

DES M191: DESIGN BUSINESS PRACTICES

Originator

skasalovic

Co-Contributor(s)
Name(s)

Martinez, Paul (pmartinez)

Lizee, Erika (elizee)

Mora, Priscilla (pmora)

College

Moorpark College

Attach Support Documentation (as needed)

DRAFT DMGR-130X.docx

Discipline (CB01A)

DES - Design

Course Number (CB01B)

M191

Course Title (CB02)

Design Business Practices

Banner/Short Title

Design Business Practices

Credit Type

Credit

Honors

No

Start Term

Fall 2022

Catalog Course Description

Explores opportunities for employment in the design community, best practices for freelance design, and methods for overseeing the production of finished design artifacts. Emphasizes knowledge in all steps of design from concept and copyright to manufacturing, retail, and billing clients.

Taxonomy of Programs (TOP) Code (CB03)

1030.00 - *Graphic Art and Design

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

B (Transferable to CSU only)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

D - Possibly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

Will not be required

Grading method

(L) Letter Graded

Alternate grading methods

(O) Student Option- Letter/Pass

(P) Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

35

Maximum Contact/In-Class Lecture Hours

35

Activity**Laboratory****Minimum Contact/In-Class Laboratory Hours**

52.5

Maximum Contact/In-Class Laboratory Hours

52.5

Total in-Class**Total in-Class****Total Minimum Contact/In-Class Hours**

87.5

Total Maximum Contact/In-Class Hours

87.5

Outside-of-Class**Internship/Cooperative Work Experience****Paid****Unpaid****Total Outside-of-Class****Total Outside-of-Class****Minimum Outside-of-Class Hours**

70

Maximum Outside-of-Class Hours

70

Total Student Learning**Total Student Learning****Total Minimum Student Learning Hours**

157.00

Total Maximum Student Learning Hours

157.00

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Advisories on Recommended Preparation

Basic knowledge of computer operating systems, saving files, and image file types.

Requisite Justification**Requisite Type**

Recommended Preparation

Requisite

Basic knowledge of computer operating systems, saving files, and image file types.

Requisite Description

Other (specify)

Specify Other Requisite Description

This course uses computers so this basic knowledge in using computers is recommended.

Level of Scrutiny/Justification

Other (specify)

Specify Other Level of Scrutiny/Justification

This knowledge will help with students' success in the course and quicker comprehension of course material.

Student Learning Outcomes (CSLOs)

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|------------------------------------------------------|
| 1 | create an online presence for a business. |
| 2 | create and manage a digital media business workflow. |
| 3 | manage a digital media business budget. |

Course Objectives

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|-----------------------------------------------------------------------------------------------|
| 1 | investigate and assess the computer and printing equipment to run an in home design studio. |
| 2 | analyze and determine the materials and manufacturers for different types of design projects. |
| 3 | demonstrate an ability to bill accurately and effectively for time worked. |
| 4 | distinguish between working freelance and working in a studio. |
| 5 | quote a design project from concept to final production for a client. |
| 6 | demonstrate an ability to manage a design budget. |

Course Content**Lecture/Course Content**

(5%) 1. Structure of the Digital Media Industry

(5%) 2. Copyrights

(5%) 3. Creating a Digital Media portfolio.

(5%) 4. Reviewing Digital Media portfolios.

(20%) 5. Creating an online business presence.

- a. Personal Business Identity
- b. The Power of Social Media

(30%) 6. Business basics for running a freelance business

- a. Business setup (In Home Studio Technology)
- b. Business identity and Sellers Permit
- c. Project management
- d. Billing (Knowing Your Value)
- e. Contracts
- f. Communications

(10%) 7. Working in a Studio Environment

(5%) 8. Design Ethics and Best Practices

(10%) 9. Manufacturers and Quotes

(5%) 10. Materials

Laboratory or Activity Content

(30%) Designing products for clients or direct to retail

(10%) Critique of design projects and concepts

(40%) Building concepts that keep within a budget

(20%) Researching print companies or manufacturers

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Written expression
 Problem solving exercises
 Skills demonstrations

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Graphic/architectural designs
 Individual projects
 Portfolios
 Problem-solving homework
 Quizzes
 Skills demonstrations

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Class activities
 Class discussions
 Computer-aided presentations
 Distance Education
 Internet research
 Lecture
 Small group activities

Describe specific examples of the methods the instructor will use:

Lectures may include demonstration, video tutorials and examples of manufactured products.

Representative Course Assignments

Writing Assignments

- Compose a research-based written presentation of an active design company emphasizing the company's staff, current projects, locations, past projects, and clients.
- Write a mission statement for a design company that distinguishes it from the competition.

Critical Thinking Assignments

- Compare and contrast student's concepts for a company branding project with the branding of a professional design company.
- Compose a written critique of the rise or fall of the company.

Reading Assignments

- Read Chapter 8: Creative Truth: Start & Build a Profitable Design Business from Brad Weaver (2016) in preparation for class discussions about managing client expectations, including creating calculations of how "Scope Creep" and "Intellectual Property" can affect budgets.
- Read selected articles such as David Baker's IP Update - April 2021 Edition in preparation for class discussions about Intellectual Property and Copyrights.

Skills Demonstrations

- Determine the cost to print multiple promotional items including business cards
- Create a proposal for design work suitable for a client to approve

Outside Assignments

Representative Outside Assignments

- Research and create a presentation on the effectiveness of advertising design on billboards in your community.
- Explore the social media posts for the design company to assess the work culture and the required skill level to get hired there.

Articulation**C-ID Descriptor Number**

DMGR-130X

Status

Aligned

Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
Art Center	HBUS-101	Business 101	3

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Coastline Community College	DGA C136	Digital Media Business Basics	3
De Anza college	ARTS 63	Graphic Design: Portfolio and Business Practices	3
Los Angeles Trade Technical College	VISCOM 134	Graphic Design Business Practices	2

District General Education**A. Natural Sciences****B. Social and Behavioral Sciences****C. Humanities****D. Language and Rationality****E. Health and Physical Education/Kinesiology****F. Ethnic Studies/Gender Studies****Course is CSU transferable**

Yes

CSU Baccalaureate List effective term:

F2022

CSU GE-Breadth**Area A: English Language Communication and Critical Thinking****Area B: Scientific Inquiry and Quantitative Reasoning****Area C: Arts and Humanities****Area D: Social Sciences****Area E: Lifelong Learning and Self-Development****Area F: Ethnic Studies****CSU Graduation Requirement in U.S. History, Constitution and American Ideals:****IGETC****Area 1: English Communication****Area 2A: Mathematical Concepts & Quantitative Reasoning****Area 3: Arts and Humanities****Area 4: Social and Behavioral Sciences****Area 5: Physical and Biological Sciences****Area 6: Languages Other than English (LOTE)****Textbooks and Lab Manuals****Resource Type**

Textbook

Classic Textbook

No

DescriptionGranet, Keith. *The Business of Design: Balancing Creativity and Profitability*. Revised and updated ed., Princeton Architectural Press, 2021.**Resource Type**

Textbook

DescriptionWeaver, Brad. *Creative Truth: Start & Build a Profitable Design Business*. Routledge, 2016.**Resource Type**

Textbook

DescriptionJanda, Michael. *Burn Your Portfolio: Stuff They Don't Teach You in Design School, But Should*. Peachpit Press, 2013.**Library Resources****Assignments requiring library resources**

Research using the Library's print and online resources.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Utilize library resources to research and create a presentation on manufacturers of design related products.

Distance Education Addendum**Definitions****Distance Education Modalities**

Hybrid (1%–50% online)
 Hybrid (51%–99% online)
 100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact**Hybrid (1%–50% online) Modality:**

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

Examinations**Hybrid (1%–50% online) Modality**

Online

Hybrid (51%–99% online) Modality

Online

Primary Minimum Qualification

GRAPHIC ARTS

Additional Minimum Qualifications**Minimum Qualifications**

Multimedia

Review and Approval Dates**Department Chair**

05/07/2021

Dean

05/07/2021

Technical Review

10/07/2021

Curriculum Committee

10/19/2021

DTRW-I

10/28/2021

Curriculum Committee

MM/DD/YYYY

Board

12/14/2021

CCCCO

MM/DD/YYYY

DOE/accreditation approval date

MM/DD/YYYY