

**STATE UNIVERSITY OF NEW YORK  
COLLEGE OF TECHNOLOGY  
CANTON, NEW YORK**



**MASTER SYLLABUS**

**COURSE NUMBER – COURSE NAME  
GMMD 240 – PROFESSIONAL PRACTICES**

**Created by: Matt Burnett**

**Updated by: Matt Burnett**

**Canino School of Engineering Technology**

**Department: Graphic And Multimedia Design**

**Semester/Year: Fall/2018**

- A. **TITLE:** GMMD Professional Practices
- B. **COURSE NUMBER:** GMMD 240
- C. **CREDIT HOURS:** (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

# Credit Hours: 3  
# Lecture Hours: 3 per week  
# Lab Hours:        per week  
  Other:            per week

Course Length: 15 Weeks

- D. **WRITING INTENSIVE COURSE:** Yes  No
- E. **GER CATEGORY:** None:  Yes: GER  
*If course satisfies more than one:* GER
- F. **SEMESTER(S) OFFERED:** Fall  Spring  Fall & Spring

G. **COURSE DESCRIPTION:**

Professional Practice is an experiential survey of various design professionals and their working environments. Students will leave the classroom and attend several lectures and professional visits, experiencing first hand the work flow, professional practices and client interaction of designers in their workplaces. Students will complete several assignments based on their research and first hand experience with several design careers, including the preliminary work in arranging for their GMMD internship.

- H. **PRE-REQUISITES:** None  Yes  If yes, list below:

Must be a GMMD Major, with 45 credits with a 3.0 GPA, or 60 credits with a 2.5

or with permission of the instructor

**CO-REQUISITES:** None  Yes  If yes, list below:

**I. STUDENT LEARNING OUTCOMES: (see key below)**

By the end of this course, the student will be able to:

<b><u>Course Student Learning Outcome</u></b> <b><u>[SLO]</u></b>	<b><u>Program Student Learning Outcome</u></b> <b><u>[PSLO]</u></b>	<b><u>GER</u></b> <i>[If Applicable]</i>	<b><u>ISLO &amp; SUBSETS</u></b>	
Create a working resume and portfolio based on research into a particular career path.			1-Comm Skills 5-Ind, Prof, Disc, Know Skills 3-Found Skills	Subsets Subsets Subsets Subsets
Explain contemporary design practices based on an interview with a working design professional	Interpretation		ISLO ISLO ISLO	Subsets Subsets Subsets Subsets
Research and compare several design environments (museums, corporations, design firms, websites) and make critical evaluations of them.	Professional Detail		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Establish a projected career trajectory with realistic timelines and milestones	Professional Detail		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Demonstrate a critical understanding of the contexts, cooperation, overlaps, protocols, and professional niches of various design careers through research.	Interpretation		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Open a dialogue with a design professional (individual or corporation) regarding internship possibilities.	Professional Detail		1-Comm Skills 5-Ind, Prof, Disc, Know Skills ISLO	Subsets Subsets Subsets Subsets

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KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	<b>Communication Skills</b> Oral [O], Written [W]
2	<b>Critical Thinking</b> <i>Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</i>
3	<b>Foundational Skills</b> <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	<b>Social Responsibility</b> <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	<b>Industry, Professional, Discipline Specific Knowledge and Skills</b>

\*Include program objectives if applicable. Please consult with Program Coordinator

J. **APPLIED LEARNING COMPONENT:** Yes  No

If YES, select one or more of the following categories:

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Classroom/Lab | <input type="checkbox"/> Civic Engagement              |
| <input type="checkbox"/> Internship               | <input type="checkbox"/> Creative Works/Senior Project |
| <input type="checkbox"/> Clinical Placement       | <input checked="" type="checkbox"/> Research           |
| <input type="checkbox"/> Practicum                | <input checked="" type="checkbox"/> Entrepreneurship   |
| <input type="checkbox"/> Service Learning         | (program, class, project)                              |
| <input type="checkbox"/> Community Service        |  |

K. **TEXTS:**

No Text Required

L. **REFERENCES:**

Larkin, David Olmstead --- Designing the Living Landscape Universe Publishing, USA 1998

Heller, Steven Becoming a Graphic Designer: A Guide to Careers in Design Wiley, NY NY 2005; 3rd edition

Williams, Pamela How to Break Into Product Design North Light Books, 1st Edition 1998

F & W Media 2010 Artists and Graphic Designers Market F & W Media , 2010

M. **EQUIPMENT:** None  Needed: x

Classroom with LCD projector

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

Graded Essays

Participation in face to face and online reviews

Class presentation

Professional Practical (researching, contacting, applying for internship)

Class project

P. **DETAILED COURSE OUTLINE:**

I. **Design Career Overview**

a. **Environmental Design**

b. **Graphic Design**

- c. Product Design
- d. Digital Design
- e. Fine Arts

**II. Design Context**

- a. career overlaps
- b. team playing, production studio breakdowns
- c. logistics, designing for sale

**III. Design Research**

- a. researching a career
- b. professional interview
- c. crafting your credentials
- d. professional contact

**IV. Professional Visits**

- a. The professional in their workplace
- b. The professional in the market
- c. Professional for the Public

**Q. LABORATORY OUTLINE: None  Yes**