ART 492.001 - Professional Practices

Professor Lauren Selden  
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Spring 2020  
T/Th 2:00-4:40  
Office- 936-468-4183, Art 135  
Room- Art 112

It is the student’s responsibility to meet with the instructor regarding special problems, advising, and class progress.

Office hours: M/W 2:00-3:30 by appointment

Course Description:
Three semester hours. This course is designed to immerse art students in practical and theoretical issues related to their future professional life.

It is essential for students to attend and work diligently every session.

Program Learning Outcomes:
1. Undergraduate students will demonstrate proficiency in studio foundation skills as they relate to the elements and principles of design.
2. Undergraduate students will exhibit proficiency in the use of materials, techniques and media.
3. Undergraduate students will demonstrate understanding of contemporary art issues through exploration of synthesis of content, problem solving and creativity.
4. Undergraduate students will define and state knowledge of Art Historical precedents.

Student Learning Outcomes: (referencing Bloom’s Taxonomy of Learning Domains)
Cognitive Learning Outcomes
☐ Knowledge- Student will be able to recall from memory influential artists, critical art theorists and technical references associated to his/her respective field of study.
☐ Analysis and Evaluation- Through the practice of peer reviews, student will be able to discuss, share, contrast and comprehend the successes and difficulties of their portfolio and presentations. This practice will allow the students to self evaluate their work in the future to judge the effectiveness of the work.

Affective Learning Outcomes
☐ Organization- Student illustrates the ability to manage time and arrange group projects and personal professional presentations.
☐ Internalizing Values- Student demonstrates the ability to revise and change work due to evidence presented in peer review.

Psychomotor Learning Outcomes
☐ Adaptation- Student will practice adaptation; reaction and revision of his/her personal work and learn management skills for his/her own classroom environment.

Recommended Websites:
http://www.collegeart.org/guidelines/practices
http://www.gyst-ink.com/professional-practices-for-artists/

Readings will be given to the students during relevant portions of the semester.
Recommended Texts:

*Living and Sustaining a Creative Life; Essays by 40 Working Artists*, Louden, Sharon (ed.)
*Breaking into the Art World*, White, Brian Marshall
*Art & Fear; Observations on the Perils (and Rewards) of Artmaking*, Bayles, David
*The 100 Best Art Towns in America*, Villani, John
*Artists Communities; a Directory of Residencies that Offer Time and Space for Creativity*, MacNeil, Robert
*The Artist-Gallery Partnership; a Practical Guide to Consigning Art*, Crawford, Tad and Susan Mellon
*How to Survive and Prosper as an Artist; Selling Yourself without Selling Your Soul*, Michels, Caroll
*The Artist's Guide to Public Art; How to Find and Win Commissions*, Basa, Lynn
*Writing the Artist Statement; Revealing the True Spirit of Your Work*, Goodwin, Ariane
*Art/Work; Everything You Need to Know (and do) As Your Art Career*, Bhandari, Heather Darci and Jonathan Melber
*Legal Guide for the Visual Artist; Fine Artists, Illustrators, Computer Artists, Graphic Designers, Photographers*, Crawford, Tad
*Getting Your Sh*t Together*, Atkinson, Karen

Course Requirements & Attendance:

Attendance is mandatory! This interactive course requires your participation in order for you to understand techniques and practice conceptual growth.

- Class time cannot be made up; therefore, more than 3 absences will result in the loss of one full letter grade from the final grade. Your grade will continue to drop a letter grade with each additional absence. If you know you'll have more than three absences for school/sports, talk to me before the semester begins. Because this is an interactive group learning class, you will lose points any time you miss.
- We will have regular work during "dead" week.
- Arrive on time and participate the entire time. Three late arrivals or early departures result in one absence.
- Students must have completed work prepared prior to class. You will not be able to leave class to get supplies. Plan ahead. You are expected to stay and work the entire class time. Students not participating in class are considered absent.
- With a three-credit class, there is a minimum of six to nine hours of work expected outside of class each week. Please learn to set priorities and budget your time.

Course Evaluations:

Near the conclusion of each semester, students in the School of Art electronically evaluate courses taken within the COFA. As you evaluate this course, please be thoughtful, thorough, and accurate in completing the evaluation. Please know that the COFA faculty is committed to excellence in teaching and continued improvement.

Academic Integrity:

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university polity on penalties for cheating and plagiarism.
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. A full description of university procedures and penalties in response to cheating and plagiarism can be found in the on-line Student Handbook in the Academic Integrity section.

Accommodation of Disabilities: Rights and Responsibilities of Students:
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services, Human Services Building, Room 325, 468-3004 as early as possible in the semester.

Withheld Grades:
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Lab Policies:
Because we will be utilizing multiple spaces, make sure to always clean up after yourself and no food or drink will be permitted. You are welcome to bring water in a closed container.

Grading/ Projects:
Your grade will be based on your effectiveness to understand and apply the learning outcomes listed above.
GRADING SCALE:
Letter grades are assigned according to the following scale for the Final Average
A (90-100) B (80 – 89.9) C (70-79.9) D (60-69.9) F (0-59.9)

• **Assignments on D2L:** You will have regular assignments that are due on d2l. No late points will be accepted. Like in the real world, you either make the deadline, or you do not. Make sure that you pay attention to due dates.

• **Peer Review.** Each student will be required to complete a peer review of each major element of the hiring portfolio. Students will suggest changes in grammar, style, structure and aesthetics of the professional documents. The edits can be done using track changes in Microsoft Word or .pdf software. You can also do the revisions on paper and scan the document into d2l. Students should find at least
five significant suggestions for each work and upload their peer review as directed on d2l.

- **Job Application Components.** The organization and aesthetic quality of your job portfolio is essential to landing an interview for a job. You will need to prepare a curriculum vita, resume, and an artist statement. **There will be due dates throughout the semester.** You will have to post in the discussion tab and the final piece will be due in the dropbox.

- **Mock Interview.** We will all do a mock interview utilizing the job descriptions that you provide. You are expected to prepare and wear acceptable clothing. Please be courteous to our volunteer “bosses”.

- **Professional Portfolio.** Your portfolio will be posted as a .pdf on dropbox in d2l. You should include 15 images of your work and an image list.

- **Professional Presentation.** By the end of the semester, each student will give a professional presentation. The presentation needs to be 10-15 minutes long on personal work. Student will need to have a prepared digital presentation and dress appropriately. Presentation assessment will be based on preparedness for presentation, visual aid effectiveness, organization and content, verbal articulation, and demonstration of time management. This presentation will be worth

- **Attendance and Participation.** Class participation and attendance are required for this course. To get full credit for participation and attendance, you need to attend each class meeting, **be prepared with all required assignments**, and participate in class discussions. Most of the class time will be devoted to discussions of the readings and the course assignments. I expect each student to participate in the discussions on a regular basis. As for attendance, you should let me know if you have a legitimate excuse for missing class.

**General Supplies Needed:**
USB Storage Device or online drive
Access to computer and software

**Course Calendar:**

1/16 *Review Syllabus.*
*Assignment:* Prepare Introductions Presentations for next class. Due by 1/21 before 2:00pm.

1/21 *Introduction Presentations DUE: Present to classmates.*
*Discussion:* How to write an artist statement
**Assignment:** Bring images of your work to class if they weren’t included in your introduction presentation.

1/23  
**Artist Statement Workshop**
**Discussion:** Introduction to Resume  
**Assignment:** Artist Statement due to d2l by 2:00 (1/28); Read Resume link

1/28  
**Artist Statement Due: Resume Workshop: Digital DAY**
Pick peer reviewers  
**Assignment:** complete peer review for artist statement by 1/30

1/30  
**Discussion:** In Class discussions about artist statements and resumes  
**Assignment:** Create finished resume; due 2/4

2/4  
**RESUME draft DUE**
**Discussion:** In class peer review of resume. Make sure to bring your computer. **How to find opportunities.**  
**Assignment:** Second draft artist statement- due 2/6  
Read CV link

2/6  
**Second Artist Statement due**- Professor will review this copy  
**CV Workshop- working with resume**  
**Discussion:** CV discussion; bring computer- work on CV  
**Assignment:** upload revised CV by to d2l by 2/13

2/11  
Photography 2d demo: Photo editing  
How to apply for a call for entry

2/13  
**CV and Resume due on d2l**  
**Assignment:** Collect and annotate 25 opportunities that you are interested in. Post on d2l by 2/20 at 2:00

2/18  
Photography 3d demo: Photo editing

2/20  
**25 Opportunities due by 2:00 on d2l.** Quick presentation of 25 opportunities  
**Discussion: How to make an image list**  
**Assignment:** Bring something to next class to build a frame.

2/25  
**Making Frames**  
**Assignment:** 15 images and image list as .pdf in dropbox on d2l by 3/5

2/27  
**Matting for Frames**
Assignment: 15 images and image list as .pdf in dropbox on d2l by 3/5

3/3 Questions about image portfolio and image list; final workshop
Assignment: 15 images and image list as .pdf in dropbox on d2l by 3/5

3/5 Portfolio and Image List due; critique in class

3/10, 3/12 SPRING BREAK- NO CLASS

3/17 Discussion: Job Interviews; public lecture preparation; cover letter
Assignment: find a job that you are interested in. Follow instructions under the discussions tab in d2l by 4/2

3/19 Cover Letter Workshop; catch up on any documents in class

3/24 Galleries, Residencies, Graduate School

3/31 COLE ART CENTER- Gallery TRAINING

4/2 COLE ART CENTER- Gallery TRAINING
Assignment: Prepare for job interviews

4/7 Job Interviews
Assignment: Work on final presentation

4/9 NO CLASS- EASTER BREAK

4/14 Public speaking
Assignment: Work on revisions for resume, cv, cover letter, portfolio, image list, and presentation

4/16 Websites

4/21 Work Day
Assignment: Work on revisions for resume, cv, cover letter, portfolio, image list, and presentation

4/23 Presentation
Assignment: Work on revisions for resume, cv, cover letter, portfolio, image list, and presentation

4/28 ALL FINAL WORKS DUE on d2l
Presentation

4/30  Presentation

5/5  Final Meeting: 1:30-4:00

The instructor reserves the rights to change, delete, or add to the course requirements and schedule at any time.