

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: Professional Practices 2; Business of Design
(formerly studio research 2)
CODE NO. : ADV 311 **SEMESTER:** 5
PROGRAM: Graphic Design
AUTHOR: Terry Hill
DATE: June 2007 **PREVIOUS OUTLINE DATED:** June
2006
APPROVED:

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	DEAN	DATE

TOTAL CREDITS: 4 credits
PREREQUISITE(S): ADV 136 or ADV 263
HOURS/WEEK: 1 hour class time per week

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*For additional information, please contact C.Kirkwood, Dean
School of Technology, Skilled Trades and Natural Resources
(705) 759-2554, Ext. 2688*

I. COURSE DESCRIPTION:

This course allows students to research and discover information related to the business of graphic design. Research projects will be reinforced by a weekly in class discussion forum, where design related business practices and current trends in the design industry will be discussed.

With information gleaned from materials developed by the Association of Registered Graphic Designers of Ontario and other sources students will explore the business of design and complete assignments intended to enlighten new ways of thinking regarding developing a design business and dealing with clients and other various support agencies.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Identify design problems, plan and document design solutions

Potential elements of the performance

- Use provided documentation structure to document design problem statements
- Develop a project plan to guide design research and creativity
- Demonstrate an ability to follow plan to achieve creative solutions, document design process and record sources for design research
- Demonstrate an ability to defend design solutions by communicating a design rationale for any design project.
- Demonstrate an ability to include user testing methods as required in design process and document the results.

2. Develop a sound understanding the graphic design profession

Potential Elements of the Performance:

- Review definition of graphic design
- develop an understanding of areas of specialization
- develop strategies to find work as a graphic

- designer
3. Develop an understanding of the basic Principles of design consulting
Potential Elements of the Performance:
 - develop an awareness of building client relationships
 - practice delivering presentations and participating at meetings
 - develop strategies as to pricing services
 - create a proposal or estimate documents, including resumes
 - develop an understanding of design related billing practices

 4. Demonstrate an understanding of the Rules of professional conduct
Potential Elements of the Performance:
 - develop an understanding of the rules of professional conduct as defined by RGDontario
 5. Demonstrate an understanding of Intellectual property rights
Potential Elements of the Performance:
 - demonstrate an understanding of ; trademark, copyright, moral rights, and electronic rights
 6. Develop an understanding of how to administer a design business
Potential Elements of the Performance:
 - develop strategies as to starting out in business
 - demonstrate an understanding of methods to manage and expand your business

III. TOPICS:

1. Research and design documentation skills
2. Graphic design profession
3. Areas of specialization
4. Finding work
5. Design consulting, design business administration, marketing basics
6. Professional conduct
7. Intellectual property rights
8. Professional practices

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

The Business of Graphic Design , A professional's

handbook

Developed by RGD Ontario ISBN 0-9688734-2-1

V. **EVALUATION PROCESS/GRADING SYSTEM:**

Assignments will constitute 100% of the student's final grade in this course. Assignments will be evaluated according to the following, in accordance with college policies:

This course will be evaluated in terms of a letter grade indicating overall performance in this class.

All assignments are required to be successfully completed to meet the objectives of the course. A missing assignment is equivalent to course objectives not achieved, which results in an "F" (Fail) grade for the course.

Discussion on the content of this class will take place during a 1 hour weekly session. All assignments in this will be completed during unsupervised time.

Assignments will take the form of reports and projects and will need to be completed in written essay style. Refer to the evaluation sheet handed out with each assignment to clarify how your final submissions will be graded.

Assignment breakdown

Intro assignment1

10%

Job search assignment

20%

Business planning

30%

Copyright quizzes(4)

20% (each quiz is worth 5% of final grade)

Project estimates

10%

Project proposals

20%

final grade

/100

deductions (late assignments (-5%/week from final course grade),

absents over 3 (-10/class missed))

-%

final grade

% - see below for grade equivalent.

The following semester grades will be assigned to students:

Grade	<u>Definition</u>	<i>Grade Point Equivalent</i>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	3.00

C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

VI. SPECIAL NOTES:

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Special Needs office. Visit Room E1101 or call Extension 703 so that support services can be arranged for you.

Retention of Course Outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Communication:

The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. Students who engage in academic dishonesty will

receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course Outline Amendments:

The professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

Deductions - Lates and F grades

Lates:

An assignment is considered late if it is not submitted at the time and date specified by the instructor.

A late assignment will be penalized by a 5% deduction for each week that its late. The total late penalty will be deducted from the final grade. Eg. 3 weeks late = 15% deduction from final grade.

Maximum grade for a late assignment is "C"

A late assignment which is not executed to a minimum D (satisfactory) level will be assigned an F grade with additional penalties outlines below.

Fail (F) grades

A failing grade is assessed to an assignment which has not been executed to a minimum satisfactory "D" grade level or in which the directions have not been followed correctly.

A failing grade assignment must be entirely re-done or corrected according to the instructor's specific instructions and resubmitted within a timeframe specified by the Professor.

A failing grade assignment will be penalized by a 5% deduction from the final grade. Maximum grade for a resubmitted failing grade assignment is "C"

Failed (F grade) assignments not submitted by the specified deadline

will be subject to 5% late deductions for each week they are overdue.

Homework

This is a four credit course delivered in a 3 hour format. A minimum of one hour homework per week can be expected with more time needed on larger assignments.

Attendance

Significant learning takes place within the classroom environment. It is imperative that student attend and be present for each class in its entirety.

A total of three absences will be tolerated during the semester with no penalty. It is the student's responsibility to catch up on missed work.

Absences in excess of three per semester will be penalized by a 10% deduction from the final grade for each class missed.

Attendance will be taken by the professor at the start of each class and at the midpoint of each class.

Students leaving class early will be considered absent for one half class. Students arriving to class after the opening lecture given at the start of each class will also be considered absent for half of a class.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.