

COURSE IMPLEMENTATION DATE: [ **January 2000** ]

COURSE TO BE REVIEWED DATE: [ **January 2004** ]  
(Four years after implementation date)

**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**

<b>GD 369</b>	<b>GD 200</b>	<b>3</b>
COURSE NAME/NUMBER	FORMER COURSE NUMBER	UCFV CREDITS
(Number change only)	<b>BUSINESS ESSENTIALS FOR GRAPHIC DESIGNERS</b>	
COURSE DESCRIPTIVE TITLE		

**CALENDAR DESCRIPTION:**

Graphic design students who plan to own their own design consultancy will learn the theory and practice of running a design business. Areas to be investigated include marketing your business, pricing/estimating/invoicing, business planning, sales projections, contracts, and capital and equipment financing.

**PREREQUISITES:** completion of previous year of Graphic Design program

**COREQUISITES:**

**SYNONYMOUS COURSE(S)**

- (a) Replaces: \_\_\_\_\_  
(Course #)
- (b) Cannot take \_\_\_\_\_ for further credit  
(Course #)

**SERVICE COURSE TO:**

\_\_\_\_\_  
(Department / Program)

\_\_\_\_\_  
(Department / Program)

**TOTAL HOURS PER TERM:** 82.5

**STRUCTURE OF HOURS:**

Lectures:	15	hrs
Seminar:	7	hrs
Laboratory:	53	hrs
Field Experience:		hrs
Student Directed Learning:		hrs
Other (Specify):	7.5	hrs
Field Trips		

**TRAINING DAY-BASED INSTRUCTION**

LENGTH OF COURSE: \_\_\_\_\_

HOURS PER DAY: \_\_\_\_\_

**MAXIMUM ENROLMENT:** 20

**EXPECTED FREQUENCY OF COURSE OFFERING:** \_\_\_\_\_

**WILL TRANSFER CREDIT BE REQUESTED?** YES \_\_\_\_\_ NO /

**TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:** YES \_\_\_\_\_ NO /

**AUTHORIZATION SIGNATURES:**

Course designer(s): _____	Chairperson: _____
Department Head: _____	Dean: _____
	(Curriculum Committee)
	W.R. (Dick) Bate
PAC Approval in Principle Date: _____	PAC Final Approval Date: <u>November 24, 1999</u>

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COURSE NAME / NUMBER

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**LEARNING OBJECTIVES / GOALS / OUTCOMES/ LEARNING OUTCOMES:**

1. To instill knowledge in each student on how to communicate with industry suppliers.
2. To understand methods of producing different designs on different equipment.
3. To learn the pros and cons of running your own design business.
4. To understand the economics of the design business.

**METHODS:**

Through "course pack" notes, students will be assigned reading materials related to running "Your Own Design Business".  
Lectures, videos, field trips.

**PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):**

Credit can be awarded for this course through PLAR                      YES \_\_\_\_\_      NO   /  

**METHODS OF OBTAINING PLAR:****TEXTBOOKS, REFERENCES, MATERIALS:**

Course pack "GD 369 Business Essentials"

**SUPPLIES / MATERIALS:**

as above

**STUDENT EVALUATION:**

Course pack test at end of semester to evaluate students' knowledge of text.

**COURSE CONTENT:**

Subject contents included as attached.

Subject Contents include:

### **Business Review**

- how to start your own design business
- dealing with printers and other suppliers
- internal forms, purchase orders, all business forma
- estimating, costing, quoting
- time lines, taxes, PST, GST
- target markets, budgets, markups
- industry standards
- lines of credit, sales projections
- business plans
- self promotion
- employing other people
- equipment essentials, furniture

### **Technical Review**

- importance of knowing postscript to imagesetter
- file prep for service providers
- font mistakes are still the number one problem in files
- corrections to font related problems
- what you have to know about PPI, Line Screen & DPI to create high quality digital halftones
- why you need to consider levels of gray and dot GAIN to create haltones and blends
- how images are scanned for professional output
- tips on manipulating scanned images that will print properly
- using photo-CD and digital photography
- designing documents to avoid production problems
- to trap or not to trap
- file preparation and proofing – steps designers can use to avoid problems in production
- how to communicate with printers prepress
- file preparation direct to press digitally