

Professional Practice in Fine Art AAV 411

COURSE TITLE & NUMBER: AAV 411 Professional Practice
PRE-REQUISITES: AAV316 or permission by the instructor
COURSE UNITS: 1 Unit

PROFESSOR:
OFFICE ADDRESS:
EMAIL ADDRESS:
OFFICE HOURS:

COURSE DESCRIPTION

Professional Practice is an intensive research/study and studio concentration that extends into the practical professional dimensions of a career in the arts and the larger professional field. Students create and present a body of coherent artwork for critical review to an Art Faculty Committee that can be used as a foundation for their visual thesis project in the following semester. Through extensive fieldtrips, readings and practical assignments, students are exposed to the larger professional field and introduced to professional development training to cultivate successful careers in the arts. This includes applied knowledge of professional artists' business practices in 5 areas: strategic planning, financial management, legal rights and obligations, marketing and fundraising. Students will learn about professional practices in the field, develop a self-promotional package, a professional practice journal, attend lectures and field trips and participate in an exhibition. Students with a Fine Art specialization will learn about the business of an artist studio, including fine art exhibition and sales, shipping and crating artwork, freelance jobs, legal issues, self-publishing, and competitions and residencies.

COURSE OBJECTIVES & LEARNING GOALS

- To create an ambitious cohesive body of work towards a portfolio
- To present your artwork in a public student art exhibition in a professional setting on campus
- To prepare students for a professional artist studio practice, graduate school or the work environment in the art field.
- Professional development training to cultivate successful careers in the arts with applied knowledge of professional artists' business practices in 5 areas: strategic planning, financial management, legal rights and obligations, marketing and fundraising
- To expose students to a wide range of institutions and opportunities in the art field.
- To prepare an artist promotional package
- To acquire a broad skill-set of artist working methods and professional standards
- To analyze and critique one's work and that of other students and artists
- To place one's work in a broader contemporary professional art context
- To develop advanced problem solving skills

COURSE MATERIALS

Required Materials

- Book: Profitable Artist: Handbook for All Artists in the Performing, Literary and Visual Arts.
- handouts or reading suggestions on an individual basis
- Artforum, New York Times Reviews, Hyperallergic
- USB drive with entire artist professional packet and photographs of your work
- DATA STORAGE AND BACKUP

Resources

Creative Capital <http://www.creative-capital.org/>

New York Foundation for the Arts <https://www.nyfa.org/>

New Jersey State Council on the Arts (<http://nj.gov/state/njsca/index.html>)

Percent for Art NYC <http://www.nyc.gov/html/dcla/html/panyc/percent-for-art.shtml>

The Public Art Fund <https://www.publicartfund.org/>

CaFé Callfor Entry <https://www.callforentry.org/>

College Art Association: <http://www.collegeart.org/guidelines/practices>

The Copyright Zone: A Legal Guide For Photographers and Artists In The Digital Age

Artforum <http://artforum.com/guide/>

Video Data Bank <http://www.vdb.org/>

Electronic Arts Intermix eai <http://www.eai.org/index.htm>

COURSE REQUIREMENTS

Course Work

1. Four Art Projects and One Student Exhibition = 50% of final grade (10% each). Students prepare and present a cohesive body of artwork in preparation for their senior thesis. Faculty Critique will function as pass/fail for participation in the Thesis class the following semester. Students prepare professional public student exhibitions in the student galleries with a body of work from class, the previous semester and summer.

2. Self Promotional package = 10% of final grade

- Hand in organized materials (in folders) and on a USB. Your name should be marked with tape on the USB.
- Artist statement (2 versions)
- Bio
- Resume
- Cover letter (ideal dream opportunity)
- Business Card
- Website

3. Professional Practices Journal and final artist portfolio = 20% of final grade

- Portfolio of the 4 art projects from this class
- Reflection of weekly progress
- Exercises and Presentation from the Profitable Artist
For each chapter, write a page entry summarizing the information and how it would effect your professional practice. Answer the questions provided by the Discussion Leader and be prepared to discuss the information in class.
- Reviews of field trip experiences

- Reviews of lecture and guest speakers
- Opportunities-listings for the group (at least 3)
- Enter one juried exhibition or approved professional venue

4. Participation = 20% of final grade

- 4 Field trips
- Critiques
- Presentations and visiting speakers
- Meet Deadlines
- No more than 2 excused absences
- Faculty critique
- Student Exhibition

Fieldtrips:

Four major fieldtrips focusing on various professional artist contexts and topics:

1. Artist and Photographer Studios
2. Professional Production Resources
3. Galleries: For-Profit and Not-For-Profit and Online, Public Art, Publications
4. Museums, Curators, Critics, Art Institutions' Education Departments, Graduate School

On and off campus lectures:

You will be required to attend two art related lectures or approved on campus events.

We will discuss other opportunities as they are announced. If you have a question about the appropriateness of an event, get prior instructor approval.

Assignment:

Profitable Artist: Handbook for All Artists in the Performing, Literary and Visual Arts

Every student will be the discussion leader for one of the assigned readings. The discussion leader will prepare 3 questions that will help classmates reflect on the material. These questions will be distributed to the class 4 days before the reading is due. This requires that discussion leaders read and prepare their section in advance. Everyone is responsible for all readings and to answer all associated questions.

Presentation, Reading Deadlines and Discussion Leaders:

Week	2	Section One: Chapters 1-2
Week	4	Section Two: Chapters 3-5
Week	4	Section Two: Chapters 6-7
Week	5	Section Three: Chapters 8-10
Week	7	Section Three: Chapters 11-12
Week	8	Section Four: Chapter 13-15
Week	8	Section Four: Chapter 16-18
Week	10	Section Four: Chapter 18-21

Class Policy

Attendance in classes, fieldtrips and visiting artist lectures is mandatory, role will be taken at the beginning of each class. All reading responses and projects must be handed in on time. This course requires 6 hours a week of outside class studio time.

Criteria for final grade

- Four art projects 40% of final grade: each project will count for 10% of the final grade.
- One student exhibition 10% of the final grade. The grading criteria is as follows:
 1. Meeting all basic requirements of the assignments (incl. deadlines): 25%
 2. Conceptual strength of the project: 25%
 3. Material execution of the project: 25%
 4. Focused development of the project from starting concept to ending presentation: 25%

- Self Promotional package = 10% of final grade
- Professional Practices Journal and final artist portfolio = 20% of final grade
- Participation = 20% of final grade

A student can not pass the course when course work is incomplete. Other factors that will affect the final grade: lateness and absences, untimely removal of projects and/or other items, not following safety rules and other regulations, the installation rooms and public areas, including presentation, construction and installation/de-installation of projects.

A = a remarkable achievement-extraordinary initiative, original thought and extra effort; demonstrated leadership in the class; mastery of formal, technical, and conceptual skills; significant level of research including sketches and models.

B = assignments have been completed at levels above average; work shows initiative, is very well presented, and demonstrates a clear understanding of the assignments; class participation raised the level of the class.

C = all assignments have been completed on time and meet the basic requirements, level of success is average and/or attendance and/or class participation is average.

D = most assignments have been completed with a level of success below average and/or attendance and/or class participation is average.

F = one of the course requirements has not been completed-level of participation is not acceptable for university study.

TARDINESS AND ATTENDANCE POLICY: Students are expected to arrive early or on time for each class and lab meeting with the necessary equipment for completing that day's assignments. The work area should be set up quickly at the beginning of class and should be thoroughly cleaned at the end of class.

Attendance is a major component of participation. Class time is important because it gives practice time with the instructor and other students. Students are allowed one absence (from either lab or class) without question but with the second absence, the participation grade will drop. Three late arrivals will constitute an absence.

If you miss a class when an assignment is due, it is still necessary to turn in the assignment (or it will be assumed that it can be graded from your painting rack). Alternately, the assignment can be turned in late for a point deduction. You may also choose to do this if you are unprepared but still arrive for class. If you miss a critique, it will be necessary to write a written response (300 words) or be penalized in the critique section of the grading rubric. Unless another arrangement is reached with the professor, all assignments are due as indicated on the syllabus.

At the first meeting of the semester, instructors are expected to distribute in writing the attendance policies which applies to their courses. While attendance itself is not used as a criterion for academic evaluations, grading is frequently based on participation in class discussion/laboratory work, performance, studio practice, field experience or other activities which may take place during the class sessions. If these areas for evaluation make class attendance essential, the student may be penalized for failure to perform satisfactorily in the required activities. In all circumstances it remains the student's responsibility to initiate discussion about absence and arrangements for making up any missed work with each instructor.

CELL PHONE/LAPTOP POLICY: All use of technology including phone, laptop, tablet, etc must be used only to contribute to the goals of this class.

COURSE SCHEDULE (SUBJECT TO CHANGE)

Week 1:

Introductions to the course, overview of syllabus, projects
Students present past work, including work done over the summer. Selection of work for the student exhibition. design & curate the student exhibition

For next week:

Reading chapters 1,2

Exercise#1 page 8

Design & curate the student exhibition

Collect images of your best work. Bring in 15-30 images and/or video documentation for your portfolio website.

Practice in Studio Project 1

Week 2:

Presentation chapters 1, 2

Presentation: How to document and represent your work.

Lecture: Types of venues to show your artwork, galleries and institutions and alternative spaces, video databank, online venues, publications, etc

Discuss and edit images of student work.

Install student exhibition

Practice in Studio Project 1

For next week:

Read chapters 3, 4, 5

Exercise#2 page 12

Install student exhibition

Re-photograph and document existing work if necessary.

Collect and write project descriptions of past and current artwork for the portfolio website

Week 3:

Fieldtrip 1: Artist and Photographer Studios

For next week:

Read chapters 6, 7

Exercise#3 page 15

Write an artist statement for your overall body of work draft 1.

Week 4:

Critique art project 1

Presentation chapters 3, 4, 5

Presentation chapters 6, 7

For next week:

Read chapters 8, 9, 10

Build a cost tree for your current art project

Document and write an artist or descriptive statement for project 1

Week 5:

Lecture: Artworld context: Blockbuster shows, Biennales, Art Fairs, Auction houses, Dealers & Collectors. Public Art: Commissions, Percent for Art, Creative Capital, Public Art Fund
Social Practice, Artist Educators and Institutions
Presentation chapters 8, 9, 10
Editing materials for the websites; Students work in groups; and present to the class.
Studio in Practice Project 2

For next week:

Read chapters 11, 12
Build a budget for your current project
Write your artist résumé (see page 200)

Week 6:

Fieldtrip 2: Professional Production Resources

For next week:

Read chapters 13, 14, 15
Write your artist bio

Week 7:

Critique art project 2

Presentation chapters 11, 12

For next week:

Read chapters 16, 17, 18
Document and write an artist or descriptive statement for project 2
Design a website and adjust your facebook page using the criteria from chapter 16, design a business card (due week 9)

Week 8:

Lecture: Resources to find resources & opportunities
Presentation chapters 13, 14, 15
Presentation chapters 16, 17, 18
Studio in Practice Project 3

For next week:

Read chapters 19, 20, 21
Write your artist statement draft 2
Work on your artist package

Week 9:

Fieldtrip 3: Galleries: For-Profit and Not-For-Profit and Online, Public Art

For next week:

Finish your artist package
Find 4 opportunities to share with the class, include juried shows and grant opportunities.

Week 10:**Critique art project 3**

For next week:

Document and write an artist or descriptive statement for project 3
Finish websites and artist packages

Week 11:

Lecture: Various opportunities in the arts:

- Internships, Jobs in the arts, Artist Residencies, Artist Grants, Travel grants.
- Exhibition opportunities: types of shows: Juried and Curated Exhibitions, Artist Collectives, Commercial galleries, Not-For-Profit Galleries, Galleries that charge to show.

Presentation of websites and artist packages

Presentation chapters 19, 20, 21

Studio in Practice Project 4

For next week:

Research potential grants/donors/opportunities & APPLY! for 2 juried shows.

Week 12:**Faculty Critique****Week 13:****Fieldtrip 4: Museums, Curators, Critics**

Discuss the faculty critiques and action plan for the winter break to prepare for Thesis next semester

For next week:

Write a draft Grant Proposal: (chapter 21)

- Including a narrative project description for your thesis project in the Spring
- A budget

Week 14:**Critique art project 4**

For next week:

Document and write an artist or descriptive statement for project 4
Research potential grants/donors/opportunities & APPLY!

Week 15:

Review student applications for juried shows and grant

Finals:

Review of final packages and blogs

Present your blog and final artist portfolio of the semester's work and final artist package.

SELECTED TCNJ POLICIES

Academic Integrity Policy

Academic dishonesty is any attempt by the student to gain academic advantage through dishonest means, to submit, as his or her own, work which has not been done by him/her or to give improper aid to another student in the completion of an assignment. Such dishonesty would include, but is not limited to: submitting as his/her own a project, paper, report, test, or speech copied from, partially copied, or paraphrased from the work of another (whether the source is printed, under copyright, or in manuscript form). Credit must be given for words quoted or paraphrased. The rules apply to any academic dishonesty, whether the work is graded or ungraded, group or individual, written or oral.

TCNJ's academic integrity policy is available on the web:

<http://www.tcnj.edu/~academic/policy/integrity.html>.

Americans with Disabilities Act (ADA) Policy

Any student who has a documented disability and is in need of academic accommodations should notify the professor of this course and contact the Office of Differing Abilities Services (609-771-2571). Accommodations are individualized and in accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1992.

TCNJ's Americans with Disabilities Act (ADA) policy is available on the web:

<http://policies.tcnj.edu/policies/viewPolicy.php?docId=8082>

Attendance

Every student is expected to participate in each of his/her courses through regular attendance at lecture and laboratory sessions. It is further expected that every student will be present, on time, and prepared to participate when scheduled class sessions begin. At the first class meeting of a semester, instructors are expected to distribute in writing the attendance policies which apply to their courses. While attendance itself is not used as a criterion for academic evaluations, grading is frequently based on participation in class discussion, laboratory work, performance, studio practice, field experience, or other activities which may take place during class sessions. If these areas for evaluation make class attendance essential, the student may be penalized for failure to perform satisfactorily in the required activities. Students who must miss classes due to participation in a field trip, athletic event, or other official college function should arrange with their instructors for such class absences well in advance. The Office of Academic Affairs will verify, upon request, the dates of and participation in such college functions. In every instance, however, the student has the responsibility to initiate arrangements for make-up work.

Students are expected to attend class and complete assignments as scheduled, to avoid outside conflicts (if possible), and to enroll only in those classes that they can expect to attend on a regular basis. Absences from class are handled between students and instructors. The instructor may require documentation to substantiate the reason for the absence. The instructor should provide make-up opportunities for student absences caused by illness, injury, death in the family, observance of religious holidays, and similarly compelling personal reasons including physical disabilities. For lengthy absences, make-up opportunities might not be feasible and are at the discretion of the instructor. The Office of Academic Affairs will notify the faculty of the dates of religious holidays on which large numbers of students are likely to be absent and are, therefore, unsuitable for the scheduling of examinations. Students have the responsibility of notifying the instructors in advance of expected absences. In cases of absence for a week or more, students are to notify their instructors immediately. If they are unable to do so they may contact the Office of Records and Registration. The Office of Records and Registration will notify the instructor of the student's absence. The notification is not an excuse but simply a service provided by the Office of Records and Registration. Notifications cannot be acted upon if received after an absence. In every instance the student has the responsibility to initiate arrangements for make-up work.

TCNJ's attendance policy is available on the web: <http://www.tcnj.edu/~recreg/policies/attendance.html>

TCNJ's final examination policy is available on the web:

<http://www.tcnj.edu/~academic/policy/finalevaluations.htm>