



Department of Art & Design / Point Loma Nazarene University

**Art 4090: Professional Design Practices**

1 Unit – Quad 1 – Spring 2024

**Meeting Days / Times (Tuesdays 6pm–7:15pm)**

**Meeting Location (Ryan Library LW214)**

**Final Exam: (Tuesday 2/20, 6–7:15pm)**

<b>Instructor title and name:</b>	Magdi Cook, Adjunct Professor of Design
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**PLNU Mission**

**To Teach ~ To Shape ~ To Send**

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

**Foundational Explorations Mission**

PLNU provides a foundational course of study in the liberal arts informed by the life, death, and resurrection of Jesus Christ. In keeping with the Wesleyan tradition, the curriculum equips students with a broad range of knowledge and skills within and across disciplines to enrich major study, lifelong learning, and vocational service as Christ-like participants in the world's diverse societies and culture.

## Course Description

ART 4090: Professional Design Practices provides a comprehensive exploration of essential skills for effectively managing a creative practice. Focused on critical areas such as business strategy, communication, marketing, finances, and intellectual property, the course enables students to clarify and pursue their current and future goals in the realm of creative entrepreneurship. From the advantages of schedule autonomy to the challenges of crafting business plans, marketing brands, and navigating financial responsibilities, students will gain a foundational understanding of the key components vital for successfully overseeing a thriving creative enterprise.

## Program and Course Learning Outcomes

- 1. Understanding Business Fundamentals and Ideal Client Focus:**
  - a. Learn fundamental business concepts and terminology relevant to the design industry targeted for your specific clientele.
  - b. Identify different business structures and their implications for design professionals.
- 2. Client Relations:**
  - a. Develop effective communication skills for interacting with clients.
  - b. Understand the importance of building and maintaining client relationships in the design field.
- 3. Project Management:**
  - a. Apply project management principles to design projects, including planning, scheduling, and resource allocation.
  - b. Demonstrate proficiency in setting project briefs, timelines, and managing deadlines.
- 4. Budgeting and Pricing:**
  - a. Develop skills in budgeting for design projects, considering both time and resources.
  - b. Understand various pricing models and strategies for design services.
- 5. Legal and Ethical Considerations:**
  - a. Identify and adhere to legal and ethical standards within the design industry.
  - b. Understand copyright, intellectual property, and licensing issues relevant to design work.
- 6. Marketing and Branding:**
  - a. Develop basic marketing strategies for design businesses.
  - b. Understand the importance of branding and positioning in the design industry.
- 7. Financial Management:**
  - a. Create and interpret financial statements relevant to a design business.
  - b. Implement basic financial management practices for sustainable design enterprises.
- 8. Networking and Professional Development:**
  - a. Develop networking skills to establish connections within the design industry.
  - b. Understand the importance of ongoing professional development for design professionals.
- 9. Technology Integration:**
  - a. Utilize relevant software and tools for managing design projects and business operations.
  - b. Stay informed about emerging technologies impacting the design industry.
- 10. Presentation Skills:**

- a. Develop effective presentation skills for communicating design concepts and business proposals.
- b. Use visual aids and technology to enhance presentations.

**11. Problem Solving:**

- a. Apply critical thinking and creative problem-solving skills to address challenges commonly faced in the design business.

**12. Industry Trends and Forecasting:**

- a. Stay informed about current trends and future forecasts in the design industry.
- b. Understand the implications of technological advancements and societal changes on the design business.

**Required Texts and Recommended Study Resources**

1. *Graphic Artists Guild Handbook, 16th Edition: Pricing & Ethical Guidelines* by The Graphic Artists Guild
2. Paperback Recommended: Available on Amazon - <https://www.amazon.com/Graphic-Artists-Guild-Handbook-16th/dp/0262542390>

**Course Credit Hour Information**

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 1 unit class delivered over 7 weeks. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 37.5 total hours meeting the course learning outcomes. The time estimations are provided in the Canvas modules.

**Assessment and Grading**

Grades will be based on the following:

**Sample Standard Grade Scale Based on Percentages**

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
A 93-100	B+ 87-89	C+ 77-79	D+ 67-69	F Less than 59
A- 90-92	B 83-86	C 73-76	D 63-66	
	B- 80-82	C- 70-72	D- 60-62	

**Rubrics**

**25% of Grade: Reading-Write Up (Graded):**

25 points per chapter x 10 Chapters

**250 points total**

**1. Critical Thinking (15 points possible)**

Distinguished—15

All of the reading review questions are answered thoroughly, and the responses clearly demonstrate knowledge of the reading content discussed within the assigned chapters. The student points to specific examples throughout their responses that showcase an overall understanding of the material.

Proficient—13

5/6 of the reading review questions are answered thoroughly, and the responses clearly demonstrate knowledge of the reading content discussed within the assigned chapters. The student shows some specific examples throughout their responses that showcase an understanding of the material.

Basic—11

4/6 of the reading review questions are answered thoroughly, and the responses clearly demonstrate knowledge of the reading content discussed within the assigned chapters. The student rarely notes any specific examples throughout their responses that showcase an understanding of the material.

Below Expectations—5

3/6 of the reading review questions are answered thoroughly, and the responses do not demonstrate knowledge of the reading content discussed within the assigned chapters. The student does not note any specific examples throughout their responses that showcase an understanding of the material.

Non-Performance—0

2 or less of the reading review questions are answered thoroughly, and the responses do not demonstrate knowledge of the reading content discussed within the assigned chapters.

## **2. Timeliness (10 points possible)**

On time—10

The assigned reading and write-up are completed and submitted on their due date listed within Canvas.

Late—0

The assigned reading and write-up are not completed and submitted on their due date listed within Canvas.

## **25% of Grade: Guest Speaker Write-Up (Graded):**

125 points per speaker x 2

**250 points total**

## **1. Critical Thinking (100 points possible)**

Distinguished—100

The student answered all of the pre-speaker student questions (3 total), and they completed the post evaluation questions fully. Their responses are detailed and thoughtful, and the content discussed in their write-up shows that they were engaged and participating during the speaker's presentation.

Proficient—80

The student answered 2/3 of the pre-speaker student questions, and they completed the post evaluation questions fully. Their responses are thoughtful, and the content discussed in their write-up shows that they were engaged and participating most of the time during the speaker's presentation.

Basic—70

The student answered 1/3 of the pre-speaker student questions, and they completed the post evaluation questions fully. Their responses are thoughtful, and the content discussed in their write-up shows that they were not super engaged and participating during the speaker's presentation.

Below Expectations—60

The student answered none of the pre-speaker student questions, but they completed the post evaluation questions fully. Their responses are thoughtful, and the content discussed in their write-up shows that they were engaged and participating most of the time during the speaker's presentation.

Non-Performance—0

The student answered none of the pre-speaker student questions, and they did not fully complete the post evaluation questions. Their responses do not indicate that they were engaged and participating during the speaker's presentation.

## **2. Timeliness (25 points possible)**

On time—25

The pre and post speaker evaluations are completed and submitted on their due date listed within Canvas.

Late—0

The pre and post speaker evaluations are not completed and submitted on their due date listed within Canvas.

## **50% of Grade: Professionalism & Participation Rubric (Graded):**

**500 points total**

### **Attendance 0–100**

Always arrives on time and stays for the entire class. Attended all class sessions (any all absences are excused).

### **Participation 0–100**

Always participates in class discussions; contributions reflect exceptional preparation and are always substantive, well substantive, well supported, and persuasively presented.

### **Professionalism 0–100**

Always comes prepared to class. Careful not to distract others (socializing, sleeping, leaving early or during class, reading unrelated material, doing homework for another class or wearing inappropriate attire).

### **Punctuality 0–100**

Always takes responsibility for work missed; no deadlines missed unless excused by the professor.

### **Guest Speaker Engagement 0–100**

Attended all guest speaker sessions (2 total). Shows continuous respect towards peers, professor, guest speakers, and the overall learning environment.

### **Final Examination Policy**

Successful completion of this class requires showing up to the final class session and completing the required assignments noted in Canvas.

### **Incompletes and Late Assignments**

All assignments are to be submitted/turned in by their assigned deadlines posted within Canvas. Incompletes will only be assigned in extremely unusual circumstances, and you must get approval from the professor to get an extension or excused assignment credited.

### **Spiritual Care**

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith. If students have questions, a desire to meet with the chaplain or have prayer requests you can contact your professor or the [Office of Spiritual Life and Formation](#).

### **State Authorization**

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on [State Authorization](#) to view which states allow online (distance education) outside of California.

### **PLNU Copyright Policy**

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

### **PLNU Academic Honesty Policy**

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

## **Artificial Intelligence (AI) Policy**

You are allowed to use Artificial Intelligence (AI) tools (e.g. ChatGPT, iA Writer, Marmot, Botowski) to generate ideas, but you are not allowed to use AI tools to generate content (text, copy) that will end up in any work submitted to be graded for this course. If you have any doubts about using AI, please gain permission from the instructor.

## **PLNU Academic Accommodations Policy**

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center ([EAC@pointloma.edu](mailto:EAC@pointloma.edu) or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester. PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course. Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

## **Language and Belonging**

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality. You may report an incident(s) using the [Bias Incident Reporting Form](#).

## **Sexual Misconduct and Discrimination**

In support of a safe learning environment, if you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that accommodations and resources are available through the Title IX Office at [pointloma.edu/Title-IX](http://pointloma.edu/Title-IX). Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are required to disclose information about such misconduct to the Title IX Office. If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at [counselingservices@pointloma.edu](mailto:counselingservices@pointloma.edu) or find a list of campus pastors at [pointloma.edu/title-ix](http://pointloma.edu/title-ix).

## PLNU Attendance and Participation Policy

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university withdrawal date or, after that date, receive an "F" grade.

## Assignments At-A-Glance

All assignments are posted in Canvas and have their deadlines assigned. Contact your professor if you have specific questions.

1. **Week 1 (January 16): Assignments Due:**
  - Google Spreadsheet: Attracting your dream client questionnaire spreadsheet
  - Purchase book *The Graphic Artists Guild Handbook: Pricing & Ethical Guidelines*
  - Reading: *The Graphic Artists Guild Handbook: Pricing & Ethical Guidelines*
    - Chapter 1: Essential Business Practices (pgs 3-35) + Write-Up
    - Chapter 2: Professional Relationships (pgs 36-50) + Write-Up
  
2. **Week 2 (January 23): Assignments Due:**
  - PDF: Guest Speaker: Student Questions #1
  - Reading: *The Graphic Artists Guild Handbook: Pricing & Ethical Guidelines*
    - Chapter 3: Professional Issues (pgs 52-81) + Write-Up
    - Chapter 4: Maximizing Income (pgs 82-106) + Write-Up
  
3. **Week 3 (January 30): Assignments Due:**
  - PDF: One-Page Post Guest Speaker Write-Up #1
  - Reading: *The Graphic Artists Guild Handbook: Pricing & Ethical Guidelines*
    - Chapter 5: Graphic Design (pgs 110--162) + Write-Up
  
4. **Week 4 (February 6): Assignments Due:**
  - Reading: *The Graphic Artists Guild Handbook: Pricing & Ethical Guidelines*
    - Chapter 6: Web/Interactive Design (pgs 164-193) + Write-Up
    - Chapter 7: Illustration (pgs 194-232) + Write-Up
  
5. **Week 5 (February 13): Assignments Due:**
  - PDF: Guest Speaker: Student Questions #2
  - Reading: *The Graphic Artists Guild Handbook: Pricing & Ethical Guidelines*
    - Chapter 11: Legal Rights & Issues (pgs 302-338) + Write-Up
    - Chapter 12: Standard Contracts & Business Tools (pgs 340-353) + Write-Up
  
6. **Week 6 (February 20): Assignments Due:**
  - PDF: One-Page Post Guest Speaker Write-Up #2
  - Reading: *The Graphic Artists Guild Handbook: Pricing & Ethical Guidelines*
    - Part 5: Resources & References (pgs 401-420) + Write-Up