

## **NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY ART 268 – PROFESSIONAL PRACTICES IN COMMUNICATION (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**

Prerequisite: ART 140.

### **Course Objectives**

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

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

### **Major Topics to be Included**

- a) Establishing business structures
- b) Development of a business plan
- c) Business planning
- d) Financial and bookkeeping basics
- e) Establishing and managing budgets
- f) Contract writing and negotiation
- g) Pricing models
- h) Developing a client base
- i) Development of marketing collateral
- j) Promotion through social media
- k) Project management basics
- l) Legal issues addressing intellectual property
- m) Legal issues addressing defamation, privacy, and publicity
- n) Ethics and social responsibility
- o) Managing workflow
- p) Time management
- q) Managing a creative team