

COURSE SYLLABUS



COURSE TITLE: ART-182: Professional Arts Management

CLASS SECTION: X01

TERM: W2022

COURSE CREDITS: 4

DELIVERY METHOD(S):

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](#).

For COVID-19 information please visit <https://legacy.camosun.ca/covid19/index.html>.

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.

INSTRUCTOR DETAILS

NAME: d bradley muir

EMAIL: muirb@camosun.ca

OFFICE: Y101B

HOURS: Wednesdays from 3:30 – 4:30 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.

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	OTHER NOTES
WK 01 - Jan. 11	Intro to Course: Value of Respect and Processes of Criticism and Professional Practice	
WK 02 – Jan. 18	Exhibitions: Curation, Presentation, Planning, and Preparation. Memberships and Affiliations	
WK 03 – Jan. 25	Pragmatics of Professional Strategies, Requirements, and Processes in Art and Culture. Goals, Cover Letters, CV intro	

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
WK 04 – Feb. 01	Participating committees / boards, running a meeting and further document explorations CV's	Lab time meetings and Committee Work w/agenda and minutes (keep a detailed log)
WK 05 – Feb. 08	Proposals; communicating a concept and supporting your ideas.	Lab time meetings and Committee Work w/agenda and minutes (keep a detailed log)
WK 06 – Feb. 15	Image quality, file management, context of representation, and importance of an accurate and detailed image list	Lab time meetings and Committee Work w/agenda and minutes (keep a detailed log)
WK 07 – Feb. 22	READING BREAK Feb. 22-25	Lab time meetings and Committee Work w/agenda and minutes (keep a detailed log)
WK 08 – Mar. 01	Artist Statements, Bio, and Self Criticism	Lab time meetings and Committee Work w/agenda and minutes (keep a detailed log)
WK 09 – Mar. 08	Website Layout / Templates	Mar 13 last day to withdraw w/out academic penalty
WK 10 – Mar. 15	Field Trip / Guest TBA & Final Portfolio Project	Lab time meetings and Committee Work w/agenda and minutes (keep a detailed log)
WK 11 – Mar. 22	Artist Talks (see presenter list)	Lab time meetings and Committee Work w/agenda and minutes (keep a detailed log)
WK 12 – Mar. 29	Artist Talks (see presenter list)	Lab time meetings and Committee Work w/agenda and minutes (keep a detailed log)
WK 13 – Apr. 05	Artist Talks (see presenter list)	Lab time meetings and Committee Work w/agenda and minutes (keep a detailed log)
WK 14 – Apr. 12	Artist Talks (see presenter list)	April 14 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 scan 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 (Germaine Koh Jan 27 @ 3pm and Charles Campbell Mar 3 @ 3pm)	10%
Mind Map	05%
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%

DESCRIPTION	WEIGHTING
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	10%
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](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information.
<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/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

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

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](http://camosun.ca/services/accessible-learning/) (CAL) can help you document your needs, and 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 and 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-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/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 <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

Grading Policy

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

Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and 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, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies and Procedures" (<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

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. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence and Misconduct

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 or misconduct 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 and Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and 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, 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 <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College's expectations of academic integrity and 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 and timely notice of the changes.