



Course Number and Title: VSC 294 VSC Cooperative

Campus Location:

Dover

Effective Date:

2018-51

Prerequisite:

Department Chair Approval

Co-Requisites:

none

Course Credits and Hours:

3.00 credits

0.00 lecture hours/week

10.00 lab hours/week

Course Description:

This course is a paid cooperative educational work experience with oversight by an advisor. Students develop technical skills in the advertising, photography, or web design environment; investigate career choices; build confidence; network with people in the field; and transition for entry into the workforce.

Required Text(s):

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:

None

Schedule Type:

Classroom Course

Disclaimer:

None

Core Course Performance Objectives (CCPOs):

1. Interact ethically and professionally in matters relating to the business or agency. (CCC 4; PGC AAD 6; MMD 6; PHI 6)
2. Use effective design communication skills that include current issues and challenges related to the profession. (CCC 1; PGC AAD 2, 4, 5; MMD 2, 4, 5; PHI 2, 4, 5)
3. Use appropriate software and resources to complete technical assignments. (CCC 2, 5; PGC AAD 2, 5; MMD 2, 5; PHI 2, 5)
4. Apply technical skills and office procedures to perform multi-tasking assignments. (CCC 2; PGC AAD 1, 3; MMD 1, 3; PHI 1, 3)
5. Identify and document design activities related to the visual communications position. (CCC 1, 2, 3, 4, 5, 6; PGC AAD 1, 2, 3, 4, 5, 6; MMD 1, 2, 3, 4, 5, 6; PHI 1, 2, 3, 4, 5, 6)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):

Upon completion of this course, the student will:

1. Interact ethically and professionally in matters relating to the business or agency.
 1. Perform on-the-job training in an office related to the student's chosen program option.
 2. Function effectively as an office team member.
 3. Resolve interpersonal and team conflicts.
2. Use effective design communication skills that include current issues and challenges related to the profession.
 1. Create articulate and persuasive layouts, proposals, and/or images, as required by supervisor.
 2. Produce a professionally prepared résumé.
3. Use appropriate software and resources to complete technical assignments.
 1. Generate layouts and or images using Adobe InDesign, Illustrator, Photoshop, Dreamweaver, and/or Premiere.
 2. Apply presentation skills.
4. Apply technical skills and office procedures to perform multi-tasking assignments.
 1. Use critical thinking to produce comprehensive, integrated conclusions.
 2. Use initiative in collaborating with team office members.
5. Identify and document design activities related to the visual communications position.
 1. Maintain a sketchbook of activities, problems, terminology, and possible solutions.
 2. Prepare a portfolio of collected work documenting the cooperative experience.
 3. Identify and document visual communication activities related to the cooperative education position.

Evaluation Criteria/Policies:

Students must demonstrate proficiency on all CCPOs at a minimal 75 percent level to successfully complete the course. The grade will be determined using the Delaware Tech grading system:

92	-	100	=	A
83	-	91	=	B
75	-	82	=	C
0	-	74	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):
VSCAASADD

1. Integrate the principles and elements of design into cohesive problem solving techniques for advertising design assignments.
2. Create or evaluate and select illustrative or photographic imagery for use in effectively evoking a response within an ad-design solution's target market.
3. Critique design solutions and develop strategies for strengthening their conceptual and technical effectiveness.
4. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production, and delivery technologies.
5. Synthesize components of ad-design solutions into cohesive presentations that are technically and conceptually effective.
6. Create or evaluate and select, illustrative, or photographic imagery for use in effectively evoking a response within an ad-design solution's target market.
7. Integrate professional, ethical, and legal standards into business practice.

VSCAASMMD

1. Integrate the principles and elements of design and interactive graphics into cohesive problem solving techniques for interactive/web assignments.
2. Critique design solutions and develop strategies for strengthening their conceptual and technical effectiveness.
3. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production, and delivery technologies.
4. Synthesize components of media delivery solutions into cohesive presentations that are technically and conceptually effective.
5. Create or evaluate and select illustrative, photographic, layout, and/or responsive imagery for use in effectively evoking digital/web-based solutions for multiple devices.
6. Integrate professional, ethical, and legal standards into business practice.

VSCAASPHI

1. Integrate principles and elements of design into cohesive problem solving techniques for photographic and video assignments.
2. Critique digital photographic and/ or video images and develop strategies for strengthening their conceptual and technical effectiveness.
3. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production, and delivery technologies.
4. Synthesize photographic images and / or video from a variety of sources and formats into cohesive presentations that are technically and conceptually effective.
5. Collaborate with art directors, clients, models, and others to achieve the desired conceptual effect of requested imagery.
6. Integrate professional, ethical, and legal standards into business practice.

Disabilities Support Statement:

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.