

NIRMA UNIVERSITY
COMMUNICATION DESIGN PROGRAM
Bachelor of Design, Department of Design
Year II, Semester IV

L	T	P	C
			6

Course Code	DFO200
Course Title	Summer Internship- Apprenticeship- 6 weeks
Credits	6
Teaching hours:	240 hours

Course Learning Outcomes (CLO):

At the end of the Summer Internship-Apprenticeship of 6 weeks the students will:

1. Develop and enhance professional competencies
2. Have exposure to real life work environment
3. Understand the importance of industry work environment, processes, market requirements, project deadlines, team-work and methodologies in practice, professional work ethics etc.

Syllabus:

Unit 1: Apprenticeship in the chosen industry

- 1.1 Application of design skills learnt in previous semesters
- 1.2 Development of practical knowledge related to specialization
- 1.3 Strengthening work related values
- 1.4 Developing communication skills
- 1.5 Developing an understanding of market requirements, client briefs etc.
- 1.6 Understanding the work environment and design processes/methods used

Unit 2: Documentation of Experiences

Documentation of the summer internship – apprenticeship

- 2.1 Organization profile
- 2.2 Processes/methods observed, work portfolio, experience and knowledge gained
- 2.3 New skills developed and insights gathered

Suggested Reading

1. AIGA Professional Practice in Graphic Design, Tad Crawford
2. The Professional Practice of Design, Dorothy Goslett

w.e.f. Academic year _2018 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit