

COURSE IDENTIFICATION**Course Title:** Professional Artist Seminar**Description and Prerequisites**

The Professional Artist Seminar will address many issues and procedures helpful to an artist in developing a successful approach to organizing, documenting, promoting and exhibiting art. In addition it will present various paths and careers available for artists after graduation such as grants and grant writing, graduate schools and graduate school applications, artist residencies, galleries, museums, non-profit art organizations and artist collectives.

Textbooks and Required Materials

There is no required textbook; however, the following books are highly recommended:

The Practical Handbook for the Emerging Artist, Margaret R. Lazzari

The Business of Being an Artist, Daniel Grant

Art Office: Business Forms, Charts, Sample Letters, Legal Documents & Business Plans,
Constance Smith and Sue Vidars

For Photographers:

The Business of Photography: Principles and Practices, Mary Virginia-Swanson

MVS Resource Guide 2013 and Finding Your Audience, Mary Virginia Swanson

COURSE OUTCOMES & OBJECTIVES

Outcomes	Objectives
Understand the history, current issues, and direction of the artistic discipline Place works in the historical, cultural, and stylistic contexts of the artistic discipline	Students will gain an understanding of contemporary issues in art design. They will participate in discussions about the importance of professionalism in art and design and explore possible job opportunities.
Use the technology and equipment of the artistic discipline	Students will use relevant equipment and technology in the creation of course projects.

Use the elements and principles of art to create artworks in the artistic discipline	Students will consider elements and principles of design in the creation of their Artist's Book and upgrade of their existing websites.
Create artwork that demonstrates perceptual acuity, conceptual understanding, and technical skill	
Analyze and evaluate works of art in the artistic discipline	Students will engage in peer and self-critique of their works.
Produce artworks demonstrating technical skill and disciplinary knowledge	Student writing, artist's book, and website will demonstrate skill, knowledge, and attention to quality and accuracy..
Use knowledge of art and disciplinary vocabulary to analyze artworks	Students will use appropriate vocabulary in their written work and self-reflections.
Participate in critiques of own work and work of others	Students will participate in individual and group critique of projects.

CLASS SCHEDULE

Week	Date	Topics	Assignments and Assessments
1		Course Introduction	Prepare a presentation about your artwork. Must include PowerPoint and actual examples of your work.
2		Student Presentations	Gather Artist's Statements and Personal Statements completed from previous courses. Print new copies of each. Bring these copies and a highlighter to class next week.
3		Creating an Artist's Statement	Create a newly revised Artist's Statement based on previous statements written in other classes. Note: this statement will utilize the format required for the BFA Artist's Statement to accompany the BFA Exhibition.
4		Creating an Artist's Book <ul style="list-style-type: none"> • Artist's Statement • Biography • 20 images of your work • List of images 	Artist's Statements due Collect information for Artist's Book and bring to class next week.

		<ul style="list-style-type: none"> • Acknowledgements • Optional: an essay about your work written by a host writer (classmate, friend, etc...) • 	
5		<p>Continue working on Artist's Books</p> <p>Graphic designers will be in class to assist with layout and type.</p> <p>Online publishing with Blurb or another self-publisher is recommended</p> <p>http://www.blurb.com</p> <p>The price for a PDF e-book is just \$4.99.</p>	Artist's Books due Week 8
6		<p>Upgrading your Website:</p> <ul style="list-style-type: none"> • Images • Biography • Resume/CV <p><i>NOTE: Students created a personal website in Foundations Digital Imaging and Design. Because the initial work on this project should already have been completed, an upgrade/update should be all that is required.</i></p>	Website upgrades due Week 8
7		<p>Continue work on websites and Artist's Books. Bring work in progress for informal instructor and peer critique.</p>	Artist's Books and websites due at Mid-term Critique
8		Mid-term Critique:	For Weeks 9-13, students will create

		Artist's Books and websites	an ongoing document, in which they will complete a 300-word reflective response each week, thoughtfully considering the guest speakers' presentations, class discussion and assigned readings.
9		<p>Lecture: Where do you go from here?</p> <p>Part 1A: Graduate School—is it for you? Guest speaker from Graduate Admissions department</p> <p>Part 1B: Writing grants http://www.harpofoundation.org/grants-for-visual-artists/</p> <p>Grants and funding sources for artists: http://www.cranbrookart.edu/library/research/grants.htm</p>	<p>Investigate the process of applying for an individual artist grant. Even if the deadline for the grant you choose has passed, or if you are not yet qualified to apply for the grant, you will prepare the application according to the organization's requirements but you will submit the materials only to the instructor.</p> <p>Complete 300-word entry in Reflective Response Journal</p>
10		<p>Part 2: Museums Guest Speaker from museum to speak about career options in museums and establishing your work with a museum</p>	<p>Begin to compile a Personal Artist's Resource Guide, working with other students in your artistic discipline.</p> <p>Read: How to Get your Art into Museums http://www.artbusiness.com/orvzt.html</p> <p>Complete 300-word entry in Reflective Response Journal</p>
11		<p>Part 3: Galleries Guest Speaker from gallery to speak about career options and establishing your work</p>	<p>Read: 12 Steps to Get Your Work Noticed by Galleries http://faso.com/fineartviews/2159/12-steps-to-get-your-artwork-noticed-by-galleries</p>

		<p>with a gallery</p> <p>Meet with your group and compare the resources you've found for your Personal Resource Guide.</p>	<p>Getting into Art Galleries: http://www.artbusiness.com/osantvt.html</p> <p>How to get into a gallery, and succeed with a gallery: http://theabundantartist.com/get-into-gallery-succeed/</p> <p>Why you should give the gallery system the heave-ho: http://mariabrophy.com/philosophy/should-you-give-the-gallery-system-the-heave-ho.html</p> <p>Complete 300-word entry in Reflective Response Journal</p>
12		<p>Part 4: Arts Organizations and Artists Collectives</p> <p>Guest Speaker: arts organization and/or artists collective</p> <p>Meet with your group and compare the resources you've found for your Personal Resource Guide.</p>	<p>Read: How to Get a Job in the Arts http://www.forbes.com/2009/09/29/arts-jobs-employment-leadership-careers-resources.html</p> <p>How to get a Job in the Nonprofit Sector http://money.usnews.com/money/blogs/outside-voices-careers/2011/09/28/how-to-get-a-job-in-the-non-profit-sector</p> <p>Complete 300-word entry in Reflective Response Journal</p>
13		<p>Part 5: Fellowships and Artist's Residencies</p> <p>Meet with your group and compare the resources you've found for your Personal Resource Guide. Create finalized version of the Guide. Submit this to the instructor next week.</p>	<p>How to Apply for Art and Artist Grants, Residencies, Funding, Aid and Other Opportunities for Assistance http://www.artbusiness.com/osorgrants.html</p> <p>Choosing the right residency for you http://www.artistcommunities.org/choosing-right-residency-you-0</p>

			Complete 300-word entry in Reflective Response Journal
14		Synthesis: Based on the guest speakers' presentations, readings, and class discussion over the past few weeks, students will take the weekly entries they have written (which should now total approximately 1500 words of text) and synthesize this information into a cohesive overview of professional options for art graduates, personalized to the student's most likely plan of action upon graduation.	Submit Reflective Response Journal to instructor. Professional Outlook Paper: <ul style="list-style-type: none"> • 800-1000 words • Addresses the student's personal plans regarding professional opportunities presented in class (grants, museums, galleries, arts organizations, fellowships/residencies) • Includes specific plan of action for seeking one or more of these opportunities. Student should be prepared to discuss this plan during the next class period.
15		Final Discussion: Students' plans for seeking professional opportunities	Professional Outlook Paper due

ASSIGNMENT & ASSESSMENTS

Assessment	Weight
Artist's Book (includes Artist's Statement)	20
Website upgrade	15
Grant application	15
Personal Resource Guide (group project)	10
Completion of Reflective Response Journal (pass/fail)	10
Professional Outlook Paper	20
Class Participation	10
Total	100 points

Attachments-1**Written directions for assignments**Artist's Book

The book must contain:

- Artist's Statement
 - Why do you create art?
 - How do you create art?
 - What do you create?
- Biography
 - no more than 300 words/1 page
 - includes basic biographical information
 - includes only relevant information about you as a professional artist
- 20 images of your work
 - High-quality images, 8 x 10, captions/titles optional
 - Overview of the breadth of your work, not all from same project or collection
- List of images
 - Title
 - Medium and materials
 - Size
- Optional: essay by host writer about your work
 - A classmate or other person writes about you and your artwork, in the manner of a letter of recommendation
- Acknowledgements

The book should be clean, visually appealing, legible, and present a professional appearance.

Website

You created a website in Foundations Digital Imaging. Since that time, it's likely that you've expanded your artistic practice and created some new work, including both visual art and writing about your artistic practice. You might have shown your work, volunteered or participated in community engagement projects, or had other experiences that should be showcased on the website.

The website should have:

- Front page with a headline, text, and at least one image
- Pages
 - Blog (last entry must have a date within the past month)
 - Your artwork
 - Your writings
 - Links to other content
 - Animation or video on at least one page
- Overall design that is visually appealing, legible, consistent, and clean
- The website should promote your professional presence online. No unrelated personal content should be present in any form.

Grant Application

Grants are an important means of funding your artistic practice, but finding and applying for them is not always simple. For this assignment you will find an actual grant to apply for, but you do not actually have to apply for it. Instead, you're practicing by completing the application, assembling the required materials, and submitting this to your instructor as a multi-page PDF file. You may choose to "apply" for a grant for which the deadline has passed, or for which you're not yet qualified, such as grants for graduate students. The point of the assignment is to experience the application process, even if application is not feasible. The application package must include:

- Cover page:
 - Your name
 - Name of granting organization
 - Name of grant
 - Deadline for application
 - Due date of assignment
- Application information
 - If possible, this should be the actual application form.
 - If the form is not available, do your best to find out what information the organization requires
- Application materials
 - Depending on the grant, this might include an artist's statement, images of your work, a personal statement, a biography, or letters of recommendation.

Personal Resource Guide

With classmates whose arts practice is similar to yours, you will work together to compile a list of personal resources for use in your professional practice.

- This should include full contact information for:
 - Galleries
 - Museums
 - Professional organizations
 - Support organizations
 - Granting opportunities
 - Graduate schools
 - Artist residencies and fellowships
 - Publications
 - Blogs
 - Portfolio reviews
 - Workshops
- Each of the categories above should be the title of a separate page in the Resource Guide
- You must have a cover page with a title and all group members' names clearly visible
- Document formatting must be clean, clear, and legible

Reflective Response Journal

For Weeks 9-13, students will create an ongoing document, in which they will complete a 300-word reflective response each week, thoughtfully considering the guest speakers' presentations, class discussion and assigned readings.

Part 1—Grants and Graduate School

Part 2—Museums

Part 3—Galleries

Part 4—Arts Organizations and Artists Collectives

Part 5—Fellowships and Artist's Residencies

This document is due Week 14 of class. It will be graded on a Pass/Fail basis and will serve as the basis for the Professional Outlook Paper

Professional Outlook Paper

Based on the guest speakers' presentations, readings, and class discussion over the past few weeks, students will take the weekly entries they have written (which should now total approximately 1500 words of text) and synthesize this information into a cohesive overview of professional options for art graduates, personalized to the student's most likely plan of action upon graduation.

- 800-1000 words
- Addresses the student's personal plans regarding professional opportunities presented in class (grants, museums, galleries, arts organizations, fellowships/residencies)
- Includes specific plan of action for seeking one or more of these opportunities.

Student should be prepared to discuss this plan during the final class period.