skills PLO 8 NASAD X.C.3.f
 - g. The student will report on functional knowledge of professional design practices and processes PLO 9 NASAD X.C.3.g
 - h. The student will choose and evaluate design knowledge, skills and experience beyond the classroom PLO 10 NASAD X.C.3.h
 - i. The student will defend the self-identified role of Christian Faith in professional practice. PLO 11

IV. UNIVERSITY OUTCOMES

This course aligns with the following University Outcomes as indicated on the last page

- A. Spiritual Integrity
- B. Personal Resilience

- C. Intellectual Pursuit
- D. Global Engagement
- E. Bold Vision

V. TEXTBOOKS AND OTHER LEARNING RESOURCES

- A. Required Materials
 - 1. Textbooks
 - a. Foote, Cameron S.; *The Creative Business Guide to Running a Graphic Design Business* (Paperback); W. W. Norton & Company; Fourth edition (updated), 2014. ISBN-10: 9780393734003; ISBN-13: 978-0393734003 or SKU:9780393617849R180
 - b. Monteiro, Mike; *Design is a Job*; A Book Apart, 2012. ISBN-13: 9781937557041 or *Design Is a Job: The Necessary Second Edition* Second Edition, A Book Apart, 2022. ISBN-13: 978-1952616266
 - 2. Other
 - a. Students are required to use course Content Management System (CMS) D2L (<http://d2l.oru.edu/>).
 - b. Supplies for the course are listed on the course D2L site.
 - c. This course requires possession of appropriate laptop and software as specified by the Art and Design Technology Requirement (<https://oru.edu/academics/coacs/cmd/art-design-tech-req.php>).
- B. Optional Materials
 - 1. Textbooks
 - a. Phillips, Peter L.; *Creating the Perfect Design Brief: How to Manage Design for Strategic Advantage*; Perseus Books Group, 2014. ISBN-13: 9781621532279 (Kindle Edition) ISBN-13: 9781581159141 (paperback edition)
 - b. Perkins, Shel, *Talent Is Not Enough: Business Secrets For Designers (Voices That Matter)*, Third Edition, Peachpit Press: 2014. ISBN-13: 9780321984111 DIGITAL ISBN-13: 9780133805574

VI. POLICIES AND PROCEDURES

- A. Department Policies and Procedures
 - 1. Students must be present in class as directed to effectively learn. Attendance is determined by the nature of the class and the individual instructors.
 - 2. Studio classes regularly require hands-on, experiential project making. Remote or virtual instruction may serve for temporary or emergency use only. Policies are determined by the nature of the class and the individual instructors.
 - 3. As a skill-based studio course, bringing required materials, appropriate preparation for critiques and active participation are essential to effectively develop skills taught.
 - 4. Classroom behavior should be professional, respectful of participants, and in line with a Christian worldview and the university's honor code.
 - 5. The Institute of Design, Experience and Art (IDEA) strives for transparency of information and policies. The official and most current information can be found on the university's website.
- B. Course Policies and Procedures
 - 1. Assessment
 - a. Grades are calculated based on attendance and the evaluation of all work submitted. The final score is calculated based on the following ratio: Assignments = 70%; Exercises, Quizzes, and Attendance = 10% each. A complete description of the procedures

- can be found on the course D2L site under “Course Introduction > Evaluation Procedures > Grades.”
 - b. More than three (3) Absences will result in the reduction of at least one letter grade from the final course grade. A complete description of the policy can be found on the course D2L site under “Course Introduction > Evaluation Procedures > Attendance Policy.”
 - c. A late penalty of up to 34% of an exercise or assignment will be given to late work. A complete description of the policy can be found on the course D2L site under “Course Introduction > Evaluation Procedures > Late Work Policy.”
- 2. Key Performance Assessment Requirements
 - a. Required Assignments
 - (1) Faith and Professional Practice Essay (KPA)
 - (2) Performance Evaluation (KPA)
 - (3) Internship Journal and Samples (KPA)
 - (4) Professional Organization (KPA)
 - b. Artifacts not submitted electronically or incorrectly submitted receive a zero for that assignment.

VII. COURSE CALENDAR

This Internship course requires the advanced Graphic Design student complete a minimum 150 hour (15 weeks at 10 hours per week, or 4 weeks at 40 hours per week) of professional instruction with a reputable and approved sponsor. The schedule is formulated by the requirements of the internship host’s professional daily requirements. The exact schedule of learning experiences differs from host to host and semester to semester. The student’s various workplace learning experiences rise from the real and unpredictable nature of how design projects are integrated into the everyday work flow of a real marketplace setting.

Course Inventory for ORU's Student Learning Outcomes

Primary Program: Graphic Design ART 453 – Practicum Infield Study Fall 2026

University Outcomes: Spiritual Integrity (SPI), Personal Resilience (PR), Intellectual Pursuit (IP), Global Engagement (GE), Bold Vision (BV)

This course contributes to the University and program outcomes as indicated below:

Significant Contribution (SI) – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution (MO) – Addresses the outcome directly or indirectly and includes some assessment.

Minimal Contribution (MI) – Addresses the outcome indirectly and includes little or no assessment.

Course Outcomes	University Outcomes				
	SPI	PR	IP	GE	BV
Create, execute, and evaluate projects associated with graphic design as assigned by internship host.			SI		
Complete design projects deemed appropriate for professional competency.			SI		
Document the activities, personnel and facilities of the internship host.			SI		
Evaluate the internship experience.			SI		
Receive and interpret a performance evaluation from internship host.			SI		
Test vocabulary and/or identification of design process, experience and course readings.			SI		

Program Learning Outcomes	University Outcomes				
	SPI	PR	IP	GE	BV
The student will demonstrate achievement of professional, entry-level competence in the major area of specialization. PLO 1 NASAD VIII.B.4			SI		
The student will demonstrate competence by developing a body of work for evaluation in the major area of study. PLO 2 NASAD VIII.B.1		MO			SI
The student will form and defend value judgments about art and design and to communicate art/design ideas, concepts, and requirements to professionals and laypersons related to the practice of the major field. PLO 3 NASAD VIII.B.2			SI		MO
The student will conceive, design and evaluate visual communications principles, processes and systems PLO 4 NASAD X.C.3.b			MO		
The student will collaborate and work effectively in interdisciplinary or multidisciplinary teams to solve complex problems. PLO 6 NASAD X.C.3.d		SI	SI	MO	
The student will justify and integrate basic research and analysis procedures and skills PLO 8 NASAD X.C.3.f			MO		
The student will report on functional knowledge of professional design practices and processes PLO 9 NASAD X.C.3.g			SI		
The student will choose and evaluate design knowledge, skills and experience beyond the classroom PLO 10 NASAD X.C.3.h			SI		
The student will defend the self-identified role of Christian Faith in professional practice. PLO 11	SI				

(Revised 10/01/24)