PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

PROFESSIONAL PRACTICES
CGT 2170

Class Hours: 2.0 Credit Hours: 2.0
Laboratory Hours: 0.0 Date Revised: Summer 01

Catalog Course Description:

A study of the business of graphic design. Professional practices, setting up a business, pricing, project management and ethical issues are covered.

Entry Level Standards:

Must be able to read and write at the college level.

Prerequisite:

CGT 2000 or consent of instructor

Textbook(s) and Other Reference Materials Basic to the Course:

Required Text
Reference:

I. Week/Unit/Topic Basis:

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<th>Topic</th>
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<td>Overview of course; Introductions and Expectations</td>
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<td>The Professional Relationship; Legal Rights &amp; Issues; Ethical Standards</td>
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<td>Professional Issues: New Technology Issues</td>
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<td>Pricing &amp; Marketing Artwork</td>
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II. Course Objectives*:

A. Acquire a basic understanding of the important aspects of the business of graphic design. I,II,IV

B. Acquire a basic understanding of the generally accepted ethical standards within the graphic design industry. I,II,IV

C. Acquire a basic understanding of the trade customs and practices within the various areas of the graphic design industry. I,II,IV

*Roman numerals after course objectives reference goals of the CGT program.

III. Instructional Processes*:

Students will:

1. Visit and tour a graphic design service bureau to observe the normal procedures and typical activities of the firm. Personal Development Outcome, Technological Literacy Outcome, Active Learning Strategies, Transitional Strategies

2. Visit and tour an advertising agency or graphic design studio to observe normal procedures and typical business activities of the firm. Communication Outcome, Personal Development Outcome, Problem Solving / Decision Making Outcome, Technological Literacy Outcome, Active Learning Strategies, Transitional Strategies

3. Visit and tour a commercial printing company to observe the normal procedures and typical activities of the firm. Communication Outcome, Personal Development Outcome, Problem Solving / Decision Making Outcome, Technological Literacy Outcome, Active Learning Strategies, Transitional Strategies

4. Visit and tour a firm actively involved in “new media” to observe new technology, normal procedures, and typical business activities of the firm. Personal Development Outcome, Problem Solving / Decision Making Outcome, Technological Literacy Outcome, Active Learning Strategies, Transitional Strategies

5. Participate in open discussions with visiting graphic design professionals on topics and issues concerning the graphic design industry. Communication Outcome, Personal Development Outcome, Technological Literacy Outcome, Active Learning Strategies,
Transitional Strategies

6. Prepare a report on a given topic or procedure pertinent to the graphic design and make a classroom presentation. Communication Outcome, Personal Development Outcome, Problem Solving / Decision Making Outcome, Active Learning Strategies, Information Literacy Outcome

*Strategies and outcomes listed after instructional processes reference Pellissippi State’s goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

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

1. Identify office roles (i.e. sales, purchasing, record keeping, management). A
2. Identify business issues (licenses, taxes, insurance, accounting, etc.). A
3. Identify time/work issues (time keeping, job coding, budgeting, estimating). A,B,C
4. Recognize and interpret industry related documents (contracts, proposals, change orders, status reports). A,B,C
5. Identify legal concerns (contracts, copyrights, non-disclosure agreements, etc.). A,B,C
6. Identify ethical concerns (plagiarism, professional standards, pro bono work, etc.). A,B,C
7. Recognize office presentation (spaces, furnishings, dress, portfolios, etc.). A
8. Evaluate new technology effecting industry practices. A,C

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures: 40% of grade
   Short Quizzes, Written Mid-term and Final Exam

B. Laboratory Expectations:
   Students will find it necessary to spend additional time in the Macintosh lab in order to successfully complete assignments.

C. Field Work:
   Visits to area graphic design industry firms

D. Other Evaluation Methods: 60% of grade
   Interview/Report: 20%
   In-class exercises: 20%
   Attendance/Participation: 20%

E. Grading Scale:
VI. Policies:

A. Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course (Pellissippi State Catalog). Individual departments/programs/disciplines, with the approval of the vice president of Academic and Student Affairs, may have requirements that are more stringent.

B. Other Policies:

Roll: Roll will be taken at the beginning of the class period. Three tardies will count as one absence. In the event that you are late, be sure to have the instructor mark you present. Leaving class early without prior approval from the instructor is not acceptable.

Make-up Work: In the event of an absence, students must use their own initiative to secure lecture notes, assignments, and other information that might have been covered during the class period.