

**University of Arkansas - Fort Smith**  
**5210 Grand Avenue**  
**P. O. Box 3649**  
**Fort Smith, AR 72913-3649**  
**479-788-7000**

## **General Syllabus**

### **GRDS 4623 Graphic Design Business Practices**

Credit Hours: 3

Lecture Hours: 2

Studio Hours: 4

Prerequisite(s): Senior standing; GRDS 4313 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