

**University of Arkansas - Fort Smith
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General Syllabus

GDES 46203 Graphic Design Business Practices

Credit Hours: 3

Lecture Hours: 2

Studio Hours: 4

Prerequisite(s): Senior standing; GDES 43103 Identity Design, or consent of instructor.

Effective Catalog: 2019-20

I. Course Information

A. Catalog Description

Prepares the advanced graphic design student to enter the profession by focusing on business practices such as portfolio preparation, starting a design business, successful freelancing and pricing, strategies for landing design jobs, professional relationships, fees and contracts, managing large projects, copyright, trademark and ethical issues.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Present their work to prospective employers or clients, including electronic and web presentations.
2. Discuss and evaluate the many options for a successful career in graphic design, including freelancing, working for a design firm or corporate in-house agency.
3. Identify and apply essential knowledge needed for starting a design business.
4. Demonstrate an understanding of contracts and pricing of work in the profession.
5. Use successful interview techniques.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills**Critical Thinking**

Students will identify a problem or issue. They will research, evaluate, and compare information from varying sources in order to evaluate authority, accuracy, recency, and bias relevant to the problems/issues. Students will assess and justify the solutions and/or analysis.

Communication Skills (Written and Oral)

Students will compose coherent documents appropriate to the intended audience. Students will effectively communicate orally in a public setting.

Ethical Decision Making

Students will model ethical decision-making processes and identify ethical dilemmas and affected parties.

III. Major Course Topics

- A. Successful portfolio building and presentation to a variety of different audiences
- B. Building and maintaining web portfolios
- C. Successful interview techniques
- D. Building positive relationships with clients, vendors and other professional colleagues
- E. Networking strategies