

Montgomery County Community College
 ART 190
 Career Strategies for the Artist
 3-2-2

COURSE DESCRIPTION:

Career Strategies for the Artist will provide students with practical information about building a career in the arts. Students will learn skills that will enable them to better market, manage and promote themselves and their art, whether it be working in-house for a company or starting their own freelance business. Topics include: career opportunities, portfolio presentation, copyright for print and the web, submitting artwork to galleries, licensing your artwork and more. Students will be able to identify and work towards professional goals in an art career. Throughout the semester students will also explore various professions and business practices within the arts.

REQUISITE(S):

Previous Course Requirements

- ENG 011 Basic Writing II or ESL 011 Basic Writing II with a minimum grade of “C”
- REA 011 Fundamentals of College Reading or REA 017 Vocabulary and Reading Comprehension Development II with a minimum grade of “C”

Concurrent Course Requirements

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Demonstrate an awareness of various professions in the arts.	Lecture Assignments Group Discussions Critiques Library Research Internet Research	Individual and Group Critiques Portfolio Reviews
2. Demonstrate an understanding of current marketing techniques in the arts.	Studio Work Lecture Assignments Group Discussions Critiques Library Research Internet Research	Individual and Group Critiques Portfolio Reviews
3. Explain the current practice of copyright as it pertains to the arts industry.	Lecture Assignments Group Discussions Library Research Internet Research	Individual and Group Critiques Portfolio Reviews

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
4. Explain the differences between working for a company versus being self-employed.	Lecture Assignments Group Discussions Critiques Library Research Internet Research	Individual and Group Critiques Portfolio Reviews
5. Produce a portfolio including an Artist Statement.	Studio Work Lecture Assignments Group Discussions Critiques Library Research Internet Research	Individual and Group Critiques Portfolio Reviews

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

1. Analyze Art Publications, Who They Are Marketed to and Why
2. View Video Screenings
3. Read Case Studies Contracts and Art Copyright Law
4. In Class Lecture and Discussions
5. Site Visits to Local Printers, Ad Agencies, and Design Firms
6. Students Present Their Own Portfolio in Class
7. Role-Playing Relationships between Artist and Client
8. Weekly Reading and Discussing The Thursday *New York Times* Art Section

LEARNING MATERIALS:

The Artist's Marketing and Action Plan Workbook. (2005)

ISBN-13: 978-0970168139

by Jonathan Talbot & Geoffrey Howard

This book provides a vocabulary and structure for interacting professionally in the art world. When you have finished doing the exercises in this book, you will have a personalized, step-by-step marketing and action plan for selling your work.

I'd Rather Be in the Studio! (2008)

ISBN-13: 978-0974272580

by Alyson B. Stanfield

The Artist's No-Excuse Guide to Self-Promotion offers practical approaches that help you sell more art and build an art career that lasts. Provides easy-to-follow self-promotion practices that help you find your way at any point in your career.

Suggested Text on Reserve at Library:

How to Survive and Prosper as an Artist. (2001)

ISBN-13: 978-0805068009

5th ed. by Carroll Michels

"This book should be required reading for every exhibiting artist." --Ellen Rixford, Graphic News.

The Artist's Guide to New Markets. (1998)

ISBN-13: 978-1880559758

Opportunities to Show and Sell Art Beyond Galleries.

by Peggy Hadden

Business and Legal Forms for Fine Artists. (2005)

ISBN-13: 978-1581154283

From Tad Crawford's series, this book contains 17 ready-to-use-and-adapt forms (also on CD-ROM), including contracts for sale of artwork, commissions, creation of limited editions, artist-gallery agreements, lecture agreements, art rentals, exhibition loans, licensing agreements, and more. Published by Allworth Press.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: Walter Plotnick

Date: 10/23/2008

Revised by: Frank Short

Date: 2/11/2010

Interim VPAA/Provost Compliance Verification:

Victoria L. Bastecki-Perez, Ed.D.

Date: 10/19/2010

Revised by: Frank Short

Date: 5/17/2013

VPAA/Provost or designee Compliance Verification:

Victoria L. Bastecki-Perez, Ed.D.

Date: 7/16/2013

Revised by: Frank Short

Date: 8/7/2017

VPAA/Provost or designee Compliance Verification:

Victoria L. Bastecki-Perez, Ed.D.

Date: 8/7/2017

This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.