

## Sheet

### AAV 431

## Professional Practice in Lens-Based Art

### I. Learning Goals

#### Introduction

The course is designed to create a body of artwork in the specialization that the student has chosen and to develop students' understanding of professional issues in contemporary lens-based art specialized field. The course is a sequel to AAV 338 Theory and Practice where the focus is on historical, theoretical and critical issues in Lens-Based Art, while this course builds on the theoretical knowledge and extends into the practical professional dimensions of a career in the arts and the larger professional field.

The course will be composed of readings, seminar discussion, extensive field investigations, and class and faculty critique. Field investigations will include visits to artist studios, professional photo and video production facilities, galleries and museums, meetings with curators, critics and other art and photo and video professionals. The exposure, in combination with the course textbook, will greatly develop the student's knowledge and understanding of professional issues and expose them to various career possibilities post graduation. Students will be required to build a professional portfolio and a promotional package as well as learn about the business aspects of being an artist/photographer/videographer. Student research will be guided by individual, class and faculty critiques and will culminate into a rigorous body of work that can be the initial development towards their Senior Thesis Project for AAV 432 Senior Thesis, the sequel to this course.

This course is a senior level course. It requires that the students have all the pre-requisites for senior standing within the Visual Art major with a Fine Art or Lens-Based Art Concentration. Thus, the student must have taken AAV 338 Theory & Practice and must have a background of core and upper level studio art courses including independent study in a chosen studio topic in order to carry out the requisite research and to participate knowledgeably in the class critique and discussion.

#### Content/Performance

The students should have a fluent engagement with current and historical critical texts in the field of Lens-Based Art and will be able to apply this knowledge to inform and direct their own creative work. This course allows students to understand their work not only as a product of personal development but also as a part of a larger historical and contemporary endeavor, relevant to the larger professional field. Through extensive fieldtrips, readings, practical assignments students are exposed to the larger professional field and to professional development training to cultivate successful careers in the arts that includes applied knowledge of professional artists' business practices in 5 areas:

strategic planning, financial management, legal rights and obligations, marketing and fundraising.

## **II. Student Assessment**

Students are evaluated on their participation in all of the activities and assignments of the course as well as on their performance in each assignment.

The student is assigned a variety of written and studio projects. They are required to create 4 substantial artworks, to participate in a public student exhibition and to present their artwork to the class and again to the Art Faculty, a group of fulltime faculty and adjuncts. Students are required to write an artist statement, write a statement for each studio project, and a response to each reading assignment, fieldtrip, visiting lecture and other activities. They are also required to develop a self-promotional package and a portfolio website, apply for juried exhibitions and a grant or residency. All these assignments as well as the student's participation in discussion, class projects, and group critiques are used as assessment tools for the student's performance in the course.

Student achievement is evidenced by thoughtful, informed and risk-taking projects accompanied by reflection and critical awareness. Achieving program goals is indicated by the commitment, level of rigor, technical comprehension and development of the student's body of work in the portfolio resulting from their three and a half years program of study.

## **III. Learning Activities**

The course will include written assignments, field research and group and individual critiques where student progress will be reviewed and the quality of finished projects evaluated – its scope, relevance, development, completion and presentation. The class will be structured as a combination of fieldtrips, lectures, discussions, critiques, presentations and demonstrations.

Each student will be required to:

- Prepare and present a cohesive body of their work to faculty and in a student exhibition
- Participate in 4 major fieldtrips focusing on various professional artist contexts
- Prepare a professional artist portfolio website with visual and descriptive content
- Prepare a self promotion package which will include visuals, résumé, artist statement, and an abbreviated biography
- Prepare a résumé appropriate for employment or graduate studies
- Write a Professional Practices Journal with weekly progress and reflective reviews of the fieldtrips, guest speakers and readings as well as exercises and presentation of the course textbook.
- Enter a one juried exhibition or professional venue.

