



COURSE IMPLEMENTATION DATE: September 2011
 COURSE REVISED IMPLEMENTATION DATE: September 2012
 COURSE TO BE REVIEWED: March 2018
(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	College of Arts – Graphic Design	3
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UFV CREDITS
Professional Practices I		
COURSE DESCRIPTIVE TITLE		

CALENDAR DESCRIPTION:

This course introduces basic business practices, ethics, studio management, and marketing for self-promotion, providing essential knowledge for working in the freelance environment. Students will create a résumé, self-promotion collateral, and necessary business documents to prepare them for career opportunities.

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

PREREQUISITES: 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: 60

STRUCTURE OF HOURS:

Lectures: 30 Hrs
 Seminar: 5 Hrs
 Laboratory: _____ Hrs
 Field experience: 5 Hrs
 Student directed learning: 20 Hrs
 Other (specify): _____ Hrs

TRAINING DAY-BASED INSTRUCTION:

Length of course: _____
 Hours per day: _____

OTHER:

Maximum enrolment: 24
 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 (reviewed by Arthur Babiarz)</u>	
Department Head: <u>Tetsuomi Anzai</u>	Date approved: <u>February 3, 2012</u>
Supporting area consultation	Date of meeting: <u>February 17, 2012</u>
Curriculum Committee chair: <u>Tetsuomi Anzai</u>	Date approved: <u>February 17, 2012</u>
Dean/Associate VP: <u>Jacqueline Nolte</u>	Date approved: <u>February 17, 2012</u>
Undergraduate Education Committee (UEC) approval	Date of meeting: <u>March 2, 2012</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
- Prepare a simple business and marketing plan
- 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
- Evaluate personal creative strengths and career focus
- Identify different kinds of career opportunities in the creative industry
- Develop self-promotion strategies and personal marketing materials

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. Examples for this course might be:]*

Foote, Cameron. *The Creative Business Guide to Running a Graphic Design Business*. WW Norton, 2009.
Slaunwhite, Steve and Huggins, Michael. *Start & Run a Graphic Design Business*. International Self-Counsel Press, 2009.
Perkins, Shel. *Talent is not enough: Business secrets for designers*. Pearson, 2006.
Stone, Terry Lee. 2010. *Managing the Design Process: Implementing Design. An essential manual for the working designer*. Rockport: USA.
Russell, Edward. *The Fundamentals of Marketing*. Ava Publishing (UK) Ltd. 2009.

SUPPLIES / MATERIALS:

Adobe CS current edition
Macintosh computer
Portable media storage

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

Written assignments (estimate, time sheet, invoice, blog entry, linked-in profile) 30%
Mid-term exam 20%
Self-promotion collateral 35%
Résumé 15%

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

1. Introduction to the business of graphic design.
Types of businesses, establishing and registering your company.
2. Creating a business plan.
3. 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.
4. Business ethics and professional design practices.
5. Business “now.” Design thinking and crowd-sourcing.
6. Career opportunities: an overview of working in the design industry.
Introduction to studio positions/specialties, career paths and industry partners.
7. Freelance versus employment: Marketing creative services and self promotion.
8. The business focused portfolio presentation versus the employer focused portfolio presentation.
9. Defining your brand essence. Personal SWOT analysis, comparative matrix, and promoting your strengths.
10. On-line presence and the value of a digital profile: E-mail, LinkedIn, blogging, social media, online contributions; business etiquette; ethics
11. Creating self promotional collateral
12. Writing and designing a résumé