SM4709: INTERNSHIP AND PRACTICUM

Effective Term
Semester A 2022/23

Part I Course Overview

Course Title
Internship and Practicum

Subject Code
SM - School of Creative Media
Course Number
4709

Academic Unit
School of Creative Media (SM)

College/School
School of Creative Media (SM)

Course Duration
Non-standard Duration

Other Course Duration
Minimum 1 Month - One Summer Semester
(4 weeks Full-time / 150 work hours Part-time)

Credit Units
3

Level
B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction
Other Languages

Other Languages for Medium of Instruction
English and other languages appropriate to the internship setting

Medium of Assessment
English

Prerequisites
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.)

Precursors
Nil

Equivalent Courses
Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

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.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Work in company or organization to examine their level of media literacy		x	x	x
2	Learn to deliver works which meet the professional standards of the chosen field/ organization/media industry			x	x
3	Understanding the flow of a production with professional standard		x	x	

4	Learning to work under pressure with responsibility and commitment		x	x	
5	Improve their skills with hands-on experience			x	x
6	Self-exploration and self-reflection of the industry experience and career in form of log book and report writing, and post-internship presentation.		x		x

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 real-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.

Teaching and Learning Activities (TLAs)

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

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Presentation session and written report	1, 2, 3, 4, 5, 6	50	
2	Company Visit	1, 2, 3, 4, 5	10	
3	Feedback from the supervisor of the internship partner	1, 2, 3, 4, 5	40	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task
1. Pre-Internship Preparation

Criterion
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.

Pass (P)
- 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

Failure (F)
- 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

Assessment Task
2. Midterm Company Visit, Meeting and Student's Self-Evaluation

Criterion
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.

Pass (P)
- 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

Failure (F)
- 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

Assessment Task
3. Post-Internship Presentation

Criterion

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.

Pass (P)

- 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

Failure (F)

- 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

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Assessment Task

4. Workplace Supervisor Report and Post-Internship Written Report

Criterion

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 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.

Pass (P)

- 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
- 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

Failure (F)

- 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 content, no/ irrelevant use of resources
- Irrelevant points to the subject matter, minimal ability to interpret opinions
- Irrelevant bibliography

Part III Other Information

Keyword Syllabus

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

Reading List

Compulsory Readings

	Title
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

Additional Readings

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