

## DSGN 473

# Business Practices for Design Professionals

Fall Term 2017 » 3 credits » Pre-requisite: 75 IDES/DSGN credits » Instructor:

Course format: 60 hours of classroom instruction over 15 weeks

### Recommended Texts

Roberts, Lucienne. *GOOD: An Introduction to Ethics in Graphic Design*. AVA Publishing SA, 2009.

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

### Recommended Website

[ethicsingraphicdesign.org](http://ethicsingraphicdesign.org)

### 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, finances, record keeping, contracts, networking, client maintenance, and marketing for self promotion. Students write business documents and create self-promotion collateral.

### COURSE STUDENT LEARNING OUTCOMES

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

- assess benefits of employment versus self-employment;
- prepare business and marketing plans;
- demonstrate in writing a critical understanding of the ethical, legal, and professional framework of a creative practice;
- accurately price their work; and
- develop and execute self-promotion strategies and collateral.

## DSGN 473

# Business Practices for Design Professionals

### Weekly Schedule

#### WEEK 1

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Introduction to the business of graphic design and illustration: employment vs freelance  
Balancing full-time employment and freelance practice  
Getting started: the many hats of the self-employed  
Benefits of a business plan

#### WEEK 2

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Elements of a business plan  
Assignment 1: Business Plan. *Due week 8.*

#### WEEK 3

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Pricing creative work  
Writing an estimate, evaluating and responding to a contract or request for services  
Record keeping, time tracking, billing, payment schedules, collecting, kill fee  
Assignment 2: Estimate for Creative Services. *Due week 5.*

#### WEEK 4

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Client relationships  
What can go wrong? Troubleshooting client issues.  
Historical overview of creative career paths and how they are changing (case studies)  
Where today's opportunities lie

#### WEEK 5

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Assignment 2 due: review  
The Ethics of Design, part 1: Legality  
Copyright, creative commons, fair use, plagiarism, piracy, font licensing, image use rights

#### WEEK 6

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The Ethics of Design, part 2: Integrity  
Spec work, crowd-sourcing, responsibility to clients, declining commissions, contests, photo manipulation, teamwork

#### WEEK 7

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The Ethics of Design, part 3: Morality  
Design for social good, sustainability, social responsibility, greenwashing, the potential for design to help shape the future

#### WEEK 8

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Assignment 1 due: review  
Marketing creative services and self promotion: personal brand identity  
SWOT analysis, comparative matrix, and promoting your professional strengths  
Assignment 3: Marketing Plan. *Due week 10.*

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## Business Practices for Design Professionals

*Weekly Schedule continued*

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**WEEK 9**

The value of a well-crafted digital profile  
 Review of current digital profile and preparing for the professional world  
 Assignment 4: Print & Online Résumés and Digital Profile Proposal. *Due week 11.*

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**WEEK 10**

Assignment 3 due: review  
 Self-promotion collateral (e.g. business card, stationery, give-away, website)  
 Assignment 5: Self-promotion Collateral (business card plus minimum of one additional item). *Due week 14.*

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**WEEK 11**

Assignment 4 due: review  
 Design work on collateral

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**WEEK 12**

Design work on collateral  
 Writing of personal bios for grad show website (deliver to DSGN460 instructor)

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**WEEK 13**

Design work on collateral  
 Preparing business cards for production

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**WEEK 14**

Assignment 5 due: presentation  
 Networking and the value of professional associations

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**WEEK 15**

Review

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**EVALUATION PROFILE**

Assignment 1: Business Plan	20%
Assignment 2: Estimate for Creative Services	10%
Assignment 3: Marketing Plan	10%
Assignment 4: Résumés and Digital Profile Proposal	15%
Assignment 5: Self-promotion Collateral	30%
Participation	15%
Term total	100%

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**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. If the instructor uses a different late assignment policy, this will be printed on the course outline.

## MISSED EXAMS AND QUIZZES

Missed 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

Students should familiarize themselves with the University policy *Cheating and Plagiarism*. Such behaviour can result in suspension from the University. See *University Policies* below.

## INCOMPLETE GRADES

If a student believes an exceptional circumstance prevents course completion in the assigned timeframe, he/she may petition the instructor for an incomplete or "I" grade prior to the project due date. 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 reflect the uncompleted work. For further information please see "Incomplete Grade 'I'" in the online University Calendar.

## 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.