Basic course information			
Academic unit:	Faculty of Applied Arts		
Course title:	Internship		
Level:	Bachelor		
Course status:	Compulsory		
Year of study:	3		
Number of hours per week:	4		
ECTS credits:	10		
Course description	The Internship course aims to engage students in real professional processes in the field of graphic design and multimedia, from the development of an idea and concept to the realization and presentation of the final product. The student is engaged in a relevant company, studio, agency, or organization, working according to professional standards and practices under the supervision of a mentor. During the internship, the student documents work processes, organization, and professional experience, and at the end prepares and presents a report on the activities, outcomes, and competencies acquired.		
Course objectives:	The aim of the course is for the student to gain practical professional experience in companies, studios, agencies, or organizations operating in the field of graphic design and multimedia, by applying the knowledge and skills acquired during their studies in real work situations and developing professional, communication, and collaborative competencies.		
Expected learning outcomes:	Upon successful completion of the course, the student will be able to: • Apply knowledge and skills in graphic design and multimedia in a real professional environment; • Develop a project from the brief and concept stage through to the realization of the final product; • Use professional tools, techniques, and standards relevant to the field; • Communicate and collaborate professionally with clients, mentors, and team members; • Manage tasks and deadlines during project implementation; • Present and justify creative concepts and solutions; • Document and critically evaluate the experience and outcomes of the professional internship.		
Student workload (which should correspond to the student learning outcomes)			
Activity	Hours	Days/weeks	Total
Orientation meetings / lectures	4	4	16
Theoretical/laboratory exercises	3	2	6

Professional internship in a company/studio/organization	8	12	96
Consultations and mentoring	3	6	18
Field exercises	4	3	12
Colloquia, seminars			
Student self-study time (in the library or at home)	5	12	60
Preparation of the final report	2	4	8
Time spent on assessment (tests, quizzes, final exam)	3	4	12
Presentation and assessment	5	2	10
Projects, presentations, etc.	3	4	12
Total			250
Teaching methodology:	Teaching is carried out primarily through the student's practical engagement in a professional environment, under the supervision of the company mentor and the responsible academic instructor. The process includes work on real projects, consultations, documentation of activities, reflection on professional experience, preparation of the final report, and presentation of the internship outcomes.		
Assessment methods:	Assessment structure: 40% – Presentation and final internship report 60% – Evaluation by the host company/organization of the student's performance during the internship Total: 100%		
Literature			
Basic literature:	Graphic Design Internship Journal: Keep Record of Your Graphic Design Internship Mar 26, 2015 by Frances P Robinson		
Additional literature:	Guidelines, professional materials, and technical documentation provided by the instructor and the host organization.		

Teaching plan:	
Week	Topic / activity
Week One:	Orientation meeting with the instructor: presentation of the course, objectives, obligations, and assessment criteria.
Week Two:	Guidelines for documenting the internship, placement of students in companies/studios/agencies, and clarification of roles and responsibilities.
Week Three:	Introduction to the professional environment and organizational structure, and analysis of completed projects.
Week Four:	Participation in graphic design and/or multimedia processes and development of initial concepts.
Week Five:	Development of graphic and/or multimedia materials according to the profile and requirements of the organization.

Week Six:	Planning the design process and organizing the stages of project implementation.
Week Seven:	Project development and application of professional design standards.
Week Eight:	Technical realization and preparation of products for publication, print, or digital platforms.
Week Nine:	Processes and technologies of graphic and multimedia production.
Week Ten:	Technical control, quality assurance, and professional standards of the final product.
Week Eleven:	Professional communication with clients and mentors, and teamwork.
Week Twelve:	Presentation and justification of the concept and creative solutions.
Week Thirteen:	Implementation of projects and tasks according to the requirements of the company/organization.
Week Fourteen:	Completion of projects, deadline management, and documentation of internship outcomes.
Week Fifteen:	Submission of the final report and presentation of the professional experience and outcomes.

Academic policies and rules of conduct:
The student must comply with the schedule, rules, and professional standards of the host company, studio, agency, or organization. Regular attendance, responsibility in completing assigned tasks, respect for deadlines, professional communication, and adherence to academic and professional ethics and integrity are required. The student is responsible for documenting internship activities and submitting the final report.