

GD 65 Course Outline as of Fall 2016**CATALOG INFORMATION**

Dept and Nbr: GD 65

Title: GRAPHIC DESIGN BUSINESS

Full Title: Business of Graphic Design

Last Reviewed: 12/10/2018

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50	Lecture Scheduled	1.50	17.5	Lecture Scheduled	26.25
Minimum	1.50	Lab Scheduled	0	4	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	1.50		Contact Total	26.25
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 52.50

Total Student Learning Hours: 78.75

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

Catalog Description:

Whether you plan to run a graphic design company or work as a freelancer, understanding the nuts and bolts of running a creative business is essential. This course will cover business-related topics including project management, estimating and billing, record keeping and taxes. Students will learn best practices for working with clients, vendors, and colleagues. (Formerly APGR 65)

Prerequisites/Corequisites:

Course Completion of GD 51

Recommended Preparation:

Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:**Schedule of Classes Information:**

Description: Whether you plan to run a graphic design company or work as a freelancer, understanding the nuts and bolts of running a creative business is essential. This course will cover business-related topics including project management, estimating and billing, record keeping and taxes. Students will learn best practices for working with clients, vendors, and colleagues. (Formerly APGR 65) (Grade or P/NP)

Prerequisites/Corequisites: Course Completion of GD 51

Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area			Effective:	Inactive:
CSU GE:	Transfer Area			Effective:	Inactive:
IGETC:	Transfer Area			Effective:	Inactive:
CSU Transfer:	Transferable	Effective:	Spring 2010	Inactive:	
UC Transfer:		Effective:		Inactive:	

CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Outcomes and Objectives:

Upon completion of the course, students will be able to:

1. Compute studio rate, develop a brief, and draft a letter of agreement.
2. Estimate time and calculate job cost for a client.
3. Prepare a workflow schedule for completion of graphics jobs.
4. Develop and present competitive bids for graphics jobs.
5. Outline and describe the steps needed for setting up a freelance business.
6. Make use of State Board of Equalization and IRS (Internal Revenue Service) regulations as they apply to a freelance graphics business.

Topics and Scope:

- I. Introduction to the business of graphic design
- II. Goal setting for the freelance designer
 - A. Completing a market analysis
 - B. Developing a business plan
- III. Setting up a freelance studio
 - A. Signing leases
 - B. Filing licenses
 - C. Getting insurance
 - D. Purchasing equipment
- IV. Developing estimates and calculating job costs
 - A. Establishing how much to charge and setting a studio rate
 - B. Calculating job price
 - C. Requesting a printer estimate
 - D. Presenting estimates to clients
- V. Writing up bids, briefs, proposals, and letters of agreement

- VI. Marketing the business and selling graphic design projects
 - A. Developing a business identity system including business cards
 - B. Techniques for selling your talents
 - C. Devising a marketing plan
- VII. Presenting to clients
- VIII. Creating effective work flows and managing paperwork
 - A. Using a time management system and timesheet to track billable studio hours
 - B. Preparing invoices and billing clients
- IX. Working with employees, clients, and co-workers
- X. Managing business finances
 - A. Money management systems
 - B. Tax management systems
- XI. Creating effective self promotions including company brochures and promotional postcards

Assignment:

Research and writing assignments:

1. Market analysis
2. Freelance studio set up research
3. Studio rate calculation (estimating and calculating job costs)
4. Brief, proposal, and letter of agreement
5. Work flow system
6. Time management system
7. Money and tax management system
8. Self-promotions and marketing
9. Read 20 pages per week of textbook and instructor materials

Projects:

1. Business plan (based on research and writing assignments)
2. Business forms packet including business card, request for a printer estimate, proposal work sheet, time sheet, and invoice
3. Self promotions piece such as company brochure or promotional postcard

Quizzes:

6 quizzes on reading materials

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Research reports including market analysis and business plan.

Writing
30 - 50%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Brief, proposal, self-promotions and marketing. Studio rate calculation and studio set up project.

Problem solving
10 - 30%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Work flow system, time management system , money management and tax management system, business forms packet

Skill Demonstrations
20 - 50%

Exams: All forms of formal testing, other than skill performance exams.

6 quizzes on reading materials

Exams
10 - 30%

Other: Includes any assessment tools that do not logically fit into the above categories.

Participation in the class, critique of promotional materials.

Other Category
0 - 10%

Representative Textbooks and Materials:

Instructor prepared materials

The Business Side of Creativity: The Complete Guide to Running a Small Graphic Design or Communications Business (4th). Foote, Cameron S. W. W. Norton & Company, Inc.: 2014.