San José State University  
Department of Art & Art History  
Art 177 – Professional Practices, Section 1, Spring Semester, 2019

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 – 5:45 pm
Classroom: Art 141
Prerequisites: Upper Division status

Units: 3

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

Additional Contact Information
* E-mail is generally the best method of contact during non-office hours.
* Please allow 48-hours for an e-mail response.
* Emergency: 911
* Campus Escort: 42222
* Individuals with disabilities may contact the Disability Resource Center (DRC), Administrative Building 110, 408/924-6000, for a variety of formats such as Braille, large print, sign interpreters, assistive listening devices, audio tape and accommodations for physical accessibility.

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 Goals and 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 (all available in MLK Library):


Supplementary learning materials, including web resources, may be provided by the professor throughout the duration of the class.

**Library Liaison**

The Art and Art History Department has a **new Library Liaison**.

**Gareth Scott**

email: gareth.scott@sjsu.edu
phone: (408) 808-2094
Dr. Martin Luther King, Jr. Library
4th Floor Administration Offices

Art and Art History Resources: [https://libguides.sjsu.edu/Art](https://libguides.sjsu.edu/Art)

**Course Requirements and Assignments**

Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.”

**Final Examination or Evaluation**

Our final evaluation is scheduled for May 21 from 14:45 – 17:00 pm. However, culminating student projects will be presented prior to the end of formal classroom teaching so that all students can participate in the critical process.

**Grading Information**

- Student grades will be based upon oral presentations and assignments, including class participation (33%), written assignments (34%), and the final exam/project (33%). 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 mandatory. 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.

Numeric grade equivalents:

<table>
<thead>
<tr>
<th>Grade Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>93% and above</td>
<td>A</td>
</tr>
<tr>
<td>92% - 90%</td>
<td>A-</td>
</tr>
<tr>
<td>89% - 88%</td>
<td>B+</td>
</tr>
<tr>
<td>87% - 83%</td>
<td>B</td>
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<tr>
<td>82% - 80%</td>
<td>B-</td>
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<tr>
<td>79% - 78%</td>
<td>C+</td>
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<tr>
<td>77% - 73%</td>
<td>C</td>
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<tr>
<td>72% - 70%</td>
<td>C-</td>
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<tr>
<td>69% - 68%</td>
<td>D+</td>
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<tr>
<td>67% - 63%</td>
<td>D</td>
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<tr>
<td>62% - 60%</td>
<td>D-</td>
</tr>
<tr>
<td>below 60%</td>
<td>F</td>
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</tbody>
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Please note: Except in cases of documented emergencies, incomplete grades are not given in this course.

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 F13-1 at [http://www.sjsu.edu/senate/docs/F13-1.pdf](http://www.sjsu.edu/senate/docs/F13-1.pdf) for more details.

Additional Note:
This syllabus is subject to change, in the event of unforeseen circumstances, or in the case that changes will significantly enhance the quality of the course.
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(H)/(PHOT) 116, 408-924-4320, art@sjsu.edu

Classroom Protocol

Cell Phones:
Students will turn their cell phones off while in class. They will not answer their phones in class. Other devices that detract from full attention should turned off or silenced. Students are expected to be punctual for class and actively engaged during all class meetings.

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/).

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.
Art 177 – Professional Practices - Spring 2019
Course Schedule - Subject to change with fair notice

Week 1: 1/29
Overview of Program
Personal Objectives
Work Habits

Week 2: 2/5
Invited Speaker: Post-college artist opportunities/challenges
Artist Patrick Kingshill will present on such post-college opportunities and challenges as graduate school, artist residencies, and how to maintain studio life following graduation. NOTE: this class will take place in the Ceramics Studio, IS 165, the Beginning Ceramics classroom.

Week 3: 2/12
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 4: 2/19
Portfolio Development II: Documenting Your Work
Photography options: Documentation and Storage
Portfolio Development and Presentation
Inventories, Labeling, and Documentation
Presentation Binders

Week 5: 2/26
Managing Your Career I: Legal Issues
Copyright Issues
Visual Artist’s Rights Act of 1990 (Moral Rights Law)
Contracts

Week 6: 3/5
Managing Your Career II: Strategies for Exposure
Gallery Representation
Art Consultants/Advisors

Week 7: 3/12
Invited Speaker: Public Art
Michael Ogilvie, Director of Public Art for the City of San José, will discuss the City’s public art projects and ways for students to become involved in realizing their ideas on a monumental scale.

Week 8: 3/19
Managing Your Career III: Additional Strategies for Exposure
Licensing Your Artwork
Juried Exhibitions, Art Fairs and Festivals, Image Registries
Public Art Commissions
Grantwriting
Artist Residency and Support Opportunities

Week 9: 3/26
Public Relations I
The Role of the Media/Public Relations
Web sites, Internet sales

Week 10: 4/2
Spring Break

Week 11: 4/9
Business Considerations
Fair Market Value/Pricing
Insurance
Week 12: 4/16
Taxes
Museum Studies Programs
Museum Internships and Careers
Appraising/Auction Houses
Conservation

Museums and Alternative Careers in the Visual Arts

Week 13: 4/23
Student final presentations: Group 1

Review and Closing Discussions
Final student presentations

Week 14: 4/30
Student final presentations: Group 2

Final student presentations

Week 15: 5/7
Student final presentations: Group 3

Final student presentations