

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



**COURSE OUTLINE**

**COURSE TITLE:** Professional practices 2:business of design  
**CODE NO. :** ADV311 **SEMESTER:** 5  
**PROGRAM:** Graphic Design  
**AUTHOR:** Terry Hill  
**DATE:** May 2014 **PREVIOUS OUTLINE DATED:** May 2013  
**APPROVED:** "Colin Kirkwood" June 4/14

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**DEAN**

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**DATE**

**TOTAL CREDITS:** 3  
**PREREQUISITE(S):** ADV 263  
**HOURS/WEEK:** 1

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## 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. **Develop a sound understanding of the Graphic Design profession**  
Potential Elements of the Performance:  
 Review definition of Graphic Design  
 Develop an understanding of areas of specialization  
 Develop an understanding of how a graphic design studio works
2. **Demonstrate an understanding of the rules of professional conduct**  
Potential Elements of the Performance:  
 Review rules of professional conduct as defined by RGD Ontario  
 Demonstrate an understanding of the professional status of designers in Ontario
3. **Demonstrate an understanding of intellectual property rights**  
Potential Elements of the Performance:  
 Review and demonstrate an understanding of trademark, copyright, moral rights and electronic rights as defined by Canadian Copyright law  
 Demonstrate how copyright laws influence the business of design
4. **Apply effective business practices and project management skills appropriate to the position of Graphic Designer in a self managed business and within a studio setting**  
Potential Elements of the Performance:  
 Develop an awareness of building client relationships  
 Practice delivering presentations and speaking at meetings  
 Develop strategies as to pricing of design services  
 Create a proposal or estimate documents  
 Demonstrate an ability to project estimated time and record actual time to derive a profit/loss statement
5. **Develop personal and professional strategies and plans to improve job performance and professional relationships with clients, co-workers and supervisors**  
Potential Elements of the Performance:  
 Demonstrate an ability to complete a self analysis of work  
 Demonstrate an ability to develop resumes and self promotional materials  
 Practice interview techniques  
 Practice portfolio building techniques

**III. TOPICS:**

1. The graphic design profession
2. RGD Ontario and their resources
3. Self employment, freelancing, and being a valuable employee
4. Self promotion
5. Estimating times, costs, and proposal writing
6. Resume and portfolio presentation
7. Finding work

**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 = 100% of course grade**

**All assignments must be completed to a satisfactory level to gain credit for this course**

The following semester grades will be assigned to students:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	
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:****All assignments must be submitted to a satisfactory level to achieve credit for this course****Lates:**

An assignment is considered late if it is not submitted at the time and date specified by the instructor. The maximum grade a late assignment will be assessed is a C (65%) grade.

If an assignment deadline is missed the student **MUST** immediately negotiate a new deadline with the instructor. If a renegotiated deadline is missed the maximum allowable grade is 50% D when the assignment is submitted for evaluation.

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

**Fail:**

A fail grade (F) 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.

Upon achieving a Fail(F) grade (below 50%) the student must meet with the instructor **immediately** to negotiate a revised deadline. The assignment must be redone to passing standard by the new deadline to achieve credit for the assignment.

Maximum grade for a failed assignment is "C" (65%)

If failed assignments are not submitted by the negotiated deadline the late penalty policy will apply.

**Attendance:**

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.