

Course Syllabus

Course Title: Starting a Graphic Design Business

Course Description:

Learn the essentials to starting your own graphic design freelance business. Cover the business aspects of freelancing from marketing to billing. Develop time saving strategies and customer service techniques as you prepare to launch your next successful graphic design business.

Course Prerequisite(s):

Must have working knowledge of the graphic design industry

Course Objectives:

How to start your own business, understanding of company organization, pricing, forms, day-to-day operations of a business. Getting incorporated –vs.– DBA, etc...

Lesson Plan – by week or session

Session 1: Is a Freelance business right for you?

Factors That Prompt and Motivate a Person to Start His or Her Own Business

Session 2: Defining your business service - Find your niche market.

Business Plan Basics Essentials of a business plan

How to set up your own graphic design business

Requirements (software, programming and design knowledge)

Work availability (what jobs are out there and how to get them)

Assessing your Portfolio, Resume, Skillset - hardware, software skills, and/or relevant experience you have under your belt?

Session 3: Getting Your Business Started

Step-by-step on setting up your company (Sole Proprietorship, Partnership, Corporation)

Financing your business plan

Setting up a home office

Equipment Needed (computers, software, servers, ISP connection)

Business Services

Session 4: Setting up your Identity System, Portfolio and Resume

Session 5: Setting up your Identity System, Portfolio and Resume continued

Session 6: Marketing Your Business

Branding your Company, Marketing methods for finding clients, Setting up Marketing Collaterals as marketing and advertising tools

Session 7: Selling Your Services to clients

Pricing Your Jobs and Projects

What's your time worth

Forms and Contracts

Session 8: Bookkeeping and Job Tracking

Billing and Collecting

Business Deductions

IRS and Business Tax