San José State University  
Department of Art & Art History  
Art 177 – Professional Practices, Section 1, Spring Semester, 2018

Course and Contact Information

Instructor: Jo Farb Hernández  
Office Location: Art 129A  
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Email: jfh@cruzio.com  
Office Hours: Tuesdays, 1 – 3 pm  
Class Days/Time: Tuesdays, 3 – 6 pm  
Classroom: Art 141  
Prerequisites: Upper Division status

Department Office: ART 116  
Department Contact: Website: www.sjsu.edu/art   Email: art@sjsu.edu

Course Format
Lecture, class projects

Course Description
This upper division 3-credit course will introduce students to the ways and means necessary to begin building a career in the arts while successfully negotiating its challenges. It will help prepare students for the transition to the professional art world through guidance on developing a curriculum vitae and portfolio suitable for professional presentation, providing insights on the business and politics of the art world, and offering information on the practical realities of museum exhibitions, gallery representation, grant and public art commission applications, as well as alternative career options available for artists. Sessions may include lectures, discussions of the readings and assignments, invited speakers, field trips and group activities.

Course Learning Outcomes (CLO)

Upon successful completion of this course, students will:

1. …have developed a clear and succinct curriculum vitae, bio, and artist’s statement that highlights their educational and exhibition experiences;

2. …have learned the professional way to document and present artwork through photographs and targeted portfolio development;
3. …be able to identify professional organizations, associations, media organs, visual arts registries, and other resources pertinent to the professional artist;

4. …be able to develop a personalized plan that will chart short- and long-term objectives within the art field.

Suggested Texts/Readings:


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 forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, etc. More details can be found in the University Syllabus Policy S16-9 at http://www.sjsu.edu/senate/docs/S16-9.pdf and University policy F15-12 (http://www.sjsu.edu/senate/docs/F15-12.pdf).

Final Examination or Evaluation

Our final evaluation is scheduled for May 18 from 14:45 – 17:00 pm.

Grading Information

- Student grades will be based upon oral presentations and assignments (30%), written assignments (40%), and the final exam/project (30%). Evidence of both critical and strategic thinking will be assessed in both written and oral work. In-class presentations will be evaluated on the quality and thoughtfulness of comments relative to class discussions of readings, written assignments, and scheduled topics. Consistent on-time attendance is an obvious component of this portion of the grade.

- Attendance at the weekly Tuesday Night Lecture Series is one component of this class that will enable students to learn about alternative approaches within the broad fields of art and design, and is compulsory. A short paper (150-250 words) summarizing each presentation and your response to it will count toward the written assignments portion of your grade. Each of these weekly paragraphs will be graded on a scale of 1-10 points (10 being the equivalent of A+). The combined points from these required responses will comprise a significant portion of the written assignments—and, therefore, your grade.

- NOTE: Because this course emphasizes professional standards and conduct, students will be expected to attend all class meetings and field trips. Assignments not submitted by the due date will be docked the equivalent of one letter grade off the top; if they are not submitted by the end of the next class period, they will be graded as an “F.” If there is an unavoidable reason for missing the deadline, I will expect notification PRIOR to that time and/or a doctor’s excuse.

Determination of Grades

Grades will be assigned according to University policy from A to F as outlined in the SJSU catalog. All work must be finished and turned in according to deadlines and instructions, as noted above. Extra credit options are not generally available.

A= Excellent work (A-: 90-93.5; A: 94 – 100)
B= Above average work (B-: 80-83.5; B: 84-87; B+: 87.5-89)
C= Average work (C-: 70-73.5; C: 74-77; C+: 77.5-79)
D= Below average work (D-: 60-63.5; D: 64-67; D+: 67.5-69)
F= Unsatisfactory work (59 or below)

**Classroom Protocol**

**Cell Phones:**
Students will turn their cell phones off while in class. They will not answer their phones in class. Students whose phones disrupt the course and do not stop when requested by the instructor will be referred to the Judicial Affairs Officer of the University.

**Computer Use:**
In the classroom, faculty allow students to use computers only for class-related activities. These include activities such as taking notes on the lecture underway and finding websites to which the instructor directs students at the time of the lecture. Students who use their computers for other activities or who abuse the equipment in any way, at a minimum, will be asked to leave the class and will lose participation points for the day, and, at a maximum, will be referred to the Judicial Affairs Officer of the University for disrupting the course. (Such referral can lead to suspension from the University.) Students are urged to report to their instructors computer use that they regard as inappropriate (i.e., used for activities that are not class related).

**Questions:**
It is important that you ask any and all questions you have as we go along. If you are confused about an assignment, or if I haven't made something clear, please ask me in class, email me, or make an appointment during my office hours. I will be happy to discuss a project at any stage with you.

**University Policies:**
Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs’ Syllabus Information web page at [http://www.sjsu.edu/gup/syllabusinfo/](http://www.sjsu.edu/gup/syllabusinfo/)

**Department Advising:**
For information about majors and minors in Art & Art History, for change of major/minor forms and a list of advisors: [http://www.sjsu.edu/art/](http://www.sjsu.edu/art/) or the Art & Art History department office in ART 116, 408-924-4320, art@sjsu.edu
Art 177 – Professional Practices - Spring 2018
Course Schedule - Subject to change with fair notice

Week 1: Introductions
Overview of Program
Personal Objectives
Work Habits

Week 2: Portfolio Development I: Tools of Communication
Developing a professional *curriculum vitae*
Developing a bio and an artist’s statement
Letters of recommendation
Writing cover letters

Week 3: Portfolio Development II: Documenting Your Work
Photography options: Documentation and Storage
Portfolio Development and Presentation
Inventories, Labeling, and Documentation
Presentation Binders

Week 4: Managing Your Career I: Legal Issues
Copyright Issues
Visual Artist’s Rights Act of 1990 (Moral Rights Law)
Contracts

Week 5: Managing Your Career II: Strategies for Exposure
Gallery Representation
Art Consultants/Advisors

Week 6: Field Trip or Invited Speaker: Gallery

Week 7: Managing Your Career III: Additional Strategies for Exposure
Licensing Your Artwork
Juried Exhibitions, Art Fairs and Festivals, Image Registries
Public Art Commissions

Week 8: Public Relations I
The Role of the Media/Public Relations
Press Releases
Advertising
Direct Mail
Artists Brochures

Week 9: Public Relations II
Web sites, Internet sales

Week 10: Business Considerations
Fair Market Value/Pricing
Insurance
Taxes

Week 11: Grant and Project Applications
Grant Writing
Artist Residency and Support Opportunities

Week 12: The Role of the Museum
Museum Studies Programs
Museum Internships and Careers
Week 13: Alternative Careers in the Visual Arts
- Appraising
- Conservation
- Auction Houses

Week 14: Field Trip or Invited Speaker: Museum or Auction House

Week 15: Review and Closing Discussions

Week 16: Final Exam
Cut-off time for exam project: Thursday, May 18, 2:45 pm