

CATALOG INFORMATION

Dept and Nbr: APGR 65 Title: BUS GRAPHIC DESIGN
Full Title: The Business of Graphic Design
Last Reviewed: 1/28/2002

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50	Lecture Scheduled	3.00	8	Lecture Scheduled	24.00
Minimum	1.50	Lab Scheduled	0	8	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	24.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 48.00

Total Student Learning Hours: 72.00

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 design student for dealing with the business side of graphics. Provides the information necessary to develop accurate bids, schedule projects, keep accurate records, set up a freelance business, legally understand taxes, and work with clients, vendors and colleagues in a professional manner.

Prerequisites/Corequisites:

Recommended Preparation:
Prior APGR coursework or experience in the graphic design field.

Limits on Enrollment:

Schedule of Classes Information:
Description: A course designed to prepare the design student for dealing with the business side of graphics. The student will learn the information necessary to develop accurate bids, schedule projects, keep accurate records, set up a free lance business, legally understand taxes and work with clients, vendors and colleagues in a professional manner. (Grade Only)
Prerequisites/Corequisites:

Recommended: Prior APGR coursework or experience in the graphic design field.

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 1996	Inactive: Spring 2011
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:

Upon successful completion of this course the student will be able to:

1. Compute his/her studio rate, develop a terms of agreement form, 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 free-lance business legally.
6. Make use of State Board of Equalization and IRS 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. Signing leases and getting insurance
4. Estimating studio set up and design bids
5. Writing up bids, proposals, and letters of agreement
6. How to market and sell your graphic design business
7. The Presentation: Creating a creative resume
8. How to create effective work flows
 - a. Managing Projects
 - b. Managing Time and Paper
9. How to work with employees, clients, and co-workers
10. Managing People
11. Managing your business finances
12. Effective self promotions

Assignment:

Assignments:

1. Analysis Assignment
2. Free-Lance Set-up Assignment
3. Figuring Your Studio Rate Assignment
4. Letter of Agreement Assignment
5. Create a Work Flow System for a Project
6. Hiring a Free-Lancer Assignment
7. Time Management System
8. Money Management System
9. Tax Assignment
10. Case Study

Projects:

1. Business plan (Based on Assignments)
2. Resume packet: To include business card, bid sheet, resume cover letter and thank you card.

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.

None, This is a degree applicable course but assessment tools based on writing are not included because problem solving assessments and skill demonstrations are more appropriate for this course.

Writing
0 - 0%

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

Quizzes, Exams, PROJECTS

Problem solving
10 - 30%

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

PROJECTS

Skill Demonstrations
20 - 60%

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

Completion, IN-CLASS PRACTICUMS

Exams
30 - 50%

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

None

Other Category
0 - 0%

Representative Textbooks and Materials:

The Business of Graphic Design by Ed Gold, Watson Guphill 1995

Designing Creative Resumes by Gregg Berryman, Crisp Publications 1990