

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:

At the conclusion of this course, the student should 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:

At the conclusion of this course, the student should 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)