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)