

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

Sault Ste. Marie, Ontario

COURSE OUTLINE

Course Title: _____ *FIELD WORK*

Course Code #: _____ *ADV 336-05*

Program: _____ *Advertising Art & Graphic Design*

Semester: _____ *Five or Six*

Date: _____ *September 1996*

Author: _____ *Ruth Morrison*

New: _____ **Revision:** _____ *XXXX*

Approved: _____
Dean, School of the Arts & General Education

Date: _____

ADV 336-05: FIELD WORK

Total Credit Hours:	112 hours minimum / 128 hours maximum (16 total days/ 7-8 hours per day)
Pre-Requisite:	Semesters I, II, III, IV successfully completed
Co-Requisite:	Field Work Seminar I (1 hour per week = 16 hours)

GOALS AND OBJECTIVES

Field Work:

Field Work takes the third year level student from the classroom/studio setting to "real-life" workplace settings and/or situations. In addition to practicing skills and knowledge attained in the classroom/studio, students will experience the demands of the workplace, where deadlines, work performance and most importantly, work attitude, can mean the difference between getting a job or not getting one.

Generally, the objectives of Field Work experience in third year are:

- application of certain skills and knowledge attained in the classroom/studio, according to the needs of a specific placement site or situation
- development of initiative and maturity by assuming responsibility in a work setting
- development of a positive work attitude, whatever the project(s) assigned, in preparation for the reality of real-life work settings
- development of the student's awareness to the needs and expectations of potential employers by exposure to them
- feedback regarding strengths and/or areas needing improvement re student's employment potential in the "real" world

Field Work Seminar:

The Field Work Seminar allows third year students interning in various sites on and off campus the opportunity to meet formally as a group on a weekly basis to specifically address field placement issues. The seminar format provides students with a solid orientation to overall Field Work goals, guidelines, and evaluation, with emphasis on the importance of professionalism in the placement setting. As placement internship progresses, the weekly seminar format establishes a forum for information sharing, in which students report and discuss their

activities and accomplishments in the field. This serves to increase students' awareness of job potentialities and assists them in making better informed career choices. It also reinforces the "realities" of potential employer expectations.

Resume and portfolio development will also be emphasized, as well as verbal presentations in a group setting.

SYLLABUS

Students are usually assigned to specific contact supervisors at placement sites by the Field Work Co-ordinator, in liaison with other departmental Faculty, based on an assessment of the student's "suitability" to a particular site. The student's suitability is determined by attempting to match the student's studio skill level, work attitude, and if at all possible, the student's area of interest, to the needs of a particular placement site. The student's overall grade point average is a major contributing factor, as is the required resume and portfolio presentation.

Some placement sites require a competition process which involves the submission of a resume, portfolio review, and interview. In these cases, the placement supervisor will select the suitable candidate for the placement term. It should be noted that all students are required to submit resumes and portfolios (see Field Work Seminar).

The placement term is two days per week for 8 weeks for the semester = 16 placement days (7-8 hours per day). Students are expected to attend the placement day according to the site's established working hours, or in special cases, as required by the supervisor. Students are expected to be punctual and to attend regularly (see EVALUATION section re attendance requirements).

Students are required to submit a weekly placement report, reporting on the specific project(s) assigned and completed each week (in as much detail as possible). Each report must be verified by the contact supervisor (via signature) and submitted to the Field Work Co-ordinator on a weekly basis during the Seminar session the next week.

Re absences: the student must notify the contact supervisor as far in advance as possible if he/she is going to be absent or late. A weekly progress report is required for absent weeks - the student will simply indicate on the form that he/she was absent on that particular date.

At the beginning of the placement term, students who are not competing for a placement position must contact their assigned contact supervisors before the first placement date to introduce themselves and to confirm the first meeting date and time. A relevant portfolio will accompany the student to the first meeting. In some cases, supervisors wish to meet the students ahead of time.

Students who experience legitimate problems during placement which they are unable to resolve via the placement supervisor should notify the Field Work Co-ordinator immediately.

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It is the student's responsibility to obtain verbal and written feedback from the placement supervisor. ASK HOW YOU ARE DOING!! Please do not just assume you're doing well in placement if no one has told you you're not doing well. Encourage your supervisor to write comments on the Weekly Progress Report .

Wherever possible, please include samples of work with your Weekly Progress Report.

Field Work Seminar:

Orientation to Field Work:

- *Course outlines distributed*
- *Guidelines discussed*
- *Evaluation process explained*
- *Weekly Progress Report format discussed*
- *Criteria for placement assignment explained (i.e. resume; portfolio; grades; recommendations from studio professors)*
- *Potential placement sites available to students*
- *Goals, expectations of field placement discussed (from both student and placement view)*
- *Students submit resumes and formally present portfolios*
- *Students*
 - 1) *assigned to specific placement sites and schedules*
 - 2) *compete for placement positions, as required by some placement sites*
i.e. resume, portfolio, interview

Students will have the opportunity to:

- *Report to the group on projects assigned and completed during placement the previous week*
- *Show samples (wherever and whenever possible) of projects worked on/completed during placement the previous week*
- *Share with the group the nature of the work and the environment at their specific placement site*
- *Air concerns/problems if they occur during placement*
- *Offer support/suggestions/solutions to other students experiencing problems at a site*
- *Generally talk about and share what they're learning during field placement*
- *Submit a weekly progress report for the previous week, accompanied by samples of finished work (wherever and whenever possible), verified by the Placement Supervisor, to the Field Work Co-ordinator*

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EVALUATION

ATTENDANCE.....	20 %	-	10 % Fieldwork Seminar
		-	10 % Fieldwork
SUPERVISOR EVALUATION.....	40 %		
ASSIGNMENTS.....	40 %	-	10 % Resume
		-	10 % Portfolio Presentation
		-	10 % Weekly Reports
		-	10 % Visual Samples
<hr/>			
	=		100 %

<u>Total Points:</u>	<u>Final Grade:</u>
90 - 100.....	A +
80 - 89.....	A
70 - 79.....	B
60 - 69.....	C
0 - 59.....	R

ATTENDANCE: 20 %

- 80 % attendance in both Fieldwork Seminar and Fieldwork is mandatory.
- 3 absences in Fieldwork Seminar and 3 absences in Fieldwork will be tolerated. Absences in excess of 3 in either will require documentation from a physician to prevent an R (Repeat) grade in Fieldwork.
- The student will be given points for attendance in both Fieldwork Seminar (maximum 10 points) and Fieldwork (maximum 10 points) according to the following:

<u>Absences:</u>	<u>Points:</u>
0	10
0.5.....	09
1.0.....	08
1.5.....	07
2.0.....	06
2.5.....	05
3.0.....	04
3.5.....	00 (R grade)

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- A student who is late for a Field placement day will be assessed a half day's absence.
- A student who is late for Fieldwork seminar will be assessed a half class absence. Late constitutes the arrival of a student anytime after the seminar session begins.
- A student who fails to report that he/she will be absent to the placement supervisor or Fieldwork co-ordinator will be assessed a double absence for that placement date.

SUPERVISOR EVALUATION: 40 %

- The placement supervisor's evaluation of the student's overall performance plays a major part in the overall evaluation. Please refer to the Student Evaluation Form for evaluation by the placement supervisor, according to the following:

Overall
Performance: Points:

Superior.....40

Very Good.....35

Satisfactory.....30

Marginal.....25

Unsatisfactory.....00

- It is the student's responsibility to ensure that the Fieldwork supervisor completes the evaluation form and returns it to the student or to the Fieldwork co-ordinator by the deadline date established by the co-ordinator for the semester. A late evaluation form will drop the points by one full category (e.g. Very Good = 35 points down to Satisfactory = 30 points). A missing evaluation form = Incomplete = R grade.

ASSIGNMENTS: 40 %

- The student will be assessed points (maximum total 40) for assignments according to the following:

Assignment: Points:

Weekly Reports..... 10

Visual Samples 10

Resume 10

Portfolio

Presentation..... 10

Weekly Reports (10 %)

- *The student is required to complete a Weekly Progress Report, documenting all projects/ activities completed in placement. The report must be verified by the placement supervisor (via signature and comments) and submitted to the Fieldwork co-ordinator during Fieldwork Seminar on a weekly basis. The report will be considered incomplete (missing) unless verified (signed) by the Placement Supervisor. The student should encourage supervisors to write comments on each weekly report. The weekly report should be a comprehensive and detailed accounting of the student's time in the placement site.*
- *The weekly reports will be evaluated (total 10 points) for content i.e. higher points for more comprehensive reports. Consistently late reports will result in lower points. A missing weekly report = 0 total points. Late submission of a weekly report (after established semester end deadline) = 0 total points.*

Visual Samples (10%)

- *The weekly reports should be accompanied by as many concrete, visual samples as possible. The samples will be presented and shared during seminar sessions with the class and then submitted to the Fieldwork co-ordinator with the weekly report. Visual samples may be actual work samples, or photocopies, or photographs of projects completed on the field placement site. Samples submitted to the Fieldwork co-ordinator are not returned to the student and become part of the permanent Fieldwork record of the student. The more visual samples that accompany the student's weekly seminar presentations and weekly reports, the higher the points (total 10 points). No visual samples = 0 total points.*

Resume (10 %) & Portfolio Presentation (10 %)

- *Both a resume and portfolio presentation are requirements of Fieldwork. All students are required to compete for various placement positions by submitting a resume and cover letter to the applicable sites. Resumes will be assessed for creativity, layout, content, grammar, and spelling. Students selected for interviews for competition sites will be required to present a portfolio during the interview. Additionally, all students are required to make a portfolio presentation to the Fieldwork co-ordinator and the class during the seminar sessions. The portfolio will be assessed on overall presentation, quality and organization of work, and the student's ability to speak knowlegably and confidently about both the creative and technical aspects of the work being presented. Students will be encouraged to critique each other's portfolio presentations. Late submission of the resume = 0 total points.*

NON-TRADITIONAL METHOD

Students are eligible to receive credit for achieving Field Work objectives outside the regularly scheduled academic year. Third year students may complete Field Work requirements during the Spring or Summer, and/or during Christmas and Winter breaks. Students from out of town may wish to research and establish their own placement sites in their home towns.

To apply for credit for Field Work, please make an appointment with the Field Work Coordinator. For this appointment, you will need:

- All pre-requisites for Field Work up-to-date (please refer to the Pre-requisite section of "Departmental Policies and Procedures").
- A Portfolio of art work completed or worked on at the placement site. If it's inconvenient to include originals (for example, too large), copies or photographs of work are acceptable.
- A daily journal (the Weekly Report forms may be used) which gives a detailed accounting of the time you spent on the site. To receive credit for one semester, you'll need to account for the equivalent of 16 (seven or eight hour) working days.
- A creative resume, which includes skills acquired at the placement site(s) for which you're applying for credit.
- A letter of verification and recommendation from the supervisor of the site where you worked. In the letter, the supervisor should verify the length of time you spent working at the site and should assess your overall performance while at the site. The "Student Evaluation Form" used by Placement Supervisors in the traditional mode of FieldWork may be used in place of the letter.

Please note that successful candidates will receive a **CR** for **credit** on their transcript instead of a letter grade.