

I. COURSE DESCRIPTION:

This course allows students to research and discover information related to the business of graphic design. Research projects will be augmented 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:

Upon successful completion of this course, the student will demonstrate an understanding of the graphic design profession. They will also be able to develop an understanding of becoming a design consultant, rules of professional conduct, intellectual property rights and the basics on how to administer a design business.

1. Develop a sound understanding the graphic design profession
Potential Elements of the Performance:
 - define graphic design
 - develop an understanding of areas of specialization
 - develop strategies to find work as a graphic designer
2. 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
3. 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
4. Demonstrate an understanding of Intellectual property rights
Potential Elements of the Performance:
 - demonstrate an understanding of ; trademark, copyright, moral rights, and electronic rights
5. 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

6. Demonstrate a knowledge of marketing basics

Potential Elements of the Performance:

Develop an understanding of marketing strategies, target marketing and communicating the marketing message

III. TOPICS:

1. Graphic design profession
2. Areas of specialization
3. Finding work
4. Design consulting, design business administration, marketing basics
5. Professional conduct
6. Intellectual property rights

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 final grade

Assignments will constitute 100% of the student's final grade in this course. A missing assignment is equivalent to course objectives not achieved which results in an "R" (repeat) 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.

The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	3.75
B	70 - 79%	3.00
C	60 - 69%	2.00
F (Fail)	59% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical	

U	placement or non-graded subject area. 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 instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493 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.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Rights and Responsibilities*. 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 Incompletes

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 it is 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 C (satisfactory) level will be assigned an incomplete grade with additional penalties outlined below.

Incompletes

An incomplete grade is assessed to an assignment which has not been executed to a minimum satisfactory “C” grade level or in which the directions have not been followed correctly.

An incomplete assignment must be entirely re-done or corrected according to the instructor’s specific instructions and resubmitted within one week.

An incomplete assignment will be penalized by a 5% deduction from the final grade.

Maximum grade for an incomplete assignment is “C”

Incomplete assignments not submitted within the one week timeframe will be subject to 5% late deductions for each week they are overdue.

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.