PROJECT: **Freelance Design Job**

MEETS FLORIDA STANDARDS:

1. Demonstrate proficiency in art and design skills.
2. Demonstrate an understanding of type design.
3. Demonstrate proficiency in layout.
4. Demonstrate proficiency in applied design.
5. Demonstrate proficiency in graphic art computer skills.
6. Demonstrate proficiency in graphic production.
7. Demonstrate an understanding of employability in commercial art and graphic media.
8. Demonstrate an understanding of entrepreneurshi

### CHALLENGE: **From any online job search site, choose a freelance job to work on**

**What Freelance Jobs Exist? How Much Can I Earn?**
Research as many jobs as you would like from any online graphic design work-search site.

**What You Need To Do. Answer the following and document and format your findings. When complete, turn in as .WORD Document to Focus.**

1. Discover and Document a freelance design of your choice.
2. Search for as many jobs as you’d like, both local and national.
3. Pinpoint your area of study and what jobs are related to your field
4. Concept sketch your ideas. Should have at least 3
5. Determine what software you’re using. Illustrator Photoshop?

WORK FLOW:

1. Determine what you’re working on
2. Determine who your audience is. What demographic are you appealing to?
3. Determine any colors, images, designs or styles as noted in the information about the project.
4. Determine what they would like in their design. Document this in a .WORD file about the project.
5. Determine what software you will need to use to complete the project. Illustrator? Photoshop?
6. Determine how much the job pays versus how long it took you to complete the job. How much did you earn per hour?
7. When complete, create a .WORD file. Copy and past the Work Flow questions and answer them. Attach with your uploaded artwork into FOCUS.

RESOURCES:

**www.Dribbble.com**

**www.upwork.com**

**www.designcrowd.com**

OUTCOME:

Students will research and discover practcial salaries and monies paid to graphic designers for some online freelancers. Students determine what jobs pay best vs. their time.

**Grading Rubric – 3 points**

An ***A*** grade will look like: 3 points

Your attention to detail is self evident. You followed the outline exactly as explained. You incorporated original thoughts and ideas. The content is personal, of your choice and designed to professional standards you set. You followed Pre-Production – Production and Post Productions instructions.

A ***B*** grade will look like: 2.5 points

Your attention to detail is evident in parts of your final. You followed the outline mostly as explained. You incorporated some original thoughts and ideas. Your idea and artwork is of professional standards, but has some room for revisions. May contain a few typos.

A ***C*** grade will look like: 2 points

Your attention to detail is evident in some of your final. You followed the outline mostly as explained, but are missing one or more key elements asked for. You incorporated a few original thoughts and ideas. The artwork is of minimal professional standards, has some room for improvements and revisions and should be corrected before mailing. Your letter has spelling and punctuation errors that should also be looked at before mailing. Possible formatting issues as well.

A ***D*** grade will look like: 1 points

Your attention to detail is evident in almost no part your final. You did not follow the outline as explained, and are missing more than one key elements asked for. There is no thought given to originality. It’s minimal or even too much. The content is not of professional standards yet and should be corrected if giving this to a client. You have spelling and usage issues. Maybe does not make much sense or contain all things asked for.

A **Failing**grade will mean: 0 points

The project is either not turned in, incomplete and there was no attention paid to the instructions provided. There is no thought given to originality. The artwork is not of professional standards. The idea most likely should have been abandoned in favor of another approach.