DMD C136: DIGITAL MEDIA BUSINESS BASICS

Item	Value
Curriculum Committee Approval Date	12/09/2022
Top Code	061400 - Digital Media
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

This course provides the student with an opportunity to prepare for the workplace. Topics include creating and reviewing a digital portfolio, online digital presence, and running a digital media business. During the course, students will refine a body of design work and publish their portfolio in both print (optional) and web formats. Students will design and develop a business identity, resume, cover letter, and business cards. Students will also learn business basics for running a freelance business. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Select, organize and create appropriate portfolio pieces to build a professional industry-standard digital portfolio.
2. Assess and apply business basics to run a freelance business.
3. Demonstrate relevant soft skills necessary to succeed in a professional creative environment.

Course Objectives

- 1. Create a peer-reviewed digital portfolio
- 2. Create an online presence for a business
- 3. Identify the basics of creating and managing a digital media business

Lecture Content

Creating a digital media portfolio. Refine a signature style through critical editing of your portfolio Expand projects that were originated in other courses, by creating new pieces related to those initial ideas and concepts Design new projects if theres a lack of project quality and quantity Organize artwork in a print portfolio and online portfolio Reviewing digital media portfolios. Collaborate with peers for overall group improvement Creating an online business presence. Design a personal and professional logo and branding board Produce a self-branding package: letterhead, envelope (label), résumé, reference page, thank you card + envelope (label) and business card Learn social media outlets to showcase portfolio pieces online Discuss the relative effectiveness of various media for different communication purposes

Business basics for running a freelance business Business setup Business identity Project management Billing Contracts Communications

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

A variety of instructional techniques will be employed to encompass different student learning styles. These may include, but are not limited to, lecture, discussion, projects and small group activities. Instruction will be supplemented, where appropriate, by digital media presentations and resources, guest speakers, and field trips.

Reading Assignments

Students will spend 1-2 hours per week on: Reading from assigned online resources.

Writing Assignments

Students will spend 1-2 hours per week on: Artist statements, Resume and Cover Letters, Descriptions of Portfolio Pieces. Business setup, Business identity, Project management, Billing, Contracts.

Out-of-class Assignments

Students will spend 1-2 hours per week on: Design projects using appropriate software. Sketching and conceptualizing drawing. Researching and evaluating industry standard work. Researching business basics for running a freelance business.

Demonstration of Critical Thinking

Instructor evaluation of student projects, class presentations, research, student participation, and attendance.

Required Writing, Problem Solving, Skills Demonstration

Update résumé and cover letter. Design a logo and business card. Complete and present a portfolio of student work. Business setup, Business identity, Project management, Billing, and Contracts.

Eligible Disciplines

Commercial art (sign making, lettering, packaging, rendering): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Graphic arts (desktop publishing): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Multimedia: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Other Resources

1. Online Resources 2. Coastline Library