

## 5 Steps to Getting SMAD Internship Credit

### 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.

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### 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):

- |  |  |
|--|--|
| <input type="checkbox"/> Newsroom activities                     | <input type="checkbox"/> Advertising practices |
| <input type="checkbox"/> Field production and/or reporting       | <input type="checkbox"/> Sales                 |
| <input type="checkbox"/> In-studio production and/or performance | <input type="checkbox"/> Development           |
| <input type="checkbox"/> Engineering                             | <input type="checkbox"/> Programming           |
| <input type="checkbox"/> Art/graphics                            | <input type="checkbox"/> Cable operations      |
| <input type="checkbox"/> Promotional activities                  | <input type="checkbox"/> Layout/design         |
| <input type="checkbox"/> Photography                             | <input type="checkbox"/> Other_____            |

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\_\_\_\_\_

### SMAD Office Use

Class # \_\_\_\_\_

Date Entered  
\_\_\_\_\_



# 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.

	DOESN'T APPLY	VERY STRONG (A)	STRONG (B)	AVERAGE (C)	WEAK (D)	VERY WEAK (F)	TIME (%)
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:

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**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.

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

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

Additional comments on Specific Performance:

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**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:

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### 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: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## 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.

	<i>Very Strong Prep</i>	<i>Very Weak Prep</i>
SMAD 101 Intro to Media Arts and Design	___	___
SMAD 201 Fund. Skills in Media Arts and Design I	___	___
SMAD 202 Fund. Skills in Media Arts and Design II	___	___
SMAD 210 News Writing	___	___
SMAD 220 News Editing	___	___
SMAD 225 Photojournalism	___	___
SMAD 231 Writing for New Media	___	___
SMAD 241 Corporate Media Writing	___	___
SMAD 250 Scriptwriting	___	___
SMAD 251 Screenplay Writing	___	___
SMAD 256 Principles of Advertising	___	___
SMAD 301 The Media Arts: Culture by Design	___	___
SMAD 302 HD Video Production	___	___
SMAD 303 HD Post Production	___	___
SMAD 307 Interactive Design for the Web I	___	___
SMAD 308 Interactive Design for the Web II	___	___
SMAD 310 Advanced News Writing	___	___
SMAD 311 Feature Writing	___	___



