



Course Description

GRA2203C | Portfolio and Business Practices for Designers | 3.00 credits

This advanced course enables students to create a portfolio for self-promotion to prospective employers and clients. The student will revise and assemble projects accomplished throughout their career tracks. The student will also analyze best practices involved in the profession: pricing freelance assignments, contracts, intellectual property rights, and other professional requirements. Course is taken in the semester prior to graduation. Prerequisites: GRA2121C and GRA2151C.

Course Competencies:

Competency 1: The student will examine the appropriateness of various business models (proprietorships, partnerships, and corporations) to their needs by:

1. Evaluating the advantages and disadvantages of each business model
2. Analyzing the primary sources for employment in the field of design
3. Examining their federal, state, and local tax codes for freelance artists

Competency 2: The student will justify pricing for freelance design work by:

1. Analyzing wage and salary estimates for design occupations at the U.S. Department of Labor's Bureau of Labor Statistics website
2. Calculating their fixed and variable expenses for time, materials, housing/studio space, equipment, utilities, promotion, travel, taxes, and insurance
3. Role-playing negotiations for pricing of design projects
4. Analyzing the advantages and disadvantages of various pricing structures: hourly wage, commission, flat price per project, and/or combinations

Competency 3: The student will design a portfolio of their work by:

1. Writing their biography narrative (in third person), artist statement, and resume
2. Selecting their preferred genre of work and arranging a minimum of twenty (20) elements for maximum impact (starting and ending with solid works)
3. Creating an online portfolio to showcase their work to potential clients and employers

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Use quantitative analytical skills to evaluate and process numerical data
- Solve problems using critical and creative thinking and scientific reasoning
- Use computer and emerging technologies effectively