San José State University

Department of Art & Art History

Art 001, Professional Preparation in Art, Section 01

Fall 2015

Course and Contact Information

Instructor: Keith Daly
Dr. Anne Simonson

Office Location: Keith: ART 317
                Anne: Art 116

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       anne.simonson@sjsu.edu

Office Hours: Keith: Tuesdays 10:30am 11:30am or by appointment
              Anne: MF by appointment

Class Days/Time: Tuesdays 6:30:20pm

Classroom: Art 135

Course Description

Introduction to skills and documents needed in preparation for professional careers in the arts. Intended for BA / BFA ART majors and minors. (This 1 unit course has no prerequisites, is repeatable for credit, is graded on CR/NC basis.)

Learning Outcomes

Upon successful completion of this course, students will be able to:

CLO 1: make timely progress towards graduation with a BA or BFA in Art, as demonstrated by an approved academic plan (appropriate major form and the best possible lineup of classes for following semesters) and a more complete understanding
of courses, options, programs, and specialized training offered by the Department of Art & Art History.

CLO 2: present themselves professionally, in written/electronic formats and also in person, to a variety of audiences, by developing written documents about themselves, some of which can also be delivered orally / spontaneously (as introductions and “elevator pitches”), resumes, artist statements, formal discussions of work, BFA program applications, project / grant proposals.

CLO 3: prepare for future careers in creative fields with essential documents and plans which demonstrate experience in communication, collaboration, innovation, resilience, solicitation of funds / support, and an awareness of the workings of the contemporary art world and through a self-assessment of what they do not yet know.

Texts / Readings

Textbook

Sarah THORNTON, “7 Days in the Artworld”, 2008 (with a new forward in the 2009 edition) (about $7)

We strongly recommend you read the following on your own:

Gigi ROSENBURG, The Artist’s Guide To Grant Writing, 2010 ($14)
David BAYLES and Ted ORLAND, Art and Fear: On the Perils (and Rewards) of Artmaking, 2001 ($10)
Heather Darcy BAHNDARI, and Jonathan MELBER, Art/Work: Everything You Need to Know (and Do) as You Pursue Your Art Career, 2009 ($13)
Ted ORLAND, The View from the Studio Door: How Artists Find their Way in an Uncertain World, 2006 ($9)

Library Liaison

Rebecca Kohn, Library Liaison for Art, rebecca.kohn@sjsu.edu.

Career Center

Denise Hamilton, Liberal Arts Employment Specialist, denise.hamilton@sjsu.edu. SpartaJobs has over 2,000 unique job postings specifically recruiting SJSU students. Go to www.sjsu.edu/careercenter and click on “SpartaJobs” to log in. SJSU Spartan Staffing offers the opportunity to work with a talented team of recruiters who assist students with their job search. The Career Center Website has resources covering all things job search and career exploration related including webshops, recorded webinars, and more.

Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of fortyfive hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found in University Policy S123 at http://www.sjsu.edu/senate/docs/S123.pdf.

We recommend that all ART 001 students try to attend the Department’s 5pm lecture series each Tuesday as part of their time commitment to the course. The schedule of lectures is given at the end of this green sheet. Attendance of the 12/1 lecture is mandatory.
Note that University policy F6924 at http://www.sjsu.edu/senate/docs/F6924.pdf states that “Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading.”

**Grading Policy**

ART 01 is a credit/no credit class. In order to receive credit for (pass) this class, you must do EACH (ALL) of the following assignments and submit them as a portfolio by 12/15. It is essential that you keep a copy of this portfolio. We recommend that you do not wait until the last minute to turn in your portfolio but, instead, submit work according to the class schedule detailed below so that you receive feedback on your work.

**Checklist of assignments:**

- BA or BFA major form signed by your major advisor and initialed by Anne Simonson (in ART 116) to signify currency (CLO 1); this assignment is DUE OCTOBER 5 (and it will take you 2-3 weeks to get the necessary signatures)

- 3 sentence description of yourself as an artist (CLO 2)

- 6 sentence description of yourself as an artist (CLO 2)

- description of your role and evaluation of your success as a collaborator in a group project (CLO 3)

- 200-300 word artist statement (to which you are at least somewhat committed) and/or cover letter for resume (which will also be part of your grant proposal) which describes your motivation as an artist (CLO 3)

- current resume (which must demonstrate your understanding of resume writing workshop/tutorials available through SJSU’s Career Center) (CLO 3)

- selfies and/or carefully rendered drawings of yourself inside each (all) of the following facilities: (1) foundry (off campus); (2) jewelry/metal smithing lab; (3) ceramics; (4) glass lab; (5) digital media/game studies lab; (6) printmaking studio; (7) ATCweek exhibition of an artist whose artist statement and/or work you admire; (8) 12/1 lecture (CLO 1)

- written response to ONE reading (CLO 3)

- (https://www.callforentry.org/) complete application for show OR grant OR residency which demonstrates parts of a standard proposal (may include statement of intent, project objectives/audience, timeline, budget, artist bio/statement, plan for assessment of project success) (CLO 3)

- oral presentation of the 6 sentence elevator pitch (CLO 2)

Note that “All students have the right, within a reasonable time, to know their academic scores, to review their grade dependent work, and to be provided with explanations for the determination of their course grades.” See University Policy F131 at http://www.sjsu.edu/senate/docs/F131.pdf for more details.

**Classroom Protocol**

We expect that you will attend all classes, participate in in class and out of class activities, develop yourself as a pre-professional and/or professional artist. We expect that you will check your SJSU email account for any last minute changes in class itinerary and/or schedule. No cell phone use in class.
University Policies

General Expectations, Rights and Responsibilities of the Student

As members of the academic community, students accept both the rights and responsibilities incumbent upon all members of the institution. Students are encouraged to familiarize themselves with SJSU’s policies and practices pertaining to the procedures to follow if and when questions or concerns about a class arises. See University Policy S90–5 at http://www.sjsu.edu/senate/docs/S905.pdf. More detailed information on a variety of related topics is available in the SJSU catalog, at http://info.sjsu.edu/webdbgen/narr/catalog/rec12234.12506.html. In general, it is recommended that students begin by seeking clarification or discussing concerns with their instructor. If such conversation is not possible, or if it does not serve to address the issue, it is recommended that the student contact the Department Chair as a next step.

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester’s Catalog Policies section at http://info.sjsu.edu/static/catalog/policies.html. Add/drop deadlines can be found on the current academic year calendars document on the Academic Calendars webpage at http://www.sjsu.edu/provost/services/academic_calendars/. The Late Drop Policy is available at http://www.sjsu.edu/aars/policies/latedrops/policy/. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the Advising Hub at http://www.sjsu.edu/advising/.

Consent for Recording of Class and Public Sharing of Instructor Material

University Policy S127, http://www.sjsu.edu/senate/docs/S127.pdf, requires students to obtain instructor’s permission to record the course and the following items to be included in the syllabus:

- “Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor’s permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.”
  - It is suggested that the green sheet include the instructor’s process for granting permission, whether in writing or orally and whether for the whole semester or on a class by class basis.
  - In classes where active participation of students or guests may be on the recording, permission of those students or guests should be obtained as well.
- “Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.”

Academic Integrity

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy S072 at http://www.sjsu.edu/senate/docs/S072.pdf requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The Student Conduct and Ethical Development website is available at http://www.sjsu.edu/studentconduct/.
Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 9703 at http://www.sjsu.edu/president/docs/directives/PD_199703.pdf requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) at http://www.sjsu.edu/aec to establish a record of their disability.
ART 001, Professional Preparation in Art, Fall 2015

Course Schedule

This schedule is subject to change with fair notice; such notice will be made via inclass announcement and group email message. Weeks marked in **bold** signify that an important deadline is scheduled. Readings and/or video viewings will be proposed in the course of our semester.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics, Readings, Assignments, Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>8/25</td>
<td>Read and bring green sheet to class. Course introduction.</td>
</tr>
<tr>
<td>2</td>
<td>9/1</td>
<td>Reading and/or viewing, followed by group discussion. Reading assignment presentation. Group project assignment presentation.</td>
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<tr>
<td>3</td>
<td>9/8</td>
<td>Focus: Advising / Major Forms (with Anne Simonson). Deadline to turn in major form to your advisor: 9/10.</td>
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<tr>
<td>4</td>
<td>9/15</td>
<td>Introduction to elevator pitch and professional documents. Deadline to turn in major form to Department Chair: 9/17.</td>
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| 5    | 9/22    | Guest Speaker: Denise Hamilton (SJSU Career Center): “Resume, Cover Letter, and more”.  
http://www.sjsu.edu/careercenter/students/findajobinternship/resumescoverletters/index.html |
| 6    | 9/29    | Guest Speaker.                                                                                                                                                                              |
| 7    | 10/5    | Facility Tour: Foundry (w/ BBQ)  
http://www.sjsu.edu/art/places/foundry. SIGNED MAJOR FORM IS DUE in order to receive credit for the class.                                                                                  |
| 9    | 10/20   | Focus: BFA Portfolio Discussion and Review.                                                                                                                                                   |
| 10   | 10/27   | Guest Speaker. Deadline BFA applications: 10/29.                                                                                                                                              |
| 11   | 11/3    | Visit ATC shows. Attend ATC presentations on 11/45 (optional but highly recommended).                                                                                                          |
| 12   | 11/10   | Guest speaker.                                                                                                                                                                              |
| 13   | 11/17   | Facility Tour: Glass, Ceramics.                                                                                                                                                                |
| 14   | 11/24   | Guest speaker.                                                                                                                                                                              |
| 15   | 12/1    | Facility Tour: Jewelry / Metalsmithing, and Digital Media / Game Studies. Mandatory 5pm lecture (see abstract on p. 7).                                                                        |
| 16   | 12/8    | Last day of instruction. Review of materials needed to receive credit and of elevator pitch performance.                                                                                       |
| 17   | 12/15   | Scheduled FINAL EXAM: All documents are due for credit. Elevator pitch performance (yes, there’s a typo in the word “Artworld” in Week 8 of the schedule)                                             |

Professional Preparation in Art, 001, Fall, 2015
Revised in August, 2015
1. Sept. 1 - Anne Simonson  
In conjunction with the opening of the exhibition of 81 prints from Francisco Goya’s Desastres de la Guerra suite, created during 1810-1820 but not published until 35 years after his death, Department of Art and Art History chair and professor Simonson will discuss the prints within the context of the times and in contrast to most of Goya’s other work until that time.

2. Sept. 8 - Alphatypoglyphic!  
Playful New Perspectives on the Alphabet. The alphabet does a lot of heavy lifting for us every day, most of it pretty mundane. But the alphabet also has a quirky sense of play, and this is something Type Designer Rod Cavazos explores with obsessive delight. Join us for a rare peek at some of the more exotic alphabetic concepts, constructs and curiosities he and his team have tinkered up in their San Francisco design office.

3. Sept. 15 - Richard Whittaker  
is the cofounder, with Rue Harrison, of the nonprofit "Society for the ReCognition of Art" and founding editor [1998] of the magazine works & conversations. Earlier he founded The Secret Alameda published from 199096. He is also the West Coast editor of Parabola magazine. Although Whittaker has a background in philosophy [BA] and clinical psychology [MA] and has done graduate work at the GTU in Berkeley, his connections with art go back over forty years including photography, ceramics, painting and sculpture.

4. Sept. 22 - Adam Shiverdecker  
is a ceramic sculptor and also the new Assistant Professor of Spatial Art at SJSU. Until this summer, he lived and worked in New York City. His work has been shown extensively throughout the United States and has received numerous awards. Adam’s lecture will focus on the conceptual drivers of his studio practice and the technical aspects of creating his work.

5. Sept. 29 - Marnia Johnston  
is a sculptor and is an interdisciplinary instigator, collaborating with engineers, anthropologists and tinkerers. She creates projects that explore the intersections between culture, social and biological sciences. In this evening’s presentation, Marnia will discuss the concepts behind her work, and describe the use of rapid prototyping tools in the creation of her ceramic robots.

6. Oct. 6 - Jenny Odell  
mines imagery from online environments, most typically Google Maps, in an attempt to create candid portraits or to insist on the material nature of our modern networked existence. Because her practice exists at the intersection of research and aesthetics, she has often been compared to a natural scientist (specifically, a lepidopterist). Her work has made its way into the Google Headquarters, Les Rencontres D’Arles, Arts Santa Monica, Fotomuseum Antwerpen, La Galté lyrique, the Made in NY Media Center, and East Wing in Dubai. It’s also turned up in TIME Magazine’s LightBox, The Atlantic, The Economist, WIRED, the NPR Picture Show, and a couple of Gestalten books. She teaches at Stanford and the San Francisco Art Institute and would spend 80% of her life in a library if she could.

7. Oct. 13 - Photo based artist Annu Palakunnathu Matthew  
will present her work Generations, which is a striking blend of still and moving imagery. Her work has been influenced by her experiences of having been born in England, raised in India, and now living in the United States. Her larger work draws on archival photographs as a source of inspiration to examine concepts of memory, cultural assumptions, and national identity. Some of her work explores the powerful appeal of family photographs and how they shape identity and memory. Presenting familiar imagery to draw in the viewer, Matthew uses the medium of photography to challenge the distance between past and present and the separation between fact and fabricated history.
8. Oct. 20 - Lisa Iwamoto is principal of IwamotoScott, Architecture a practice formed in partnership with Craig Scott. Committed to pursuing architecture as a form of applied design research, it engages in projects at multiple scales and in a variety of contexts consisting of fullscale fabrications, museum installations and exhibitions, theoretical proposals, competitions and commissioned design projects. IwamotoScott's recent projects include: Voussoir Cloud, SCIArc Gallery, Los Angeles; ORDOS100; Hydronet, the winning scheme for City of the Future: San Francisco 2108; REEF, PS1 Young Architects Program 2007; and Jellyfish House, a theoretical house design incorporating ambient technologies for the Vitra Design Museum's exhibition OPEN HOUSE. Both members of the team present the lecture.

9. Oct. 27 - James Peterson’s passion is, creating sculpture that facilitates joy and contemplation. The true success of his work is in the interactivity, dialogue, and responsiveness between the artwork and all those who experience it. He will be addressing the process of designing immersive experiences that promote social interaction and the challenges that arise.

10. Nov. 3 - Michael Dale Bernard is a contemporary jewelry artist and educator who received his MFA in Metalsmithing in 2007 from California State University, Long Beach. The 13 years that Michael spent in the Los Angeles art scene have clearly influenced his highly stylized artwork. The dynamic forms of urban architecture and the vibrant colors used by street artists are both visible in his jewelry. Salvaged materials, welded trellis forms, and colorful powder coated elements combine to create his bold pieces. He currently teaches Jewelry and Metals and Digital Arts at the University of Wisconsin – Milwaukee.

11. Nov. 10 - Jared Lindsay Clark takes an experimental approach to the objects he creates. Cultivating from Modernist and Minimalist tenants, the artist uses everyday objects, such as cutting boards, found paintings, soap, Styrofoam and ceramic figurines in his artworks. By repurposing common objects, Clark produces sculptures that address contemporary social issues that bring about ideas of renewal and reparation as well as recycling. In addition to his sculptures and reenvisioned paintings, Clark creates sitespecific work. Clark received his Master of Fine Arts degree from Virginia Commonwealth University. He is the recipient of numerous residencies and fellowships.

12. Nov. 17 - The installation "Now What" features 50 posters, each a response to the question: "Occupy: What's Next?". David Peters, JeanBenoit Levy and Erik Adigard, three Bay Area designer/educators coproduced an international design action in 2012 that received hundreds of entries. David Peters and JeanBenoit will describe their methodology, the nature of the visual arguments on display, and the potential of the poster to force social dialogue in an age of change.

Thanksgiving No lecture.

13. Dec. 1 - A special lecture featuring SJSU MFA alumni who have forged innovative paths for themselves in a seemingly bleak job market. They will share stories of frustration, challenge, solutions and success with hopes of inspiring current students to broaden their vision of possibility.