

## **Internship Guidelines for the Department of Visual Communication Design, Asia University**

Approved in the 10th Departmental Meeting of the Academic Year 112 on January 24, 2024

### **1.Objectives:**

The objective of the internship in Visual Communication Design is to enable students to understand the context and execution of design-related industries through practical work experience. This aims to facilitate students' participation in off-campus internships or to engage in design-related projects under the guidance of faculty, thereby deepening theoretical knowledge and practical experience, and cultivating talents specialized in design practice.

### **2.Basic Principles of Internship**

The internship models for the Department of Visual Communication Design are as follows:

2-1.Internship period is one semester of off-campus internship program (referred to as "7+1"). Students participating in off-campus internships will be evaluated by both school teachers and institutional instructors through comments. A score of 60 is considered passing. Students who pass will be awarded up to 8 credits per semester.

2-2.Internship period is one academic year of off-campus internship program (referred to as "3+1"). Students participating in off-campus internships will be evaluated by both school teachers and institutional instructors through comments. A score of 60 is considered passing. Students who pass will be awarded 7 credits for the first semester and 8 credits for the second semester. The maximum credits obtainable for the whole academic year is 15.

2-3.Brand enterprise internships are conducted during the second semester of the senior year, and may be adjusted according to the actual needs of the enterprise and on-site internship activities. Internship institutions mainly focus on industries such as graphic visual design, brand design, printing design practice, web multimedia design, picture books, illustration, integrated marketing, art design and planning, computer animation design, advertising, publishing houses, and other related industries. Qualified professional personnel will serve as student internship supervisors. Any other relevant industries will be reviewed and confirmed by the internship committee of the department.

### **3.Internship Period**

3-1.For the "7+1" internship model, the internship period is from the beginning of each semester to the end of that semester. The total internship duration should be at least 18 weeks, and the credits and

grades will be included in that semester. If the company wishes to extend the internship period, it will be reviewed and confirmed by the internship committee of the department.

3-2. For the "3+1" internship model, the internship period is from the beginning of the academic year to the end of that academic year. The total internship duration should be at least 36 weeks, and the credits and grades will be counted separately for the two semesters. If the company wishes to extend the internship period, it will be reviewed and confirmed by the internship committee of the department. The scope of internship can include disciplines other than graphic design that contribute to students' professional development. If the internship unit has reasonable additional requirements, they will be reviewed and confirmed by the internship committee of the department, and students should comply with these requirements without objection.

#### 4. Eligibility for Internship Application

4-1. Before applying for an internship, students must have completed the following compulsory courses in the department: "Basic Design," "Design Drawing," and "Color Planning."

4-2. Students who have not completed the prerequisite courses due to special circumstances must obtain approval from the internship committee of the department before applying for an internship.

#### 5-1. Internship Application Regulations: Participation in relevant meetings:

5-1-1. Departmental Internship Briefing: The department will organize an "Internship Briefing" during the senior year's first semester, explaining student eligibility for application, important considerations for internships, relevant regulations and operational requirements, and the allocation of school mentors.

5-1-2. Pre-internship Briefing: Students who have been accepted by institutions for internship positions must attend the pre-internship briefing. During this briefing, they will confirm arrangements for supervision, submission of assignments, and communication methods with their mentors.

#### 5-2. Application to Internship Institutions

5-2-1. Students must provide a portfolio and other relevant application materials. The internship coordinator will conduct an initial review of the qualifications. Upon passing the initial review, the application materials of the applying students will be forwarded to the internship institution for selection. Students who pass the selection process will then sign a tripartite agreement.

5-2-2. Once the internship institution confirms acceptance of a student for the internship position, unless due to uncontrollable special circumstances and with the approval of the department's internship committee, requests for changing internship institutions will not be entertained.

#### 5-3. Review Process

The internship application process begins with the department announcing internship opportunities and conducting an internship briefing session. Students apply online before the deadline and submit

relevant documents to enter the review process. The eligibility of applicants is initially reviewed by designated faculty members. Upon passing the initial review, the application materials are forwarded to internship institutions for selection. After successful selection, the application is submitted to the department's internship committee for review. During the winter and summer breaks, internship applications are reviewed by the project coordinator, but they still need to be submitted to the department's internship committee for review.

#### 6. Responsibilities of Internship Teachers and Students

Internship supervision refers to the supervision provided by both school mentors and institutional supervisors, guiding students to complete their internships appropriately. Students are expected to maintain close contact with both school and institutional supervisors and execute internship plans according to regulations.

A. School Internship Teacher: Responsibilities carried out by faculty members of the department include:

6-1-1. Assisting students in understanding the roles and functions of themselves, institutional supervisors, and school internship teachers.

6-1-2. Acting as a liaison between the department and institutional supervisors.

6-1-3. Reviewing students' internship-related reports, assessing their internship performance, accounting for 30% of the total internship grade.

6-1-4. Providing individual supervision to students: Depending on the circumstances, supervising students through face-to-face meetings, phone calls, online communication, etc., and visiting internship sites to understand students' internship situations.

6-1-5. Evaluating whether the internship institution is suitable for providing further internships for students in the department.

6-2. Institutional Internship Teacher: Responsibilities carried out by supervisors appointed by institutional management or senior staff members include:

6-2-1. Completing student registration forms and informing the department of students' reporting and internship periods.

6-2-2. Assisting students in formulating internship plans to achieve professional learning objectives.

6-2-3. Providing appropriate internship environments and guiding students in executing internship plans.

6-2-4. Instructing students in various professional knowledge and skills.

6-2-5. Conducting regular individual supervision meetings.

6-2-6. Evaluating students' internship outcomes, accounting for 70% of the total internship grade.

6-2-7. In the event of any issues arising during the internship period, informing the department and

collaborating to devise solutions.

### 6-3. Student Responsibilities

6-3-1. Understand personal interests and strengths, and choose suitable internship placements.

6-3-2. Report to the internship placement at the designated time and promptly inform the school internship teacher of the reporting status.

6-3-3. Complete internship courses and related assignments according to the regulations of the institution and the school; maintain regular communication with both institutional and school internship teachers, informing them of the internship progress or any difficulties encountered.

6-3-4. During the internship period, students are responsible for their own transportation to and from the internship site, as well as personal accommodations and meals.

6-3-5. Adhere to social work ethics and administrative regulations of the internship placement.

### 6-4. School Internship Coordinators:

The department appoints a full-time teacher to serve as the overall coordinator for internships, supported by two deputy coordinators, to assist the department chair in handling student internship-related matters. These responsibilities include: administrative tasks related to the internship application process, arrangements for school internship teachers, coordination with internship institutions, organization of internship briefing sessions, pre-internship briefings, internship outcome presentations, and other relevant matters.

### 7. Internship Written Reports (Various Document Templates, Refer to Internship Handbook Examples)

7-1. Reflection on Internship Experience (Design): Complete a written reflection on the internship experience and submit one copy to the institutional supervisor and one copy to the departmental internship teacher according to the specified format.

7-2. Project Records or Project Execution Logs: Write according to the format required by the institution and submit one copy to the institutional supervisor as per the institution's regulations.

7-3. To prevent improper dissemination of personal information, delete or mask personal data (including phone numbers, addresses, email addresses, etc.) other than the name, to avoid inconvenience in the future.

### 8. Internship Performance Evaluation

8-1. During the internship period, students should receive guidance from both the institutional supervisor and the school internship teacher, and submit internship assignments as required for assessment.

8-2.The evaluation method is jointly agreed upon by the institutional supervisor and the school internship teacher.

8-3.The assessment of internship performance includes the reflection on internship experience (design), project execution records, and tasks and assignments designated by the institutional supervisor.

#### 9. Supplementary Provisions

9-1.The annual operation process of this internship is formulated by the internship committee in the previous academic year and submitted to the departmental meeting for confirmation.

9-2.These regulations shall be implemented upon approval by the departmental meeting and shall be subject to revision accordingly.

9-3.Interns must pay all tuition fees; however, low-income households are required to apply for relevant tuition fee reductions on their own.

9-4.Matters not covered by this regulation shall be handled in accordance with the "Guidelines for Encouraging Domestic Universities and Colleges to Select Students for Overseas Study Tours or Foreign Professional Internships" issued by the Ministry of Education, as well as relevant regulations of our university regarding overseas internships and subsidies.