



COURSE IMPLEMENTATION DATE: { _____ }
 COURSE REVISED IMPLEMENTATION DATE: { Jan-05 }
 COURSE TO BE REVIEWED: { Jan-09 }
 (FOUR (4) YEARS AFTER IMPLEMENTATION DATE, MONTH / YEAR

OFFICIAL COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.
 Shaded headings are subject to change at the discretion of the department and material will vary - see course syllabus available from instructor

FACULTY/DEPARTMENT: GRAPHIC DESIGN
 COURSE NAME/NUMBER: GD 269 FORMER COURSE NUMBER: GD 369 UCFV CREDITS: 3

**BUSINESS ESSENTIALS FOR GRAPHIC DESIGNERS
COURSE DESCRIPTIVE TITLE**

CALENDAR DESCRIPTION:

Students will have an overview of the Graphic Design business. Issues related to employment and self-employment will be covered including résumés, business planning, marketing, time management, paper management and interpersonal skills.

PREREQUISITES: Completion of Semester 3 of the Graphic Design program, or permission of the instructor.

COREQUISITES: _____

<p>SYNONYMOUS COURSE(S)</p> <p>(a) Replaces: <u>GD 369</u> (Course #)</p> <p>(b) Cannot take: _____ for further credit (Course #)</p>	<p>SERVICE COURSE TO:</p> <p>_____ (Department / Program)</p> <p>_____ (Department / Program)</p>
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<p>TOTAL HOURS PER TERM: <u>45</u></p> <p>STRUCTURE OF HOURS:</p> <p>Lectures: <u>25</u> hrs. Seminar: _____ hrs. Laboratory: _____ hrs. Field Experience: <u>5</u> hrs. Student Directed Learning: <u>15</u> hrs. Other (Specify): _____ hrs.</p> <p>Combination of Lecture and Lab Hours: <u>Yes</u> YES/NO</p>	<p>TRAINING DAY-BASED INSTRUCTION</p> <p>LENGTH OF COURSE: <u>N/A</u></p> <p>HOURS PER DAY: <u>N/A</u></p>
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MAXIMUM ENROLMENT: 30 (25 for program)

EXPECTED FREQUENCY OF COURSE OFFERING: Once a year

WILL TRANSFER CREDIT BE REQUESTED?: (Lower-level courses only) YES X NO _____

WILL TRANSFER CREDIT BE REQUESTED?: (Upper-level requested by department) YES _____ NO _____

TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE: YES _____ NO _____

AUTHORIZATION SIGNATURES:

Course designer(s): <u>Graphic Design Faculty</u>	Chairperson: <u>(type name in this field)</u> (Curriculum Committee)
Course reviewed by: <u>Virginia B. Cooke</u>	Dean: <u>Virginia B. Cooke</u>
Department Head: <u>Don Murray</u>	
PAC Approval in Principle Date: <u>(type date in this field)</u>	PAC Final Approval Date: <u>29-Jan-03</u>

GD 269

COURSE NAME / NUMBER

COURSE CONTENT:

[Course content varies by instructor. An example of course content might be:]

Overview of the Graphic Designer within the business community.

Business and Marketing Planning.

Ethics and professionalism.

Aspects of the Designer/Client, Employee/Employer relationship.

Overall emphasis on obeying proper procedures.