

COMD 4900 Spring 2024—Section OL73

Writing Intensive Class (WI)

Professor Tanya Goetz

Guidelines for Your Internship Blog (30% of your grade):

Deadline for First 4 Blog Posts: **02/29**

Deadline for Second 4 Blog Posts: **03/21**

Deadline for Next 8 Blog Posts: **04/18**

Deadline for Final 3 Blog Posts: **05/09**

Your blog must have imagery to accompany each written entry. Because you are all studying Communication Design, the layout of type and imagery should be attractive and the text legible.

Minimum Number of Internship Specific Site Journal Entries: 10 Posts

Note: Please be sure to follow the structure I've provided below for these ten posts on page two of this document

Number of Additional Writing Assignments From Class Lectures & Discussions : 7 posts—these will have deadlines given on the weekly assignments section of my site. These entries are not specific just to your internship experience but to the topics we are covering in class as well as the events and activities you are required to attend during the semester. These posts include:

- a blog post for each of the two networking events you attend (2 posts)
- a review of two Creative apps you select to test
- a review of an exhibit from the assigned field trip focusing on three different works displayed in the exhibit
- a summary of the key points you learned from a webinar, podcast or other self-directed learning experience assigned in class
- 2 Ethics Blog posts—as per the assignment posted on our OpenLab class site

Minimum Total Blog Posts: 17

(You can, of course, add additional posts based on additional networking events that I mention in class or by testing out a third app, etc.)

All Blog Entries should be completed & revised by 5/09/24

Oral Presentations will be on held on week 15

If you don't already have one, you will create an ePortfolio site on OpenLab for your Internship blog. **I have provided very specific guidelines for structuring your internship site on the following page.** Of course, you can add additional entries beyond what I have required in these guidelines. I do not give a word count for each blog post as your style might be more in line with Hemmingway rather than Henry James. I have provided links on Openlab of excellent blog entries from previous internship classes for you to use as models. Please download the free Grammarly plug in to help you edit your writing and grammar.

Structure for the 10 blog posts focused on your internship site:

1. First journal post must discuss the company you are working for this semester and give the following details about it:
 - size of company and locations
 - cite whether it is a private or public company

- describe the company's primary business
 - describe the company's customers and clients
 - date of company's founding and key events in its history
 - area or department where you work within the company
 - summarize two recent news articles about the company
2. Your second journal post should describe your role within the company, provide the name and title of your supervisor, and discuss how you came to select this internship site and the process by which you received your job offer. For example, did you have an in-person or zoom interview? Did you interview with only one person or more than one? How long did you have to wait between the interview and the job offer? What questions were you asked during the interview?
 3. One post should describe the culture of your workplace. For example, is the attire at the company formal or informal? How do you dress for your work? What is the typical employee workday like with regard to hours, lunchtime, etc.? How does your supervisor and/or team members communicate with you? What software do you use to manage projects?
 4. **At least 4 posts** about what you are learning on this job with regard to the industry and the economy/business. Are you performing clerical duties as well as duties related to your major? What is your typical day like on the internship?
 5. One post should relate an example of a collaborative project that you worked on during your internship. What was the project? How many people did you work with and how did you communicate with them? What was successful about it? What wasn't?
 6. One post should be a self-evaluation of your performance on the job or on one specific project.
 7. One post should describe a virtual event you attended at the company or discuss whether you met anyone during this internship you would consider as a role model or mentor. See your *Business Etiquette* text regarding "The Importance of Role Models, Mentors and Networks."

These posts are not meant to be a research paper. However, you should still use the conventions of good writing, avoiding spelling and grammar errors—use the free Grammarly extension to help correct your mistakes as you write. You should also cite quotes, phrases or images properly. **This is a writing intensive class and a key goal of this journal is to improve your writing as it is a vital skill in the workplace.** So, write spontaneously and proofread later to perfect writing. Lose your editor while drafting; then, perfect grammar and organization, etc. in your second and third drafts. **If you don't have an internship in the first few weeks of class, then your blog posts should chronicle your job search until you have landed an internship. Until you have an internship, you can be attending networking events and posting about those or attending the required webinar. These events will help you gain confidence and possibly help you land an internship. When you are interviewing for jobs after graduation, these posts will be helpful in answering interview questions.**