



## 3rd year Mentorship Guidelines

PROJECT DATES	MARCH 8 – APRIL 19, 2019
TIME AVAILABLE	6–12 HOURS OF MENTOR TIME. 40–60 HOURS OF STUDENT TIME (6-10 hours per week).
INSTRUCTOR	JUDY SNAYDON judysnaydon@capilanou.ca

### ABOUT THE MENTORED PROJECT

This six-week project takes place in the Spring term of year 3. The project provides students with a valuable opportunity to develop their skills and knowledge under the creative direction of a seasoned industry professional. The intended outcome is a substantial, portfolio-worthy project. Students work on the project with support and supervision from both the mentor and their instructor (mostly at school—although they may spend up to a half-day per week at the mentor's studio if desired). Student and mentor select a suitable project together. Projects must then be approved by the instructor. Projects can be in any area of advertising, print design, interactive design, or illustration. Examples include branding, packaging, corporate and retail communications, website and app design, editorial illustration, concept art, character design and environment creation. A link to sample past projects is available. Depending on the project scope, there may be one or multiple final deliverables.

### ASSESSMENT

The project will be evaluated by mentors, students and instructor.

Mentor feedback is used as part of our program measurement of industry readiness.

**Mentors' feedback is collected through a short online survey to assess the students':**

- oral and written communication, and reception to/integration of feedback;
- ability to adhere to deadlines and provide evidence of their progress;
- ideation, concept development, and final project outcome.

**Students will be asked to complete a short online survey to assess:**

- the value of the overall learning experience as an introduction to working in industry;
- the value of the project as a portfolio-worthy piece;
- the mentor's quality and timeliness of feedback.

**The student's grade will be allocated by the instructor based on:**

- quality/extent of process work 35%;
- quality/appropriateness of final solution 40%;
- participation/professionalism 15%;
- satisfactory completion of blog posts 10%.

### BLOG POSTS

Using their existing Wordpress school blogs, students are required to write 5 blog posts about the mentoring experience—one post for each of the phases suggested overleaf. (Students/mentors may create an alternate plan, as long as the final project criteria are met.) Each post should include a self-assessment grade. Posts 1-4 should be 300-500 words each and include a minimum of 3 captioned images – these can be related to your work (sketches, etc.), or meetings with your mentor and their work environment. Post 5 should be 500-750 words and include a minimum of 5 captioned images (content can be new, or summarised from previous posts). (Students—please obtain input from your host to avoid sharing any confidential content.)

## PROJECT PROCESS

### **Meet with your mentor:**

- set up an initial meeting to show your work and discuss suitable projects. It is helpful to send mentors a PDF of your work in advance and to provide them with ideas about the kinds of projects you would like to pursue;
- agree on a suitable project. The project scope should be defined in collaboration between mentor and student. The brief can be written by either party and must be approved by the instructor.

### **Phase 1 Listen/Gather/Define (set a milestone date for phase completion with your mentor):**

- ensure your brief has a clear communication objective, target audience, takeaway message, etc. and includes clear outcomes/deliverables;
- make sure the project outcome/deliverables are realistic in the timeframe;
- obtain clear direction from your mentor regarding their preferred research methods and scope of research required;
- share research and solicit feedback from mentor, peers and instructor;
- complete a blog post on this phase—what did you learn, what was most rewarding, what was most challenging, etc. Self-assess your performance for this phase.

### **Phase 2 Imagine/Ideate/Explore (set a milestone date for phase completion with your mentor):**

- obtain clear direction from your mentor regarding how many ideas they want to see; how they want to see them, etc.;
- share ideation and solicit feedback from mentor, peers and instructor;
- complete a blog post on this phase—what did you learn, what was most rewarding, what was most challenging, etc. Self-assess your performance for this phase.

### **Phase 3 Push/Refine (set a milestone date for phase completion with your mentor):**

- obtain clear direction from your mentor regarding how many ideas they want you to refine; the level of polish required, etc.;
- share refined ideas and solicit feedback from mentor, peers and instructor;
- complete a blog post on this phase—what did you learn, what was most rewarding, what was most challenging, etc. Self-assess your performance for this phase.

### **Phase 4 Rationalise/Articulate/Sell (set a date for a final presentation with your mentor):**

- obtain clear direction from your mentor regarding what form your final presentation should take;
- share final presentation and solicit feedback from mentor, peers and instructor;
- if possible, ask your mentor to allow you to make an in-person presentation to a small group of people within the company—this should ideally be a presentation that summarises your entire process;
- this is an opportunity for you to “sell” your idea to a team of professionals and to receive group feedback in a supportive professional environment;
- solicit feedback that will allow you to improve the project for your portfolio;
- complete a blog post on this phase—what did you learn, what was most rewarding, what was most challenging, etc. Self-assess your performance for this phase.

### **Phase 5 Grading/Report/Evaluation due March 18**

- submit all project phases in a single PDF on the server for final grading by instructor.
- complete your final blog post—what did you learn from the whole process, what was most rewarding, what was most challenging, etc. Self-assess your performance overall.