

**University of Arkansas – Fort Smith**  
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**General Syllabus**

**GRDS 4623 Graphic Design Business Practices**

**Credit Hours:** 3

**Lecture Hours:** 2

**Studio Hours:** 4

**Prerequisite:** Senior Standing, GRDS 4113 Identity Design, and GRDS 4443 Graphic Design Senior Seminar

**Corequisite:** GRDS 4933 Graphic Design Senior Thesis

**Effective Semester:** Summer I 2013

**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.

**B. Additional Information – None**

**II. Student Learning Outcomes**

**A. Subject Matter**

Upon completion of this course, students will:

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

## **B. University Learning Outcomes**

This course enhances student abilities in the following areas:

### **Communication Skills**

Students participate in professional presentations during this course. Students must also present work as if in a professional presentation, explaining intent of work, descriptions of visual solutions to problems, and addressing of target audiences.

### **Ethics**

In this course, emerging graphic designers learn about the ethics involved in creative design, such as copyright protection, as well as ethical business practices.

### **Technological skills**

Graphic design depends heavily on the successful use and manipulation of technological tools from conception to final output. In this course, students are given continuing study of technology in the areas of typography, image manipulation, and page layout, and they also learn how technology enables communication with others.

### **Analytical Skills**

Students in this course learn to analyze the elements of various types of print communication to determine what makes a design successful or not. As with other graphic design media, print communication depends upon correct and successful interpretation and presentation of ideas and content that are often generated by others.

## **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.