



GD 130

Professional Business Practices

Cuyamaca College / Graphic Design Spring 2014
Timothy Buckles / Instructor e-mail timothy.buckles@gccd.edu

GD 130 3 Units • 16 weeks • Section #5388
Meets on Tuesday and Thursday 1:00 PM to 2:15 PM • Room E-230

Instructor Availability

Office Hours: Monday through Thursday 9:00 AM to 9:20AM and 12:00 Noon to 12:55 PM. After 3:15 PM and Friday by appointment only.

Please call my office at (619) 660-4380, or send an e-mail if you wish to reserve an appointment time or arrange for another meeting time.

Open Lab: For currently enrolled students, hours posted outside of E-228 lab.

Course Description:

Emphasizes professional business practices used in the graphic design industry including design studios, agencies, and self-employment. Learn how to create a resume, market a portfolio, acquire clients, and set fees. Student will refine their design capabilities using text and images, while learning how to perform as business professionals.

Prerequisite GD 129 or CIS 212. Suggested courses GD 125, GD 225

Course Rationale

Most creative people, want to work for themselves. They want the freedom to be independent of regular hours, limited pay and most of all, a boss. The problem is that most creative people are not good at running a business. This class will address most of the pitfalls that creative people will encounter in starting a business, from establishing a cash flow, day to day operations, and dealing with taxes. In addition, ethical problems and client relations will be debated with students in this class. The purpose of this course is to give students tools to freelance, own a studio, or be a more knowledgeable employee.

Course Objectives:

Students that complete this course will,

- know what is required to start a business
- gain organizational skills for tracking work and bookkeeping
- understand how to establish and maintain the client relationships
- appreciate how to work with other professionals in the creative field
- identify what is required for licensing and what taxes must be paid
- recognize ethical problems, and know what is right from wrong
- develop long term goals for growth, security and retirement.
- review design requirements for a hard copy and digital portfolio of work

Course Content:

Students are required to actively participate in discussions and role playing in this course. Two class assignments will require students to create a proposal and a personal resume. A mid-term paper will be assigned to identify an ethical issue. The final exam is comprehensive from all lessons in the course.

Rubric evaluation:	A rubric will be used for written assignments. The rubric will be indicated on the hand out for eacy assignment, and will clearly outline the expectations for evaluating student work.
Grades:	Percent of grades based on quizzes and assignments totalling 200 points 60% Six quizzes 20 points each (120 points total) 20% Two writing assignments - proposal and resume (40 points total) 10% Mid term research on ethics (20 points) 10% Final exam (20 points)
	Total number of points earned will be given a letter grade as follows: A = 200 – 181 B = 180 – 161 C = 160 – 141 D = 140 – 121
	Work may be turned in after the due date and make-up of quizzes may be taken late. Each will result in a lowering of five points or one letter grade.
Class Policy:	Student that do not attend the first week of class will be dropped. Students that miss three consecutive classes without notifying the instructor will be dropped. Students late and missing lectures, are responsible for finding course content. A PDF of assignments and the PowerPoint presentation may be located on the share folder for this class.
Important Dates	February 10, last day to drop classes and not receive a ‘W’ for withdrawal. April 25 last day to drop class to receive a ‘W’ for the course.
Materials	A folder or binder for handouts. A removable storage drive for various business forms and proposals. Suggested is a USB ‘Flash’ drive
Textbooks	<i>Suggested: The Graphic Designer’s Guide to Creative Marketing</i> , Linda Cooper Bowen.
Class Etiquette	Late arrival to class is disruptive, cell phone ringers are distracting, chatter during lecture and demonstration is rude. Please be considerate of your fellow students during class. i-pods may be used during lab time, provided you remove them when requested. No food or beverages in the computer lab.
Tutoring	A tutor is available to assist students with computers and software, and to help with interpreting projects. Hours are posted outside of E-228 lab. Tutoring for writing is available through the Writing Center.
Academic Policies	This course adheres to the policies outline in the Cuyamaca College Catalogue. For further information, see Academic Policies stated in the catalog.



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January 28	Introduction and overview of the course objectives.
Jan. 30 - Feb. 4	1. Starting Your Business — getting ready and what will you need? How much money in the bank? Equipment purchase or lease? Work at home or find an office? <i>Exercise #1 Office design and cost</i>
February 6 - 11	2. Tracking Your Business — how to get organized to protect yourself. Essential forms — tracking jobs, invoices, purchase orders, statements. Setting a work schedule. <i>Exercise #2 Basic Forms. Quiz 1</i>
Feb. 13 - 18	3. Resume, Promoting Yourself, Create a Portfolio — Writing a creative resume. Direct mail, advertising, internet, and referrals. Portfolio on internet, and hard portfolios. What makes a good portfolio. <i>Exercise #3 self promo</i>
Feb. 20 - 25	4. Who Works for Whom — when to hold your ground and when to back down. Understanding work for hire, independent contracting, and internships. <i>Quiz 2</i>
Feb. 27 - Mar. 4	5. The Initial Client Contact — the interview process and writing a proposal. Portfolio presentation, getting necessary information, where to meet? <i>Written Assignment #1, Proposal.</i>
March 6 - 11	6. Starting Out Right — writing a contract with a schedule outline. <i>Exercise #4 Contract, Quiz 3</i>
March 13 - 18	7. Building the client relationship — working with your client, their office manager and the accounts payable department. Quality, service and good pricing, choose two or can you offer all three?
Mar. 20 - 25	8. Staying On Track — time-line for presenting work from rough to final. Building a relationship with designers, photographers, and illustrators.
Mar. 27 - April 1	9. Maintaining Contact — keeping the door open with previous clients. Getting referrals and tips from people you have retained with a good relationship. Service as the key element to retain clients. <i>Quiz 4</i>
April 3 - 8	10. Outside Vendors and Services — getting bids for printing and services. Treating the printer as your friend. Getting referrals from your printer. Brokering printing or services, a good idea? Purchasing materials and supplies. Getting free samples from vendors and paper companies.
April 10 - 22	11. Completing the Work — knowing when you are done, copyright protection and getting paid. When to consider barter, trade for services, and donating work to non-profit organizations. The legal aspects, tax responsibility and tax deductions for non-cash transactions. <i>Quiz 5</i>
April 14 - 18	Spring Break — Mid Term Assignment — <i>Research on Ethics</i>
April 24 - 29	12. Ethics in Your Business — knowing right from wrong. Being paid ‘under the table’ or in cash. Getting mark-ups, kickbacks, and commissions from printers or vendors. Telling ‘little white lies’.
May 1 - 6	13. Filing Taxes — no way around them. The IRS and the profit-loss statement. The Franchise Tax Board, State Sales Tax, Resale License, and the Board of Equalization. <i>Quiz 6</i>
May 8 - 13	14. Art Reps, Business Plan and Goals — Hiring a representative. Starting a business plan and determine marketing strategy. Specializing, continuing education, professional organizations. Small Business Administration and business mentors.
May 15 - 20	15. Growing Pains — when to move up in your world. Insurance, and retirement plans. Hiring employees — who first; assistant, office manager, sales person, or bookkeeper? Increased promotional costs. Hiring a representative to present your work. Hidden cost of employees.
May 22	Semester Review
May 30	Final exam

NOTE: Topics and dates are subject to change during the semester.