



Faculty of Architecture and Design

Department of Visual Communication Design (V CODE)

INTERNSHIP GUIDE

Purpose of the Internship

The aim of internship studies is to introduce students to the application areas of visual communication design, to understand interdisciplinary collaboration in professional environments, and to experience workplace dynamics and principles first-hand. Internship work is as important as coursework in contributing to the learning outcomes expected upon graduation. The internship requires students to actively direct their own learning process, identify their needs, and take initiative.

Students are expected to familiarize themselves with TED University's [official procedures](#) and to follow all institutional requirements.

Structure of Internships

Students are required to complete two internships:

1. V CODE 399 – Summer Internship I
2. V CODE 499 – Summer Internship II

☞ Internships in Visual Communication Design are not divided into production and design office categories. Both internships focus on visual communication practices, with increasing levels of engagement, responsibility, and critical reflection.

Scope of Internship

Internships should take place in organizations relevant to visual communication design, such as:

- UI/UX and digital product teams
- Advertising and branding agencies
- Media and content production companies
- Motion graphics and multimedia studios
- Communication and experience design consultancies

Students are encouraged to choose organizations that foster professional design skills and social awareness. Internships can occur in socially engaged, research-oriented settings, reflecting the department's focus on human-centered and participatory design. These include **collaborations with NGOs, addressing social issues, public-space interventions, accessibility, and sustainability projects**. Students should view design as a critical, socially responsive activity, aiming to understand diverse user needs, engage in participatory processes, consider ethical and cultural impacts, and contribute to social impact projects.

For an internship to be considered appropriate, the role should allow you to engage with professional application areas such as:

- Visual communication and content creation
- Branding and identity systems
- Digital media and social media communication
- Interface or experience design
- Information design and presentation design
- Motion graphics, video, or multimedia communication
- Campaign development and storytelling
- Human-centered communication problems
- Design research, strategy, or communication planning

Certain organizations may initially struggle to recognize the contributions of a visual communication designer. It's crucial to identify opportunities where your expertise adds value.

☞ **Internships focused primarily on administrative or operational tasks, without meaningful design engagement, are not suitable.**

Finding an Internship

☞ **Identifying and applying for an internship is the student's responsibility.**

This process should be approached as a preliminary experience of professional job applications.

Organizations may request:

- Portfolio
- CV

Students must ensure that their chosen internship aligns with both the department's professional and social learning objectives. **Consulting the department before applying is mandatory.**

Application Process

To formalize the internship:

1. The department evaluates the suitability of the workplace and its alignment with learning outcomes. **Internships must be approved by the department's internship coordinator.**
2. Following the Internship coordinator's approval, the [Mandatory Internship Application Form](#) must be completed, including the company's approval.
3. Approved applications are forwarded to the Career Center for insurance procedures.

Duration and Timing

- The internship duration is **30 working days** (for each internship).
- Weekends are excluded unless officially documented.
- Internships are expected to take place **during the summer period**.

Evaluation

Throughout their internship, **students are expected to** actively participate in design processes, observe and analyze communication systems, engage with tools, workflows, and collaborative practices, and reflect critically on their experiences.

At the beginning of the academic semester following the internship, students must submit:

- A. Talk Track Presentation (Miro-based)
- B. Trainee (Intern) Evaluation Form

A. Talk Track Presentation (Miro)

Instead of a traditional report, **students are required to prepare a “Talk Track” presentation using Miro**. This presentation is a designed narrative artifact that communicates the internship experience through structured visual and analytical storytelling.

It should include:

- Overview of the organization
- Roles, tasks, and contributions
- Documentation of projects and outputs
- Observations of workflows and collaboration
- Reflection on design decisions and communication strategies
- Insights, challenges, and critical evaluation
- Connections between academic knowledge and professional practice
- Consideration of social impact, inclusivity, and user engagement

Process-Based Documentation Requirement

To construct the Talk Track, **students must document their internship continuously by** collecting visual and textual evidence, including screenshots, drafts, sketches, outputs, and notes. They should record observations of workflows and interactions, along with reflections, questions, and insights. This material serves as proof of work, a repository of experience and insight, and the foundation for their final presentation. The emphasis is on process-oriented, reflective practice rather than on final outcomes alone.


👉 **It is essential to obtain the consent of the involved organizations and/or individuals for any documentation collected during these activities.**

B. Trainee (Intern) Evaluation Form

The [Trainee Evaluation Form](#) must be completed by the workplace supervisor and placed in a closed, stamped, dated, and signed envelope.

After the Internship

- At the beginning of the first Fall semester after completing your internship, when registering for courses, you must select either the VCODE 399 or VCODE 499 course, depending on the type of internship you have completed.
- At the beginning of the same semester, you will submit your Miro Talk Track presentation. Based on our evaluation of these documents, you will receive a grade of P (pass) or F (fail) in the VCODE 399 or VCODE 499 course at the end of the semester.

 **The internship process is part of the educational process and carries credits, just like courses. Therefore, you must submit your medical report to us for the days you were absent due to health problems. We make our evaluation taking this into consideration.**

We wish your internship process to be a productive, inspiring, and professionally enriching experience.

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