GD 65 Course Outline as of Spring 2010

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 Only
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:
Formerly:

Catalog Description:
A course designed to prepare the graphic design student for interacting with business. Provides
the information necessary to develop accurate bids, schedule projects, keep accurate records,
establish a freelance business, legally understand taxes, and work with clients, vendors, and
colleagues in a professional manner. (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: A course designed to prepare the graphic design student for interacting with
business. Provides the information necessary to develop accurate bids, schedule projects, keep
accurate records, establish a freelance business, legally understand taxes, and work with clients,
vendors, and colleagues in a professional manner. (Formerly APGR 65) (Grade Only)
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:

			Effective:	Inactive:
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:

1. Introduction to the business of graphic design
2. Goal setting for the freelance designer
3. Setting up a freelance studio
   a. Signing leases
   b. Getting insurance
   c. Purchasing equipment
4. Estimating studio rates
5. Writing up bids, proposals, and letters of agreement
6. Marketing and selling graphic design projects
7. Presenting to clients
8. Creating effective work flows and managing paperwork
9. Working with employees, clients, and co-workers
10. Managing business finances including taxes
11. Creating effective self promotions

Assignment:

Research and writing assignments:
1. Market analysis
2. Freelance studio set up research
3. Calculate studio rate
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, how-we-work brochures, time sheet, and invoice
3. Self promotions piece

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 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, time management system , money management system, business forms package	Skill Demonstrations 20 - 50%

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

True false, multiple choice quizzes	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, by Cameron S. Foote, et al. 3rd ed., W. W. Norton & Company, Inc., 2006.