

**WILMINGTON UNIVERSITY  
COLLEGE OF TECHNOLOGY  
BASIC COURSE INFORMATION**

**COURSE TITLE:** Business of Freelancing

**COURSE NUMBER:** TEC 325

**I. MAJOR INSTRUCTIONAL GOALS:**

**Objective A:** Demonstrate an understanding of the purpose of self-branding and self promotion, as it relates to a career in the creative arts.

- A-1 Create a business plan
- A-2 Construct and promote their specific product/service offering
- A-3 Design a visual brand identity
- A-4 Create print and digital materials to market their business

- Analyze and define legal work
- C-1. Writing estimates, contracts, and
- C-2. Paying taxes, purchase insurance  
worker
- C-3 Issues of intellectual property, co

**Objective D:** Demonstrate the communication skills of a professional artist

- D-1 Client databases and retain client
- D-2 Adapt to changes of the project s
- D-3 Effectively communicate with cl

**II. CLASS PARTICIPATION:**

Students are expected to attend class. Questions and relevant observations are expected from the entire class. Computers in the classroom are used to enhance students' learning experience. Instant messages and social media are distractions to the student, the surrounding environment, and inappropriate behavior. Students are expected to follow classroom practices.

Students are required to supply their own external storage (ie., SD card, external hard drive, etc.) See Course Canvas page for instructor's directive for your course. Memory cards are NOT supplied with cameras and video equipment.

**Equipment required for this course:**

Students will design and/or photograph their own original artwork as part of this course. Use of the Adobe Creative Cloud is required.

Students enrolled in distance learning sections are responsible for acquiring the latest software version through Adobe's Creative Cloud. Educational discounts are available for annual and monthly subscriptions. You must have access to the software for the entire duration of the course.