

**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:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>CSU Transfer:</b>	Transferable	Effective: Spring 2010	Inactive:
<b>UC Transfer:</b>		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
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Writing 20 - 50%
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**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

None
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Problem solving 0 - 0%
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**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)