



PROFESSIONAL PRACTICE PLACEMENT GUIDELINES 2016

PROFESSIONAL PRACTICE PLACEMENT FAQs

What Is Professional Practice Placement?

Well it's a class that's both on-campus and off. Students attend a weekly 2 hour class (with guest speakers included), as well as 70 hours out in industry - be it a company, a studio, an agency - whatever kind of creative organisation or relationships, while learning a bit more about the trade, and turning creativity into a commercial outcome. All while being supported in an academic environment.

Who Can Do It?

2nd and 3rd years that have completed one Practice unit in their relevant major study (for example; either Graphic Design Practice 1 or 2).

For 2nd years it is an elective unit (a very limited number of places may be available for the Professional Study Tour)

For 3rd years it is an elective unit (subject to availability; it's not always offered) - Business Communications is the alternative.

Do I Need To Do Anything Before I Start?

Read these guidelines as it gives you some direction on what to do, and what not to do.

Does The Academy Organise A Place?

No. Students are encouraged to develop their own connections and professional network through placement. Get to know who's in your field. Make contacts and focus the placement where you see your career path going.

If you're having a bit of trouble speak with your tutor, or your Program Coordinator, for some advice.

How Do I Organise a Place?

Think creatively and be strategic. Don't just rush in and ask. Don't just send an email and expect a positive response.

Introduce yourself and build a rapport. Research why (or what) you admire about the individual or organisation. Ask about how to get in the industry, how they got into the industry. Send in some work for feedback. Stand out from the crowd. Get some interest before making a request for placement. Sell yourself.

How Do I Get Started?

Once you've found a suitable placement and get the OK from the organisation/individual, then complete the PPP Proposal form (in this PDF). Fill it in and return it. The Academy processes the proposal (only suitable placements are successful – placement must relate to your course) and then contacts the placement with some paperwork.

This includes insurance for your placement; both you and the placement are covered.

When Can I Start?

Any time from the mid year break (earlier starts may be considered - see Student Services Manager) and onwards, but just make sure you complete the placement before Week 15 in Semester 2, 2016.

How Long Do I Have To Do It For?

A total of 70 hours in placement is required. You can do this at two placements but one is typically best.

Do I Have Any Projects Or A ToKU?

Yes. There is a Project Brief - some stages are academic, others include the actual placement.

The placement is assessed on you doing the hours and impressing the host organisation/individual; so you need to submit a Placement Evaluation form (in this PDF) completed and signed by your supervisor with their feedback and confirmation of your hours. Submit the form in Week 15 as per normal submission procedures.

IMPORTANT:

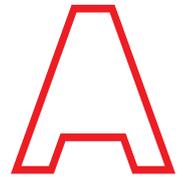
It's your responsibility to get the Placement Evaluation completed and returned.

Do I Still Have Any Classes?

Sure do. 2 hours per week.

Can I Do My Hours During Class Time?

Placement qualifies for certified Absences - 3 + 2 certified in total, much like any certified absence. You'll



need a letter (on letterhead) stating you're required for certain days by the organisation. Some organisations will expect you on certain days, while most are very flexible and negotiate a suitable time with you. Other than that you are required to attend all classes.

What Happens If I Can't Finish Before Week 15?

Sometimes host employers cannot meet our deadline for completion - a big new job, someone goes on leave – we understand this isn't in your power to change. Therefore, a letter from the host employer (on letterhead) detailing when you'll be likely to finish the 70 hours that's required, and an application for Extension or Special Consideration (available at Student Services) needs to be completed and lodged. This will extend your submission date.

What Are My Responsibilities?

Being professional. Punctual. Inquisitive. Timely. Friendly. Keep any commercially sensitive information or knowledge confidential. Be engaging, polite and proactive. Most of all, be impressive. This could lead to employment or a commercial relationship down the track. Students have gained jobs, freelance work, references – all sorts of positive results can come of it. Make the most of the opportunity.

What Now, Then?

Get busy, make some contacts, get some work examples or a folio organised, and commence discussions/negotiations with industry. The early bird gets the worm and these things take time to sort out. Remember – you must complete the 70 hours by Week 15 in Semester 2 this year.

Enjoy the experience and know this is another step towards your creative career.

I've Got A Question Or Two. Who Should I Ask?

Your tutor should be the first person to contact, or:

Michelle Mantsio, Acting Academic Dean
michelle.mantsio@academyofdesign.edu.au
03 9676 9000

PROPOSAL FOR PROFESSIONAL PRACTICE PLACEMENT

Note: Due 2 weeks prior to proposed commencement date.

ADMINISTRATION ONLY
DATE STAMP HERE

Unit

APE241 – Professional Practice Placement 1
BPE361 – Professional Practice Placement 2

Student Details

Student Name Student ID Number

Course (Bachelor Of Design Arts) Major Study

Student Signature

Placement Details

Organisation Name

Contact Name

Contact Position

Organisation Address

Placement Address (if different to Organisation Address)

Phone Number

Fax Number

Email Address

Website

Proposed Dates From To (no later than S2 – Week 15)

Number Of Hours
(70 hours required to complete unit)

ADMINISTRATION ONLY

Approved by: Tutor/Fellow	
Approved by: Academic Dean	
PPP Pack Dispatch Date:	
Agreement Received (tick)	
Evaluation Received (tick)	

PROFESSIONAL PLACEMENT - STUDENT EVALUATION

Student Name: _____

Organisation Name: _____

Supervisor's Name: _____ Supervisor's Position: _____

Number of Visits: _____ Usual Number of Hours per Visit: _____

Total Number of hours Completed: (10) _____

Please Appraise the Student's Performance Against the Following Criteria:

Criteria	Excellent	Good	Average	Fair	Poor
Punctuality (3)					
Ability to follow instructions (4)					
Reaction to criticism (4)					
Initiative (5)					
Ability to work without supervision (3)					
Knowledge of industry issues (4)					
Understanding of design issues (4)					
Ability to work with colleagues (3)					
Personal presentation: appearance, dress (2)					
Willingness to learn					
Overall contribution (5)					

As a potential graduate employer, what areas of knowledge or skills would assist with a student's professional development?

Would you be willing to be involved in the Academy's placement program again? YES / NO

Do you give permission for this evaluation to be released as a reference for the student? YES / NO

Additional comments: _____

Signature: _____ Date: ____/____/____

Thank you for taking the time to complete this evaluation. Students are required to return this form to their tutor.