

## Business for Creatives

Level 4

(MGD 2068)

### Description

Presents a guide to freelance work and a study of business practices and procedures and models unique to creative occupations (graphic design, web design, animation, fine arts). Discussion includes determining charges, business forms, business planning, tax structure, licenses and registration, self-promotion (resume, website, portfolio, business identity package). Course may include visits by professionals in the field and discussion of career opportunities in a quickly changing career field.

### STANDARD COMPETENCIES:

1. Create a business identity package and professional resume
2. Create an electronic as well as a traditional portfolio
3. Demonstrate a working knowledge of business forms
4. Understand the advantages/disadvantages in varying business structures (LLC vs Sole Proprietor vs Partnership)
5. Determine suitability for freelance
6. Demonstrate ability to self-market
7. Participate in Portfolio Review with industry professionals
8. Participate in a Mock Interview with industry professional
9. Demonstrate an understanding of the current creative market and possible career directions
10. Demonstrate understanding of Copyright Protections and Creative Commons

### TOPICAL OUTLINE:

- I. Current state of the industry and potential career directions
- II. Business plans (why you need one and what to do with it)
- III. Resume design
- IV. Business forms
- V. Copyright protection and Creative Commons
- VI. Business structures and licensing requirements
- VII. Self-promotion
- VIII. Freelancing

IX. Interviewing

X. Portfolio preparation and presentation