

Las Positas College  
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### Course Outline for VCOM 40

### DESIGN SHOP:BUSINESS OF DESIGN

Effective: Fall 2009

#### I. CATALOG DESCRIPTION:

VCOM 40 — DESIGN SHOP:BUSINESS OF DESIGN — 3.00 units

The Design Shop business of the Visual Communications program creates work for clients on the Las Positas College campus and in the Tri-Valley community at large. This course is designed for students who are ready to produce client-based work in print and/or for the web prior to seeking employment and/or applying for transfer to a 4-year institution. Students work one-on-one or in a team with the client while refining leadership skills and the full range of visual, oral and written techniques needed to produce industry standard client-based work. Students develop creative print and/or web solutions that meet the full scope of the client's needs and that are of a quality that demonstrates the individual or team's work at industry-standard level.

2.00 Units Lecture 1.00 Units Studio Lab

#### **Strongly Recommended**

GDDM 57 - Branding and Identity Design

GDDM 58 - Photoshop II

GDDM 59 - Illustrator II

GDDM 62 - Web Design II  
and

GDDM 64 - InDesign I

#### **Grading Methods:**

Letter or P/NP

#### **Discipline:**

	<b>MIN</b>
<b>Lecture Hours:</b>	36.00
<b>Studio Lab Hours:</b>	72.00
<b>Total Hours:</b>	36.00

#### II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 4

#### III. PREREQUISITE AND/OR ADVISORY SKILLS:

**Before entering this course, it is strongly recommended that the student should be able to:**

- A. GDDM57
- B. GDDM58
- C. GDDM59
- D. GDDM62
- E. GDDM64

#### IV. MEASURABLE OBJECTIVES:

**Upon completion of this course, the student should be able to:**

- A. Complete a project from concept to conclusion alone or in a team, to deadline, and to client's stated criteria, with disciplined control and craftsmanship;
- B. Lead client presentations at the professional-level including an ability to discuss objectives, research, conceptual process and strategies, and lead critique and feedback sessions using industry-standard terminology;
- C. Handle Adobe Creative Suite software with ease and facility at the advanced level;
- D. Demonstrate an understanding of the design business, both front and back end.

#### V. CONTENT:

- A. The Design process in the Design Shop
  - 1. Initial client e-mail request for work received by coordinator

- a. Receive note or call from client re: interest in having a project designed by the Design Shop
  - b. DS Coordinator or student team leader sends client a questionnaire within 48 hours (See DS website for download links, [http://pcdesignshop.com/place\\_order/index.php](http://pcdesignshop.com/place_order/index.php)).
2. Receive client's questionnaire answers or client brings answers to #3.
3. Pre-contract client meeting with DS coordinator or VCOM faculty member and at least one student (usually w/in 1 week)
  - a. Define project.
  - b. Discuss marketing goals.
  - c. Outline client's mission.
  - d. Define target audience and competition.
  - e. Discuss client's questionnaire answers.
  - f. Schedule date for next steps meeting.
  - g. Follow-up meeting with summary notes
4. Secure client's verbal agreement (in person, via email or phone).
  - a. Client agrees to initial meeting notes as is or sends written edits.
  - b. Client provides written agreement to participate in the process (depends on client exactly how the process will be handled).
5. Team(s)/individual student(s) receive/discuss assignment and summary notes from initial client meeting (immediately via e-mail and at next class).
  - a. Review client's questionnaire and summary notes.
    1. How/what to conduct research about for initial client meeting
    2. How to act in a client meeting
    3. Define roles for client meeting.
    4. What to have ready for client meeting (e.g., questions, suggestions)
    5. Students sign agreement to move forward with work.
    6. Initial client meeting with DS coordinator or faculty member and class or student project manager (asap, depends on client)
6. Summarize overall project for everyone
  - a. Examine target audience.
  - b. Review existing marketing materials.
  - c. Evaluate competition.
  - d. Review messages.
  - e. Analyze appropriate imagery.
  - f. Review budget parameters.
  - g. Discuss next steps, schedules and timeframes.
  - h. Follow up meeting with detailed scope of the work statement and meeting summary notes
7. Design Shop student(s) develop detailed scope of the work statement, including estimate of cost, time, etc. (asap, usually same or 1 day after #6).
8. Design Shop coordinator writes contract with student input (asap, usually 2-3 days after #6).
9. Send client contract (asap, usually 2-3 days after #6).
10. Receive signed contract and deposit (asap, depends on client).
11. Students sign their contract (immediately at next class meeting or via e-mail).
12. Students brainstorm and communicate with each other in person, via email, phone, etc.
  - a. Review research.
  - b. Refine message(s).
13. Students review/edit client's copy and images (as needed).
  - a. Conduct image search and or suggest photo shoot(s) (as needed).
  - b. Discuss appropriate design concepts.
  - c. Review production schedule.
  - d. Schedule presentation date.
14. Student(s) design "rough" draft comp 1: formal presentation to client (usually w/in 2-3 weeks of #10, depending on project).
  - a. Reiterate project goals.
    1. Present design proposals.
    2. Client selects one or more design(s) for refinement (usually after client leaves presentation and has time to think).
15. Design phase (asap, depends on client).
  - a. Based on client direction and feedback, students(s) develop layout comp(s) with provided copy or filler text.
  - b. Produce proofs for client review.
  - c. Repeat above two steps as described in contract.
  - d. If print: define print specifications and estimates and relay to client.
  - e. If web: define domain and hosting specifications and estimates and relay to client.
16. Production phase (varies from 2 to unknown # of weeks, depending on size and scope of project)
  - a. Receive written approval on "comp(s)" proofs from client.
  - b. Prepare files for final production.
  - c. Conduct web checks and/or prepress preflight.
  - d. Communicate with client as needed.
  - e. Produce final proofs or use Design Shop URL for client review and approval.
  - f. Receive final approval from client.
17. Complete final product (usually, w/in 2-days to 1 week of receiving final approval, depending on size and scope of project).
18. Receive final payment
  - a. Deliver press-ready files to client-approved printer.
  - b. Check work on press if appropriate.
  - c. Upload live site if appropriate.
19. Post production (w/in 1 day to 1 week of #18).
  - a. Review process with student and/or group (and client, if willing).
  - b. Back up and maintain files.
  - c. Provide maintenance services as requested.
20. Create folders for maintaining back up and file all work in Design Shop office.
21. Begin marketing to client for next projects.
- B. Mastering style, industry standards, and traditional aesthetic values
- C. Working with freelancers and vendors
  1. Designers' role on a photoshoot
  2. Selecting photographs from stock for publication or web
  3. Legal issues of using stock and other freelance work
  4. Working with isp providers
  5. Working with printers
- D. Marketing for future work
  1. Integrating print and web needs of client
- E. Understanding the roles of designers, creative director, and the production team
- F. The business side of the design business
  1. Managing time and deadlines

2. Ethical issues involving rights and ownership of work
3. Pricing and price guidelines
4. Maintenance of records
5. Development of contracts and forms
6. Industry standard business ethics and etiquette

#### VI. METHODS OF INSTRUCTION:

- A. Classroom discussion
- B. Hands-on, learn-on-the-fly experience producing client work
- C. Group critique and analysis of work in progress and post production
- D. Individual conferences about individual work
- E. Design contests
- F. Coached supervision in activities such as composing, page design and copy prepping
- G. Cross-curricular links, coordinating instruction with another course and/or instructor
- H. Workshops in various aspects of print and web production
  - I. Self-paced tutorials and other assignments
- J. Directed reading and exercises
- K. Professional conferences

#### VII. TYPICAL ASSIGNMENTS:

A. Research client-based materials, agency and freelance portfolios and self promotional materials: texts, relevant graphic design periodicals and web sites supplemented with instructor supplied handouts. B. Writing: self-assessments, résumé, cover letters, follow up letters, promotional material, job specification and simple contract sheets, design proposals, request for quote documents C. Final portfolio 1. Design minimum one client-based project with related pieces made ready for print reproduction and viewing online. 2. Design multimedia self-promotion including all client-produced work for web, CD and overhead projection presentation. 3. Design follow-up materials.

#### VIII. EVALUATION:

##### A. **Methods**

1. Research Projects
2. Papers
3. Oral Presentation
4. Projects
5. Lab Activities
6. Other:
  - a. Methods:
    1. Practical client-based projects, oral discussion and critique, written assignments and final project production, formal research, studio lab observation, peer and self review

##### B. **Frequency**

1. Frequency
  - a. Weekly work review
  - b. Bi-weekly presentation, oral and visual
  - c. Final production including presentation and critique
2. Examples
  - a. Hands-on project: Brainstorm and sketch ideas for client that are suitable for print and web.
  - b. Oral and hands-on assignment: Discuss and identify how and which aesthetic considerations and design principles you used when designing concepts for client.
  - c. In discussion, critique and written assignments: Demonstrate increased ability to use professional vocabulary terminology in relationship to creative work.
  - d. Research and written assignment: Identify three practical problems and concerns facing the designer and the visual communications industry as a whole when producing client work and devise conceptual and technical strategies to use when facing these challenges.
  - e. Review and evaluate student's final client-based work portfolio based on standards developed collaboratively between the instructor and students that illustrates comprehension and application of the terms and concepts listed above

#### IX. TYPICAL TEXTS:

1. Benun, Ilise and Peleg Top *The Designer's Guide to Marketing and Pricing: How to Win Clients and What to Charge Them.*, F&W Media, 2008.
2. Crawford, Tad *The Graphic Design Business Book...*, Allworth Press, 2005.
3. Foote, Cameron S *The Business Side of Creativity: The Complete Guide to Running a Small Graphic Design or Communications Business.* 3rd ed., W. W. Norton, 2006.
4. Graphic Artists Guild *Graphic Artists Guild Handbook: Pricing & Ethical Guidelines.* 12th ed., Graphic Artists Guild, 2007.
5. Online resources from such web sites as:
  1. [www.aiga.org](http://www.aiga.org)
  2. [www.allgraphicdesign.com](http://www.allgraphicdesign.com)
  3. [www.creativepublic.com](http://www.creativepublic.com)
6. Periodicals such as: Communication, Arts, How, Graphics, Print.

#### X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Appropriate storage media
- B. Art supplies as required by instructor