NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
ART 268 – Professional Practices In Communication Design (3 CR.)

Course Description

Focuses on the business practices, ethical issues, and design issues present within the professional world of communication design. Lecture 2 hours. Studio instruction 2 hours. Total 4 hours per week.

General Course Purpose

Professional Practices within Communication Design is an advanced course where theories of design, business practices, and ethical issues are introduced. Current technology and trends for designers interested in establishing a business entity or managing a creative team are used and explored. Recommended for students pursuing careers in communication design and that are in their second-year of study. Course fits with the foundations and principles addressed in other courses.

Course Prerequisites/Corequisites

Prerequisites are: ART 135, ART 140, ART 140, ART 141, and ART 142.
Corequisites: ART 217, ART 218 and/or ART 263, ART 264 or division approval.

Course Objectives

Upon completing the course, the student will be able to:

- Consider various business models
- Develop a strategic business plan
- Evaluate the steps of establishing a new business
- Recommend a price/rate structure
- Evaluate and follow budgets
- Relate the difference in communication between designers and business professionals
- Develop a contract
- Create a web presence through a web site or social media and a promotional item piece.
- Research and compare different ways to network and promote business services using design techniques

Major Topics to be Included

- Establishing business structures
- Development of a business plan
- Business planning
- Financial and bookkeeping basics
- Establishing and managing budgets
- Contract writing and negotiation
- Pricing models
- Developing a client base
- Development of marketing collateral
- Promotion through social media
- Project management basics
- Legal issues addressing intellectual property
- Legal issues addressing defamation, privacy, and publicity
- Ethics and social responsibility
- Managing workflow
- Time management
- Managing a creative team