

Paier College of Art, INC.

20 Gorham Avenue, Hamden, Connecticut 06514 203.287.3031

Student Course Outline

Course Title: Business Practices

Course No: AS250

Semester Hours: 2

Clock Hours Per Week: 2

Semester: **Fall 2015**

Instructor: Lisa Louise Arnold

Course Description: An introduction to business and legal tools to succeed as a professional artist, designer or photographer. The course material includes information relative to running a business (marketing plans, publicity, budgeting) as well as the legal basics necessary to conduct an art business (copyright, contracts, taxes).

Course Objectives: To introduce students to the business and legal tools they will need to succeed as professional artists and designers. To address the specific business related needs or concerns of students as they prepare for graduation.

Topical Outline:

- 1) Introduction, class overview, syllabus, employment opportunities.
- 2) Writing cover letters. The decoding of employment ads.
- 3) Resume Workshop.
- 4) Portfolio review.
- 5) Copyright.
- 6) Markets and Marketing.
- 7) Money, Money, Money.
- 8) Taxes, the IRS and you.
- 9) Contracts and negotiations.

- 10) Invoicing, Bills and Budgets.
- 11) Artist Statements, Selling your Vision.
- 12) Making the presentation and career opportunities.
- 13) Final Projects: Target and Refine your portfolio.
- 14) Final Projects: Presentation Materials.
- 15) Final Project Presentations

Textbooks:

None

Course Materials:

USB Flash Storage

Academic Expectations:

METHODS OF INSTRUCTION:

Lectures
Demonstrations
Presentations
Critiques

Attendance:

Absolutely no excuses for any absence, late attendance, late assignments, and/or any missed requirements in this class. For fairness in grading for all, there are no excuses allowed. The student must complete all assignments on time. The student must take responsibility to make up missed assignments and missed classes.

Regular class attendance and participation is imperative. Important material is covered in each class period and it is crucial that you attend all sessions. After three (3) absences (two (2) tardies (five minutes after class begins), or two (2) early dismissals count for one (1) absence), you will be penalized one full grade point for each absence (e.g. A-B, B-C, C-D), regardless of the reason for your absence.

If you accumulate more than four (4) absences you may be dropped from the course. If you reach four absences in the semester, a warning for excessive absences will be directed to the Academic Dean. If you reach six (6) absences, I will request that the administration remove you from the course. To avoid being dropped, you must contact me within two days of accumulating your 6th absence.

All students must behave properly and participate positively in the class: making presentations and making thoughtful comments on other's presentations.

Late assignments (regardless of any excuse or missed due date class) will be penalized by lowering a whole letter grade per class day late.

In the event of school cancellation, the assignment due dates will not change .

If you know in advance that you will have a problem to attend class or complete your assignment, you may notify your instructor in advance to avoid the full penalty (you are still responsible for your missed class or assignment).

Respect the professor and fellow students, never using improper language and gestures.

METHODS OF EVALUATING STUDENT PROGRESS:

Grading Policy

All work must be submitted for critique and/or grading on the date due. Late assignments will be graded down 1 letter grade. FINAL GRADES for this class will be based upon the following:

1. overall quality of assignments both in idea and execution (50%)
2. final project (30%) *
3. participation in class discussions and critiques (10%)
4. effort and attendance (10%)

The grading of art assignments can be a subjective process. There are, however, guidelines which I will be using to determine grades:

A Student explored, researched, experimented, learned and was fully involved in the class and with all aspects of his/her work. He/she produced excellent work that was some of the best in class.

B Student satisfied assignments, but lacked full involvement and inspiration. Work was good, but not among the best in class.

C Student satisfied assignments with some effort, but with problems in aesthetics, understanding of ideas, or satisfactory manipulation of the material. Work was adequate.

D Student turned in incomplete or poorly executed assignments. If completed, work was not as good as most students in the class.

F Student failed to turn in work or if it was turned in it was incomplete or very poorly executed. If completed, work was inadequate.

Evaluation Criteria:

- A: Exceptional
- B: Very Good
- C: Average
- D: Pass
- F: Fail

DISCLAIMER:

Information contained in this syllabus was, to the best knowledge of the instructor, considered correct and complete . However, this syllabus should not be considered a contract between Paier College and any student, nor between the instructor and any student. The instructor reserves the right, acting within the policies and procedures of Paier College, to make changes in the course content, instructional techniques and course assignments without notice.

Projects :

Project #1 :

Job Search. Find three job listings for jobs in your artistic field that are interesting to you. Print them out and bring them to class.

Project #2 :

Write cover letters or letters of introduction to three art related job listings you are interested in applying for. Please attach the job listing to the job letter.

Project #3 :

Write a resume to use in your job search or professional business activities.

Project #4 :

Bring your portfolio to class for a portfolio review.

Project #5 :

You will prepare Form VA of the US copyright Office (www.loc.gov/copyright) for one of the works in your portfolio, to be selected in class. Bring the completed draft and the work of art or creation to class.

Project #7 :

You will prepare sample tax forms and material for the US Government.

Project #8 :

You will write a contract for yourself with a real or theoretical client or subcontractor.
Write your own studio policy.

Project #9 :

Write an invoice and any billing info for the the conceptual contract you also wrote in last weeks assignment

Project # 10 :

Write an artist statement for yourself or for your business.

Final Project:

You will prepare a presentation which you will present to the class. This can be a presentation for a job or a presentation to procure work from a client or a presentation to a gallery. You will need to have for this presentation:

- *Letter of introduction
- *Resume
- *Artist Statement
- *Any Marketing Material you feel is needed. (Cards, CD's , ect)
- *Portfolio
- *Contract

Bibliography:

Legal Guide for the Visual Artist, Tad Crawford, Allworth Press, www.allworth.com