

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, 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.	Student successfully identifies the most important parts of freelancing, and states them in a well constructed and presented business plan.	Student identifies the most important parts of freelancing, and state them in a business plan.	Student identifies some of the important parts of freelancing, and states them to certain extent in a business plan.	Student cannot identify the important parts of freelancing, and cannot state them in a business plan.	GD-11	Communication Competence, Critical Thinking
Create and revise a working contract that students can use with clients.	Student creates a professional working contract that they can use with clients.	Student creates a working contract that they can use with clients.	Student partially creates a working contract that needs revisions.	Student failed to create a working contract.	GD-11	Communication Competence
Create a portfolio that showcases marketable skills and are aligned with the list of services offered.	Student creates a professional portfolio that showcases their marketable skills and they are aligned with the list of services offered.	Student creates a portfolio that showcases marketable skills and are aligned with the list of services offered.	Student creates a portfolio that partially showcases their marketable skills and are somewhat aligned with their list of services offered.	Student does not create a portfolio that showcases their marketable skills.	GD-1, GD-4, GD-5, GD-6, GD-8, GD-11	Design Competence, Communication Competence, Critical Thinking
Compare and differentiate between desirable and non-desirable clients.	Student successfully compares and differentiates between desirable and non-desirable clients.	Student compares and differentiates between desirable and non-desirable clients.	Student can partially compares and differentiate between desirable and non-desirable clients.	Student fails to compare or differentiate between desirable and non-desirable clients.	GD-4, GD11	Communication Competence, Critical Thinking
Formulate an hourly/project based pricing system for services.	Student successfully formulates an hourly/project based pricing system for services.	Student formulates an hourly/project based pricing system for services.	Student partially formulates an hourly/project based pricing system for services.	Student fails to formulate an hourly/project based pricing system for services.	GD-11	Communication Competence