1. Am I eligible?

To receive SMAD internship credit, you must:

- Be a fully admitted SMAD major.
- Have a minimum 2.75 GPA through the semester prior to the internship.
- Have completed SMAD 201 and 202 by the time the internship begins.

2. Fill out the forms.

- Internship Application Form Be sure to have your On-Site Supervisor sign the form.
- Company Background Form The form lets us know more about the company where you plan to be an intern. You may also fill out the top part and turn in printed material about the company.
- Credit Acknowledgement In many cases, sponsoring companies require that you receive internship credit to work for them. Therefore, if the company requires credit, you must enroll in and complete SMAD 495. If you drop the course, you must inform the sponsoring company/organization of the change in your status by letter and file a copy of that letter with the SMAD Internship Coordinator. Your signature indicates that you understand it is an Honor Code violation to accept an internship requiring credit while not registering for the class.

3. Register for 495.

Once you’ve turned in your forms to the Internship Coordinator and your internship has been approved, you can enroll in SMAD 495. You will be able to register for 1, 2 or 4 credits.
4. During Your Internship.

- **Daily Log** Keep a typed log of the hours you work. It should include the date, hours worked, duties performed and a statement about how what you’re learning builds on your classroom experiences. The Internship Coordinator can show you an example.

- **Evaluation** Halfway through the internship, schedule a time for an evaluation with your supervisor. Talk about your progress, what you need to do to improve and any concerns either of you have about the internship. Include a summary of your evaluation in your daily log.

5. After Your Internship.

- **Supervisor’s Evaluation Form** It is your responsibility to give your supervisor this form and give him/her the deadline for when it is due to the SMAD Internship Coordinator. It is due by the Wednesday of exam week during regular sessions, and during summer by the Friday before fall classes begin.

- **Student’s Evaluation Form** This is also due the Wednesday of exam week (or the Friday before fall classes begin for summer internships).

- **Daily Log** Turn in your daily log to the SMAD Internship Coordinator with your evaluation form.

Your Grade

- Required hours must be completed, or you will receive an incomplete. Meeting the minimum requirements does not guarantee an “A,” nor does exceeding the minimum number of hours.
- The Supervisor’s Evaluation Form is a major component of your grade. Forty percent of the form grades attitude and professionalism; 60 percent grades skills and performance.
- The completeness and professionalism of your log will determine whether, in the case of a borderline grade, you receive the higher or lower grade.
- A note about grades: Of course, you want an “A,” but realize that in a professional setting, a “B” is a good grade. It recognizes that you do good work. Ask your supervisor to provide a reference for future work. That is far more valuable than the grade on your transcript!
SMAD Internship Application

BASIC INFORMATION

- Fall
- Spring
- Summer 20__
- 1 Credit
- 2 Credits
- 4 Credits

Name____________________________________________ Student ID________________________ Year at JMU_______________

Local Address____________________________________________ E-mail___________________ Phone_____________________

Permanent Address___________________________________________________________________ Phone_____________________

SMAD Concentration___________________________________ Adviser______________________ Minor_____________________

SMAD Courses Completed (by number)_______________________________________________________________________________

Current SMAD Courses___________________________________________

INTERNSHIP INFORMATION

Facility Name_________________________________________________________________ Phone____________________________

Address__________________________________________________ City_____________________ State_______ ZIP__________

Duties to be Assigned (check all that apply):
- Newsroom activities
- Field production and/or reporting
- In-studio production and/or performance
- Engineering
- Art/graphics
- Promotional activities
- Photography
- Advertising practices
- Sales
- Development
- Programming
- Cable operations
- Layout/design
- Other_________________________________ SMAD Office Use

On-Site Evaluation to be Conducted By:_____________________________________________ Title____________________________

Note to Evaluator: An internship requires at least 60 hours for one credit hours, 120 hours for two credit hours and 240 hours for four credit hours. The intern must attend all assigned meetings with the supervisor, complete a diary of hours/activities and submit an Internship Evaluation Form at the end of the internship. The on-site supervisor must conduct a mid-term interview and review, as well as an exit interview. Also, the supervisor will submit an Internship Evaluation Form. The intern will notify the supervisor of deadlines.

Student ________________________________________________________ Date_____________

Supervisor______________________________________________________ Date_____________

SMAD Internship Director ________________________________________ Date_____________

SMAD Director _________________________________________________ Date_____________

Class # _____________

Date Entered

___________________
Company Background Information

Student Name__________________________________________________________    Student ID_______________________________

Company/Organization Information

Facility Name_________________________________________________________________    Phone____________________________

Address__________________________________________________    City_____________________    State_______    ZIP__________

Web Address__________________________________________________________________________________________________________

Describe below some background on what the company does or the nature of its internship program, or print information. A suitable page would be a website’s About Us page, for instance.

_________________________________________________________________________________________________________________

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Internship Credit Acknowledgement Form

I understand that should I accept an internship that requires credit, I must register for internship credit in SMAD 495. If I drop the internship course for credit, I must inform my sponsoring company/organization of the change in my status by letter and file a copy of that letter with the SMAD Internship Coordinator.

I further acknowledge that it is an Honor Code violation to accept an internship that requires academic credit and fail to register for that credit. I also acknowledge that it is an Honor Code violation to drop or withdraw from SMAD 495 without informing my sponsoring company/organization of my change in status and filing a copy of this letter with the SMAD Internship Coordinator.

Student Signature_________________________________________ Date___________________________

Student ID________________________________________ Name of Sponsoring Company__________________________________
**Supervisor’s Internship Evaluation Form**

James Madison University  
School of Media Arts and Design

**Student Information**

Name: _________________________________  
Semester: ______________________________  
Internship Position: ___________________________

**Supervisor Information**

Name: _________________________________  
Title: _________________________________  
Company: _______________________________

Please return this confidential form by ____________________________

Return to:
Internship Coordinator  
School of Media Arts & Design  
MSC 2104  
James Madison University  
Harrisonburg, VA 22807  
FAX: 540-568-7026

**NOTE:** In general, the School of Media Arts and Design views the letter grade for an intern's work performances as follows:

- **C** arrives on time and performs duties as directed; shows no initiative to do more than specifically directed, and work is of average quality.
- **B** "C" level work plus either initiative to do and earn more than just assigned work, or higher quality of work (craftsmanship or creativity).
- **A** "B" level work plus work extra initiative and superior work quality.

Factors such as repeated lateness or absence from work, late and below average work on assignments, and other unprofessional attitudes or actions would justify a D or F.

**I. General Performance (Approx. 40% of grade):**

Please rate the intern's strength or weakness by checking the box that best reflects your critical opinion of his/her performance on each criterion.

<table>
<thead>
<tr>
<th>DOESN'T APPLY</th>
<th>VERY STRONG</th>
<th>STRONG</th>
<th>AVERAGE</th>
<th>WEAK</th>
<th>VERY WEAK</th>
<th>TIME</th>
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<tbody>
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<td>(A)</td>
<td>(B)</td>
<td>(C)</td>
<td>(D)</td>
<td>(F)</td>
<td>(%)</td>
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</table>

Professional attitude (reliability, motivation, appearance)  
Ability to work with others  
Ability to follow directions  
Ability to take criticism & profit from positive feedback  
Performance under pressure  
Resourcefulness &/or initiative

Additional comments on General Performance:

__________________________________________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________
II. Specific Performance (approx. 60% of grade):
Please rate the strength/weakness of the intern in any of the following areas where you have directly observed his or her work. In the areas marked "Other" you may write in any other specific skills that you feel should be included. For each skill you have rated, use the last column to indicate what approximate percentage of the intern's total duties were devoted to that activity.

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<tr>
<th>DOESN'T APPLY</th>
<th>VERY STRONG</th>
<th>STRONG</th>
<th>AVERAGE</th>
<th>WEAK</th>
<th>VERY WEAK</th>
<th>TIME</th>
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<td>(B)</td>
<td>(C)</td>
<td>(D)</td>
<td>(F)</td>
<td>(%)</td>
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<td>Writing skills</td>
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<td>Research skills</td>
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<td>Design skills</td>
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<td>Field production skills</td>
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<tr>
<td>Studio/Post-production skills</td>
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<tr>
<td>On-air performance</td>
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<tr>
<td>Managerial skills*</td>
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<td>Other:</td>
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<td>Other:</td>
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</tbody>
</table>

*Or demonstrated managerial potential observed in promotion, advertising, programming, sales, cable operations, and development.

Additional comments on Specific Performance:
__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

III. Comparative Rating (if applicable):
Please estimate the number of interns you have evaluated to date: _______

Now rate this intern in comparison with the previous interns.
Among the best _____ _____ _____ _____ _____ Among the worst

Evaluator's Signature: __________________________
Date: __________________________

Thank you for your cooperation and assistance in evaluating JMU's student intern.

Please return to:
Internship Coordinator
School of Media Arts & Design
MSC 2104
James Madison University
Harrisonburg, VA 22807
FAX: 540-568-7026
Student’s Internship Evaluation Form

James Madison University
School of Media Arts and Design

Your Name: ____________________________  Semester: __________ 20____

DIRECTIONS: Complete the questions listed below and submit with your typed log of hours. (All answers confidential.)

You must submit this form by the first day of exams during the regular semester or by Wednesday of the last week of classes during the summer session.

GENERAL INFORMATION

Facility where you worked: ________________________________

Department(s) where you worked: ________________________________

Your immediate supervisor(s): ________________________________

Below, list your specific responsibilities. Next to each one indicate the rough percentage of your total internship hours devoted to that responsibility. Consult your log, if necessary, to fill in the lists. Work from your most frequent activity on down.

1. _______________________  %  ____  4. _______________________  %  ____
2. _______________________  %  ____  5. _______________________  %  ____
3. _______________________  %  ____  6. _______________________  %  ____

Total number of hours you worked (compute from your log): _________

If your total hours are significantly less or more than 60 hours for 1 credit, 120 hours for 2 credits or 240 for 4 credits, briefly explain why:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
SPECIFIC EXPERIENCES

Directions: On each scale below, check the place which you feel best rates the matter in question. Add any explanation you wish.

a. AMOUNT OF TRAINING you received to perform tasks for which you had no previous preparation:

   Full training ___ ___ ___ ___ ___No training

Comments:_______________________________________________________________
________________________________________________________________________
________________________________________________________________________

b. INSTRUCTIONAL QUALITY OF THE TRAINING YOU RECEIVED (whether formal or informal, large or small in volume):

   Excellent quality ___ ___ ___ ___ ___ Very poor quality

Comments:_______________________________________________________________
________________________________________________________________________

________________________________________________________________________

c. QUALITY OF THE DIRECTIONS you received when assigned to unsupervised (or largely unsupervised) tasks:

   Very clear & complete ___ ___ ___ ___ ___ Very vague & incomplete

Comments:_______________________________________________________________
________________________________________________________________________
________________________________________________________________________

d. Amount and type of FEEDBACK received from your supervisor(s):

   A lot of feedback ___ ___ ___ ___ ___ No feedback

   Positive feedback ___ ___ ___ ___ ___ Negative feedback

   Constructive feedback ___ ___ ___ ___ ___ Non-constructive feedback

Comments:_______________________________________________________________
________________________________________________________________________
________________________________________________________________________
e. KIND OF TREATMENT you received as a pre-professional adult:

Highly professional ___ ___ ___ ___ Highly unprofessional
Comments:_______________________________________________________________
________________________________________________________________________

f. Rating your PRIMARY SUPERVISOR

(NAME:________________________________________________)

Very easy to work with ___ ___ ___ ___ Very difficult to work with

Highly knowledgeable ___ ___ ___ ___ Highly unknowledgeable

Highly skilled ___ ___ ___ ___ Highly unskilled
Comments:_______________________________________________________________
________________________________________________________________________


g. Degree to which your KNOWLEDGE & ABILITIES WERE UTILIZED:

Well utilized ___ ___ ___ ___ Poorly utilized
Comments:_______________________________________________________________
________________________________________________________________________


h. OVERALL DEGREE OF SATISFACTION with your internship experience:

Highly satisfied ___ ___ ___ ___ Highly dissatisfied
Comments:_______________________________________________________________
________________________________________________________________________
i. SUGGESTIONS for improving your particular internship:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

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________________________________________________________________________
THE MEDIA ARTS & DESIGN PROGRAM

Directions: Based on what you have observed during your internship, RATE ANY OF THE FOLLOWING COURSES YOU HAVE TAKEN on the degree to which they have prepared you for professional employment --through either knowledge gained or skills acquired.

<table>
<thead>
<tr>
<th>Course</th>
<th>Very Strong Prep</th>
<th>Very Weak Prep</th>
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</thead>
<tbody>
<tr>
<td>SMAD 101 Intro to Media Arts and Design</td>
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<tr>
<td>SMAD 201 Fund. Skills in Media Arts and Design I</td>
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<tr>
<td>SMAD 202 Fund. Skills in Media Arts and Design II</td>
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<td>SMAD 210 News Writing</td>
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<td>SMAD 220 News Editing</td>
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<td>SMAD 225 Photojournalism</td>
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<td>SMAD 231 Writing for New Media</td>
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<td>SMAD 241 Corporate Media Writing</td>
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<td>SMAD 250 Scriptwriting</td>
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<td>SMAD 251 Screenplay Writing</td>
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<td>SMAD 256 Principles of Advertising</td>
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<td>SMAD 301 The Media Arts: Culture by Design</td>
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<td>SMAD 302 HD Video Production</td>
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<td>SMAD 303 HD Post Production</td>
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<td>SMAD 307 Interactive Design for the Web I</td>
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<tr>
<td>SMAD 308 Interactive Design for the Web II</td>
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<tr>
<td>SMAD 310 Advanced News Writing</td>
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<tr>
<td>SMAD 311 Feature Writing</td>
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<td>Course Code</td>
<td>Course Title</td>
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<tr>
<td>SMAD/GRPH 312</td>
<td>Web Design</td>
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<tr>
<td>SMAD 321</td>
<td>Feature Magazine Production</td>
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<td>SMAD 322</td>
<td>Newspaper Production</td>
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<tr>
<td>SMAD 330</td>
<td>New Media Law</td>
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<tr>
<td>SMAD 340</td>
<td>Advanced Screenwriting</td>
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<td>SMAD 341</td>
<td>Web Communication</td>
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<tr>
<td>SMAD 356</td>
<td>Telecommunication Policy and Regulation</td>
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<td>SMAD 370</td>
<td>Mass Communication Law</td>
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<td>SMAD 371</td>
<td>Narrative Media Studies</td>
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<td>SMAD 372</td>
<td>Media History</td>
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<td>SMAD 373</td>
<td>Media Analysis and Criticism</td>
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<td>SMAD 402</td>
<td>HD Compositing and Special Effects</td>
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<td>SMAD 404</td>
<td>Advanced Interactive Design</td>
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<td>SMAD 405</td>
<td>Directing Video and Cinema</td>
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<tr>
<td>SMAD 406</td>
<td>Electronic News Gathering &amp; Producing</td>
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<td>SMAD 407</td>
<td>Business and Management of Digital Media</td>
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<tr>
<td>SMAD 432</td>
<td>Print Communication Design</td>
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<td>SMAD 441</td>
<td>Corporate Communication Management</td>
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<tr>
<td>SMAD 460</td>
<td>Movies and Society</td>
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<td>SMAD 461</td>
<td>Movies as Art</td>
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<td>SMAD 462</td>
<td>Documentary in Film and Television</td>
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<td>SMAD 463</td>
<td>Film Adaptations</td>
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<tr>
<td>SMAD 471</td>
<td>Media Ethics</td>
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<tr>
<td>SMAD/SCOM/POSC 472</td>
<td>Media and Politics</td>
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Your candid suggestions for IMPROVING THE SMAD PROGRAM:

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Your Signature:_________________________________