

TERM: Spring 2016	COURSE NO: ANIM 210
INSTRUCTOR:	COURSE NAME: Entrepreneurship in the Animation Industry
OFFICE: LOCAL: x	SECTION NO(S):
EMAIL:	COURSE CREDITS: 1.5

COURSE FORMAT: 4 lecture hours per week for 8 weeks

PREREQUISITE: None

MISSION STATEMENT: The program strives to provide a comprehensive artistic and technical education, preparing students in the art of animation and encouraging critical reflection, collaboration and professionalism. Through innovative teaching, local and international partnerships and the highest standards of artistic and academic excellence, the program seeks to ensure student success in creative careers within the animation industry.

COURSE OBJECTIVES: Many animation artists work for studios while also earning a second income as freelance workers. This course is designed to introduce students to entrepreneurship: owning and operating a business that makes use of the technical and creative skills of the artist/ animator. The course focuses on the tasks required to succeed as a freelance artist as well as what is needed to create one's own business, including a business plan, marketing research, financing, accounting, taxation, marketing, and human resource management.

COURSE STUDENT LEARNING OUTCOMES: Upon successful completion of this course, students will be able to:

- design and create an invoice for future freelance work;
- approach freelance work in an organized fashion and maintain proper records;
- create a working budget to manage their finances;
- develop a business plan;
- utilize methods to protect their work and intellectual property;
- understand the importance of cash flow and equity.

REQUIRED TEXTS: Course materials will be supplied by the instructor.

COURSE CONTENT:

Week	Topic	Assg
1	The freelance artist. Contracts and invoices.	1
2	Taxation. Deductions.	
3	Budgets.	2
4	Entrepreneurship: Self-assessment. Partner assessment.	3
5	The business plan. Business feasibility.	4
6	Protecting your creativity. Marketing.	
7	Finance. Income and Expenditures. Fund-raising.	
8	The role of the employer. Corporate structures.	5

ASSIGNMENTS: Four assignments and an exam will make up the final grade.

EVALUATION PROFILE:

1	Invoice Design	10%
2	Budget	20%
3	Self-Assessment	20%
4	Business Plan	20%
5	Exam	30%
TOTAL:		100%

GRADING PROFILE:

A+ = 90-100%
A = 85-89%
A- = 80-84%

B+ = 77-79%
B = 73-76%
B- = 70-72%

C+ = 67-69%
C = 63-66%
C- = 60-62%

D = 50-59%
F = 0-49%

OPERATIONAL DETAILS:*University Policies:*

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

Professional Behaviour:

Students must demonstrate a professional attitude and behaviour toward work, other students, guests and instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first class work while meeting deadlines is necessary in this course. Students must have respect for equipment and systems and constructive response to criticism.

Attendance:

Regular attendance is essential. Students missing more than 20% of classes will not receive credit for the course. Each student is responsible for the material covered and any work assigned in class. The instructor has no obligation to repeat material for students who missed class.

Late Assignments:

Late assignments will only be accepted if a doctor's certificate is provided and the instructor has given prior approval for a late submission date.

"I" Grades:

An "I" grade or Incomplete may be assigned in exceptional circumstances. If the date for the submission of incomplete assignments is not met, the grade will automatically revert to the grade based on the student's present achievements. In addition, the student concerned must submit a *written request* for approval by the instructor prior to the last regular class in the course.

Emergency Procedures:

Students should familiarize themselves with emergency procedures posted in the classroom.