



Information for (internship) companies

level 4

Media Management and Marketing, Communication and Marketing,
Media Designer/Cross Media, Media Developer–Web Developer, Gaming

inspiratie

energie

passie



Foreword

Legal regulations require students to gain practical experience in one or more work organisations during the course of their vocational training. With this in mind, the curriculum of all of the programmes offered by the Grafisch Lyceum Utrecht (GLU) includes one or more internship periods.

Internships give students the opportunity to prepare for the roles they are aspiring to in the business sector after completing their programmes. They also enable students to familiarise themselves with the professional work environment, where the culture is very different to the one that they are used to at school; the induction period necessary when students start their first jobs is usually significantly shorter as a result. Internships are a good way for students to familiarise themselves with the labour market as well. Employers stand to benefit from internship students too. They are able to train potential employees to work exactly as they require and in line with the possibilities they have to offer and may profit from the fresh perspective and enthusiasm of internship students as well.

The contacts that the GLU has with employers during internships enable it to align education to the wishes of the business sector.

The internship involves three parties: the GLU, the internship company and the internship student. The success of a internship will depend on the commitment and motivation of everyone concerned.

Business Contacts Office (Bureau BedrijfsContacten (BBC)) at the GLU has put together this handbook to make sure that internships get off to a good start. The BBC realises that every internship is unique and will vary depending on the characteristics and attributes of the parties in question.

This handbook will be of interest to all of the parties who are involved in the programmes and internships: students, parents, workplace supervisors at the internship companies and internship supervisors from the GLU.



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The programmes

MBO (senior secondary vocational education) programmes

The education that the GLU offers was updated several years ago. New programme components have been developed that enable students to develop the so-called 'competencies' that they will need in their future professions. A student who is competent will have the knowledge, insight and skills necessary and the ability to apply these competencies in combination with each other. He or she will also have the right attitude for the profession and an insight into who he or she is as a person. The internship or workplace training forms an important part of the programme and, as such, is important for the development of the competencies in question too.

Students enrolled for the level 4 programmes below will study at the GLU for three to four years. Each programme includes an eight or 10-month internship.

Media Management and Marketing (3 years)

Internship - eight months in the third year of the programme.

The nature of the work done by a media manager will vary from one company to another, depending on how tasks are allocated. In small companies, task allocation will be far broader than it is in big companies. In some companies, a media manager will focus primarily on commercial and sales tasks, while the media manager will spend most of his or her time managing projects and production in other companies (for a TV company, this might be production activities).

Content management (the content of a media communication) is becoming an issue in more and more companies. The following are examples of some of the questions being asked: how will the client deliver content? Which content will be added to the database? What does the database look like, with a view to its use and reuse for all kinds of media?

The Media Management and Marketing programme is a comprehensive programme. Besides a number of general subjects, students learn about financial management, calculations, different types of media, press and print, finishing, marketing, entrepreneurial skills, project management, business economics and advice and negotiation skills, etc. Students learn the basics of various graphic and multimedia software packages too.

Media Management and Marketing employees often find employment with companies like communication agencies, advertising agencies, specialist design agencies and design studios, web design agencies, multi-media companies, audio-visual companies, publishers and print media companies.

They may also be employed by companies that have separate departments for media-communication design, creation and/or marketing.

Communication and Marketing (3 years)

Internship – eight months in the third year of the programme.

This three-year programme focuses on the planning and implementation of marketing and communication activities, target group and market research and writing marketing and communication plans.

The programme covers written communication, marketing theory, online marketing and social media, amongst other things. Students will learn something about how promotion and PR material is developed and attain basic Adobe software, photography, video, graphic and interactive design skills too. The programme will also cover presentation and collaboration skills and entrepreneurial behaviour. Besides Dutch and English, the curriculum for the programme includes Spanish as a second foreign language.

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Media Designer (3 to 4 years)

Graphic Design differentiation

Internship – five months in the third year of the programme and five months in the fourth year of the programme.

This programme focuses on the development of the professional competencies required in the graphic design sector. Students will develop these competencies via various technical and creative projects, projects and training courses. As such, important components of the study programme will involve students mastering the basics of the InDesign, Photoshop and Illustrator software programmes. The programme also looks in depth at typography, visualisation, styling, marketing and communication, amongst other things. The internship plays a very important role in students' development of the knowledge, skills and the corresponding professional attitude, as the experience they gain in professional practice makes a vital contribution to their competency development.

Web Design differentiation

Internship – five months in the third year of the programme and five months in the fourth year of the programme.

This programme focuses on digital design, the most important products for which are websites. Various disciplines are involved when developing these media communications and are vital when creating an end product in which text, static and moving images, animation and sound are combined on just one carrier and in which interaction is possible. To enable students to apply these disciplines, the education programme for Web Design will look in depth at the relevant software packages and matters like animations, concept and interface design, HTML5, the Adobe programs, CMS like WordPress and PHP, in addition to a number of general subjects.

Animation and Audio-Visual Design differentiation

Internship – five months in the third year of the programme and five months in the fourth year of the programme.

This programme focuses on creating media in which moving images and sound are key. For example, animations, computer animations, audio-visual products, documentaries, various short films, commercials and video presentations. Besides covering general subjects, students will learn about the technical and creative editing of digital information, given the need for moving images to stand out and be accessible to the target group envisaged. Besides developing creativity, students will receive in-depth training in the use of relevant software - including animation software, audio-visual software and authoring software - during the course of the programme.



Media Designer / Cross Media (3 years)

Internship – eight months in the third year of the programme.

This comprehensive, three-year Media Designer programme focuses on the conceptualisation and design of cross-media campaigns, the development of cross-media communication products or sub-products as part of a campaign (a house style, storyboard, prototype website, promo film, game assets or apps, for example). The education provided also includes entrepreneurial activities, networking and the outsourcing of activities to specialists.

To make it possible to realise the products and activities above, the education that students receive will equip them with a basic knowledge of general design principles, image and editing programs (Adobe software), animation tools, video and sound editing and photography (Adobe, Premiere and After Effects).

The programme promotes a curious, inquisitive and analytical attitude in students.

Unlike the specialist four-year GLU programmes, students enrolled for this programme will be more generalist in nature, but speak the same language as specialists. The expectation is that students enrolled for this programme will be more likely to transfer to higher professional education or become entrepreneurs.

Media Developer - Web Developer (3 years)

Internship – five months in the second year of the programme and five months in the third year of the programme.

The media developer knows which software is used for media communications. He or she focuses more on technology and less on form and content. He or she makes it technically possible for designers, desktop publishers and communication employees, etc. to create media communications for clients. The ability to work independently and under pressure is an important quality for media technologists, as they will usually be the only people in the company with the knowledge in question and the financial consequences ensuing from the poor performance of a system may be significant. Besides a number of general subjects, the education provided will cover various graphic and multimedia software packages. Digital and logical thinking are an important element of the programme too. As such, attention will also extend to PHP, SQL, HTML, XML, databases and information analysis, etc.

Media developers find employment with a wide range of different companies in the media industry. For example, advertising agencies, design and PR agencies, multi-media companies, audio-visual companies, print-media companies and publishers. These companies all develop and/or manage media for digital and/or printed communications. Examples include CD-ROM or DVD products, websites and digital or print media communications in the form of newsletters, annual reports and advertising.



Gaming (4 years))

The game sector is a relatively new one and is developing rapidly. The world of gaming is broad and involves a wide range of interesting aspects. The GLU Gaming programme focuses primarily on 'serious gaming': the world of computer animations, in which the object is to learn certain actions in a simulated environment or to enable learners to combine learning with fun, via smart fun games. The world of advertising, marketing and communication is discovering the possibilities that gaming has to offer too and is utilising the services of game designs more and more.

The education provided covers the following, amongst other things: design, web technology, photography, sound, programming, project skills, system management, scripting, animations, 2D and 3D modelling and game scenarios. General subjects like Dutch, English and Maths form part of the education programme too.

Students will choose one of the following gaming specialisations during the course of the programme:

Game Artist or Game Developer - Game Programmer.

Game Artist

Internship – five months in the third year of the programme and five months in the fourth year of the programme.

The game artist plays an important role in the design process. He is creative and visual, works in 2D or 3D and knows how to handle sound and movement. He works as part of a team, which includes a game developer. Where large projects are concerned, the game artist shares his or her thoughts and ideas to help develop the game concept and realize the various parts of a game.

Game Developer - Game Programmer

Internship – five months in the third year of the programme and five months in the fourth year of the programme.

A game developer has an in-depth knowledge of the technology necessary to develop a game. He works as part of a team. He programs games to ensure that they do what they are supposed to do. He has an in-depth knowledge of scripts and programming languages and comes up with creative solutions that facilitate and bring the ideas of clients and/or game artists to life. He also has the creativity necessary to come up with solutions to technical problems.



Finances

Allowance

The GLU asks internship companies to pay internship students an allowance for the work they do. Most internship companies are willing to do this, which increases the realism of the internship. The Netherlands' four graphic lyceums have agreed to advise the business sector to pay a gross allowance of € 250.00 per month.

If a internship student receives an allowance, the tax authorities will deem this to be pay, and income tax and national insurance contributions must be paid on it. As such, all internship students who receive a internship allowance must be registered with the tax authorities.

Travel expenses

If applicable, a travel allowance will be determined in consultation with the internship company, taking into consideration the provisions of the annual public transport pass (OV-jaarkaart).

Comments

The Unemployment Insurance Act (Werkloosheidswet) only covers individuals who are engaged in productive employment and receive pay at the normal rate of pay. This means that students and internship students do not fall under the Unemployment Insurance Act. They are not able to claim unemployment benefit if their internship agreements are terminated either.

For more information, companies should approach the tax authorities and, if applicable, the industrial insurance board.

Wajong disability benefit

Very occasionally, a student who is about to start a internship may be receiving a disability benefit (Wajong uitkering).

In this situation, the student may find that the combination of this benefit with a internship allowance and student finance means that his or her income is too high. If this is the case, there is a risk that the student will lose some of his or her benefit or be required to pay back some of his or her student finance.

The school will not be involved in any of the above; this is a matter for the individual student and may influence the amount of the internship allowance ultimately agreed on between the student and the internship company.

Insurance

In principle, the internship student will be deemed to be a temporary employee while doing a internship with the internship company. In the event of damage, the company will need to make a claim under its own third-party insurance, loss or injury, just as it would do if one of its own employees had been involved.

This is provided for in Book 7, Section 658(2) of the Dutch Civil Code (Burgerlijk Wetboek).

However, the internship student will also be covered by the insurance take out by the school in the event of damage, loss or injury (caused by the student with demonstrable intent). However, the internship student will be subject to an excess of € 500.00.

Important!!!

The above will not apply for damage, loss, injuries and accidents caused by motor vehicles, in the Netherlands or elsewhere, that were being driven by the student.

The insurance provided by school will never cover the damage that the internship student causes to motor vehicles during the internship.



Information for internship companies

Matching students to internship companies

The process of matching students to an appropriate internship company will start well in advance. Students will be able to state their preferences via the internship application form. Which student does an internship with which company will depend on various factors. Besides the wishes of the internship student, the programme and the BBC, the companies themselves will influence the choice and possibilities of the internships on offer. It will also be important for the travel time to the internship company to be acceptable for the internship student.

The BBC will work with the internship coordinator to ensure that the most appropriate internships possible are arranged for students.

If a student would like to suggest an internship company him or herself, he or she will be able to do so on the internship application form. If possible, the student's special wishes will be taken into consideration when placing him or her with an internship company.

We do our utmost to help students find internships. To expedite this process, we match just one student to just one company.

Doing an internship with family members

To safeguard the objectivity of the internship-period assessment, the GLU will not allow a student to do an internship at a company where he or she would be supervised directly or indirectly by a family member up to and including the first degree.

Approved internship company

The BBC checks the suitability of companies for internship purposes and also liaises with SBB in Zoetermeer in this respect. SBB is the Dutch body with the legal authority to approve companies as internship companies for one or more programmes.

As such, MBO students (students doing senior secondary vocational education) may only do internships with approved internship companies. These internship companies are specified in a register of internship companies (see stagemarkt.nl).

Internships abroad

The GLU operates a separate procedure for internships that will be done abroad, as these internships are subject to certain special conditions. For example, a student who wants to do an internship abroad must be 18 or older and have reached a certain stage in his or her education programme. More information about doing an internship abroad and the full procedure applicable can be requested from the BBC.

Sollicitatie

Students will receive specific instructions and tips about the application procedure when doing an internship preparation course.

After receiving a letter of application from a student, the company will invite the student to attend an interview. If the company decides to offer the student an internship, the student will notify the BBC as soon as possible. If a student is unsuccessful, he or she will need to repeat the procedure outlined above.



Internship agreement

A internship agreement will be concluded between each internship student and internship company. The internship agreement is required by law and involves three parties: the school, the internship company and the student. The following are the most important aspects of the internship agreement:

- The educational institution will take out limited insurance for the internship student (see 'insurance');
- The liability of the internship organisation (see 'liability in the event of an accident during the internship');
- The internship organisation will register the internship student with the tax authorities.
- In the interests of health, safety and order, the internship student will be required to adhere to the rules, regulations and instructions issued by the internship organisation.
- The internship student will be required to maintain the confidentiality of everything that is entrusted to him or her in confidentiality, that comes to his or her knowledge as confidential, or the confidential nature of which he or she ought reasonably to understand;
- The internship student will be required to notify his or her workplace supervisor immediately if his or she will be absent from the internship company and also when returning to the internship company after having been absent. If he or she will be absent from the review day, he or she must notify the school of this via the telephonist/reception.

Review days

internship students will be absent from the internship company when attending review days at the GLU.

Students will attend lessons and workshops during review days. They will also have the opportunity to spend time with each other and speak to teachers. The review days are also a good opportunity for internship students to get feedback, discuss the specifics of the internship book and evaluate their internship progress.

A review-day overview can be found in the internship book issued to the internship student.

Internship period

The internship periods for virtually all of the four-year programmes fall in the second half of study year 3 and the first half of study year 4. The internship periods for three-year programmes fall in the second half of study year 2 and the first half of study year 3. These scheduling choices are designed to ensure that students start their internships with as much knowledge and skills as possible. After completing the final internship period, students will start to prepare for the examination and the so-called Test of Competence at school.

Number of internship days

The minimum number of internship days will be specified in advance per internship period and study year and will depend on the overall education schedule. Internship students will substantiate their attendance via time sheets, which they will submit to the BBC.

These forms will only be valid if they have been signed by the workplace supervisor.



The illness of a internship student, collective days off, official public holidays and other occasions on which a internship company is closed for business may not be included as internship days. Examination days will not count as internship time either. However, review days will count towards the number of internship days required.

The internship will continue in school holidays, with the exception of the summer holiday. When establishing the minimum number of internship days to be completed, allowance is made for public holidays and space to ask for incidental days off. Naturally, internship students must only take days like this off in consultation with their internship companies.

Changing from one internship company to another

Students may do their entire internship with just one company. However, a company and/or internship student may sometimes want to split the internship period over two companies. A pre-planned change from one internship company to another will be organised in consultation with the workplace supervisor and the internship supervisor. The internship student in question will apply to the BBC for permission to change from one internship company to another via a internship-company change form.

Summer holiday and internship extension

The internship period will normally end one week before the school summer holiday starts or will start on the first day after this holiday ends.

Sometimes, a internship student will not have attained the number of internship days required, due to illness or other reasons, and will need to make up for the days lost. In this situation, the possibility to extend the internship time will be discussed with the internship company. The following four parties will be involved in this process: the BBC, the internship student, the internship supervisor and the internship company.

Doing a internship during the summer holiday

It will not be possible to extend the internship time, or to start a internship early, in the middle five weeks of the (school) summer holiday. The school will be closed during this period, there will be no supervision and students will not be covered by the insurance taken out by the school at this time.

If an employment relationship is entered into between the company and a student in the summer holiday period despite all of the above, the parties concerned are advised to base this on a contract for holiday work or temporary agency work.

The GLU will not accept any responsibility for any consequences ensuing from the above. The time worked will fall outside our internship agreement and will not count as internship time either.

Working week

In principle, the working week for internship students will be the working week customary in internship companies. However, we do ask internship companies to consider the position of the internship student and the rules generally applicable for overtime. Internship students under the age of 18 are not permitted to do shift work or overtime. Having said this, incidental overtime is permitted in consultation with the individual internship student and internship supervisor, provided the hours are compensated with free time.

The latest internship information can be requested from the BBC at the GLU.



Supervision by the school

The BBC is responsible for internship coordination, administration and quality control, while the education teams are responsible for the internship programmes.

A internship supervisor will supervise the internship student on behalf of the school. The internship supervisor will be linked to a particular education team and will act as an intermediary between the lyceum, the internship student and the internship company and will mediate if disputes arise. The internship supervisor will visit the company, the internship student and the workplace supervisor at least twice in a internship period. When necessary, the internship supervisor will visit the company more often. During these visits, meetings will take place with the internship student and the workplace supervisor. The general progress that the student is making with the internship book will be discussed, as well as his or her performance at the internship company and how the internship reports are to be assessed. The BBC will provide information and make the relevant forms available, including the internship agreement, time sheets and assessment forms for reports.

Supervision by the internship company

The internship company will make someone at the company responsible for supervising and assessing the internship student at the organisation. We call this person the workplace supervisor.

Supervision by the workplace supervisor will involve the following:

- familiarising the internship student with the company;
- preparing a internship programme at the start of the internship, in consultation with the internship student and the internship supervisor from the GLU;
- setting assignments; the day-to-day guidance of the internship student;
- answering questions;
- giving tips and feedback;
- liaising with the internship supervisor from the GLU;
- regular evaluation meetings with the internship student;
- monitoring the internship student's development and progress during the internship via evaluation forms and the assessment at the end of the internship period;
- giving the internship student the space and time necessary to write a internship report.

If problems arise in relation to the performance of the internship student or if the workplace supervisor needs advice, he or she will be able to contact the BBC or the internship supervisor at the GLU.

Offering internship students support when writing their internship reports

Students are required to write a internship report as part of the learning and assessment process during the internship period for all of our programmes.

The internship report is a didactic tool that students use to reflect on their learning objectives and demonstrate the level of expertise attained by them at that point in time.

The internship supervisor from school will assess various aspects of the report. The assessment of the report forms part of the assessment of the internship period as a whole.

We ask internship companies to cooperate in this part of the learning process; we greatly appreciate them helping internship students to reflect on the learning objectives and their level of expertise.



In the interest of the individual student's learning process, his or her workplace supervisor will also be given the opportunity to reflect on the internship report. Another important responsibility for the workplace supervisor will be to establish that nothing has been included in the report that should not be disclosed outside the company.

Working with key tasks and work processes

During the course of their studies, MBO students will master a number of so-called 'key tasks' and 'work processes'. A internship company will encounter these terms via their internship students, making it appropriate to briefly explain these terms below.

Key tasks are the meaningful tasks that characterise a profession or professional group. They can be summarised as the tasks that make professions recognisable 'as professions'. The key tasks typical of a profession usually consist of one or more work processes. The following is an example of a key task for the Media Designer programme: 'A student designs a media communication'.

Work processes are the specific professional activities to be carried out as part of a key task. Work processes have a beginning, an end and a result and are recognised as characteristic of professional practice.

The following are two examples of work processes that form part of the key task referred to above: 'A student produces a concept' and 'A student presents the media communication'.

In the internship book, which each internship student has, factual information is elaborated on in detail and the key tasks and work processes that the internship student is to work on in his or her internship is clarified. The specific tasks required of a workplace supervisor are explained in the internship book too.

Assessing the internship period

The GLU must assess whether internship students have sufficiently mastered certain key tasks and work processes. When doing so, it must also take the assessment of internship companies (or workplace supervisors) into consideration. As such, workplace supervisors have an important role to play in the assessment of a internship and workplace training. This assessment will take place at the end of the internship period, in consultation with internship supervisors at school. The assessment can be registered on the final assessment forms provided in the internship book.

Learning objectives

In accordance with our supervision model, students are required to formulate a number of learning objectives when starting their internships, which they will do in consultation with their internship companies and their internship supervisors at school.

During their internships, students will be expected to reflect on their learning objectives in the internship report and during discussions with their workplace supervisors and internship supervisors at school.

A learning objective may be linked to the further development of the professional skills or to personal competencies.



Illness, absence and leave

In the event of illness and/or absence, internship students must notify their internship companies. If internship students are ill and expect to be absent for a long period of time, the school must be notified too. The school must be notified too when internship students return to their work internships. Internship students will only be allowed to take days off if there is an urgent reason for them to do so. Internship students must discuss any free days necessary with their internship companies well in advance, bearing in mind the minimum number of internship days they are required to complete.

Warning

Internship students will be expected to comply with all of the agreements made in full. The following may prompt the removal of internship students from the school or internships, on a temporary or permanent basis:

- regularly arriving late for school and/or the internship;
- illegal absence from school and/or the internship;
- misconduct or theft, etc.
- the misuse or deliberate destruction of furniture and equipment.

Always report anything out of the ordinary

If anything out of the ordinary happens, internship students must immediately notify both their internship companies and the BBC, or the internship supervisor, of the nature of the situation at hand.

Responsibilities for internship students

Internship success will depend on a number of factors: initiative, assertiveness, motivation, energy and the commitment of the internship students. The basis for a good internship will be achieved by carefully shedding light on the internship objectives and setting out a sound internship programme.

Internship students will ensure that time sheets are completed and will submit these original forms, signed by their workplace supervisors, to the BBC in good time. Hours will be registered and used to calculate the minimum number of internship days required. This number of days will be determined per study year and internship period and will be known to everyone concerned when the internship starts.

Internship students will ensure that they comply with all of the rules stipulated by their internship companies. By developing a good work attitude, internship students will fit in and perform better in the team. This will also involve internship students occasionally doing things that do not directly contribute to the achievement of the programme objectives. Showing initiative is important, not only in relation to the internship progress to be achieved. The attitude and behaviour of internship students will also affect whether or not students are able to do internships with the same internship companies in the future.



The use of laptops by students during their internships

Many of our students have laptops on which software has been installed that they also use in lesson situations at school. This software will virtually always have been bought via SURFspot and be used under an educational licence. Under the terms of this licence, students are not permitted to use the software in question for commercial activities. If a student uses his or her own laptop and software during his or her internship, at the request of the internship company, this will be the responsibility of the student and the internship company in question. The GLU will not accept any responsibility for the consequences of any checks on the correct use of the software in question.

Complaints procedure

The GLU operates a complaints procedure for students, parents and companies.

The procedure and relevant forms can be downloaded from our website: www.glu.nl.



Contact data

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