

COURSE IMPLEMENTATION DATE: _____
 COURSE REVISED IMPLEMENTATION DATE: September 2011
 COURSE TO BE REVIEWED: January 2017
(six years after UPAC approval) *(month, year)*

OFFICIAL UNDERGRADUATE 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 – see course syllabus available from instructor

GD 369	Faculty of Arts – Visual Arts	3
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UFV CREDITS
Business Essentials for Graphic Designers		
COURSE DESCRIPTIVE TITLE		

CALENDAR DESCRIPTION:

This course is focused on business practices for those beginning a professional Graphic Design career. The complexities of the relationship between one’s business practice and the external expectations of institutions, employers, and clients will be explored. Students will investigate a broad and expanding range of information and transferable skills necessary for the graphic designer to move into the professional field.

Note: Students may only take one of either GD 269 or GD 369 for credit.

PREREQUISITES: 45 university-level credits, including 15 GD credits
 COREQUISITES:
 PRE or COREQUISITES:

SYNONYMOUS COURSE(S):

- (a) Replaces: GD 269
- (b) Cross-listed with: _____
- (c) Cannot take: GD 269 for further credit.

SERVICE COURSE TO: *(department/program)*

TOTAL HOURS PER TERM: 45
STRUCTURE OF HOURS:
 Lectures: 25 Hrs
 Seminar: _____ Hrs
 Laboratory: _____ Hrs
 Field experience: 5 Hrs
 Student directed learning: 15 Hrs
 Other (specify): _____ Hrs

TRAINING DAY-BASED INSTRUCTION:
 Length of course: _____
 Hours per day: _____

OTHER:
 Maximum enrolment: 25
 Expected frequency of course offerings: Once per year
(every semester, annually, every other year, etc.)

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only) Yes No
 WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department) Yes No
 TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE: Yes No

Course designer(s): <u>Graphic Design Faculty (course reviewed by Arthur Babiarz)</u>	
Department Head: <u>Tetsuomi Anzai</u>	Date approved: <u>October 29, 2010</u>
Supporting area consultation (Pre-UPAC)	Date of meeting: <u>November 12, 2010</u>
Curriculum Committee chair: <u>John Carroll</u>	Date approved: <u>December 10, 2010</u>
Dean/Associate VP: <u>Jacqueline Nolte</u>	Date approved: <u>December 10, 2010</u>
Undergraduate Program Advisory Committee (UPAC) approval	Date of meeting: <u>January 28, 2011</u>

LEARNING OUTCOMES:

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

- Assess benefits and limitations of employment and self-employment.
- Set up a graphic design studio.
- Develop and implement a strategic business and marketing plan according to various regulating bodies.
- Organize and manage project timelines, finances, and record-keeping within the business setting.
- Demonstrate networking skills.
- Demonstrate a critical understanding of the moral, legal, and professional framework of a business practice.
- Apply research, organizational, and creative skills to promoting a business practice.

METHODS: *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lecture, guest speaker, field trip, storytelling, textbook, project/independent study.

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

Examination(s) Portfolio assessment Interview(s)

Other (specify):

PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS:

[Textbook selection varies by instructor. An example of texts for this course might be:]

The Graphic Designer's Guide to Pricing, Estimating, and Budgeting ISBN-10: 1581157134
The Creative Business Guide to Running a Graphic Design Business ISBN-10: 0393732991
Start & Run a Graphic Design Business ISBN-10: 1551808501

SUPPLIES / MATERIALS:

STUDENT EVALUATION:

[An example of student evaluation for this course might be:]

Written assignments	40%
Mid-term exam	25%
Group project	30%
Attendance and participation	5%

COURSE CONTENT:

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

- Week 1 Introduction — the Market and Opportunities.
Commerce (print and electronic publishing - TV, Internet), packaging, media, environmental graphics
• Creative Director, Art Director, Project Manager, Production Manager, Sales
• Employment, Freelancing, Contracting, Small Business
- Week 2 Career Promotional Tools
• Cover Letter, Resume, CV - hard copy, online
• Flyer, Business Card, Alternative
• Portfolio—hard copy, on-line; Video—self intro/promotion
- Week 3 Initial Business Tools—Forms.
• Letter of Intent, Job Estimate, Contract, Invoice, Timelines
• Website—Online Forms, Survey Page
• Business Plan, Accounting Software—review
- Week 4 Graphic Design Industry Overview
• Print Media, Digital Media, Multimedia
• Tendencies and Trends

Course content continued:

- Week 5 Making Business Legal
- Naming Business, Registration, Office Renting/Leasing
 - Copy Right Issues, Tax, Business Bank Account
- Week 6 Business Office Equipping, Office Practices
- Computer Hardware, Software, Digital Camera, Furnishing
 - Telecommunication—Telephone, Answering Machine, Internet
- Week 7 Marketing of Skills and Services
- Marketing Plan, Description of Services
 - Networking—Societies, Chamber of Commerce, Tradeshows, Internet, Special Events, Contractors
 - Website—About, Services, Portfolio, Survey/Feedback pages
 - Writing Articles, Consulting, Case Study
- Week 8 Financing and Pricing Work
- Business Expenses, Financing Options
 - Project Estimate—Expenses, Materials, Labour
- Week 9 Field Trip
- A visit to a Renowned Design Agency & a Small Design Studio
- Week 10 Industry and Market Research
- Industry Analysis, Competition
 - Competitive Advantage, SWOT, Self-Employment Feasibility
- Week 11 Organizing Business Computer Files and Folders
- Client List, Contracts, Marketing, Finances, Bookkeeping
 - Forms, Photos, Cliparts, Fonts, Logos
- Week 12 Final Presentation
- Week 13 Extended Education Opportunities
- Environmental Graphics, Product and Services Branding, Illustrating, Social Media, Project Management