



CAMOSUN COLLEGE
School of Arts & Science
Department of Visual Arts

ART-182-001
Professional Arts Management
Winter 2019

COURSE OUTLINE

The course description is online @ <http://camosun.ca/learn/calendar/current/web/art.html>

Ω Please note: This outline will not be kept indefinitely. It is recommended students keep this outline for their records, especially to assist in transfer credit to post-secondary institutions.

1. Instructor Information

(a) Instructor	Brad Muir
(b) Office hours	Mondays 1:00pm – 3:00pm
(c) Location	Y101b
(d) Phone	250.370.3385 Alternative: _____
(e) E-mail	muirb@camosun.bc.ca
(f) Website	D2L

2. Intended Learning Outcomes

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

Professional Practices

1. Create professional practice goals in art management, including strategies to achieve them.
2. Identify distribution methods for creative artwork and calculate a professional fee for commissions and products.
3. Identify resources and networks to support professional creative activity in the arts.

Art and Culture Agreements

4. Identify legal issues and resources appropriate to setting up new and existing ventures in art management and production.
5. Describe the basic elements of a contract in art production and art management 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 specific conditions of an 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 in the arts.
9. Prepare visual and written information for portfolio presentation in the arts.

3. Required Materials

- (a) Support material (professional practice documents, links to research and practical guides) posted on D2L.

- (b) Journal: 1 inch three ring binder with transparent sleeves to hold portfolio CDs, flash drives, visiting artist reviews etc. and flash or external hard-drive for storing image and text files
- (c) Optional: laptops

4. Course Content and Schedule

See Course Schedule handout posted on D2L (Physical copies will be made available for students upon request)

5. Basis of Student Assessment (Weighting)

Student will submit specific project work at fixed times during the semester. The grading breaks down as follows:

Involvement and participation; this is very important due to the nature of an applied practice seminar course. Topic driven organic communication (e.g. discussion, feedback, listening), cannot be re-created or 'made up' if a class is missed.

<i>Portfolio Package</i> (researched fiction / Jessie Allan Forsyth Portfolio Award)	20%
<i>Website</i> (personal professional arts website)	10%
<hr/>	
<i>Reviews & written material</i> (visiting artist / shows)	10%
<hr/>	
<i>Curation Project</i>	10%
<i>Graduation show, course components</i>	20%
<i>Participation and Professionalism</i>	10%
<hr/>	
<i>Gallery / Exhibition Proposal Package</i> (Vertical Gallery)	10%
<hr/>	
<i>Approved Volunteer Work (5 Hrs minimum)*</i>	10%
<hr/>	
<i>Total</i>	100%
<hr/>	

***Attendance:** Involvement and participation; this is very important due to the nature of a seminar class. Topic driven organic communication (e.g. discussion, feedback, listening), cannot be re-created or 'made up' if a class is missed. Missing more than three classes will result in a failing grade.

6. Grading System

- Standard Grading System (GPA)
- Competency Based Grading System

7. Recommended Materials to Assist Students to Succeed Throughout the Course

Students are recommended to stay informed and engaged in contemporary art. This can take shape through local gallery exhibitions, openings and events, attending UVic Visiting Artist Lectures selected Wednesday Nights at 7:30, and engaging in National and International art publications (Canadian Art, Border Crossings, C Magazine, Art News, Art in America, Juxtapoz, Art Forum, Flash Art, to name a few). **Students are required to ATTEND ALL Camosun, Visual Arts, VISITING ARTIST LECTURE SERIES events throughout the semester.**

8. College Supports, Services and Policies



Immediate, Urgent, or Emergency Support

If you or someone you know requires immediate, urgent, or emergency support (e.g. illness, injury, thoughts of suicide, sexual assault, etc.), **SEEK HELP**. Resource contacts @ <http://camosun.ca/about/mental-health/emergency.html> or <http://camosun.ca/services/sexual-violence/get-support.html#urgent>

College Services

Camosun offers a variety of health and academic support services, including counselling, dental, disability resource centre, help centre, learning skills, sexual violence support & education, library, and writing centre. For more information on each of these services, visit the **STUDENT SERVICES** link on the College website at <http://camosun.ca/>

College Policies

Camosun strives to provide clear, transparent, and easily accessible policies that exemplify the college's commitment to life-changing learning. It is the student's responsibility to become familiar with the content of College policies. Policies are available on the College website at <http://camosun.ca/about/policies/>. Education and academic policies include, but are not limited to, Academic Progress, Admission, Course Withdrawals, Standards for Awarding Credentials, Involuntary Health and Safety Leave of Absence, Prior Learning Assessment, Medical/Compassionate Withdrawal, Sexual Violence and Misconduct, Student Ancillary Fees, Student Appeals, Student Conduct, and Student Penalties and Fines.

A. GRADING SYSTEMS <http://camosun.ca/about/policies/index.html>

The following two grading systems are used at Camosun College:

1. Standard Grading System (GPA)

Percentage	Grade	Description	Grade Point Equivalency
90-100	A+		9
85-89	A		8
80-84	A-		7
77-79	B+		6
73-76	B		5
70-72	B-		4
65-69	C+		3
60-64	C		2
50-59	D		1
0-49	F	Minimum level has not been achieved.	0

2. Competency Based Grading System (Non GPA)

This grading system is based on satisfactory acquisition of defined skills or successful completion of the course learning outcomes

Grade	Description
COM	The student has met the goals, criteria, or competencies established for this course, practicum or field placement.
DST	The student has met and exceeded, above and beyond expectation, the goals, criteria, or competencies established for this course, practicum or field placement.
NC	The student has not met the goals, criteria or competencies established for this course, practicum or field placement.

B. Temporary Grades

Temporary grades are assigned for specific circumstances and will convert to a final grade according to the grading scheme being used in the course. See Grading Policy at <http://camosun.ca/about/policies/index.html> for information on conversion to final grades, and for additional information on student record and transcript notations.

Temporary Grade	Description
I	<i>Incomplete:</i> A temporary grade assigned when the requirements of a course have not yet been completed due to hardship or extenuating circumstances, such as illness or death in the family.
IP	<i>In progress:</i> A temporary grade assigned for courses that are designed to have an anticipated enrollment that extends beyond one term. No more than two IP grades will be assigned for the same course.
CW	<i>Compulsory Withdrawal:</i> A temporary grade assigned by a Dean when an instructor, after documenting the prescriptive strategies applied and consulting with peers, deems that a student is unsafe to self or others and must be removed from the lab, practicum, worksite, or field placement.