

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:** 10F
PROGRAM: Graphic Design
AUTHOR: Terry Hill
DATE: June 2010 **PREVIOUS OUTLINE DATED:** May 09
APPROVED: "Brian Punch"

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

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For additional information, please contact Brian Punch, Chair
School of Natural Environment/Outdoor Studies & Technology Programs
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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 RGDOntario
 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:

Assignment breakdown

Intro assignment 1 10%

Job search/self promo assignment 20%

Business planning 30%

Copyright quizzes(2) 10% (each quiz is worth 5% of final grade)

Project estimates 20%

Project proposals 20%

final grade /100

deductions (late assignments (-5%/week from final course grade), absents over 3 (-10/class missed)) - % final grade %

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%	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:

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.

<include any other special notes appropriate to your course>

VI. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.