

**City University of Hong Kong
Course Syllabus**

**offered by School of Creative Media
with effect from Semester A 2017 /18**

Part I Course Overview

Course Title:	<u>Internship and Practicum</u>
Course Code:	<u>SM4709</u>
Course Duration:	<u>Minimum 1 Month - One Summer Semester (4 weeks Full-time / 150 work hours Part-time)</u>
Credit Units:	<u>3</u>
Level:	<u>B4</u>
Proposed Area: <i>(for GE courses only)</i>	<input type="checkbox"/> Arts and Humanities <input type="checkbox"/> Study of Societies, Social and Business Organisations <input type="checkbox"/> Science and Technology
Medium of Instruction:	<u>English and other languages appropriate to the internship setting</u>
Medium of Assessment:	<u>English</u>
Prerequisites: <i>(Course Code and Title)</i>	<u>Attendance at either SCM Pre-Internship Workshop or CLC Pre-Internship Workshop. (The pre-requisite could be waived for students attending the second internship course within their study period.)</u>
Precursors: <i>(Course Code and Title)</i>	<u>Nil</u>
Equivalent Courses: <i>(Course Code and Title)</i>	<u>Nil</u>
Exclusive Courses: <i>(Course Code and Title)</i>	<u>Nil</u>

Part II Course Details

1. Abstract

(A 150-word description about the course)

This course offers students an opportunity to acquire experience in a real media or art-related organization/company before they graduate, or to reach out, collaborate with and participate in local art exhibitions, educational programs and activist events. Students' participation in the outreach events should be reported and evaluated in the form of oral and visual presentation, as well as written notes from the hosting organization/company.

The placement of individual students will be negotiated between the student and the course leader. While some positions will be curated by the course leader, students are encouraged to use their own networking to suggest companies and organizations for their own placement, with the course leader's permission.

Types of opportunities & Job assignment (suggestions only, not exhausted):

(Job will need to be approved by internship coordinator before starting the internship.)

Game designer/programmer: to assist in designing new computer game or introduce new elements to the existing game in the market.
Development of game engine to help development of new game, characters, etc.

Internet Application design/development: to design web site and its information architecture, develop networked database/system.

Off-line entertainment application design/development/production: to design and develop both online and offline entertainment kiosk, e.g. phototaking console and other information display kiosks.

Exhibition technical support/new media venue design: to provide technical support to new media usage in exhibition and design new media elements for the exhibition.

Shows/Event live new media support: to provide technical support to live new media performance and design new media elements for the shows/events.

Interactive environment/entertainment design: to assist interior designer and architect in designing and producing the interactive environment for a space with interior designer or architecture.

Animation: Modeling Artists, Shading Artists, Lighting Artists, Animator, Character Designer, Special effect Artist, Storyboarding Artist, Simulation & Effect Artists

Art Exhibition/Festivals: exhibition design, educational program coordinator, program assistant, curatorial assistant, editorial assistant, marketing and publicity

Activist projects (social, cultural, political) – that involves artistic/creative strategies and the use of art and cultural theories

Cultural Management: participation in the daily operation of an art, cultural organizations and NGOs

Educational program: designing, organizing and chairing art workshops of at least 16 hours to primary and secondary school or community services.

Film video production: including commercial feature-length projects, documentary projects, government public announcements production, corporate videos, TVC, MV, in various capacities such as script assistant, continuity, production assistant, art direction, casting

assistant, location sculpting, lighting, cinematography, editing and so on

Photography: studio photography, field photography, digital effect and touch-up artists, lighting, documentation etc.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs [#]	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Work in company or organization to examine their level of media literacy		✓	✓	✓
2.	Learn to deliver works which meet the professional standards of the chosen field/organization/media industry			✓	✓
3.	Understanding the flow of a production with professional standard		✓	✓	
4.	Learning to work under pressure with responsibility and commitment		✓	✓	
5.	Improve their skills with hands-on experience			✓	✓
6. [^]	Self-exploration and self-reflection of the industry experience and career in form of log book and report writing, and post-internship presentation.		✓		✓
		100%			

* If weighting is assigned to CILOs, they should add up to 100%.

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

[^] Negotiated Learning Outcome (NLO) explicitly articulating the elements of Discovery oriented learning.

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)
(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4	5	6	
Lecture	Pre-internship workshop and job hunting	✓	✓	✓			✓	
Working Session	Full time daily work in the organization/company and log writing	✓	✓	✓	✓	✓	✓	
Experience Learning	Midterm visit and reporting with workplace supervisor and tutor	✓	✓	✓	✓	✓		
Analysis Report	Post-internship presentation and report writing	✓	✓	✓			✓	

4. Assessment Tasks/Activities (ATs)
(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.						Weighting*	Remarks
	1	2	3	4	5	6		
Continuous Assessment: 100%								
Presentation session and written report	✓	✓	✓	✓	✓	✓	50%	
Company Visit	✓	✓	✓	✓	✓		10%	
Feedback from the supervisor of the internship partner	✓	✓	✓	✓	✓		40%	
Examination: 0% (duration: --, if applicable)								
							100%	

* The weightings should add up to 100%.

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Pass (P)	Failure (F)
1. Pre-Internship Preparation	This assessment will grade on the participation of pre-internship workshop by the student; the submission of all associated documents as set in the SCM internship pack; and student's effort in approaching potential host companies.	<ul style="list-style-type: none"> - Attend all pre-internship workshop conducted by CAIO and SCM - Prepare, complete and submit all required SCM Internship Application form, CV, Internship Contract, Internship Student Agreement and other associated document as set in the SCM internship pack - Approach to potential host companies/organization in a polite and professional tone and manner in form of written and verbal communication - Get signed approval from internship coordinator 	<ul style="list-style-type: none"> - Fail to attend all pre-internship workshop conducted by CAIO and SCM - Fail to prepare, complete and submit all required SCM Internship Application form, CV, Internship Contract, Internship Student Agreement and other associated document as set in the SCM internship pack - Fail to approach to potential host companies/organization in a polite and professional tone and manner in form of written and verbal communication - Do not get any signed approval from internship coordinator
2. Midterm Company Visit, Meeting and Student's Self-Evaluation	This assessment will grade on the comments from the workplace supervisor and the rationality, clarity and fluency of argument and comment on the self-evaluation during the midterm company visit. The most intense form of 'negotiation' should be indicated by the students' commitment to self-directed learning and the ability to move beyond practical evaluation to comment on their own general aptitude and broader issues of the field.	<ul style="list-style-type: none"> - Positive comment from the workplace supervisor - Good understanding of work contents - Establish effective communication and cooperation with other co-workers - Satisfactory time management - Ability to respond to other statements and engage in company visit and meeting 	<ul style="list-style-type: none"> - Negative comment and complaint from the workplace supervisor - Lack of understanding of work contents - Fail to establish effective communication and cooperation with other co-workers - Unsatisfactory time management - Fail to respond to other comments during company visit and meeting
3. Post-Internship Presentation	This assessment will grade on content and fluency of presentation. Students should show their readiness to conduct a well-organized presentation with their own argument and evidence from daily log writings, readings and notes. The threshold of discovery lies in their ability to negotiate a constructive analysis of their field experience that can be turned into new objectives in future experiences.	<ul style="list-style-type: none"> - Adequate content with comprehensive grasp of the material demonstrating basic knowledge of the subject matter - Adequate organization, weak structure and composition - Adequate presentation skills: acceptable pronunciation, expression and diction, fair time-management 	<ul style="list-style-type: none"> - Inadequate content, fail to identify the general ideas with knowledge of the subject matter - No organization, structure or/and composition - Poor presentation skills: marginal pronunciation, expression and diction, minimal time-management
4. Workplace Supervisor Report and Post-Internship Written Report	This assessment will grade on the report from the workplace supervisor and the post-internship written report by student. Student should demonstrate ability to utilize primary and secondary sources, build up argument and analysis. The evidence of discovery-enriched	<ul style="list-style-type: none"> - Successfully complete minimum 1 Month (4 weeks) full time internship during the summer semester - Positive comment from the workplace supervisor report - Comprehensive grasp of materials, able to explain key concepts 	<ul style="list-style-type: none"> - Fail to complete minimum 1 Month (4 weeks) full time internship during the summer semester - Negative comment and complaint from the workplace supervisor report - Poor grasp of materials - No organization and structure, inadequate

Assessment Task	Criterion	Pass (P)	Failure (F)
	negotiation lies in the students' ability to turn a single internship experience into the projection of a long-term career and learning objectives with action plans in the immediate future.	<ul style="list-style-type: none"> - Adequate organization, weak structure, adequate content, fair ability to integrate various resources based on demand - Relevant points to the subject matter, fair ability to interpret opinions - Adequate bibliography which can be utilized in accordance with the topic 	<ul style="list-style-type: none"> - content, no/ irrelevant use of resources - Irrelevant points to the subject matter, minimal ability to interpret opinions - Irrelevant bibliography

Note: All A+/A/A- grade assignment should comply with the highest performance of Discovery-oriented learning.

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Internship / game industry / entertainment industry / exhibition design / internet application / interactive / advertising / film/video production / technical support / new media design and development / research and development / programming / shows and events management / outreach / NGOs / media and society / research creation / art education / media ethics / art-making as critique / work flow / professionalism

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	Student Internship Guide. (n.d.). In Career & Leadship Centre, City University of Hong Kong. Retrieved from http://www6.cityu.edu.hk/caio/Download/student_intern_guide.pdf
2.	SCM Internship Pack. (n.d.). In School of Creative Media, City University of Hong Kong. Retrieved from http://www.scm.cityu.edu.hk/uploads/resources/article/15_SCM_Internship_Pack_15-16_Ed06.zip

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1.	Rubinstein, E. (2002). <i>Scoring a Great Internship</i> . New York: Natavi Guides.
2.	Liang, J. (2008). <i>Hello Real World!: A Student'S Approach To Great Internships Co-Ops And Entry Level Positions</i> . Charleston: BookSurge Publishing.