

GD 3985 - PROFESSIONAL PRACTICES IN GRAPHIC DESIGN

Credits: 3

The course in Professional Practices will introduce students into freelancing and self-employment along with the business and ethical practices of the Graphic Design Profession. Students will learn what freelancing is, the benefits and drawbacks to being creatively self-employed, and plan for their futures. Students will work through projects geared toward learning real-world skills they can then use when they start freelancing including learning how much to charge, how to market their services, working with clients, and legal matters. Upon successful completion of this course, students will have developed a business plan and marketing materials geared towards self-employment.

Prerequisites: GD 3000 - Graphic Design Junior Portfolio Review and GD 3040 - Design Systems

| Course Learning Outcomes: | Exceeding | Meeting | Developing | Not meeting | Program Outcomes | Institutional Outcomes |
|----------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|------------------------------------------|-------------------------------------------------------------------------------------------------|
| Identify the most important parts of freelancing, and state them in a business plan. | The student synthesizes the most important parts of freelancing into a well constructed business plan ready for professional use. | The student has identified the most important parts of freelancing, and states them in a business plan. | The student has implied some of the parts of freelancing, and rudimentarily states them in a partially developed business plan. | The student has not identified the important parts of freelancing, and did not state them in a business plan. | GD-4, GD-9 | Cultural Competence Communication Competence Critical Thinking |
| Formulate a pricing system and create a working contract that can be used with clients. | The student has created implemented a realistic price structure and professional working contract that they can use with clients. | The student has formulated a price structure and contract that they can use with clients. | The student has formulated a partially developed price structure and contract that they can eventually use with clients after necessary edits are made. | The student has failed to formulate a price structure and contract that they can use with clients. | GD-4, GD-9 | Cultural Competence Communication Competence Critical Thinking |
| Create a portfolio website that showcases marketable skills and that aligns with the list of services offered. | The student has created a professional portfolio website that showcases their marketable skills aligned with the list of services offered. | The student has created a portfolio website that showcases marketable skills aligned with the list of services offered. | The student has created a portfolio website that partially showcases their marketable skills and is somewhat aligned with an a developing list of services offered. | The student has failed to create a portfolio website that showcases their marketable skills. | GD-1, GD-2, GD-5, GD-6, GD-7, GD-8, GD-9 | Design Competence, Communication Competence, Critical Thinking, Cultural Competence |
| Develop a marketing plan that is directed toward potential clientele. | The student produced a multifaceted marketing plan that is directed toward their ideal clientele. | The student developed a marketing plan that is directed toward their potential clientele. | The student has partially developed a marketing plan that is directed toward an unclear clientele. | The student has not developed a marketing plan that is directed toward their potential clientele. | GD-4, GD-7, GD-9 | Communication Competence, Critical Thinking |
| Create a client tracking system that evaluates outreach success and guides goals for the future. | The student has created and implemented a client tracking system that evaluates outreach success and guides goals for the future. | The student has created a client tracking system that evaluates outreach success and guides goals for the future. | The student has developed a client tracking system with opportunity to revise further in order to evaluate outreach success and guide goals the future. | The student has failed to create a client tracking system that evaluates outreach success and guides goals the future. | GD-4, GD-9 | Cultural Competence Communication Competence Critical Thinking |