

**Course: ST: WI Senior Seminar 371**

Fall 2006 Wed. 6.30-9.30

Rm. 9 and Individual Studios

Office hours: W 4.00-6.00pm or by appointment.

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**Senior Seminar: Professional Practices for Artists**

It is essential that artists have the wherewithal to take full control and responsibility for their career, function financially, and have a successful strategy in place for attaining what they want for themselves and their art. There exists no "right" way of doing this and there are as many different avenues as there are artists. What the professional practices class offers is an intensive look at where you have been, where you are and where you want to be within the context of the art world. For the first component of this course we will look specifically, as a group, at each individual's work and flesh out a foundation of conceptual motivation to then analyze and place in a larger contemporary and historical context. From here we will begin to examine historical precedents and develop our understanding of how this interfaces with an audience and who that audience is, as it will not be the same for everyone.

The second component builds on what we have discovered about your individual aims and then seeks to develop the business skills to serve and support that individual studio practice and work. In the area of presentation, we will tackle proper documentation (slides, digital, good quality image, video), artist's statement, resume and tools to support and promote work. We will also address issues of goals, strategic planning, networking, public relations, fundraising (including grant proposals) and financial planning.

Professionals from the gallery, museum and other related fields will be invited to share their experiences.

**Course Goals**

The main goal for this course is to lay the groundwork for a smooth transition from art student to Professional artist; a plan that will enable a productive studio practice with financial stability and a goal oriented mind-set. Other goals include:

- Creating a solid studio practice as a foundation
- Strategic planning: goal setting and designs for attaining.
- Familiarity with the different components of the art world: galleries, museum, alternative spaces and non-profits, residencies, funding agencies etc.
- Understanding and Presenting/Promoting one's own work
- Real-life opportunities that employ the tools learned in class

**Required Text-** The Practical Handbook for the Emerging Artist, Second Edition, Margaret R. Lazzari-ISBN 0-15-506202-6

**Supplementary Texts-** In the Making: Creative Options for Contemporary Art, Linda Weintraub-ISBN 1-891024-59-0

Theories and Documents of Contemporary Art: A Sourcebook of Artist's Writing, Kristine Stiles and Peter Selz – ISBN0-520-20253-8 The Practical Handbook for the Emerging Artist.

How to Survive and Prosper as an Artist, Selling Yourself without Selling your Soul. Fifth Edition, Caroll Michels.

Manual of Contemporary Art Style, Pablo Helguera.

Living the Artists Life, A Guide to Growing, persevering, and Succeeding in the Art World, Paul Dorrell. ISBN 0-9749552-0-5

**Homework-** In addition to regular readings there will be several outside assignments due on specific dates. Due to the sequential nature of the course all assignments **MUST** be completed on time with no exceptions. This will absolutely affect your grade.

**Course requirements-**

On time attendance for all classes

On time delivery of homework

Participation in class discussions and critiques

Show response paper

Artist Statement and Documentation

Presentation Packet

Proposal for Exhibition

Proposal for Support Institution

**Assignments/ Grading**

Participation in critiques, discussions and workshops 40%

Each major outside assignment 15%

**Quality of work is based on**

Completion of projects

Effort and Engagement

Understanding of various concepts

Participation and attendance

### ***Grading-***

As a seminar course it is essential that you be in class every class (unless an excuse has been presented and permitted), have done the reading and have come equipped with three points you would like to discuss from the reading. This will enable you to fully engage in class discussion. This is a secure space where every idea, comment or question will be addressed with respect.

You will be graded on participation, intent, creativity, and technique. Work that is truly exceptional and moves beyond expectation will be graded in the A range. Work that is interesting and moves beyond average will be graded in the B range and work that exhibits good/ average quality will be within the C range. Individual meetings will be scheduled mid-term and 2 weeks before the final to assess your strengths and weaknesses. This will allow you ample time to address any issues before a final grade is submitted.

It is the responsibility of the professor to assist the student with the development of each and every segment of the class. The professor should give opinions in a helpful and collaborative manner. It is, however, the responsibility of the student to ask for help when he or she is confused, a misunderstanding exists, or there is simply a question that may hinder the student's development if not addressed. This is a safe environment where learning is the primary goal of both parties. Yet, if the student does not ask questions when help is needed the professor has no choice but to grade accordingly (i.e. the professor is not a mind reader and will assign a grade based on the criteria above). Please feel free to meet with me at any moment throughout the course. I have posted office hours but am also available by appointment.

***Group critiques and discussions-*** will be scheduled throughout the semester. Being that this is a seminar course students are **required** to participate.

***Cell Phones-*** must be turned to the Silent position.

***Cleanliness-*** It is the job of every student to leave the studio better than the way they found it. Disrespecting your environment and those around you implies poor participation and may affect your grade.

***Disability-*** Any student with documented disability needing academic adjustments or accommodations is requested to speak with me during the first two weeks of class. All discussions will remain confidential. Students with disabilities should also contact Disabled Student Services.

***Wear appropriate clothing-*** you will get some kind of art material on everything you bring into the studio... it just happens.

### **Attendance Policy**

Attendance is mandatory. Each meeting of class is considered a session. Attendance is taken at the beginning of each session. Students arriving 5-20 minutes late for any class session are considered tardy. Three tardy counts equal one un-excused absence.

-Arriving more than 20 minutes late or missing an entire class session is considered an absence.

-Students who do not return to class after break or who leave early will be considered absent.

-Three unexcused absences may result in your grade being decreased one whole letter. Four un-excused absences is automatic failure.

-An absence may be excused if there is a medical reason, family emergency or extenuating circumstances beyond the student's control. The determination of whether an absence will be excused is left to the discretion of the instructor.

-It is the responsibility of the student to ask his or her colleagues what information was missed during an absence and to make-up the work missed.

### ***Academics Honesty (issues of plagiarism)***

Plagiarism and cheating are serious offenses that erode the academic environment. Moravian College and the Department of Visual Arts will condone NO form of plagiarism- Defined as the use of another's words, ideas, visual or verbal material as one's own without proper permission or citation. Each student has the responsibility to make sure they have a clear understanding of this important issue and how it applies to a studio class and their imagery. Any and all image appropriation needs to be discussed with the professor prior to usage.

Students who violate the standards of academic honesty face serious disciplinary consequences, including referral before the honor council and/or immediate course failure.

## Syllabus

- 8/ 30: Introduction to course goals, objectives and requirements. Text and supplemental reading
- 9/06: Different art makes for different strategies. What are you after? Class discussion.
- 9/13: Discovering your vision, selecting your target audience. Class critique.  
HW: Transforming Notes to Ideas.
- 9/20: The artist statement: Communicating your ideas in written form. Discussion of outside examples and workshop. 15:5:1 min. artist statement.
- 9/27: Presenting your work: proper documentation and packet presentation. Outside examples and workshop.
- 10/04: Identifying and using support systems. Mid-term review.  
HW: Research competition.
- 10/11: No Class. Fall Recess.**
- 10/18: Exhibition venues. *Completed artist statement due.*
- 10/25: Funding agencies and public commissions.
- 11/01: Self-promotion. *Completed presentation packet due.*  
HW: Time-tracking.
- 11/08: How to take control of your career.
- 11/15: Goal Setting workshop. *Proposal for Exhibition due.*
- 11/22: **NO CLASS... THANKSGIVING**
- 11/29 Financial Planning workshop. *Proposal for Support Institution due.*
- 12/06 Final critique- All assignments due... extremely interesting conversation and delicious snacks.

*\*Note: syllabus subject to change. Readings that are not in the Practical handbook for the Emerging Artist will be handed out in class. There will be field trips throughout the semester to be determined at a later date.*