Course Description

The Aim of Summer Practice

The aim of this course is to give the student a pre- and on-site knowledge on working methods and techniques in a design agency for your fourth year program of courses and studies, you need to have your internship in:

- an advertising agency
- an design agency
  - specialized in publishing
  - specialized in game design
  - specialized in web and UX design
- a multidisciplinary company that involves a design department

Your Summer Practice should not coincide with the Summer School courses if you are taking any. Exceptional cases should be addressed in written form to the Coordinator of the course.

Performance Review

Throughout your summer practice, your performance will be reviewed by a senior member of the company, and Doc.B3 will be one of the important forms taken into consideration while evaluating your overall Summer Practice II performance. Your performance will be observed and evaluated in terms of your participation, enthusiasm, interest and general involvement. Please remind the company to return the signed Document-B3 to the Course Coordinator, within a week of your completion of the Summer Practice.

Procedure

1. Identify an appropriate agency/company & inform your Course Coordinator
2. Print Documents B-1 & B-2 from the website & ask your Course Coordinator to sign them
3. Make an appointment for an interview at the agency of your choice and take your signed B-1 & B-2 documents with you...
4. If the company accepts your internship, do not forget to return the B-2 document signed & stamped by the company to the secretary not later than 1 week prior to starting your summer practice! This is extremely important as each student should be insured by the Department.
5. Print the Doc. B-3 from the website
6. Take the Document B-3 to the company before/when you start your summer practice
7. Remind the company to return the signed Doc. B3 to the Course Coordinator upon completion of your internship
8. Submit your Report written in the defined format as a hard copy to the course coordinator or the secretary on the announced deadline & upload it to the course’s Moodle page as a pdf file.

Document B-1: Letter of Introduction
Document B-2: Letter of Acceptance
Document B-3: Performance Review

http://gra.bilkent.edu.tr
Diary

Throughout your internship at the company, you are required to keep a written and visual Diary. The Diary must be taken each day to the working place. The size of the diary should not be larger than A4 and not smaller than A5. You should regularly note down your tasks, duties, and activities. The Diary must be handwritten and all information must be recorded daily. You should spare a separate space for each day’s entry.

Additionally, you may express your personality, in terms of your observations, by notes and graphics, such as sketches, details, doodles, etc.

A senior member of the company will review your Diary and verify the accuracy of your entries, by signing it weekly.

This Diary will be submitted to the course coordinator, as a part of the submission of your Summer Practice II Report, as an Appendix. Please place your Diary into a clear-plastic envelope, and attach it as the Appendix to your Report.

Summer Practice II Report

How to Write It

You are required to submit a written report including supporting visuals of your work, outlining your experience gained through practical training, throughout the summer practice placement.

Purpose of the Report

Your report should address your observations and experience on site and/or in production techniques. Specifically, you are expected to record your observations of:

- the project development order,
- project application,
- designer/client relationship, and
- project scheduling and coordination

CONTENT ORGANIZATION

1. Introduction
   This section should begin with a brief description of the company, its history, size, staff, past projects and any other pertinent information.

2. Body of the Report
   It should be composed of the details your specific observations and your contribution to the company, with respect to the focus of Summer Practice, your activities and experiences on production techniques and project scheduling and coordination.

   Your Diary entries will guide you in documenting the degree of your involvement, many specific activities and any other special tasks performed by you. Please try to give a detailed project brief and description of your duties asked from you.

3. Visual Documentation
   Visual Documentation, such as sketches, drawings, photographs and any other relevant aspects, such as details and short-form specifications, should be included in the body of your report. Therefore, you are strongly advised to collect this information on an on-going basis, throughout your summer practice.

4. Conclusion
   You should write about, in general terms, the experience and knowledge gained through the practical training and observations, during your summer practice at the company.

Hard Copy & Moodle Submissions

You should submit your Summer Practice II Report as a hard copy printed on A4 format with a hard and spiral-bound cover and as a pdf file by uploading it to the course’s Moodle page.

FORMAT REQUIREMENTS

The hard cover and the front page of the report will be included in the layout.pdf file that will serve you as a template for your report’s page layout. You can download the file from the department’s website.

The table of contents should be organized as follows:

- Introduction,
- 390 Summer Practice 2
  - 2.1 Program Development Order
  - 2.2 Project Application
  - 2.3 Designer/Client relationship
  - 2.4 Project Scheduling and Coordination
  - 2.5 Conclusion
- Visual Documentation
- Appendix (your Diary)

Pages should be numbered consecutively, starting with Introduction, but excluding the Appendix. The Body of the Report should be at least 1500 words in length, A4 format, following the Page Format requirements in the layout file.
Course Evaluation

GRA 390 Summer Practice II course is going to be evaluated as Satisfactory or Unsatisfactory.

The course coordinator will base the evaluation upon your Diary entries, validated weekly by a senior member of the company, as well as the Performance Review, submitted by your supervisor of the company, and your written report.

A generally poor report will be returned to you by your advisor, for revisions and/or rewriting.

A generally poor overall performance will be graded as Unsatisfactory, and you will have to repeat the course/internship.

Report Submission Deadline

The due date of submission of your Summer Practice II Report to your Course Coordinator will be announced on the department web site, http://gra.bilkent.edu.tr/ and posted throughout the department on notice boards.

Unsatisfactory Standing

Anyone who fails to receive a satisfactory standing will be required to repeat Summer Practice II in the following summer.

A General Note of Caution

Plagiarism

You are advised and strongly warned not to enhance any aspects of your report, either with activities not actually performed by you, or by inclusion of text from other sources. Information gathered from various industry sources, may, of course, be quoted directly, providing you properly acknowledge and identify its source.

All observations and comments offered in your report must be totally authored by you, even if you perform your Summer Practice with other students of your Department, in the same company.

Bilkent University considers plagiarism a serious offence, resulting in severe disciplinary action.

Copying of Documents

You are reminded to ask permission, before copying or collecting any office documents which you intend to submit in your report.

You are also strongly advised to collect any desired visual documentation throughout your work term, not only at the last minute.

Good Luck!
To Whom It May Concern:

As part of their fourth year program of studies at Bilkent University, in the Faculty of Art, Design and Architecture, the Department of Graphic Design, students are required to participate in a work placement program - Summer Practice II.

The minimum time for this summer practice placement is one month.

The aim of Summer Practice II is to give students experience in the organization and working of an advertising / design agency. Specifically, students are expected to make observations on, and participate in:

- **Program Developing Order,**
- **Project Application,**
- **Designer / Client Relationship,** and
- **Project Scheduling and Coordination,** in a private or institutional design office.

Please bear in mind that the student, although completing the second year of study, may require your guidance, much supervision and patience. We encourage you to include the student in your daily company routine, offering opportunities for observation, allowing active participation in tasks, and the inclusion in other aspects of the working of your company.

Students are required to maintain a Diary, which record their daily tasks and specific involvement in activities of your company.

We request that you review and validate the student’s daily Diary entries and sign it on a weekly basis.

Furthermore, the student must submit a Summer Practice II Report, upon completion of the work term. We request that you support the student by providing documents for inclusion in her/his report.

Also, we require your evaluation of the student’s performance upon completion of the work term. A copy of the form, Document B-3 Performance Review will be provided to you by the student. We encourage you to discuss your evaluation, in whole or part, with the student.

Please return the signed Performance Review by mail, marked ‘Confidential’ to the Graphic Design Department, within a week after completion of Summer Practice II.

I am convinced it will be a fruitful and enjoyable experience for both, the student as well as your company staff.

Sincerely,

Birsu S. ÇELTEK
Course Coordinator

Bilkent University
Faculty of Art, Design and Architecture
Graphic Design Department
06800 Bilkent, Ankara, Turkey

Tel: (+90) 312 290 1448
birsu@bilkent.edu.tr
http://gra.bilkent.edu.tr/
Sayın İlgili,


Stajın amacı, öğrencilerin reklam veya tasarım ajanslarında deneyim kazanmalarını sağlamaktır. Özellikle öğrencilerden aşağıda belirtilen konularda gözlem yapmaları ve katkıda bulunmalarını beklenmektedir:

- İş yönetimi ve programlaması,
- Proje geliştirme aşamaları,
- Tasarımcı-müsteri ilişkileri,
- Uygulama projeleri çalışmaları

Öğrenci her ne kadar üçüncü sınıfı bitirdiyse de, sizin yardımınıza, sabrınızı ve denetiminiize gerekimini olduğunu takdir edersiniz. Sizden öğrencinin ofisinde günlük olağan aksına katılması sağlanır, gözlemleme yapması için bazı fırsatlar ayrılmasını ve çalışma ortamlarını farklı yönleri ile tanıtmaya teşvik edilmesini dileyorz.


Staj dönemi sonunda, öğrencinin performansını değerlendireceğiz ve bunun için gerekli olan ektiği Staj Değerlendirme Formu'nu doldurmanız gerekmektedir. İmzalanmış ve kâşelenmiş Staj Değerlendirme Formu'nu öğrencinin stajını tamamladığında sonra bir hafta içinde, zarfını üzerinde ‘Gizlidir’ notu ile aşağıda belirtilen adrese, posta ile göndermenizi rica ediyoruz.

Eğitimimize yaptığınız katkıdan dolayı teşekkür eder, saygılarınıza sunarım.

Birsu S. ÇELTEK
Ders Koordinatörü

Bilkent Üniversitesi
Güzel Sanatlar, Tasarım ve Mimarlık Fakültesi
Grafik Tasarım Bölümü
06800 Bilkent, Ankara, Türkiye

Tel: 0 312 290 1448
bisru@bilkent.edu.tr
http://gra.bilkent.edu.tr/
LETTER OF ACCEPTANCE

To be filled out by the student

Student's Name and Surname:

Student's Advisor:

Summer Practice Course Code: GRA 290  GRA 390

Thank you for your contributions,
Sincerely,

Birsu S. ÇELTEK
Course Coordinator

Bilkent University
Faculty of Art, Design and Architecture
Graphic Design Department
06800 Bilkent, Ankara, Turkey

Tel: (+90) 312 290 1448
birsu@bilkent.edu.tr
http://gra.bilkent.edu.tr/

The following information will be filled out by the placing company.

Starting Date:

Date of Completion:

Company's Name:

Address:

Telephone:

I accept the student’s application for Summer Practice placement.

Name and Surname:

Signature and Stamp:

Date:
STAJ BAŞVURU FORMU

Öğrenci tarafından doldurulacaktır

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Eğitimimize yaptığınız katkıdan dolayı teşekkür ederiz.
Saygilar,

Birsu S. ÇELTEK
Ders Koordinatörü

Bilkent Üniversitesi
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Başvuruyu onaylayan yetkili tarafından doldurulacaktır.

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Öğrencinin staj başvurusunu kabul ediyorum.

Adı ve Soyadı:

İmza ve Kaşe:

Tarih:
SUMMER PRACTICE PERFORMANCE REVIEW

CONFIDENTIAL

Name and Surname of the Student :

Department and Year of the Student :

Kind of Practice, Course Code :

Name of the Company :

Starting and Ending Dates :

Practice Period :

<table>
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<tr>
<th>Department in the Company</th>
<th>Work Period (Days)</th>
<th>Performance*</th>
<th>Attendance*</th>
<th>Level of Success</th>
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*Please grade your evaluations from a scale of 10 (0-failure, 10-excellent)

Date :

Evaluated by :

Title :

Signature :

Signet :

Please send the form in a sealed and signed envelope to the Course Coordinator.

Birsu S. ÇELTEK
Course Coordinator

Bilkent University
Faculty of Art, Design and Architecture
Graphic Design Department
06800 Bilkent, Ankara, Turkey
STAJ DEĞERLENDİRME FORMU

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**Yaz Staja Değerlendirmesi**

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<th>Başarı* Derecesi</th>
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*Lütfen değerlendirmeleri 10 tam not üzerinden yapınız.*

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*Doldurulan formun doğrudan Ders Koordinatörü’ne gönderilmesi rica olunur.*

Birsr S. ÇELTEK
Ders Koordinatörü

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Güzel Sanatlar, Tasarım ve Mimarlık Fakültesi
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