

# DART G177: PROFESSIONAL PRACTICE FOR DESIGNERS

| Item                               | Value   |
|------------------------------------|---|
| Curriculum Committee Approval Date | 11/05/2024                                      |
| Top Code                           | 061450 - Desktop Publishing                     |
| Units                              | 3 Total Units                                   |
| Hours                              | 90 Total Hours (Lecture Hours 36; Lab Hours 54) |
| Total Outside of Class Hours       | 0   |
| Course Credit Status               | Credit: Degree Applicable (D)                   |
| Material Fee                       | No  |
| Basic Skills                       | Not Basic Skills (N)                            |
| Repeatable                         | No  |
| Open Entry/Open Exit               | No  |
| Grading Policy                     | Standard Letter (S),<br>• Pass/No Pass (B)      |

## Course Description

Formerly: Graphic Design Principles on the Computer. This course is a studio format where students use their acquired graphic design skills and techniques to prepare a final portfolio consisting of graphic design pieces aimed to communicate their ideas and concepts clearly and effectively for self-promotion and career preparation. Additionally, the course will examine the requirements for starting and managing a design business. Professional practice topics surveyed in the course include portfolio development, registering a company name, creating a business plan, establishing an accounting system, setting prices, contracts, presentation techniques, marketing, and finding clients. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Course outcomes
2. Analyze business structures and adopt one for their own business.
3. Develop a business outline for a design-based company.
4. Design a logo for their own business.
5. Develop business documents including: contracts, fee rates, invoices, and correspondence letters.
6. Create self-promotion and marketing material.
7. Create a print and digital portfolio of works.

## Course Objectives

- 1. Use graphic design principles to design and layout commercial art projects for use in a portfolio.
- 2. Apply skills in layout and design of commercial art projects using computer graphics.
- 3. Evaluate portfolio projects for both functional and aesthetic appeal.
- 4. Develop start-up business documents.

## Lecture Content

The Creative Industry The business of design Compensation In-house Small firm Large firm Freelance Business Thinking Logic vs. emotion Profit vs. inspiration Repeatable vs. custom Business vs. job Quality and costs Risk vs. reward Career Explorations Titles Production Staff Designer Senior Designer Art Director Creative Director Principal/Managing Partner Types of designers Specialists / Generalists Technologist / Craftsperson Fine Artist / Applied Artist Job search and staffing firms Marketing Soft skills Portfolio development Location Vertical market Prospecting Leads Conversion rate Repeat business Referrals and reputation Proposals and Projects Time tracking Rates vs. wages Freelance rates Fixed costs Per diem Time and materials Deliverables Change orders Assumptions Legal Issues The paper trail Intellectual property Copyright Trademarks Patents Contracts Spec work Pro bono Wor-for-hire Nondisclosure and noncompete agreements Design Assets Portfolio products Photography Illustration Web design Layout design Licensing Royalty free Rights managed Rights ready Creative commons Signage Promotional Graphics for Advertising Your Own Firm Structure Sole proprietor Partnership Corporation (Inc) Limited Liability Company (LLC) Accounting Insurance Business Models Traditional/ Specialty Multidisciplinary Virtual Cooperative

## Lab Content

Collect projects from previous coursework including digital and print copies. Edit or update existing work and curate design pieces for inclusion into a portfolio. Research business names. Adopt and register a business name. Research business structures and models. Design a business logo. Research contracts for designers and artists. Research and adopt a fee structure. Research and adopt an accounting system. Research and adopt marketing techniques. Create business documents. Develop a print portfolio. Develop a digital portfolio.

## Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)
- Lab (04)
- DE Live Online Lab (04S)
- DE Online Lab (04X)

## Reading Assignments

Present case studies on three different types of design businesses.

## Writing Assignments

Write a description of a business with a list of design services. Write a business proposal. Write simple contracts and agreements. Write a rate sheet. Write a marketing plan.

## Out-of-class Assignments

Research competitors

## Demonstration of Critical Thinking

Design projects require problem solving and critical thinking. Analysis and evaluation of commercial art projects require critical thinking.

## Required Writing, Problem Solving, Skills Demonstration

Design projects require problem solving and skills demonstration related to written text/copy Creative solutions to visual design problems

## Eligible Disciplines

Art: Master's degree in fine arts, art, or art history OR bachelor's degree in any of the above AND master's degree in humanities OR the equivalent.

Note: 'master's degree in fine arts' as used here refers to any master's degree in the subject matter of fine arts, which is defined to include visual studio arts such as drawing, painting, sculpture, printmaking, ceramics, textiles, and metal and jewelry art; and also, art education and art therapy.

It does not refer to the 'Master of Fine Arts' (MFA) degree when that degree is based on specialization in performing arts or dance, film, video, photography, creative writing, or other non-plastic arts. Master's degree required. Commercial art (sign making, lettering, packaging, rendering):

Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Graphic

arts (desktop publishing): Any bachelor's degree and two years of professional experience, or any associate degree and six years of

professional experience. Multimedia: Any bachelor's degree and two

years of professional experience, or any associate degree and six years of professional experience.

## Textbooks Resources

1. Required Granet, K.. The Business of Design: Balancing Creativity and Profitability, 2nd ed. Princeton Architectural Press, 2021 Rationale: Covers all topics listed in the course. 2. Required Maug -Lewis, C.. So! I'm A New Graphic Designer. What's Next? Paperback, 1st ed. MAUGEDESIGN, 2024

## Other Resources

1. Handouts and samples contracts, rate sheets, and marketing plans.