

GD 65 Course Outline as of Spring 2021**CATALOG INFORMATION**

Dept and Nbr: GD 65 Title: CREATIVE BUSINESS

Full Title: Business Skills for Creatives

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.

Prerequisites/Corequisites:**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. (Grade or P/NP)

Prerequisites/Corequisites:

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

Student Learning Outcomes:

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

1. Set up and manage a creative business.
2. Outfit a studio, negotiate a lease, file proper licenses, obtain insurance, and file taxes.
3. Devise an effective workflow to ensure meeting deadlines.

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 creative jobs.
4. Develop and present competitive bids for creative jobs.
5. Outline and describe the steps needed for setting up a creative business.

Topics and Scope:

- I. Introduction to the Business in Relation to Creative Industries
- II. Types of Business Structures
 - A. Completing a market analysis
 - B. Developing a business plan
 - C. Goal setting for business
- III. Setting Up a 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. Contracts and Documents - Writing up Bids, Briefs, Proposals, and Letters of Agreement
- VI. Marketing the Business and Selling your Work
 - 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 Workflows and Project Management
 - A. Using a time management system to track billable 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

Assignment:

1. Research and/or writing assignments, such as:
 - a. Market analysis
 - b. Freelance studio set up research
 - c. Business and marketing plan (based on research and writing assignments)
 - d. Brief, proposal, and letter of agreement
 - e. Networking project and experience write-up
2. Business Development Projects, such as:
 - a. Create self-promotions and marketing material
 - b. Create a database of resource: sources of clients, business resources, vendor resources, etc.
 - c. Develop a workflow and time management system
3. Weekly textbook readings and/or instructor materials (1 - 50 pages)
4. Quizzes and/or tests on reading materials and/or weekly topics (0 - 8)

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 and/or writing assignments	Writing 20 - 50%
-------------------------------------	---------------------

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

None	Problem solving 0 - 0%
------	---------------------------

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

Business Development Projects

Skill Demonstrations
20 - 50%

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

Quizzes and/or tests

Exams
0 - 30%

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

Participation in the class and/or attendance

Other Category
0 - 25%

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 ed. Foote, Cameron. W. W. Norton & Company, Inc. 2014 (classic)