

<b>University</b>	Academy of Finance and Business Vistula
<b>Department</b>	Art, Technique and Communication
<b>Field of study</b>	Graphics (recruitment from 2020-2021)
<b>Specialization</b>	Artistic Graphic, Interdisciplinary Graphics
<b>Mood of study</b>	– Full Time – Part Time
<b>Education Profile</b>	Practical
<b>PROGRAM OF PROFESSIONAL STUDENT INTERNSHIP</b>	
<b>Legal basis for the internship</b>	
<ol style="list-style-type: none"> <li>1. 1. The Act of 20 July 2018 - Law on Higher Education (Journal of Laws 2018, item 1668, as amended),</li> <li>2. 2. Ordinance No. 1/04/2020 of the Rector of the Vistula Academy of Finance and Business in Warsaw of September 1, 2014 on the introduction of the Regulations of professional student internships of the Vistula Academy of Finance and Business in Warsaw,</li> <li>3. 3. Resolution No. 4 / 30.09 / 2014 of the Senate of the Vistula Academy of Finance and Business of 30 September 2014 on defining the conditions for releasing a student from the obligation to undergo internship</li> <li>4. 3.4. Study Regulations of the Vistula Academy of Finance and Business in Warsaw,</li> <li>5. Educational program.</li> </ol>	
<b>Type and duration (number of weeks and hours) and year / semester of studies</b>	
The duration of the internship - 6 semesters, i.e. 750 hours, academic year II and II, semester 4-5	
<b>The venue (type of institution, department / departments in which the internship will take place)</b>	
<ul style="list-style-type: none"> <li>✓ Advertising agencies - visual identification, branding, leaflets, catalogs and any advertising publications</li> <li>✓ Printing houses - printing process and related issues</li> <li>✓ Publishing houses - the process of creating publications, the role and tasks of a DTP graphic designer and graphic designer</li> <li>✓ Galleries - conditions for the functioning of non-commercial and commercial places</li> <li>✓ exhibition of visual art, ways of exhibiting works of art, contact with the audience</li> <li>✓ Museums – conditions of the museum's activity taking into account the profile of a given museum, exhibition art</li> <li>✓ Vistula Finance and Business Academy, Main School of Tourism and Recreation: promotion department</li> </ul>	

**Objectives in the area of knowledge:**

The aim of professional student internships is to provide students with opportunities for professional contact and acquaint them with the basic aspects of professional work in various institutions. The aim is to create an opportunity to learn and understand changes in graphic design, internet communication by means of images, new technologies. The student has the opportunity to learn about the general functioning of marketing institutions and art galleries.

**Objectives in the area of skills:**

The aim of professional student internships is to expand professional design and graphic knowledge in places where projects for the market are created. Acquiring the ability to adjust your own design ideas to the needs of customers. The ability to present your own projects, the ability to convince to your own concepts. At the same time, the ability to make compromises and bring the process to the end which is the product.

**Objectives in the area of social competences:**

The aim of professional student internships is to achieve a critical and objectified attitude towards one's own work and group achievements, openness to innovation, group cooperation with the creative use of partners' achievements, tolerance and distance taking into account different religious, social, political and cultural beliefs.

**Tasks and responsibilities of the apprentice**

The primary task of the trainee is to achieve the intended goals, taking into account the specifics of the design process and to achieve learning outcomes in the areas of knowledge, skills and social competences, according to the specialization. The student can choose the mode of the internship:

1. An internship covering 750 hours carried out in a place chosen by the student, in a marketing department or organization approved by the program director in the field of Graphics
2. An internship including graphic and marketing work at the Vistula Academy of Finance and Business.

The choice of the internship mode requires the approval of the Directional Tutor for Vocational Student Internship.

**Detailed goals of student internships:**

1. General practice for the field of Graphics, intermedia specialty
  - practical application of the knowledge and skills acquired during the studies
  - workshop specialization based on the experience of a graphic designer
  - practical organizational skills related to participation in complex advertising and publication projects

- experience in the actual functioning of advertising, the basis for the organization of advertising production and visual or visual-text publications
  - practice in the field of advertising and media marketing
1. Specialty: interdisciplinary graphics
    - practice developing the skills of graphic description of media dealing with broadly understood social problems (occasional graphics)
    - expanding knowledge on graphic resources that are the basis for project execution
    - the ability to critically evaluate graphic materials operating on the market
  2. Specialty: Artistic graphics
    - practice developing skills in the art market
    - practice developing the ability to present your own works
    - the ability to use the multimedia capabilities of social media to present your own as well as other works of art.

### **The basis and conditions for completing the internship**

The conditions for crediting the internship are set out in §12, point 1 of the AFiB Vistula Professional Student Training Regulations. :

- 1) internships within the agreed period;
- 2) performance of the tasks provided for in the internship program;
- 3) submission of an agreement for the organization of professional student internships;
- 4) submission of a document confirming completion of the internship to the Directional Tutor for Vocational Student Training:
  - a) certificates of completion of internships - in the case of students participating in internships organized in the form specified in § 8 it. 2 points 1-2 - in accordance with the template constituting Annex 6 to these Regulations,
  - b) documents indicated in the relevant resolution of the University senate - in the case of students undergoing organized internships in the form specified in § 8 sec. 2 points 3-5.
- 5) submitting a report on the course of internships, in the form of a Diary of Student Apprenticeships, in accordance with the template constituting Annex 5 to these Regulations, bearing the seal of the Workplace and signed by a representative of the Workplace;
- 6) acceptance of the report by the Directional Tutor for Vocational Student Training.

### **Regulations regarding exemption from internships, failure to complete internships, and appeals**

1. Regulations of Vocational Student Internship at the Vistula Academy of Finance and Business in Warsaw §12 Conditions for crediting the internship
2. Uchw Resolution No. 4 / 30.09 / 2014 of the Senate of the Vistula Academy of Finance and Business of 30 September 2014 on defining the conditions for releasing a student from the obligation to undergo apprenticeship

## **Implementation rules of professional student internship in the field of Graphics**

1. The rules for the implementation of student apprenticeships in the field of Graphics have been defined on the basis of the AFiB Vistula Rules of Professional Student Training. (Ordinance No. 1/04/2020 of the Rector of the Vistula Academy of Finance and Business in Warsaw of April 1, 2020 on the introduction of the Regulations for student internships at the Vistula Academy of Finance and Business in Warsaw)

2. The aim of the internship at the faculty is:

- a) providing students with opportunities for professional contact and acquainting them with the basic aspects of professional work in various workplaces, and in particular, creating opportunities for learning about and requirements created by new technologies, and acquiring knowledge about traditional and new types of graphics.
- b) expanding professional graphic knowledge during internships in advertising agencies, publishing houses, galleries, etc.
- c) achieving social competences: a critical and objectified attitude towards one's own work and group achievements, openness to innovation, cooperation in a group with the creative use of partners' achievements.

3. The specific objectives of the internship are related to the specializations and concern:

- a) in the case of interdisciplinary specialization - developing the skills of graphic design in a wide range, the ability to confront own design ideas with the client's expectations, the ability to bring the design process to the final - to the creation of a product, practical ability to prepare for publication in print.
- b) in the case of artistic specialization - getting to know the practical side of activities in the art market, developing the ability to design graphic for the purposes of art promotion.

4. Possible places or institutions for the internship are:

- a) advertising agencies, publishing houses, printing houses
- b) marketing, public relations and corporate communication departments of selected companies, advertising agencies, tourist offices,
- c) Internet media run by non-governmental organizations
- d) Vistula Finance and Business Academy, Main School of Tourism and Recreation: promotion department.

5. The methods and ways of verifying the learning outcomes related to the implementation of internships depend on the place of the internship.

- a) in the case of media - graphics and advertisements made alone or jointly with the team, published or unpublished,
- b) in the case of marketing departments or advertising agencies - implementation of tasks set by superiors, e.g. advertising materials in social media,
- c) in online media run by non-governmental organizations - graphics created for the needs of the organization, published or unpublished.
- d) in the department of promotion and media service of AFiB Vistula events - implementation of tasks set by superiors, in particular graphics, infographics

6. Doubts related to the place of internships and methods and methods of verification of learning outcomes related to internships are resolved by the Directional Tutor for Vocational Student Training.