

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
Telephone:	(408) 924 4328
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 :

Crawford, Tad. *Legal Guide for the Visual Artist*. New York: Allworth Press, 1999.

-----. *The Artist-Gallery Partnership: A Practical Guide to Consigning Art*. New York: Allworth Press, 1998.

Dorrell, Paul. *Living the Artist's Life*. Kansas City, MO: Hillstead Publishing, 2004.

Editors of Art Calendar. *Getting Exposure*. New York: Lyons Press, 1998.

-----. *Getting the Word Out*. New York: Lyons Press, 1998.

-----. *Making a Living as an Artist*. New York: Lyons Press, 1998.

Esworthy, Cynthia. "From Monty Python to Leona Helmsley: A Guide to the Visual Artists Rights Act."

Grant, Daniel. *The Business of Being an Artist*. New York: Allworth Press, 2000.

Michels, Caroll. *How to Survive and Prosper as an Artist: Selling Yourself without Selling your Soul*. New York: Henry Holt and Co., 2001.

Slaughter, Adele and Jeff Kober. *Art That Pays: The Emerging Artist's Guide to Making a Living*. Los Angeles: National Network for Artist Placement, 2004.

Talbot, Jonathan, and Geoffrey Howard. *The Artist's Marketing and Action Plan Workbook*. Jonathan Talbot, 2005.

White, Brian Marshall. *Breaking Into the Art World: How to Start Making a Living as an Artist*. Virtualbookworm.com Publishing, 2005.

Vitali, Julius. *The Fine Artist's Guide to Marketing and Self Promotion*. New York: Watson-Guptill, 2003.

Zolberg, Vera. "Art Museums and Living Artists: Contentious Communities," in Karp, Kreamer, Lavine. *Museums and Communities*. Washington: Smithsonian Inst Press, 1992:105-136.

Library Liaison

Aliza Elkin

email: aliza.elkin@sjsu.edu; phone: (408) 808-2043

Dr. Martin Luther King, Jr. Library -4th Floor Administration Offices

Website: <http://libguides.sjsu.edu/collectiondevelopment/CDhumanities>

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](http://www.sjsu.edu/gup/syllabusinfo/) at <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/> 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:	Overview of Program Personal Objectives Work Habits	Introductions
Week 2:	Developing a professional <i>curriculum vitae</i> Developing a bio and an artist's statement Letters of recommendation Writing cover letters	Portfolio Development I: Tools of Communication
Week 3:	Photography options: Documentation and Storage Portfolio Development and Presentation Inventories, Labeling, and Documentation Presentation Binders	Portfolio Development II: Documenting Your Work
Week 4:	Copyright Issues Visual Artist's Rights Act of 1990 (Moral Rights Law) Contracts	Managing Your Career I: Legal Issues
Week 5:	Gallery Representation Art Consultants/Advisors	Managing Your Career II: Strategies for Exposure
Week 6:		Field Trip or Invited Speaker: Gallery
Week 7:	Licensing Your Artwork Juried Exhibitions, Art Fairs and Festivals, Image Registries Public Art Commissions	Managing Your Career III: Additional Strategies for Exposure
Week 8:	The Role of the Media/Public Relations Press Releases Advertising Direct Mail Artists Brochures	Public Relations I
Week 9:	Web sites, Internet sales	Public Relations II
Week 10:	Fair Market Value/Pricing Insurance Taxes	Business Considerations
Week 11:	Grant Writing Artist Residency and Support Opportunities	Grant and Project Applications
Week 12:	Museum Studies Programs Museum Internships and Careers	The Role of the Museum

Week 13:

Appraising
Conservation
Auction Houses

Alternative Careers in the Visual Arts

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