

COURSE SYLLABUS

DSN274: Professional Practices

Course Description

This course explores standards and practices in the graphic design profession. Emphasis is placed on communication, professional relationships, and the economic interests of designers. Topics covered include pricing structures, copyright protection, ethical guidelines, contracts & forms, project schedules, and business taxes.

General Course Information

Number of Units/Weeks	4/10
#Hours Lecture/#Hours Laboratory/#Hours HW*	40/0/80
Prerequisite(s)	DSN 184
Co-requisites (s)	None
Course Developer(s)	Matthew Gross, BA
Date Approved / Last Review	TBA / TBA

* Homework

Learning Outcomes

Upon successful completion of this course, the student will be able to:

- 1) Outline the process of client communications and negotiations
- 2) Create functional business contracts and forms
- 3) Compare and contrast trademarks and copyrights
- 4) Identify a potential client base and fee structure
- 5) Summarize professional issues such as legal rights, accounting procedures, and business practices influenced by technology

Instructional Methods Employed in this Course

Lecture and reading assignments

Hands-on exercises and labs

Research

Practical application of theory and skills in authentic projects

Build on prior knowledge and experience of students to enhance richness of class

Information Resources for this Course



Textbook

Graphic Artists Guild (September 30, 2013). Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines Fourteenth Edition. New York, NY: Graphic Artists Guild



Other Materials

AIGA Standard Terms



Web Site Readings

aiga.org

Table/Topics & Assignments

Types of Assignments:

Lecture: Considered Lecture Hours

Classroom Discussion: Considered Lecture Hours

In Class Critique: Considered Lecture Hours

Delivering Oral Presentations: Considered Lecture Hours

In Class (IC) Exercise: Considered Lecture Hours

Reading: Considered Homework (HW), work done outside of class.

WebClass lesson (non-online courses): Considered HW, work done outside of class

Lab Work: Considered Lab Hours

Quiz, Midterm or Final: Considered Lecture Hours

Week 1						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 1A	Professional Practices Overview and Ethical Guidelines for Designers	2				
IC EX 1A	Real World Examples & Discussion	2				
HW 1A	Defining Codes of Fair Practice			3	25	Start of Next Class
HW 1B	Résumé Production			6	75	Start of Next Class
HW 1C	Read Chapter 1 (11 Pages) Evaluated by HW 1A			1.1		Start of Next Class
Total Week 1		4	0	10.1	100	
Week 2						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 2A	Starting a Business	2				
IC EX 2A	Business Identity Research	2				
HW 2A	Finding a Fictitious Business Name			2	25	Start of Next Class
HW 2B	Designing an Identity Package			8	75	Start of Next Class
Total Week 2		4	0	10	100	
Week 3						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 3A	Copyrights vs. Trademarks	2				

IC EX 3A	Copyrights and Trademarks Research	2				
HW 3A	Copyright Examples			4	50	Start of Next Class
HW 3B	Trademark Examples			4	50	Start of Next Class
HW 3C	Read Chapter 2 (21 Pages) Evaluated by HW 3A & 3B			2.1		Start of Next Class
Total Week 3		4	0	10.1	100	
Week 4						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 4A	Pricing Structures and Client Negotiations	3				
IC EX 4A	Mock Negotiations and Tactics	1				
HW 4A	Services Pricing Sheet			5	50	Start of Next Class
HW 4B	Read Chapters 5-6 (35 Pages) Evaluated by HW 4A			3.5		Start of Next Class
Total Week 4		4	0	8.5	50	
Week 5						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 5A	Contracts, Invoicing, and Accounting	2				
EXAM 5A	Designing an Invoice - LASA 1	2			100	In-Class
HW 5A	Contract Outline			5	50	Start of Next Class
Total Week 5		4	0	5	150	
Week 6						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 6A	Professional Relationships and Legal Rights	2				
IC EX 6A	Subcontractor Examples	2				
HW 6A	Subcontractor List			4	50	Start of Next Class
HW 6B	Licensing and Royalties Worksheet			5	50	Start of Next Class
HW 6C	Read Chapter 4 (13 Pages) Evaluated by HW 6B			1.3		Start of Next Class
Total Week 6		4	0	10.3	100	
Week 7						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due

LEC 7A	Project Schedules	2				
IC EX 7A	Project Phases, and Schedule Outlines	2				
HW 7A	Project Phases and Production Outline			5	50	Start of Next Class
HW 7B	Payment Schedule Outline			5	50	Start of Next Class
HW 7C	Read Chapter 8 (8 Pages) Evaluated by HW 7A & 7B			0.8		Start of Next Class
Total Week 7		4	0	10.8	100	
Week 8						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 8A	Employment and Salaries	2				
IC EX 8A	Job Description Research	2				
HW 8A	Ideal Job Descriptions Write-up			5	50	Start of Next Class
HW 8B	Salary Range Worksheet			5	50	Start of Next Class
HW 8C	Read Chapter 7 (5 Pages) Evaluated by HW 8A & 8B			0.5		Start of Next Class
Total Week 8		4	0	10.5	100	
Week 9						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 9A	Small Business Resources and Tools	2.5				
IC EX 9A	Payment Gateways Research	1.5				
HW 9A	AIGA Standard Terms Printouts			4	25	Start of Next Class
HW 9B	Payment Gateway Examples			4	25	Start of Next Class
HW 9C	Read pages 323-332, 379-386 (16 Pages + Review) Evaluated by Final			2.6		Start of Next Class
Total Week 9		4	0	10.6	50	
Week 10						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 10A	Professional Practices Review and Summary	1				
EXAM 10A	Final Exam, LASA 2	3			150	In-Class
Total Week 10		4	0	0	150	

Course Hours Summary

Week	Topic	LEC Hours	LAB Hours	HW Hours
1	Professional Practices Overview and Ethical Guidelines	4	0	10.1
2	Starting a Business	4	0	10
3	Copyrights vs. Trademarks	4	0	10.1
4	Pricing Structures and Client Negotiations	4	0	8.5
5	Contracts, Invoicing, and Accounting	4	0	5
6	Professional Relationships and Legal Rights	4	0	10.3
7	Project Schedules	4	0	10.8
8	Employment and Salaries	4	0	10.5
9	Small Business Resources and Tools	4	0	10.6
10	Professional Practices Review and Summary	4	0	0
Total		40	0	85.9

Table/Point Breakdown

Assignment Type	Possible Points	Percentage of Grade
Graded Homework	750	75%
LASA 1 - Designing an Invoice	100	10%
LASA 2 - Final Exam	150	15%
Total	1000	100%

Your Grades for this Course

Your final grade for this course will be based on an assessment by the Instructor of your performance on a number of course activities, which may include objective tests, classroom exercises, laboratory demonstrations, project papers, or other types of activities. The chart below indicates in what activities you will engage, how many possible points can be earned for each activity, and the percentage of your final grade that will be accounted for by each activity.

Students in this course should be graded following Coleman University assessment practices and policies. A point system is used in the University to indicate student performance on various required activities or projects. For this course, it is recommended that points be distributed as follows:

Coleman University Grade Assignment Policy:

The Coleman University guidelines for the assignment of grades to total points earned is as follows:

Percent	Letter Grade	Grade Points
94-100%	A	4
90-93%	A-	3.67
87-89%	B+	3.33
84-86%	B	3
80-83%	B-	2.67
77-79%	C+	2.33
74-76%	C	2
70-73%	C-	1.67
67-69%	D+	1.33
64-66%	D	1
60-63%	D-	0.67
0-59%	NC	0
N/A	I	0
N/A	W	0
N/A	AU	0
N/A	TR	0
N/A	WV	0
CR =Credit, NC = No Credit, I = Incomplete, W = Course Withdrawal, AU = Audit, TR = Transfer Credit, WV = Waiver		

Requirements

Assignments: All assignments (including projects, lab work, quizzes and exams) must
1-24 hours after due date = 20% off point value
25-48 hours after due date = 60% off point value
49+ hours after due date = No points given

If an assignment equals less than 5 points, no points will be given for late work. If there are extenuating circumstances, the student must submit a written explanation to the department Senior Instructor. Upon evaluation, points will be given according to the Senior Instructor's discretion.

Coleman University Policy on Academic Dishonesty:

Academic dishonesty is cause for dismissal from Coleman University. Presenting another person's ideas, methods, course work, or test answers with the intention that they be taken as one's own is theft of a special kind. It defrauds the originator of the work, the institution, its graduates, its students, and its future students.

The student has full responsibility for the authenticity of all academic work and examinations submitted. A student who appears to have violated this policy must submit to a hearing with the reporting instructor and the associate dean. If it is determined that a violation occurred, the matter will be referred to an Officer of the University with recommendations for an appropriate penalty. The student may be dismissed, suspended, or given another penalty.

Coleman University employs the plagiarism software known as Turnitin. Students are expected to use this tool in an appropriate manner with the sole purpose to support their own academic endeavors at Coleman University. Turnitin account information can not be shared with anyone. Contact your instructor if you have any questions about plagiarism related issues.

Academic Accommodation / Adjustment Policy:

In accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA), Coleman University offers accommodations to students with documented physical, psychological, and/or cognitive disabilities. Coleman University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to offer equal educational opportunities to qualified disabled individuals.

To qualify for an academic accommodation under ADA, the student must provide adequate documentation of a disability. Students seeking academic accommodations should contact the campus ADA Coordinator at 858-966-3953 or via email at ada@coleman.edu. The ADA Coordinator will review the documentation provided and verify ADA coverage. Students covered under ADA must meet with the ADA Coordinator at the beginning of every term to determine the appropriate academic accommodations. Failing to meet with the ADA Coordinator at the beginning of every term may impact the availability of accommodations.

After the academic accommodations have been determined, the students' instructors will be notified by the ADA Coordinator. If any problems or concerns regarding the provision of accommodations occur, the student must inform the ADA Coordinator. If the student feels accommodation is not being made appropriately, the student may follow the published Student Grievance Procedures.