Career & Internship Planning for Design  
DES 3201, Section 001  
Spring 2015  
9:35 AM – 11:30 Fridays

Heather Nagle | Amy Anderson  
612-625-9247 direct | 612-624-2094 direct  
612-624-2710 appointments/main desk | heathern@umn.edu and 04375@umn.edu  
198 McNeal Hall

Office Hours:  
Tuesday 9:30-10:30 OR By Appointment

The best part of our job is getting to know students. If you have questions or just want to talk about an idea, come by or make an appointment for another time that works in your schedule.

Required Text
- DES 3201 Course Packet Available in St. Paul or Minneapolis Campus Bookstore. Packet will be used for class activities – please bring to every lecture.
- Strengths Assessment is required if you haven’t yet taken it. You may purchase a code for $9 (charged to your student account) at 198 McNeal Hall or 411 STSS. If you have taken the assessment before, find your code by logging in at www.strengthsquest.com

Course Learning Outcomes
At the conclusion of this course students will be able to
1. Explain the breadth of skills they have for a career in design and know how those relate to job search.
2. Identify and research possible employers for their field and city of interest.
3. Identify successful job search techniques and apply these techniques for job or internship opportunities both locally and nationally.
4. Communicate their skills and abilities to a potential employer through a resume, cover letter and reference list.
5. Learn the types of portfolios employers expect in job interviews and learn the qualities that make a strong portfolio for their industry.
6. Effectively utilize a professional portfolio in job interviews.
7. Explain the elements of a quality job interview and practice this in mock interviews.
8. Identify components of a salary/benefits offer, know how to research salary and develop strategies for effective salary negotiation.
9. Develop career-related action plan to reach career goals before and after graduation.

Attendance and Participation: Attendance is required and you should be prepared to fully participate in each class. This will be a hands-on course that encourages ideas from everyone. For an absence to be excused, you must contact me before class with a valid reason for missing. Each unexcused absence and all excused absences after the first, will result in 5 points being deducted from your final grade. Attendance at mock interviews is mandatory, as you will have individual time with a professional to work with you on your interviewing skills. There will be no excused absences on mock interview day. Participating in class is how you will learn the most, therefore your final grade includes 15 points (2 per day) for participation. Being late, using devices for non-class purposes, not participating in group activities or class discussions, falling asleep during class, or not having required materials are all reasons that points may be deducted from the total. Use this as an opportunity to practice professionalism in the classroom.

Quality of Work: Your work should reflect college standards. All assignments must be typed, double spaced, standard margin/font sizes, and grammatically correct. Please be sure to proofread your work; failure to do so will impact your grade on assignments.

Late Assignments: If you need an extension on assignment, please let me know in advance of the deadline. I am willing to be flexible during busy academic times. Unexcused late work will be docked 10% for each day it is late. Should you have problems getting to class or printing your assignment, it is expected that you will email it to me on time. If you have missed a class where assignments were handed out/discussed, it is your responsibility to get the assignment information and you are still expected to get the work done on time unless you have made appropriate arrangements with your instructor in advance of the due date.
**Extra Credit:** If you are interested in extra credit assignments, please contact me **before the last week of class.** I will not accept extra credit assignments after the last class period.

**Accommodations for Students with Disabilities:** The University of Minnesota is committed to providing reasonable accommodations to students who have documented disabilities that may affect their ability to participate in course activities or to meet course requirements. If you need special accommodation please contact Disability Services (180 McNamara Center, 612-626-1333) to discuss your individual needs.

**Student Conduct:** Students are expected to follow the University Student Conduct Code and to behave in a manner that creates a positive learning environment in the classroom. Students whose behavior is disruptive either to the instructor or to other students will be asked to leave. For more information on the Student Conduct Code visit: [http://www1.umn.edu/oscai/conduct/student/index.html](http://www1.umn.edu/oscai/conduct/student/index.html)

**Student Academic Integrity:** Academic integrity is essential to a positive teaching and learning environment. All students enrolled in University courses are expected to complete coursework responsibilities with fairness and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own, can result in disciplinary action. The University Student Conduct Code defines scholastic dishonesty as follows:

Scholastic dishonesty means plagiarizing; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain grades, honors, awards, or professional endorsement dishonestly; altering forging, or misusing a University academic record; or fabricating or falsifying data, research procedures, or data analysis. Within this course, a student found responsible for scholastic dishonesty can be assigned a penalty up to and including an "F" or "N" for the course. If you have any questions regarding the expectations for a specific assignment or exam, please ask.

For more information on what constitutes plagiarism visit: [http://writing.umn.edu/sws/quicktips/quicktips.htm](http://writing.umn.edu/sws/quicktips/quicktips.htm). For information on issues of academic integrity visit: [http://www1.umn.edu/oscai/integrity/student/index.html](http://www1.umn.edu/oscai/integrity/student/index.html)

**Final grades will be based on the following points:**

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<tr>
<th>University of Minnesota Definition of Grades:</th>
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<tr>
<td><strong>A 100-93</strong></td>
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<tr>
<td><strong>A- 92-90</strong></td>
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<td><strong>B+ 89-87</strong></td>
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<td><strong>B 86-83</strong></td>
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<td><strong>B- 82-80</strong></td>
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<td><strong>C+ 79-77</strong></td>
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<td><strong>C 76-73</strong></td>
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<td><strong>C- 72-70</strong></td>
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<td><strong>D+ 69-67</strong></td>
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<td><strong>D 66-64</strong></td>
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<td><strong>D- 63-60</strong></td>
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<td><strong>F 59 and Below</strong></td>
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<td><strong>Achievement that is outstanding relative to the level necessary to meet course requirements.</strong></td>
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<tr>
<td><strong>Achievement that is significantly above the level necessary to meet course requirements.</strong></td>
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<tr>
<td><strong>Achievement that meets the course requirements in every respect.</strong></td>
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<tr>
<td><strong>Achievement that is worthy of credit even though it fails to meet fully the course requirements.</strong></td>
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<tr>
<td><strong>Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an I (see also I).</strong></td>
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**Note:** Because of the experiential nature of this class, incompletes are not ordinarily given.
ASSIGNMENTS | POINT VALUE | MY POINTS | DUE DATE
--- | --- | --- | ---
LinkedIn Assignment | 10 points | ______ | 1/30/15 & 2/27/15
Strengths Results (bring to class) | 2/6/15
Resume Draft (upload to Moodle by 2/11, and bring paper copy to class 2/13) | 2/11/15
Personal Brand Assignment | 15 points | ______ | 2/13/15
Resume, Cover Letter, References & Portfolio Start | 60 points | ______ | 2/20/15
Informational Interview | 50 points | ______ | 2/27/15
Interview Preparation Assignment | 15 points | ______ | 3/6/15
Career Action Plan final assignment | 15 points | ______ | 3/13/15
Career Meeting with Instructor | | | by 3/6/15
Participation | 15 points | ______ | 

Total possible points = 180
My total points = ______

*Career meeting with instructor consists of a 30 minute individual meeting with the instructor. You are not required to bring anything to this meeting. We will discuss your thoughts and progress on your individual career plans. You may schedule this meeting by signing up in class, contact the Career Services Front Desk 612-624-2710 or going on line: http://www.careerhelp.umn.edu/contactinfo.html

**DES 3201 Course Topics and Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings / Assignments Due Today</th>
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| Week 1 1/23/15 | Introductions  
- Introductions  
- Syllabus & expectations  
- Personal Commercial  
- Technology and Job/Internship Searching  
- Professional Associations  
- Professionalism | • Read packet p. 23-48  
- Sign-up in class for career/instructor meeting |
| Week 2 1/30/15 | Job Search Strategies  
- Finding Employers  
- Networking  
- Informational Interviews | • Read Packet p. 51-66  
- LinkedIn Part 1 Assignment due |
| Week 3 2/6/15 | Personal Branding  
- Personal Branding Explained  
- Values Activity/Organizational Culture  
- Skills/Strengths Assessment | • Read Packet p. 9-20  
- Bring printout of Strengths results to Class  
- Submit draft resume on Moodle by 2/11 and bring a paper copy to class on 2/13 |
| Week 4 2/13/15 | Marketing Materials  
- Design Resumes/Cover Letters/References  
- Portfolios | • Read Packet p. 69-100  
- Personal Brand Assignment Due and Bring Resume Draft to Class! |
| Week 5 2/20/15 | Design Portfolio Panel and Critiques  
- Professionals discuss career tips and what they seek in portfolios  
- Get feedback on portfolio drafts from professionals | • Resume, Cover Letter, References and Portfolio Start Due |
| Week 6 2/27/15 | Effective Interviewing  
- Preparation  
- Behavior Based Interviews  
- Closing an Interview and Follow-up  
- What to Wear: memorable vs. conservative | • Read Packet p. 103-118  
- Informational Interview Due  
- LinkedIn Part 2 Assignment due |
| Week 7 3/6/15 | Practice Interviews with Professionals & Course Wrap-Up  
- Practice Interviews  
- Goal Setting, Course Wrap-up  
- Course Evaluations | • Read packet p. 121-127  
- Interview Assignment Due  
- Career Action Plan assignment due by 3/13 |

*If at any time you have a concern regarding the class, accommodations, or your performance, please talk with me. I have high standards for you because I want you to succeed professionally once you leave the U, but I will also be flexible as necessary!*