

COURSE SYLLABUS



COURSE TITLE: ART-182: Professional Arts Management

CLASS SECTION: X01

TERM: Winter

COURSE CREDITS: 3

DELIVERY METHOD(S): F2F

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.

Learn more about Camosun's [Territorial Acknowledgement](#).

INSTRUCTOR DETAILS

NAME: John G. Boehme

EMAIL: boehme@camosun.ca

OFFICE: Y100A

HOURS: Friday 8:30 to 9:20 and by appointment

As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

This course introduces students to the issues, the concepts, and the methods of art management and cultural practice in the creative industries. It is for students who are practicing artists, those working with artists, and/or those who want to gain the basic knowledge and skills to help them understand the professional side of creative production. At the completion of this course, students will have the necessary strategies to market, promote, and distribute their creative products to appropriate networks.

PREREQUISITE(S):

One of:

- C in English 12
- C in Camosun Alternative

CO-REQUISITE(S):

Not Applicable

EXCLUSION(S):

Not Applicable

COURSE LEARNING OUTCOMES / OBJECTIVES

Upon completion of this course a student will be able to:

Professional Practices

1. Create professional practice goals including strategies to achieve them.
2. Identify distribution methods for creative work and calculate a professional fee for commissions.
3. Identify resources and networks to support professional creative activity.

Art and Culture Agreements

4. Identify legal issues and resources appropriate to setting up new and existing business ventures.
5. Describe the basic elements of a contract as well as the basic premise of intellectual property rights including how to effectively manage economic and moral rights.
6. Identify and list the basic terms and conditions of a typical art or cultural business and legal form agreement.

Marketing for Creative Practices

7. Demonstrate media relation, marketing, support options, and promotional strategies for artists.
8. Write a marketing plan appropriate for the specific creative practice.
9. Prepare visual and written information for portfolio presentation.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

Texts:

- Support material (professional practice documents, links to research and practical guides) posted on D2L.
- *How To Write About Contemporary Art*, Gilda Williams, *Criticizing Art*, Terry Barrett, & *Ways of Looking*, Ossian Ward on reserve in Library

Other: Journal: flash-drive or external hard-drive for storing image and text files

Optional: laptops and reference access to *How to Write About Contemporary Art*, Gilda Williams, Thames and Hudson,

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

WEEK or DATE RANGE	ACTIVITY or TOPIC	DUE	OTHER NOTES
Week 1 Sept. 8	Intro to Course: <ul style="list-style-type: none"> • Value of Respect • Processes of Criticism • Professional Practice Curation Groups. 		
Week 2 Sept. 15	Exhibitions <ul style="list-style-type: none"> • Curation • Presentation, Planning, & Preparation. • Memberships & Affiliations, • Mind Maps 	Mind Maps	
Week 3 Sept. 22	Professional Strategies <ul style="list-style-type: none"> • Requirements, & Processes in Art & Culture. • Goals • Cover Letters, • CV introduction • Artist Statements • Bio • Self-Criticism 		
Week 4 Sept 29	committees/boards <ul style="list-style-type: none"> • running a meeting • further documenting • Curriculum Vitae (CV's VS Resume) 	12 -15 Images Portfolio Images with Image List & Cover Letter DRAFT	Lab time meetings Committee Work w/agenda & minutes (keep a detailed log)
Week 5 Oct 6	Proposals <ul style="list-style-type: none"> • communicate a concept • supporting your ideas. 	Artist CV Artist Statement & Bio DRAFT	Lab time meetings Committee Work w/agenda & minutes (keep a detailed log)
Week 6 Oct. 13	Image <ul style="list-style-type: none"> • Quality • file management • context of representation • accurate & detailed image list 	Project Proposal DRAFT	Lab time meetings Committee Work w/agenda & minutes (keep a detailed log)
Week 7 Oct. 20	Who WWW <ul style="list-style-type: none"> • Branding • Social Media • Website Layout / Templates 		
Week 8 Oct. 27	Field Trip / Guest TBA		Lab time meetings Committee Work w/agenda & minutes (keep a detailed log)

WEEK or DATE RANGE	ACTIVITY or TOPIC	DUE	OTHER NOTES
Week 9 Nov 3	NETWORKS& Final Portfolio Project		Lab time meetings Committee Work w/agenda & minutes (keep a detailed log)
Week 10 Nov. 10	ROUNDTABLE think pair share		Lab time meetings Committee Work w/agenda & minutes (keep a detailed log)
Week 11 Nov 17	Artist Talks (see presenter list)	Portfolio Assignment Website Committee Log	Lab time meetings Committee Work w/agenda & minutes (keep a detailed log)
Week 12 Nov 24	Artist Talks (see presenter list)	Project Proposal	Lab time meetings Committee Work w/agenda & minutes (keep a detailed log)
Week 13 Dec 1	Artist Talks (see presenter list)		Lab time meetings Committee Work w/agenda & minutes (keep a detailed log)
Week 14 Dec 8	Artist Talks (see presenter list)		

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, & exams with academic accommodations have booking procedures & deadlines with CAL where advanced noticed is required. Deadlines can be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
Visiting Artist Responses	10%
Group Curation Project (call/application info, install, de-install, curation, communication/promo, collaboration, detailed participation log)	15%
Portfolio Package Drafts / Development (Cover Letter, CV, Artist Statement, Project Proposal, Budget, Images, & Image List)	15%
Final Portfolio Package (approved researched application or Jessie Allan Forsyth Portfolio Award Application)	10%
Gallery Proposal	20%
Artist Talk	10%
Artist Website	10%
Participation & Professionalism	10%
TOTAL	100%

If you have a concern about a grade you have received for an evaluation, please come & see me as soon as possible. Refer to the [Grade Review & Appeals](http://camosun.ca/about/policies/education-academic/e-1-programming-&-instruction/e-1.14.pdf) policy for more information.
<http://camosun.ca/about/policies/education-academic/e-1-programming-&-instruction/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

Assigned research & readings, in-class discussions, information exchange, & group & committee work, and portfolio & other professional documents will account for most of your course grade. As this is a professional practice course, deadlines must be strictly adhered to. Students must consult with the instructor regarding all accommodation needs for each assignment well in advance of said deadlines. **Late or incorrectly submitted assignments will be graded as a zero.**

Student course work & in-class participation criteria will be assessed on each student's ability to demonstrate informed consideration, comprehension, & interpretation of the concepts introduced throughout the course as well as the incorporation of contemporary art theory & concepts.

***Students should plan to meet with the instructor if there is any uncertainty or concern regarding assignment guidelines, criteria, results, or course standing.**

SCHOOL OR DEPARTMENTAL INFORMATION

1. Students registered with CAL (Centre for Accessible Learning), who wish to have academic accommodations active in their course, are required to confirm that each of their instructors has received a memo from CAL
2. Students who are registered with CAL are required to know & understand and the details of their accommodations & to be aware of CAL frameworks
3. In order to receive an **extension on an assignment**, each student must initiate a conversation with their instructor at least 5-week days before the deadline to negotiate & establish a new deadline. Students are reminded that all extensions for course work are limited to the semester end date (last of day of class). There may be circumstances where a student experiences a quick onset of disability symptoms where such notice is not practicable. In these cases these guidelines can be helpful for course instructors <https://camosun.libguides.com/AcademicAccommodations/OOCAccomms>
4. **Student absence.** If students need to leave a class or lab or are unable to come to class or lab because of illness, COVID, mental health, etc., it falls upon the student to contact the instructor about their absence. Students are required to take the necessary steps to get caught up in a timely manner on missed material including demos. Students may confer with classmates to learn missed material. Please know that instructors & technologists do not conduct one on one instruction with any student who has missed class/lab. However, instructors & technologist are available to answer specific questions.

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, & assume responsibility for their education by researching academic requirements & policies;

demonstrating courtesy & respect toward others; & respecting expectations concerning attendance, assignments, deadlines, & appointments.

SUPPORTS & SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in & out of the classroom. For a detailed overview of the supports & services visit <http://camosun.ca/students/>.

Academic Advising	http://camosun.ca/advising
Accessible Learning	http://camosun.ca/accessible-learning
Counselling	http://camosun.ca/counselling
Career Services	http://camosun.ca/coop
Financial Aid & Awards	http://camosun.ca/financialaid
Help Centres (Math/English/Science)	http://camosun.ca/help-centres
Indigenous Student Support	http://camosun.ca/indigenous
International Student Support	http://camosun.ca/international/
Learning Skills	http://camosun.ca/learningskills
Library	http://camosun.ca/services/library/
Office of Student Support	http://camosun.ca/oss
Ombudsperson	http://camosun.ca/ombuds
Registration	http://camosun.ca/registration
Technology Support	http://camosun.ca/its
Writing Centre	http://camosun.ca/writing-centre

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Isl& Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, & ST&ARDS

Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate & reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc.). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, & where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate

academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts & to learn how to get started: <http://camosun.ca/services/accessible-learning/>

Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-&-instruction/e-1.13.pdf> for policy regarding academic expectations & details for addressing & resolving matters of academic misconduct.

Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-&-instruction/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress & what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-&-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, & tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-&-instruction/e-1.5.pdf> for further details about grading.

Grade Review & Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-&-instruction/e-1.14.pdf> for policy relating to requests for review & appeal of grades.

Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, & do not provide your instructor with a reasonable reason in advance, you will be removed from the course & the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies & Procedures" (<http://camosun.ca/learn/calendar/current/procedures.html>) & the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-&-instruction/e-1.5.pdf>.

Medical / Compassionate Withdrawals

Students who are incapacitated & unable to complete or succeed in their studies by virtue of serious & demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-&-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence & Misconduct

Camosun is committed to creating a campus culture of safety, respect, & consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The

Office of Student Support will make sure students have a safe & private place to talk & will help them understand what supports are available & their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence & Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-services-&-support/e-2.9.pdf> & camosun.ca/sexual-violence. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-3703841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, & promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, & safe learning environment. Please review Camosun College's Student Misconduct Policy at <http://camosun.ca/about/policies/education-academic/e-2-student-services-&-support/e-2.5.pdf> to understand the College's expectations of academic integrity & student behavioural conduct.

Changes to this syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear & timely notice of the changes.