



## CONTINUING EDUCATION

### Course Outline

# Working Designer

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Knowing how to represent yourself professionally as a graphic designer is important, whether you choose to work for a design firm or as a freelance designer. Understanding your client's needs, designing professional contracts, being aware of red flags, estimating and negotiating project costs, developing creative briefs and learning how to market yourself are the skills you will gain thru in-depth lectures and group projects.

## Who Should Take This Course?

This course is for anyone with a desire to work as an in-house or freelance graphic designer and who would like to know more about the business side of the career. This is the third required course in the Graphic Design Certificate.

## Course Objectives

- Build relationships with clients
- Develop a creative brief
- Estimate and negotiate project costs
- Utilize contracts to protect yourself and your clients
- Identify and correct wayward projects
- Differentiate between agency and freelance designers
- Prepare an elevator pitch
- Discuss networking and marketing techniques to build your brand
- Detect copyright issues

## Course Info

- Length: 9 hours
- Format: Classroom instruction, demonstration and lab
- Prerequisite: Basic computer skills and Windows proficiency
- Students need a computer with internet access to work on projects outside of class
- Homework: This course requires approximately 2-6 hours of independent work outside of the classroom

## Course Content

### Build relationships with clients

- Adopt a money mindset
- Build relationships
- Position yourself as an expert

- Prepare to negotiate
- Meeting advice
- Set Smart Goals
- Solicited work by email or phone

#### **Develop a creative brief**

- What is a creative brief?
- Background
- Overview
- Target audience
- Competition
- Promise
- Support for your promise
- Key message
- Timing and parameters
- Does the client have creative direction?
- Extras
- After gathering the info

#### **Estimate and negotiate project costs**

- Qualifying clients
- Determine your requirements
- Determine clients' requirements
- Establish your rule of thumb
- Consider discussing money last
- Estimates
- Bids
- When negotiation fails

#### **Utilize contracts to protect yourself and your clients**

- The importance of contracts
- Seven basic types of contracts
- What a contract should include
- Using contracts

#### **Identify and correct wayward projects**

- Scope creep
- Intimidation
- Limited authority
- Phony legitimacy
- Carrot on a stick
- Wimpy promise
- Common causes of nonpayment
- Establish a paper trail
- Non – disclosure agreement

### **Differentiate between agency and freelance designers**

- Equipment needs
- Software needs
- Business license tips
- HR differences
- Hours
- Team vs. individual

### **Prepare an elevator pitch**

- What is an elevator pitch?
- What makes a great elevator pitch?
- Find your why
- Say as little as possible
- Explain your unique selling proposition
- Target your market
- Consider it a conversation for a five-year-old
- Practice, practice, practice

### **Discuss networking and marketing techniques to build your brand**

- The golden rule
- Social media
- Online networking groups
- Conferences
- Find your design heroes
- Blogs
- Chamber of Commerce, Toastmasters and limited entrance groups
- Growing professionally

### **Detect copyright issues**

- Copyright symbol
- Protecting your digital work
- Bundle of rights
- Transferring rights
- Licensing rights
- Copyright registration
- Registration of collections
- Proof of registration
- Copyright renewal
- Fair use
- Obtaining permission
- Brief difference of copyright vs. trademark

## **Assessment /Evaluation**

This course is not assigned a letter or numerical grade. However, in some cases, skill assessments may be administered during the course to gauge progress and comprehension.

## Course Completion/Continuing Education Unit (CEU) Letter

If your company requires proof of course completion, or if you would like to have proof for your own records, you may request a Course Completion/Continuing Education Unit (CEU) letter **after the final session of your course**. You must attend\* 80 percent of the course (or 100 percent of a single-day course) to qualify for the letter. You can [request a Course Completion/CEU letter online](#).

## Certificates of Completion for Certificate Programs

To receive a Certificate of Completion for the Graphic Design Certificate, you must attend\* 80 percent of the first five required courses (calculated by the number of sessions in each course); attend 100% of the Capstone course (the sixth and final course); and satisfactorily complete the Capstone project by the deadline given. Please note: Saturday courses lasting longer than four hours will count as two sessions. If you complete a certificate program by taking courses individually (not through a series), you can [request a Certificate of Completion online](#).

\*Attendance for CEU letters and certificate programs is verified via the sign-in sheets provided at each class session. It is your responsibility to sign-in.

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The accommodations authorized on your forms should be discussed with your instructor. All discussions will remain confidential. Accommodations are not provided retroactively, so it is essential to discuss your needs at the beginning of the quarter. Additionally, only accommodations approved by Disability Support Services will be provided. This syllabus is available in alternate formats upon request. Green River College is an equal opportunity educator and employer. Learn more at [www.greenriver.edu/accessibility](http://www.greenriver.edu/accessibility).