

**ASSUMPTION COLLEGE**  
**CENTER FOR CONTINUING & PROFESSIONAL EDUCATION**  
**PRACTICUM DESCRIPTION OF PROCESS**  
**for Graphic Design or Business Communications certificate programs**

The practicum is not a scheduled course, but is set up like an independent study which the student creates, with the help and guidance of an Assumption College faculty member.

The first step is to develop an idea for a practicum of interest and use to the student as an individual. This may be a long process of discovery, or it may be something which immediately comes to mind as something special you want to accomplish or add to your portfolio. It is important that the student has a fairly detailed idea of what he/she wants to accomplish and to learn before approaching a faculty member.

The student then arranges with an Assumption College faculty member to help develop the practicum. The faculty member will also act as the mentor/evaluator for the practicum. The content and focus of the practicum will help the student determine who the best faculty member would be to act as mentor/evaluator. The student's academic advisor in the Center will help students choose and contact the appropriate faculty member.

In general, the student will work on a project of some sort in the "real world" which will be a learning experience in a very "hands-on" format. A practicum also includes an academic component, which may include readings, research, a journal of the experience, a paper; etc. The practicum should be equivalent to a three-credit course in content and outcomes.

Finally, the student and faculty member submit the written practicum proposal to the Dean of Continuing Education, which would include:

- practicum title, if applicable
- practicum description
- basic bibliography
- schedule and frequency of faculty/student meetings
- evaluation of student's understanding (papers, quizzes, examinations, portfolios, journals, presentations, etc., at professor's discretion)

Once the Dean has given approval, the student registers for the practicum in the Continuing Education Office and begins working on the project.

Examples of a Graphic Design practicum could include:

- creating a web site for a non-profit organization
- creating an advertising campaign for a small business
- creating a view-book for a private school or organization
- creating multimedia presentations for a marketing program

Examples of a Business Communications practicum could include:

- working for a media outlet on a project
- creating a public relations campaign to persuade or inform
- creating an employee manual for a company
- writing, editing and publishing comprehensive documents