

## **Establishing a Creative Freelancing Business**

**Professor: Elliot Callighan**

### **General Course Information**

#### **Course description:**

Students will learn the necessities and considerations when beginning and operating a freelance business in a creative discipline. Students will develop their creative portfolios and the best method(s) of displaying them, generate legal agreements for project work and begin the process of building and selling their brand and promoting it's awareness. Students will also be introduced to accepted business practices in outreach and relationship management.

Prerequisites: None, though it is recommended that students are progressed in their studies and have a significant amount of potential portfolio material.

This is a lecture/lab course.

#### **Course Management Systems:**

D2L

#### **Tutorials and other resources:**

These will be available on D2L and Lynda.com

#### **Software:**

No software will be required for the course. Certain portfolio and media materials will need to be generated by students, but these materials will vary depending on the students' discipline and specific business/career needs.

#### **Materials/Equipment**

Students should have their own external thunderbolt/USB3 hard drive for their project work. The University cannot guarantee that media or projects left on lab computers will be safely maintained.

### **Instructor Information**

#### **Email:**

[ecalligh@depaul.edu](mailto:ecalligh@depaul.edu)

#### **Office Hours:**

Tuesdays 4:15 PM to 5:45PM in the adjunct CDM offices (around the corner from CDM 526)

### **Learning Outcomes**

By the end of the course, students will be able to:

1. Strategize negotiations and sales conversations/pipelines
2. Understand the legal needs of establishing and running their business
3. Make informed decisions in regard to financial practices, tax benefits and liabilities
4. Manage outreach including industry events, conferences, referrals, and nurturing relationships
5. Analyze competitor marketing efforts and formulate their own
6. Develop professional and succinct portfolios

### **Week By Week Topics:**

Week 1: Introductions / Class Structure / Competitor Analysis

Week 2: Portfolio Analysis/Development

Week 3: Branding/Marketing/Social Media

Week 4: Pricing and Sales

Week 5: Negotiation and Client Management

Week 6: Outreach/Contact Management/Networking

Week 7: Legal Needs and Agreement Types

Week 8: Taxes and Accounting

Week 9: Conferences and Industry Events

Week 10: Final Project Work / Guest Speaker

### **Grading**

Final Project: 100%. Each component of the final project will be weighted equally.

A = 100% - 92%; B = 91.9% - 82%; C = 81.9% - 74%; D = 73.9% - 65%;

F = 64.9% and below

### **Course Policies**

#### **Late Projects**

Late projects are not accepted. If there is an emergency, proper notice and documentation is required before the deadline of the assignment. If your assignment is due at 9:00 and you turn it in at 9:01, it is considered late.

#### **Attitude**

A professional and academic attitude is expected throughout this course. Measurable examples of academic or unprofessional attitude include, but are not limited to: talking to others when the instructor is speaking, mocking another's opinion, cell phones ringing, emailing, texting, or using the internet whether on a phone or computer. If any issues arise, a student may be asked to

leave the classroom (which will count as an absence). The professor will work with the Dean of Students Office to navigate such student issues.

### **Civil Discourse**

DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be socially responsible leaders. It is the expectation that all dialogue in this course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student's ability to be successful in the course. The professor will partner with the Dean of Students Office to assist in managing such issues.

### **Cell Phones/On Call**

If you bring a cell phone to class, it must be off or set to a silent mode. Should you need to answer a call during class, students must leave the room in an undistruptive manner. Out of respect to fellow students and the professor, texting is never allowed in class. If you are required to be on call as part of your job or in an emergency, please advise your instructor at the start of the course.

### **Changes to Syllabus**

This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class, posted under Announcements in D2L, and sent via email.

### **Online Course Evaluations**

Instructor and course evaluations provide valuable feedback that can improve teaching and learning. The greater the level of participation, the more useful the results. As students, you are in the unique position to view the instructor over time. Your comments about what works and what doesn't can help faculty build on the elements of the course that are strong and improve those that are weak. Isolated comments from students and instructors' peers may also be helpful, but evaluation results based on high response rates may be statistically reliable. As you experience this course and material, think about how your learning is impacted.

Your honest opinions about your experience in and commitment to the course and your learning may help improve some components of the course for the next group of students. Positive comments also show the department chairs and college deans the commitment of instructors to the university and teaching evaluation results are one component used in annual performance reviews (including salary raises and promotion/tenure). The evaluation of the instructor and course provides you an opportunity to make your voice heard on an important issue – the quality of teaching at DePaul. Don't miss this opportunity to provide feedback!

## **Academic Integrity**

Work done for this course must adhere to the University Academic Integrity Policy, which you can review in the Student Handbook or by visiting Academic Integrity at DePaul University (<http://academicintegrity.depaul.edu>).

## **Academic Policies**

All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the University Academic Calendar. Information on enrollment, withdrawal, grading, and incompletes can be found at: [www.cdm.depaul.edu/enrollment](http://www.cdm.depaul.edu/enrollment).

## **Students with disabilities**

Students seeking disability-related accommodations are required to register with DePaul's Center for Students with Disabilities (CSD) enabling you to access accommodations and support services to assist your success. There are two office locations:

Loop Campus – Lewis Center #1420 – (312) 362-8002

Lincoln Park Campus – Student Center #370 – (773) 325-1677

Students are also invited to contact me privately to discuss your challenges and how I may assist in facilitating the accommodations you will use in this course. This is best done early in the term and our conversations will remain confidential.