



MERCER
COUNTY COMMUNITY COLLEGE

COURSE OUTLINE

Course Number
DMA 290

Course Title
Digital Media Arts Internship

Credits
3

Hours:
Lecuter/Lab/Other
1 / 0 / 180

Co- or Pre-requisite
Coordinator Approval Only

Implementation
Spring 2022

Catalog description:

Work experience at participating animation studios, advertising agencies, design firms, and film and video effects houses.

General Education Category:
Not GenEd

Course coordinator:
Mauro Zamora 609-570-3340 zamoram@mccc.edu

Required texts & Other materials:

None

Course Student Learning Outcomes (SLO):

Upon successful completion of this course the student will be able to:

1. Evaluate potential Internship opportunities and select opportunities that fit their individual goals and skills. [Supports ILG # 11; PLO # 6]
2. Develop a resumé and cover letter that presents their experience and their technical skills. [Supports ILG # 1; PLO # 6]
3. Collaborate and work with professionals in their industry and develop future relationships and contacts. [Supports ILG # 1; PLO # 1-9]
4. Create professional projects using technical skills and concepts acquired through their coursework and through the internship. [Supports ILG # 4; PLO # 1-8]
5. Analyze their performance during the internship in a written evaluation. [Supports ILG # 11; PLO # 6]

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills understand, analyze, or apply information or solve problems.

Program Learning Outcomes for DMA Web Design track (PLO)

1. Understand the pre-production process, for applied design in the areas of animation, multi-media, web design, and digital asset distribution on the internet.
2. Understand and apply storytelling principles applicable in the areas of animation, multi-media, web design, and digital asset distribution on the internet.
3. Produce and manage digital assets for various production scenarios including animation, multi-media, web design.
4. Produce and manage two-dimensional and three-dimensional digital assets containing change over time and throughout pagination using professional software.
5. Use professional 3-D modeling, animation, prototyping, or text editor software applications.
6. Develop and present ideas in both written and oral formats.
7. Use professional software applications to design websites with accessible design and content.
8. Use design principles to develop websites that communicate effectively.
9. Create a professional portfolio to serve in the pursuit of further education or employment.

Units of study in detail – Unit Student Learning Outcomes:

Unit I Preparing for an internship [Supports Course SLO # 1,2]

Learning Objectives

The student will be able to:

- Identify and evaluate possible internship opportunities
- Assess experience and skills and create resumé
- Compose cover letter presenting experience and skills that are relevant to the internship

Unit II Working at an internship [Supports Course SLO # 3,4]

Learning Objectives

The student will be able to:

- Communicate and socialize in a business environment.
- Develop social and technical skills to help a design or animation team.
- Organize and schedule parts of design or animation project.
- Meet deadlines and cooperate with others on their deadlines.

Unit III Final Written Report [Supports Course SLO # 5]

Learning Objectives

The student will be able to:

- Describe skills and processes learned.
- Evaluate strengths and areas for improvement of their job performance.
- Assess the value of the experience.
- Analyze the influence on their career.

Evaluation of student learning:

Achievement of the course objectives will be evaluated through the use of the following tools:

- Job materials including list of potential internships, resumé & cover letter.
- Informal writing in course journal documenting the student's experience as an intern.
- Formal progress review with employer using attached rubric.
- Final written report evaluating strengths and areas for improvement in their job performance.

The final grade is based on the following values:

15% Job Materials

25%	Course Journal
25%	Formal progress review with employer (see attached rubric)
35%	Final written report
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100%	Total

Evaluation Form – DMA290 – Digital Media Arts Internship

For Advisor Use

I	Performance: Circle the appropriate number.	Low		Average		High
1	Performs assigned tasks on-time.	1	2	3	4	5
2	Quality of work is acceptable to immediate supervisor and the organization.	1	2	3	4	5
3	Ability to anticipate and prevent problems.	1	2	3	4	5
4	Ability to solve problems.	1	2	3	4	5
5	Accepts responsibilities without difficulty.	1	2	3	4	5
6	Performs assignments to utmost ability.	1	2	3	4	5
7	Is punctual and has good record of attendance.	1	2	3	4	5
8	Possesses sufficient ability and potential to enter the profession.	1	2	3	4	5

I	Attitude: Circle the appropriate number.	Low		Average		High
1	Demonstrates an eagerness to assist others on the staff when called upon.	1	2	3	4	5
2	Cooperates with supervisor.	1	2	3	4	5
3	Is willing to accept criticism and respond in a positive way.	1	2	3	4	5
4	Demonstrates a good working relationship with co-workers.	1	2	3	4	5
5	Possesses realistic understanding of own abilities and limitations.	1	2	3	4	5

Comments (use back if necessary):