

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

X Transfer Course X A.A. Degree applicable course
(check all that apply)

COURSE NUMBER AND TITLE: GC 205 Graphics Estimating and Pricing

UNIT VALUE: 3.0 units

MINIMUM NUMBER OF SEMESTER HOURS: 48 hours

BASIC SKILLS REQUIREMENTS: Appropriate language and computational skills

ENTRANCE REQUIREMENTS

PREREQUISITE: None

COREQUISITE: None

RECOMMENDED PREPARATION: GC105 Layout for Offset Lithography

SCOPE OF COURSE:

Business plans, cost centers, estimating, pricing, marketing and professional issues for Graphic Communications.

SPECIFIC COURSE OBJECTIVES:

The successful student will be able to:

1. Develop a business plan.
2. Compute budget hourly rates.
3. Identify cost centers.
4. Establish standards.
5. Demonstrate knowledge of and ability to use computer spread sheet.
6. Demonstrate knowledge of and ability to use paper catalog.
7. Demonstrate the ability to set up a QuickBooks file.
8. Demonstrate ability to estimate a design work, internet work, prepress, and press.
9. Demonstrate the understanding of contracts and marketing..

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- I. Organization Structure
- II. Business plans
- III. Cost Centers
- IV. Project Management
- V. Budgeted Hourly Rates
- VI. Computer Aided Estimating
- VII. Client Management
- VIII. Production Problems
- IX. New Media Pricing
- X. Terminology of the Paper Merchant
- XI. Paper Calculations
- XII. Types of Paper
- XIII. Sales
- XIV. Marketing
- XV. Presentations
- XVI. Contracts
- XVII. Professional Issues.

REQUIRED READING:

Brenner, Robert. How to Price Graphic Design and DTP Graphics, San Diego, CA: Brenner Information Group, 2002.

SUGGESTED READING:

Graphic Artist Gun D. Pricing and Ethical Guidelines, NYNY, 2002.

REQUIRED WRITING:

Term project consists of establishing a company structure and cost centers for a 42-employee plant. A 10-to-15 page typed presentation, including title page, table of contents, the market statement, management structure, plant layout, estimating system, equipment necessary, and five completed estimates.

OUTSIDE ASSIGNMENTS:

Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short-term classes.

Reading required text, five written specification assignments, read price lists, research and drafting of required papers.

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

- lecture
 laboratory
 lecture-laboratory combination

_____ directed study

DISTANCE LEARNING:

This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.

Yes No _____

If yes, check all that apply:

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- _____ Two-Way Video Conferencing (Two-way interactive video and audio)
- _____ One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- _____ Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

GRADING POLICY AND STANDARDS (include methods of determining whether the stated objectives have been met by students):

- 50% Term project
- 20% Written assignments
- 20% Estimating assignments
- 10% Final Test

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes _____ No Number of times course may be taken for credit: 1

If yes, identify specific provision of Title 5 Division 2 section(s), 55761-55763 and 58161 which qualifies course as repeatable:

CONTACT PERSON: Neil Bruington (x2151)

SIGNATURES ON FILE: