

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

Deadline for First 4 Journal Entries: **September 22nd**

Deadline for Second 4 Journal Entries: **October 27th**

Deadline for Next 6 Journal Entries: **November 17th**

Deadline for Final 3 Journal Entries: **December 1st**

Minimum Number of Internship Specific Site Journal Entries: 10 Entries

Note: Please be sure to follow the structure I've provided below for these ten entries.

Number of Additional Writing Assignments: 7 entries—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 weeks we do not meet. These entries include:

- a blog post for each of the two networking events you attended
- a review of two Creative apps you selected to test
- a review of an exhibit from our 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 we covered in class.
- a response to Shepard Fairey Copyright Case and to the assigned AIGA Design Ethics chapters as they relate to your current internship

Minimum Total Blog Posts: 17

(You can, of course, add additional entries 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 December 1st

Oral Presentations will be on December 11th and the 15th

If you don't already have one, you will create an ePortfolio site on OpenLab for your learning journal. I have provided very specific guidelines for structuring your internship site as I find this helps students. 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 than Henry James. I have provided links on Openlab of excellent sites from previous internship classes for you to use as models. Below are the specific areas that your entries about your internship **must** address once you **have found your internship**. **Your journal must have imagery to accompany each entry. Because you are all studying Communication Design, the layout of type and imagery should be attractive and the text legible.**

1. First journal entry 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/or 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 entry 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 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 journal entry 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 work station—cubicles, offices, open work areas? What is the typical employee workday like with regard to hours, lunchtime, etc.?
4. You should have **at least 4 entries** 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. 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. You should self-evaluate your performance on the job on one entry or on one specific project.
7. Describe an 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."

You should consider these entries as akin to blogging rather than like writing a research paper. However, you should still use the conventions of good writing, avoiding spelling and grammar errors. 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. It is the way to perfect your writing. Lose your editor while drafting; then, perfect grammar and organization, etc. in your second and third drafts. **Please use Grammarly or another plug-in to help correct mistakes in your writing. In addition, you can use the Hemmingway app to help you write more concisely. If you don't have an internship in the first few weeks of class, then your journal entries should chronicle your job search until you have landed an internship.**