

GMD 420 : Professional Practices

This course will focus on the practice of working as a professional artist/designer and the creation of a professional portfolio. Topics will include professional standards and ethics, intellectual property law, finances, contracts, planning and organization, and professional relationships. Students will study current issues and the changing role of the artist/designer in contemporary society as they prepare for a career in the creative industry. As part of the course, existing projects are improved and new work is created to diversify the portfolio. Marketing materials are also created. Guest lectures, presentations, and mock interviews augment this course.

Credits 3