

**NIRMA UNIVERSITY**  
**COMMUNICATION DESIGN PROGRAM**  
**Bachelor of Design, Department of Design**  
**Year II, Semester IV**

L	T	P	C
			6

<b>Course Code</b>	<b>DFS 200</b>
<b>Course Title</b>	<b>Summer Internship: Apprenticeship- 6 weeks</b>

**Course Learning Outcomes (CLO):**

At the end of the Summer Internship: Apprenticeship of six weeks, the student will

1. Develop and enhance professional competencies
2. Have exposure to real life work environment
3. Understand the importance of industry work environment, market requirement, project deadlines, team work and methodologies in practice, professional work ethics etc.

**Syllabus:**

**Contact Hours: 240**

**Unit 1. Apprenticeship in the chosen industry**

**Contact Hours: 200**

- 1.1 Application of design skills learnt in previous semesters
- 1.2 Development of practical knowledge related to specialization
- 1.3 Strengthening work related values
- 1.4 Developing communication skills
- 1.5 Developing an understanding of market requirements, client brief etc.
- 1.6 Understanding work environment and design processes/methods used

**Unit 2. Documentation of experiences**

**Teaching Hours 40**

Documentation of the summer internship-apprenticeship

- 2.1 Organization profile
- 2.2 Processes/Methods observed, work portfolio, experience and knowledge gained.
- 2.3 New skills developed and insights gathered

**Suggested Reading**

1. *AIGA Professional Practice in Graphic Design*, Tad Crawford
2. *The Professional Practice of Design*, Dorothy Goslett

w.e.f. Academic year 2018 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit