

DESIGN MANAGEMENT SPRING 1 1

Key To Texts:

CBG = Creative Business Guide to Running a Graphic Design Business

AIGA = AIGA Professional Practices in Graphic Design

CTC = Cradle To Cradle

Revised 3/2/11

Handouts Available At:
<http://www.brenits.com/pratt/>

MODULE I — Practicalities of running a design business

TOPIC	01 Jan 18	02 Jan 25	03 Feb 1	04 Feb 8	05 Feb 15
CONCEPTS	<p>Introduction</p> <hr/> <p>Expectations for the course, Management experiences, What is design management?</p> <p>Discussion: Why should designers be taught design management?</p>		<p>Business structures</p> <hr/> <p>Conducting business in the United states, History of Business, Structuring the organization</p>	<p>Managing the organization</p> <hr/> <p>Management styles; SWOT analysis, management strategies, vision, mission and SMART goals</p>	<p>Financial issues</p> <hr/> <p>Estimating costs, Pricing projects, Managing money</p>
DUE TODAY	<p>Read in class: "18 Views on the Definition of Design Management", Design Management Journal, Summer 1998, pages 14-19.</p> <p>Class sign in w/ Email</p>		<p>For today read: CBG ch 2</p>	<p>For today read: CBG, ch 1</p>	<p>For today read: CBG, ch 12, 14, 15</p> <p>TEAM PROGRESS REPORT</p>

MODULE II — Managing a design business, or department

TOPIC	06 Feb 22	07 Mar 1	08 Mar 8	09 Mar 22	10 Mar 29
CONCEPTS	<p>Legal issues</p> <hr/> <p>Intellectual property and contracts</p> <p>Guest Speaker: Richard LaCava, Dickstein Shapiro Morin & Oshinsky LLP</p>		<p>Proposals and briefs</p> <hr/> <p>Creative briefs, Proposals, Letter of Agreement, Negotiation skills</p>	<p>Human resources</p> <hr/> <p>Hiring, Firing, Recruiting, and Retaining People, Discrimination laws, ADA</p> <p>Guest Speaker:</p>	<p>Management & leadership</p> <hr/> <p>What makes a good leader?, Leadership styles, Vision, values, mission, goals.</p> <p>Video: Nightline/IDEO</p>
DUE TODAY	<p>For today read: CBG, ch 3</p>		<p>For today read: AIGA, ch 2</p>	<p>For today read: CBG, ch 5, 8</p>	<p>For today read: CBG, ch 6</p> <p>Assignment due today: Present Design Process</p> <p>TEAM PROGRESS REPORT</p>

MODULE III — The strategic use of design

TOPIC	11 April 5	12 April 12	13 April 19	14 April 26	15 May 3
CONCEPTS	<p>Project management</p> <hr/> <p>The Design Process. Managing Design Projects: Estimating time, GANNT charts</p>	<p>The Persuaders</p> <hr/> <p>What are the surprising methods today's marketers and branding experts use to decipher what we want?</p> <p>Video: Frontline: The Persuaders</p>	<p>Marketing and Branding</p> <hr/> <p>What is marketing? The marketing mix, strategies for promoting yourself. What is branding?, Corporate branding and the role of strategic design</p>	<p>Design responsibility</p> <hr/> <p>The role of design and designers in society, How design can effect change, Sustainability and Environmental Responsibility</p> <p>Video: The Next Industrial Revolution</p>	<p>Final presentations</p> <hr/>
DUE TODAY	<p>For today read: CBG, ch 4, 7, 13</p>	<p>For today read: CBG, ch 9</p> <p>Assignment Due today: Hand in GANNT chart.</p>	<p>For today read: CBG ch 10-11</p>	<p>For today read: CTC ch 1-5</p>	