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

MASTER SYLLABUS

COURSE NUMBER – COURSE NAME
GMMD 440 – Orientation to Culminating Experience GMMD

Created by: Christopher Sweeney

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Canino School of Engineering Technology

Department: Decision and Graphic Media Systems

Semester/Year: Fall 2018

A. **TITLE**: Orientation to Culminating Experience GMMD

B. **COURSE NUMBER:** GMMD 440

C. **CREDIT HOURS: (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)**

 # Credit Hours: 1
 # Lecture Hours: 1 **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:**

This course is the precursor to the culminating experience in the Graphic and Multimedia Design program. The culminating experience will consist of an internship, a group or individual project or a combination of both. Seniors will meet with faculty on a weekly basis to discuss resume preparation, job interviewing techniques, on- the-job training, identifying and securing internships, internship requirements and performance assessment/evaluation. Students prepare their portfolio for either an internship or group/individual project. Students, who chose the group/individual project for their culminating experience will meet with faculty to develop research proposals.

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

Successful completion of all GMMD courses years 1-3 with a C grade or higher

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

GMMD 401 Multimedia Product Design 1 AND GMMD 408 Portfolio Development and Media Strategies

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

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

Course Student Learning Outcome [SLO]	Program Student Learning Outcome [PSLO]	GER [If Applicable]	ISLO & SUBSETS	
Prepare an appropriate resume for job searches and interviews.	Interpretation		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Apply interview techniques.	Interpretation		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Identify appropriate mentorship opportunities in organizations that are commensurate with the student's area of interest.	Interpretation		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Compare and contrast internships versus research projects based on individual student needs.	Interpretation		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Specify goals on which to be evaluated on throughout a rating period.	Interpretation		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Prepare a portfolio	Portfolio		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets

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

*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:

☐ Classroom/Lab   ☐ Civic Engagement
☐ Internship   ☒ Creative Works/Senior Project
☐ Clinical Placement   ☐ Research
☐ Practicum   ☐ Entrepreneurship
☐ Service Learning   (program, class, project)
☐ Community Service

K.   TEXTS:

None

L.   REFERENCES:

None

M.   EQUIPMENT: None ☒   Needed:

N.   GRADING METHOD: A-F

O.   SUGGESTED MEASUREMENT CRITERIA/METHODS:

☐   **Proposals/Cover Letters/Internship agreement**
☐   **Portfolio**
☐   **Resume**

P.   DETAILED COURSE OUTLINE:

I. Resume design and Portfolio creation.
A. Career Services
B. Resume & cover letter writing
C. Portfolio creation
II. Interview preparation
A. Researching for appropriate internships and mentorship possibilities
B. Interview Guidelines
C. Dress
D. Interviewing Techniques
E. Creative Techniques for Getting an Interview
III. Post Interview Actions
A. After the Interview
B. Benefits and Salary
IV. Internship agreements.
A. Personal Liability
B. Internship Liability
C. What to expect from your internship

VIII. Setting Goals
A. Objective vs Subjective
B. Goals as a Moving Target
C. Goal Review
IX. Preparing a research proposal
A. Identifying Areas of Interest
B. Developing a Research Plan
C. The Questions We Ask
D. Applying GMMD Core Course Material to Address the Questions

Q.   LABORATORY OUTLINE: None ☒ Yes ☐