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.

Prereguisites: GD 3000 - Graphic Design Junior Portfolio Review and GD 3040 - Design Systems Course Learning Exceeding Not meeting **Program Outcomes** Institutional Outcomes Meeting Developing Outcomes: The student has implied The student synthesizes the The student has identified the some of the parts of The student has not identified Identify the most important most important parts of Cultural Competence most important parts of freelancing, and the important parts of parts of freelancing, and state freelancing into a well GD-4, GD-9 Communication Competence freelancing, and states them rudimentarily states them in a freelancing, and did not state them in a business plan. constructed business plan Critical Thinking in a business plan. partially developed business them in a business plan. ready for professional use. plan. The student has formulated a The student has created partially developed price The student has failed to The student has formulated a Cultural Competence Formulate a pricing system mplemented a realistic price structure and contract that formulate a price structure and create a working contract structure and professional price structure and contract GD-4. GD-9 Communication Competence and contract that they can they can eventually use with that can be used with clients. working contract that they that they can use with clients. Critical Thinking clients after necessary edits use with clients. can use with clients. are made. The student has created a The student has created a The student has created a Design Competence, Create a portfolio website portfolio website that partially The student has failed to professional portfolio website portfolio website that Communication that showcases marketable showcases their marketable create a portfolio website that GD-1, GD-2, GD-5, GD-6, GD-7, that showcases their showcases marketable skills Competence, Critical skills and that aligns with the skills and is somewhat showcases their marketable GD-8, GD-9 marketable skills aligned with aligned with the list of Thinking, Cultural list of services offered. skills. aligned with an a developing the list of services offered. services offered. Competence list of services offered. The student has partially The student produced a The student developed a The student has not Develop a marketing plan Communication multifaceted marketing plan marketing plan that is developed a marketing plan developed a marketing plan that is directed toward GD-4, GD-7, GD-9 Competence, Critical that is directed toward their directed toward their that is directed toward an that is directed toward their potential clientele. Thinking ideal clientele. potential clientele. unclear clientele. potential clientele. The student has created and The student has developed a The student has created a The student has failed to Create a client tracking implemented a client client tracking system with client tracking system that create a client tracking Cultural Competence system that evaluates tracking system that opportunity to revise further evaluates outreach success system that evaluates GD-4, GD-9 Communication Competence outreach success and guides evaluates outreach success in order to evaluate outreach and guides goals for the outreach success and guides Critical Thinking goals for the future. and guides goals for the success and guide goals the future. goals the future. future. future.