



# Communication Arts Technology Program

Jefferson Community & Technical College

## ADVERTISING DESIGN

### PRACTICUM GUIDELINES

The Student Practicum Program in Advertising Design at JCTC allows the soon-to-be graduating student the opportunity to gain practical experience in a real world setting. Our goal is to engage the student in as many real situations as possible under the help and guidance from more experienced designers so they will be ready to enter an agency or design studio at the Entry Level upon graduation.

To achieve this goal we ask that you allow the student to be involved in as many situations as possible and to act as their mentor, answering questions and offering insight about how things get done and why they get done a certain way at your firm.

With these objectives in mind, students should be involved, as much as possible, in the following:

**PROJECT PLANNING** - Students should be involved in this activity in a "listen and learn" mode only (unless directed otherwise by supervisor). This is a good opportunity for the student to see first hand how to talk with clients and how to gain necessary and vital information pertaining to the project.

**CREATIVE SESSIONS** - As often as can be arranged, students should learn by taking an active part in brainstorming sessions. They should learn the give and take of how an idea comes to life and how it is targeted to specific groups.

**CREATIVE PROCESS** - Students should take an active role in developing thumbnail sketches and rough layouts for design projects and should be able to present them in a professional manner for critique by experienced designers on staff.

**FINAL ART PRODUCTION** - Students are capable of and should be encouraged to finalize projects on the computer. Students are knowledgeable in the Adobe Creative Suite products such as Illustrator, InDesign, Photoshop, Dreamweaver, and Flash. They are also familiar with scanning software and printing to laser and inkjet printers.

**PRESENTATION PROCESS** - If possible, students should be allowed to sit in on presentations made to clients. This is a fascinating activity and would be very enlightening to students.

**PROOFING & PRINTING** - Students have not experienced press proofing or quality control. Exposure in these areas would be highly beneficial.

**RESUME/PORTFOLIO BUILDING & INTERVIEWING** - Any help and encouragement that you or anyone on your staff could give to the student regarding resume writing and preparation, portfolio building and interviewing would be greatly appreciated.

**NOTE TO SUPERVISOR:** The above would be the ideal practicum situation. Given your own needs, use your own discretion as to what you can allow the student to participate in.

*20 hours a week have been allotted during the semester for the student to gain 250-300 hours of work experience. It is the responsibility of the student to arrange his/her schedule with the participating firm. At the end of the semester the student's supervisor will be asked to give the student a grade of A, B, C, D or F based on his/her performance.*

**STUDENT AGREEMENT:** I agree to take an active part in daily advertising design duties and to do as much of the above as possible while in the Student Practicum Program at your firm. I agree to be diligent and conscientious in the performance of my duties and to reflect a positive attitude at all times while representing JCTC in this program.

STUDENT NAME

STUDENT SIGNATURE

DATE



**F I N A L E V A L U A T I O N**

\_\_\_\_\_ Student Name

**FINAL EVALUATION CRITERIA:**  
Student completed activities per guidelines:

- A - All of the assigned activities with a positive attitude, willingness to learn & always dependable
- B - All of the assigned activities with a good attitude, willingness to learn & almost always dependable
- C - Most of the assigned activities with a fair attitude, somewhat willing to learn & sometimes dependable
- D - Some of the assigned activities with a fair attitude, somewhat willing to learn but not very dependable
- F - None of the assigned activities, poor attitude, not dependable

FINAL GRADE

Based on this student's performance at our firm, I would hire or recommend hiring this student if an opening were available.

- YES     NO

\_\_\_\_\_ SUPERVISOR NAME

\_\_\_\_\_ SUPERVISOR SIGNATURE

SUPERVISOR COMMENTS: \_\_\_\_\_

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**SUPERVISOR:**  
PLEASE COMPLETE AND RETURN THIS FORM BEFORE THE END OF THE SEMESTER. MAIL TO:

Terry W. Lutz  
 Communication Arts Program Coordinator  
 Jefferson Community & Technical College  
 109 E. Broadway  
 Louisville, KY 40202

OR

YOU CAN COMPLETE THIS FORM ELECTRONICALLY BY SIMPLY DOWNLOADING IT FROM <http://jctcart.com/practicum.html>. FILL IT OUT AND RETURN IT BEFORE THE END OF THE SEMESTER TO TERRY LUTZ VIA YOUR BUSINESS EMAIL.

SEND TO: Terry.Lutz@kctcs.edu