

SOUTHEAST COMMUNITY COLLEGE
DIVISION OF ARTS AND SCIENCES
Graphic Design | Media Arts Program
Revision Date: 07-01-25

I. CATALOG DESCRIPTION

Course Number: GDMA2595
Course Title: Professional Design Practices
Prerequisite(s): GDMA2575
Catalog Description: In this course, students learn the professional practices, and expectations required of qualified entry-level designers. Students will explore topics including client and design team relationships, maintaining schedules and managing budgets, navigating contracts, and pitching ideas. The intention of this course is to further students' training through real-world professional scenarios outside of the aesthetic and technical considerations of design work.
Credit Hours: 3.0
Class Hours: 45
Lab Hours: 0
Total Contact Hours: 45

II. COURSE OBJECTIVES: *Course will:*

- A. Explore the differences between working at a design studio, advertising agency, in-house design department, venturing out as a freelance designer and expectations as an entry-level designer.
- B. Discuss the ethical and logistical issues surrounding speculative work and copyright and fair use issues.
- C. Discuss the ways designers communicate with team members, superiors, and clients and demonstrate effective communication to strengthen relationships.
- D. Develop better ways to pitch ideas to a group and/or client.
- E. Discuss considerations for freelancing designers including: contracts, salary trends and methods of calculating pay, maintaining and balancing a project budget, methods for efficient time management.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

- A. Student Learning Outcomes: *Student will be able to:*
 - 1. Compare the advantages and disadvantages of working at a design studio, advertising agency, in-house design department, or as a freelance designer.
 - 2. Argue the ethical and logistical issues surrounding speculative work and fair use issues.
 - 3. Illustrate methods in which they can bolster positive working relationships and resolve issues with their clients and team members.
 - 4. Demonstrate effective professional communications with clients and colleagues.
 - 5. Analyze salary trends to assist in calculating freelance pay and formulate realistic expectations of entry-level pay.
 - 6. Create a budget and timeline for various projects and demonstrate methods in balancing that budget and meeting deadlines.
 - 7. Demonstrate effective and persuasive techniques in mock professional pitches.
 - 8. Compose and modify established contracts to create agreements with clients and describe their usage within the industry.

- B.** General Education Learning Outcomes (GELOs)
 - 1.** GELO #6: Career and Life Skills
 - Outcome 1: Employ effective interpersonal and intrapersonal communication skills.

IV. CONTENT/TOPICAL OUTLINE (*course outline may provide more detailed information*)

- A.** Pitching your ideas
- B.** Project schedules and timelines
- C.** Finding your first job
- D.** Client relationships
- E.** Working in a team setting
- F.** Freelance rates and managing a budget
- G.** Contracts

V. INSTRUCTIONAL MATERIALS

- A.** Required Text(s): None
- B.** Other Resources: Handouts: worksheets, tutorials, assignments, and projects

VI. METHODS OF PRESENTATION/INSTRUCTION

- A.** Methods of presentation typically include a combination of the following:
 - 1.** Lecture
 - 2.** Demonstrations
 - 3.** Peer critiques
 - 4.** In-class exercises and activities
 - 5.** One-on-one teaching

VII. METHODS OF EVALUATION

- A.** Methods of evaluation, although determined by the individual instructor, traditionally includes a combination of the following:
 - 1.** Assignments
 - 2.** Exercises
 - 3.** Tests
 - 4.** Critique participation
 - 5.** Class conduct

VIII. SPECIFIC COURSE REQUIREMENTS

- A.** Student must complete this course with a minimum course grade of “C” (70%).
- B.** By enrolling in this course the student agrees to follow all GDMA program policies.