

DSGN 473

Business Practices for Design Professionals

Fall Term 2016 » 3 credits » Pre-requisite: 75 IDES/DSGN credits » Instructor:

Course format: 60 hours of classroom instruction plus 30 hours of supervised studio work over 15 weeks.

Required Texts

Monteiro, Mike. *Design is a job. A list apart*, 2012.

Recommended Texts

Foote, Cameron. *The Creative Business Guide to Running a Graphic Design Business*. WW Norton, 2009.

Slaunwhite, Steve and Michael Huggins. *Start & Run a Graphic Design Business*. International Self-Counsel Press, 2009.

Perkins, Shel. *Talent is not enough: Business secrets for designers*. Pearson, 2006.

Russell, Edward. *The Fundamentals of Marketing*. Ava/Academia, 2009.

DeWolf, Holly. *Breaking Into Freelance Illustration: A Guide for Artists, Designers and Illustrators*. HOW Books, 2009.

Rees, Darrel. *How to be an illustrator*. Laurence King Publishers, 2008.

Stone, Terry Lee. *Managing the Design Process: Implementing Design. An essential manual for the working designer*. Rockport, 2010.

COURSE DESCRIPTION

This course introduces visual communicators to the freelance business environment. It covers essential knowledge about professional practice in the visual communication field including ethics, studio management, billing, record keeping, business networking, client maintenance, and marketing for self promotion. Students create necessary business documents and produce self-promotion collateral.

COURSE STUDENT LEARNING OUTCOMES

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

- assess benefits and limitations of employment and self-employment;
- set up a graphic design or illustration studio or freelance practice;
- prepare a simple business and marketing plan;
- organize and manage project timelines, finances, and record keeping within a business setting;
- 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;
- evaluate personal creative strengths and career focus; and
- develop self promotion strategies and personal marketing materials.

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Weekly Schedule

WEEK 1

Introduction to the business of graphic design and illustration.
Types of businesses; establishing and registering your company.

WEEK 2

Creating a business plan.
Project 1 assigned: written business documents. Due week 5.

WEEK 3

Introduction to running a design studio or a freelance business.
Studio management, roles, and responsibilities.
Operational and profitability issues.
Estimates, quotations, and proposals.
Record keeping, time tracking, invoicing, and project management.

WEEK 4

Business ethics and professional design practices.
The value of professional associations.
Contemporary business practices.
Design thinking and crowdsourcing.

WEEK 5

Project 1 due.
Career opportunities: an overview of working in the design industry.
Introduction to studio positions/specialties, career paths, and industry partners.

WEEK 6

Freelance versus employment: marketing creative services and self promotion.
The business-focused portfolio presentation versus the employer-focused portfolio presentation.
Review of material for examination.

WEEK 7

Mid-term exam.

WEEK 8

Defining your brand essence.
SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, comparative matrix, and promoting your professional strengths.
Personal brand identity.
Project 2 assigned: print and online résumés and digital profile. Due week 10.

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Weekly Schedule continued

WEEK 9

Online presence and the value of a digital profile: e-mail; online business sites; blogs; social media; written and project contributions to design-related media; business etiquette; and ethics.

Project 3 assigned: written contribution to online resource. Due week 11.

WEEK 10

Project 2 due.

Developing a marketing plan.

Creating self promotion collateral.

Business card, stationery, proposal template, and website development.

Project 4 assigned: self promotional collateral. Due week 15.

WEEK 11

Project 3 due.

Brand identity completed.

WEEK 12

Stationery design.

WEEK 13

Website design. Planning for launch or review of existing site.

WEEK 14

Business card production.

Continued work on website.

WEEK 15

Project 4 due.

Continued work on website.

Final presentation.

EVALUATION PROFILE

Project 1	15%
Mid-term exam	20%
Project 2	10%
Project 3	10%
Project 4	30%
Participation	15%
Term total	100%

GRADING PROFILE

<i>Excellent</i>	A+ 90-100	A 85-89	A- 80-84
<i>Good</i>	B+ 77-79	B 73-76	B- 70-72
<i>Satisfactory</i>	C+ 67-69	C 63-66	C- 60-62
<i>Minimal Pass</i>	D 50-59		
<i>Fail</i>	F 0-49		

Learning Outcomes and Operational Details

Mission Statement

The *Bachelor of Design in Visual Communication* prepares graduates for professional practice in the visual communication field through the development of creative, collaborative, conceptual and design thinking skills for print, social and dynamic media.

Program Student Learning Outcomes

On successful completion of the *Bachelor of Design in Visual Communication*, graduates will be able to:

- Demonstrate in-depth knowledge of current visual communication practice.
- Identify and solve communication problems using a strategic process, with an emphasis on design thinking, creativity, original solutions, and clarity of communication.
- Describe and respond to the audiences and contexts which communication solutions must address, including recognition of the physical, cognitive, economic, cultural and social human factors that shape visual communication decisions.
- Demonstrate proficiency with the tools, techniques and technologies that support visual communication practice and apply concepts across a range of media platforms.
- Enter the field as visual communication professionals.
- Apply visual communication expertise for societal and environmental benefit.
- Work collaboratively with other disciplines in business, industry, and the broader community.
- Recognize the importance of life-long learning and responsiveness to change.

ATTENDANCE /PENALTIES FOR MISSING CLASS

Attendance is essential. Students who are absent for more than three classes without the approval of the course instructor will fail the course.

PUNCTUALITY /PENALTIES FOR LATENESS

Punctuality is essential. Students more than 15 minutes late for class, or who leave before the end of class, will be marked absent.

PARTICIPATION

Students will be evaluated on the frequency and relevance of their comments, questions, observations and discussions of weekly course content; on their active engagement in in-class assignments; on their completion of required lab hours (if any) and on their work-in-progress, at 1% per class or to a maximum of 15% of the course grade.

LATE ASSIGNMENTS

If the course contains assignments, 20% will be deducted from the assignment grade for each period of 1 to 7 days that an assignment is late, unless prior arrangements are made with the instructor.

MISSED EXAMS AND QUIZZES

Misssed exams and quizzes (if any) will be assigned a grade of zero. Students will be allowed to make up exams and quizzes only under the following conditions: if a doctor's certificate of illness is provided; if in the case of the death of a close family member, a death certificate is provided; if prior approval of the instructor has been obtained.

CHEATING /PLAGIARISM

Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. All students should familiarize themselves with the University policy *Cheating and Plagiarism* (see University Policies below) as such behaviour can result in suspension from the University.

INCOMPLETE GRADES

An 'I' grade or Incomplete may be assigned in exceptional circumstances when the student can achieve a passing grade by completing one or more units of the course. It is the student's responsibility to determine from the instructor what must be done to complete the course. If an Incomplete is not cleared within four months, the grade will be changed to the evaluation attained at the time the grade was assigned. For further information please see "Incomplete Grade 'I'" in the online University Calendar.

CONTINUATION IN THE PROGRAM

Students must maintain a 2.67 (B-) term GPA in IDES/DSGN courses to continue in the program. Students who fail an IDES/DSGN course will not be permitted to register for IDES/DSGN courses in the following term and may be required to withdraw from the program.

ENGLISH USAGE

All written work submitted must use good academic English and follow the guidelines provided in the *The Capilano Guide to Writing Assignments* (available from the Capilano University Bookstore). If students anticipate difficulties, help is available through the Writing Centre (details available online or from the department).

PROFESSIONAL BEHAVIOUR

Students should demonstrate a professional attitude and behaviour towards their work, their fellow students and their instructors; reliability; respect for and cooperation with colleagues; a willingness to work calmly and courteously under difficult conditions; and a determination to achieve first-class work while meeting deadlines. Students should have respect for equipment and systems, and should demonstrate a constructive response to criticism.

COMPUTER COURSE REQUIREMENTS /POLICIES

Students are expected to abide by the University policies *Statement of Appropriate Use of Information Technology Facilities and Services* and *Misuse of Computer System* in any use of computers at the University.

UNIVERSITY POLICIES

Students are expected to read and abide by all University policies and procedures. 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.

EMERGENCY PROCEDURES

In the event of an emergency, students must follow the emergency procedures posted in the classrooms.