

College of San Mateo
Official Course Outline

1. **COURSE ID:** DGME 251 **TITLE:** Graphic Design Practicum
Units: 3.0 units **Hours/Semester:** 48.0-54.0 Lecture hours; and 16.0-18.0 Lab hours
Method of Grading: Grade Option (Letter Grade or P/NP)
Prerequisite: DGME 211, DGME 212 DGME 230
Recommended Preparation:
 DGME 103 DGME 220 DGME 235
2. **COURSE DESIGNATION:**
Degree Credit
Transfer credit: CSU
3. **COURSE DESCRIPTIONS:**
Catalog Description:
 This is the capstone course to the Graphic Design AA Degree and Certificate programs. Students create digital media projects with actual clients using comprehensive production, design and business techniques. A materials fee as shown in the Schedule of Classes is payable upon registration.
4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**
 Upon successful completion of this course, a student will meet the following outcomes:
 1. Identify and pursue job markets
 2. Promote and market a business
 3. Estimate and present job proposals
 4. Collaborate effectively with project team members and industry professionals
 5. Create digital media projects with actual clients using comprehensive production, design and business techniques
 6. Complete project revisions to meet client needs
 7. Create finalized project and deliver to client
 8. Create invoices and conclude work agreements with regard to copyright, reprint rights and maintenance
 9. Develop additional markets for work purposes
5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**
 Upon successful completion of this course, a student will be able to:
 1. Identify and pursue job markets
 2. Promote and market a business
 3. Estimate and present job proposals
 4. Collaborate effectively with project team members and industry professionals
 5. Create digital media projects with actual clients using comprehensive production, design and business techniques
 6. Complete project revisions to meet client needs
 7. Create finalized project and deliver to client
 8. Create invoices and conclude work agreements with regard to copyright, reprint rights and maintenance
 9. Develop additional markets for work purposes
6. **COURSE CONTENT:**
Lecture Content:
 1. Getting the Job
 - A. Finding Potential Clients
 - B. Promoting a Design Business
 - C. Hidden Job Markets
 - D. Developing the Business Plan
 2. Working with Clients
 - A. Presenting yourself and your portfolio
 - B. Differentiating Clients
 - C. Effective Communication
 - D. Surveying Client Satisfaction
 3. Estimating Jobs

- A. Pricing & Ethical Guidelines
- B. Preparing Proposals
- C. Letters of Agreement
- D. Hidden Costs
- E. Standard Legal Contracts
- F. Scheduling and Timelines
- G. Educating the Client
- 4. Collaborating & Problem Solving with Teams
 - A. Assigning Tasks / Supervising Design Teams
 - B. Research, Gathering and Preparing Source Materials
 - C. Concept Development
 - D. Storyboarding
 - E. Copywriting
 - F. Copyright Issues
 - G. Creating Design Composites
 - H. Creative Direction
 - I. Client Presentation
 - J. Flow Charts
 - K. Design Variations
- 5. Creating Design Composites
 - A. Creative Direction
 - B. Client Presentation
 - C. Flow Charts
 - D. Design Variations
- 6. Design Review Cycle
 - A. Client Response
 - B. Revision Cycles and Phases
 - C. Revision Timelines
 - D. Presenting Revisions
- 7. Final Client Presentations
 - A. Web / Print / Broadcast / Journalism
 - B. Final Production
 - C. Developing a maintenance plan
 - D. Signing off on the job
 - E. Product Delivery
- 8. Invoicing / Completion Letter
- 9. Ongoing Client Communication
- 10. Marketing your Business

Lab Content:

Students utilize lab time for research, design, produce, revise and finalize digital media projects for actual clients under the guidance of the instructor.

7. REPRESENTATIVE METHODS OF INSTRUCTION:

Typical methods of instruction may include:

- A. Lecture
- B. Lab
- C. Critique
- D. Discussion
- E. Work Experience
- F. Other (Specify): Lectures with supporting visuals and audio. Reading and practical textbook assignments to be applied to actual "real" projects to be completed and turned into both the instructor and the client. Client projects to be designed, revised and produced in final form to be turned into the client.

8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

Writing Assignments:

Reading and practical textbook assignments to be applied to actual "real" projects to be completed and turned in.

Reading Assignments:

Weekly reading from the assigned textbook and or handouts.

9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- A. Class Participation
- B. Exams/Tests
- C. Group Projects
- D. Homework
- E. Projects
- F. Quizzes
- G. Letter grades are determined by analyzing the quality of execution, attention to detail, ability to follow directions, ability to collaborate effectively in teams and evidence of software competency in relation to "real world" client projects. Client evaluations will be submitted and reviewed.

10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- A. Jocelyn K. Glei. *Make Your Mark: The Creative's Guide to Building a Business with Impact*, ed. 99 U, 2014
- B. Graphic Artist's Guild. *Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines*, ed. Graphic Artist's Guild, 2013

Origination Date: September 2015

Curriculum Committee Approval Date: January 2016

Effective Term: Fall 2016

Course Originator: Vera Fainshtein