

COURSE SYLLABUS



COURSE TITLE: ART-182-Professional Arts Management

CLASS SECTION: 001

TERM: 2024F

COURSE CREDITS: 3

DELIVERY METHOD(S): Face-to-Face Fisher 202

Camosun College respectfully acknowledges that our campuses are situated on the territories of the Ləkʷəŋən (Songhees and Kosapsum) and WSÁNEĆ peoples. We honour their knowledge and welcome to all students who seek education here.

INSTRUCTOR DETAILS

NAME: Kerri Flannigan

EMAIL: Flannigank@camosun.bc.ca

OFFICE: Y101D

HOURS: 9:00-9:30 AM, 2:00-2:30PM

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

EQUIVALENCIES: ART 281

COURSE LEARNING OUTCOMES / OBJECTIVES

Upon successful 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) will be posted on D2L.

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

Optional: laptops or tablets

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.

Visits from BC Arts Council and CARFAC BC TBA

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
WK 01 - Jan 8 th 2025	Intro to Course: Value of Respect and Processes of Criticism and Professional Practice	Lab Time: Work on Questionnaire Mind

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
	<p>Locating Our Selves as Artists</p> <p>Curation Groups and setting up Video Art Exhibition</p> <p>Mind Map Assignment PT 1</p>	Map Assignment Pt 1
WK 02 - Jan 15 th 2025	<p>Introduce Mind Map Assignment PT 2 + Group Curation Assignment</p> <p>Artist Spaces and Disseminating Work. Memberships and Affiliations</p> <p>Exhibitions: Curation: Presentation, Planning, and Preparation.</p>	Lab Time: Work on Mind Maps + Meet with Curatorial Groups
WK 03 - Jan 22 nd 2025	<p>Introduce Portfolio Assignment</p> <p>Sign up for Grad Exhibition Groups</p> <p>Pragmatics of Professional Strategies, Requirements, and Processes in Art and Culture.</p> <p>Overview of grants, Residencies, internships, mentorships</p> <p>We will end class a little early to leave time to eat lunch and head downtown (class will end at 1:00pm instead of 1:20).</p> <p><i>Field Trip: Rockslide Studio Tour + Talk with Logan Ford</i> <i>During lab: 2:30-3:20</i></p>	<p>Mind Maps Due</p> <p>Field Trip to Rockslide Studio for Lab</p>
WK 04- Jan 29 th 2025	<p>Participating committees / boards, running a meeting</p> <p>Cover Letters + Goals + CV</p>	<p>Portfolio Proposal Due</p> <p>Lab time meetings and Committee Work w/agenda and minutes (keep a detailed log)</p>
WK 05 – Feb 5 th 2025	<p><i>Field Trip to Vancouver</i></p> <p>Contemporary Art Gallery 10:30 AM – 11:30 AM</p> <p>Vancouver Art Gallery 1:00-2:30 PM</p> <p>Libby Leshold Gallery (TBC/Optional)</p>	Field Trip to Vancouver
WK 06 - Feb 12 th 2025	Proposals; communicating a concept and supporting your ideas.	Cover Letter and Artist/Work CV Due

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
	<p>Class Attends Group 1 Exhibition Image quality, file management, context of representation, and importance of an accurate and detailed image list</p> <p>CARFAC BC Presentation Friday, Feb 14th 12:30-1:30</p>	<p>Lab time meetings and Committee Work w/agenda and minutes (keep a detailed log)</p>
<p>WK 07 - Feb 19th 2025</p>	<p>READING BREAK Feb. 20-23</p>	
<p>WK 08 - Feb 26th 2025</p>	<p>Attend Group 2 Exhibition</p> <p><i>Field Trip – AGGV (TBC) AM</i></p> <p>Artist Statements, Bio, and Self-Criticism</p>	<p>Field Trip to AGGV - TBC</p> <p>12 -15 Images Due with Image List</p> <p>Lab time meetings and Committee Work w/agenda and minutes (keep a detailed log)</p>
<p>WK 09 - Mar 5th 2025</p>	<p><i>GUEST – TBD</i></p> <p>Website Layout / Templates</p> <p>Marketing/promotion</p> <p>Attend Group 3 Exhibition</p>	<p>Artist Statement and Bio Due</p> <p>Lab time meetings and Committee Work w/agenda and minutes (keep a detailed log)</p>
<p>WK 10 - Mar 12th 2025</p>	<p><i>BC ARTS COUNCIL Presentation with Erin Macklem</i></p> <p>Access and Inclusion</p> <p>Self-Care for Artists and Imposter Syndrome</p> <p>Final Portfolio Project</p>	<p>Lab time meetings and Committee Work w/agenda and minutes (keep a detailed log)</p>
<p>WK 11 - Mar 19th 2025</p>	<p>Artist Talks (see presenter list)</p> <p>Attend Group 4 Exhibition</p>	<p>Lab time meetings and Committee Work w/agenda and minutes (keep a detailed log)</p>
<p>WK 12 - Mar 26th 2025</p>	<p>Artist Talks (see presenter list)</p>	<p>Website Assignment Due</p> <p>Lab time meetings and Committee Work w/agenda and minutes (keep a detailed log)</p>

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
WK 13- Apr 2 nd 2025	Artist Talks (see presenter list) Attend Group 5 Exhibition	Lab time meetings and Committee Work w/agenda and minutes (keep a detailed log)
WK 14 – April 9 th 2025	Artist Talks (see presenter list)	Portfolio Assignment Due Apr 13 11:59pm Committee Log Due 5pm April 13 last day for winter classes

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced noticed is required. Deadlines can be reviewed on the [CAL exams page](#).

<https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
Visiting Artist Responses (x2)	10% (5% each)
Mind Map	5%
Group Curation Project (call / application info, install, de-install, curation, communication / promo, collaboration)	20%
Portfolio Package Drafts / Development (Cover Letter, CV, Artist Statement, Project Proposal, Budget, Images, and Image List)	10%
Exhibition Committee Work (meetings, 2 committees work, and detailed participation journal)	10%
Final Portfolio Package (approved researched application or Jessie Allan Forsyth Portfolio Award Application)	15%
Artist Website/Social Media	10%

DESCRIPTION	WEIGHTING
Artist Talk	10%
Participation and Professionalism	10%
TOTAL	100%

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](#) policy for more information.

<https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

Assigned research and readings, in class discussions, information exchange, group and committee work, along with portfolio and 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 and in-class participation criteria will be assessed on each student's ability to demonstrate informed consideration, comprehension, and interpretation of the concepts introduced throughout the course as well as the incorporation of contemporary art theory and 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 and understand the details of their accommodations and 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 and establish a new deadline. Students are reminded that all extensions for course work are limited to semester end date (last of day of class).
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 do not conduct one on one instruction with any student who has missed class/lab. However, instructors 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, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit camosun.ca/services.

Support Service	Website
Academic Advising	camosun.ca/services/academic-supports/academic-advising
Accessible Learning	camosun.ca/services/academic-supports/accessible-learning
Counselling	camosun.ca/services/health-and-wellness/counselling-centre
Career Services	camosun.ca/services/co-operative-education-and-career-services
Financial Aid and Awards	camosun.ca/registration-records/financial-aid-awards
Help Centres (Math/English/Science)	camosun.ca/services/academic-supports/help-centres
Indigenous Student Support	camosun.ca/programs-courses/iecc/indigenous-student-services
International Student Support	camosun.ca/international
Learning Skills	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills
Library	camosun.ca/services/library
Office of Student Support	camosun.ca/services/office-student-support
Ombudsperson	camosun.ca/services/ombudsperson
Registration	camosun.ca/registration-records/registration
Technology Support	camosun.ca/services/its
Writing Centre	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills

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 Island Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities: <https://camosun.libguides.com/academicintegrity/welcome>
Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

Academic Accommodations for Students with Disabilities

Camosun College is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging appropriate academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you are a student with a documented disability and think you may need accommodations, you are strongly encouraged to contact the Centre for Accessible Learning (CAL) and register as early as possible. Please visit the CAL website for more information about the process of registering with CAL, including important deadlines: <https://camosun.ca/cal>

Academic Progress

Please visit <https://camosun.ca/sites/default/files/2023-02/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and 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 <https://camosun.ca/sites/default/files/2021-05/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <https://camosun.ca/registration-records/tuition-fees#deadlines>.

Grading Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal (see [Medical/Compassionate Withdrawals policy](#)). Please visit <https://camosun.ca/services/forms#medical> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence

Camosun is committed to creating a campus culture of safety, respect, and 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 occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and 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 Policy: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and camosun.ca/services/sexual-violence-support-and-education.

To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-370-3841

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, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <https://camosun.ca/sites/default/files/2021-05/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

Looking for other policies?

The full suite of College policies and directives can be found here: <https://camosun.ca/about/camosun-college-policies-and-directives>

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 and timely notice of the changes.