

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

GRAPHIC DESIGN 130 – PROFESSIONAL BUSINESS PRACTICES

3 hours lecture, 3 units

Catalog Description

This course emphasizes professional business practices used in the graphic design industry, including design studios, agencies and self-employment. Learn how to create a resume, market a portfolio, acquire clients, and set fees. Students will refine their design capabilities using text and images while learning how to perform as business professionals.

Prerequisite

None

Recommended Preparation

Student should have a substantial body of completed design or web projects prior to enrollment in this class.

Entrance Skills

Without the following skills, competencies and/or knowledge, students entering this course will be highly unlikely to succeed:

- 1) Use traditional and digital tools to make multiple page layouts and/or web pages with formatting.
- 2) Participate in a collaborative discussion groups.
- 3) Write at a college level using acceptable grammar.
- 4) Demonstrate proficiency using a word processing program.
- 5) Create using raster and vector-based programs.

Course Content

- 1) Analyze starting a business: how much money, equipment purchase or lease, work at home or an office
- 2) Create business forms to track jobs from start to finish. Develop proposals, contracts, and invoices
- 3) Develop promotional materials for direct mail, advertising, web site design, and discuss methods to get referrals
- 4) Identify the process of the job interview. Roll play client interviews to get necessary project information
- 5) Recognize the client relationship, working with their office manager and accounts payable department
- 6) Estimate the cost of the design process, travel, meeting time, and materials needed to prepare a proposal
- 7) Understand work for hire, independent contracting, and internships
- 8) Research tax requirements, and forms for IRS, California Board of Equalization, and California Franchise Tax Board
- 9) Identify local business license requirements, and fictitious name reporting
- 10) Evaluate business ethics of being paid “under the table,” “kickbacks,” mark ups, and commissions
- 11) Discuss ethical issues of accountability, fraud, deception and violating copyright law
- 12) Prepare bids for outside printing and services. Evaluate risks of “brokering” printing and services
- 13) Distinguish the difference between working with creative people such as photographers and illustrators. Participate in discussions, collaborative assignments and engage in roll play of business scenarios

14) Review educational options AA, BA and MA for graphic design employment

Course Objectives

Students will be able to:

- 1) Analyze and estimate the cost of equipment and office space needed for an effective work area.
- 2) Create basic business forms for tracking, logs, estimates, proposals, invoices, etc.
- 3) Develop self-promotional materials using effective visual and written communication.
- 4) Practice job interview techniques, and participate in role playing client interviews.
- 5) Recognize and apply time management strategies necessary in the business world.
- 6) Estimate time and materials needed to establish fees for job proposals.
- 7) Identify tax requirements, tax forms, and licenses required for business.
- 8) Describe ethical issues in business, and adhere to copyright laws.
- 9) Evaluate the working relationship with vendors, printers, internet providers, and creative photographers and illustrators.
- 10) Work collaboratively.

Method of Evaluation

A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in the subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.

- 1) Participation in discussions
- 2) Assignments that create business collateral materials such as contracts, invoices and tracking forms
- 3) Written assignments to construct cover letters, resumes and proposals
- 4) Quizzes or tests that evaluate a student's comprehension of the weekly topics
- 5) Research papers for study of ethical and business issues
- 6) Final exam to evaluate students' retention of course content

Special Materials Required of Student

- 1) Removable digital storage device

Minimum Instructional Facilities

- 1) Studio with large, flat work tables, flat files, large wall spaces with bulletin boards, marker boards, computer projection system
- 2) Computer lab with appropriate software, printers, scanners, digital cameras

Method of Instruction

- 1) Lecture and demonstration
- 2) Analysis of business models
- 3) Written assignments
- 4) Design of business collateral
- 5) Individual student conferences
- 6) Guest lecturers
- 7) Field trips

Out-of-Class Assignments

- 1) Reading assignments
- 2) Writing assignments
- 3) Short research assignments

Texts and References

- 1) Required (representative examples):
 - a. Heller, Steven and Veronique Vienne. *Becoming a Graphic Designer: A Guide to Careers in Design*. 5th edition. Wiley, 2015.

- b. The Graphic Artists Guild. *Graphic Artists Guild Handbook, Pricing & Ethical Guidelines*. 16th Edition., The MIT Press, 2021.

2) Supplemental: Internet research and text downloads

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1) Analyze and estimate the cost of facilities and equipment for a successful work environment.
- 2) Describe and prepare professional contracts, proposals, invoices, estimates and other necessary forms.
- 3) Recognize and apply time management strategies necessary in the business world.
- 4) Prepare a professional resume and perform effectively in mock client and job interviews.