

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

| | | | | | | | | | | | | | | | |
|--|-----------|---|----|-----------------|---|---------------------------|---|---|----|--|--|--------------------|-----------|--|--|
| Course Code and Number: GD 369 | | Number of Credits: 3 Course credit policy (105) | | | | | | | | | | | | | |
| Course Full Title: Professional Practices for Graphic Design | | | | | | | | | | | | | | | |
| Course Short Title: Professional Practices | | | | | | | | | | | | | | | |
| Faculty: Faculty of Humanities | | Department (or program if no department): Graphic Design | | | | | | | | | | | | | |
| Calendar Description: Prepares students for professional practice. Students identify their goals, create a résumé, develop self-promotional strategies, engage with industry professional associations, network, and develop business documents for design projects. | | | | | | | | | | | | | | | |
| Prerequisites (or NONE): | | 15 credits of GD. | | | | | | | | | | | | | |
| Corequisites (if applicable, or NONE): | | | | | | | | | | | | | | | |
| Pre/corequisites (if applicable, or NONE): | | | | | | | | | | | | | | | |
| Antirequisite Courses (<i>Cannot be taken for additional credit.</i>) Former course code/number: GD 269 Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i> | | Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No Grading System: Letter Grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Annually Maximum enrolment (for information only): 24 | | | | | | | | | | | | | |
| Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar</td> <td>30</td> </tr> <tr> <td>Lecture/seminar</td> <td>5</td> </tr> <tr> <td>Experiential (field trip)</td> <td>5</td> </tr> <tr> <td>Experiential (work-integrated learning)</td> <td>20</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>60</td> </tr> </table> | | Lecture/seminar | 30 | Lecture/seminar | 5 | Experiential (field trip) | 5 | Experiential (work-integrated learning) | 20 | | | Total hours | 60 | Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course. | |
| Lecture/seminar | 30 | | | | | | | | | | | | | | |
| Lecture/seminar | 5 | | | | | | | | | | | | | | |
| Experiential (field trip) | 5 | | | | | | | | | | | | | | |
| Experiential (work-integrated learning) | 20 | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| Total hours | 60 | | | | | | | | | | | | | | |
| Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes | | Transfer Credit (See bctransferguide.ca) Transfer credit already exists: Yes Submit outline for (re)articulation: Yes <i>(If yes, fill in transfer credit form.)</i> | | | | | | | | | | | | | |
| Department approval | | Date of meeting: December 2021 | | | | | | | | | | | | | |
| Faculty Council approval | | Date of meeting: January 14, 2022 | | | | | | | | | | | | | |
| Undergraduate Education Committee (UEC) approval | | Date of meeting: February 25, 2022 | | | | | | | | | | | | | |

Learning Outcomes

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

1. Assess personal strengths, career focus, professional goals, and design ethos.
2. Identify varied career opportunities and types of employment for graphic designers.
3. Build a simple business plan or a career path.
4. Develop creative self-promotion strategies and marketing materials.
5. Manage resources, schedules, and budgets for a small design project.
6. Prepare business documents for design projects. e.g. estimates, contract, invoice, model release, etc.
7. Apply industry standard codes of conduct.
8. Demonstrate networking skills through professional association engagement.

Recommended Evaluation Methods and Weighting (*Evaluation should align to learning outcomes.*)

| | | | | |
|--------------|-----|----------------------|-----|---|
| Assignments: | 20% | Field evaluation: | 25% | % |
| Project: | 30% | Holistic assessment: | 25% | % |

Details: The field evaluation and holistic assessment integrates professional contexts, ethics, and best practices (work integrated learning (WIL)).

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Texts and Resource Materials (*Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*)

| Type | Author or description | Title and publication/access details | Year |
|--------------------|---|---|------|
| 1. Textbook | Foote, Cameron | The Creative Business Guide to Running a Graphic Design Business; WW Norton | 2009 |
| 2. Online resource | Hische, Jessica | The Dark Art of Pricing | 2020 |
| 3. Textbook | Association of Registered Graphic Designers (RGD) | The Business of Graphic Design: The RGD Professional Handbook. | 2021 |

Required Additional Supplies and Materials (*Software, hardware, tools, specialized clothing, etc.*)

Adobe Creative Cloud

Course Content and Topics

- Introduction to the business of graphic design. Types of businesses, establishing and registering your business.
- Creating a business plan for a creative practice.
- Introduction to running a design studio.
- Studio management, roles and responsibilities.
- Operational and profitability issues.
- Estimates, quotations and proposals.
- Record keeping, time tracking, invoicing and project management.
- Business ethics and professional design practices.
- Business “now.” Design thinking and crowd-sourcing.
- Career opportunities: an overview of working in the creative industry. Introduction to studio positions/specialties, career paths and industry partners.
- Freelance versus employment: Marketing creative services and self-promotion.
- The business focused portfolio presentation versus the employer focused portfolio presentation.
- Defining your brand essence. Personal SWOT analysis, comparative matrix, and promoting your strengths.
- Online presence and the value of a digital profile: E-mail, LinkedIn, blogging, social media, online contributions; business etiquette; ethics.
- Creating self-promotional collateral.
- Writing and designing a résumé.