

# Syllabus

Fall 2009

Prof. Sandra Reed MFA PNTG GWU; BFA PNTG & DRAW Drake

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**Meeting Times:** Tuesday / Thursday  
5:00 PM - 7:30 PM

# SCAD®

The University for Creative Careers®

*School of Fine Arts, Department of Painting, Savannah*

## SFIN 770, Section: 01 Fine Art M.F.A. Self-promotion

### **Mission of the College:**

The Savannah College of Art and Design exists to prepare talented students for professional careers, emphasizing learning through individual attention in a positively oriented university environment.

### **Course Description:**

Utilizing new technology, this course will take advantage of the synthesis of media as a current and prevalent trend in the promotion and marketing of contemporary fine arts work. The course prepares students for the business aspects of a fine art career, including portfolio preparation and relevant business practices such as record keeping, contracts, shipping and copyright. Students will be exposed to different levels of exhibition opportunities, such as juried exhibitions, alternative space slide registries, and commercial galleries. Students will also research grants, residencies, employment opportunities, and teaching positions relevant to their respective work. Lastly, students will work toward developing a web presence in form of a personal website or blog.  
Prerequisite: PNTG 738.

**Course Goals:** The following course goals articulate the general objectives and purpose of this course:

This course covers the process and daily business practice of being a professional fine artist. This course is intended to help the student understand the daily planning, record keeping, and preparation that must take place to be a financially successful artist. A variety of topics will be covered, including but not limited to, photo documentation, framing, shipping, portfolio preparation for gallery presentation, exhibition and teaching opportunities, grants and artist residencies. The student's visual and written works as well as the works of contemporary artists will be studied. Finally, students will focus on the direction of their studio output and the culmination of their work towards the thesis project. An electronic version of the student's portfolio and a web page is required.

**Student Learning Outcomes:** The following course outcomes indicate competencies and measurable skills that students develop as a result of completing this course:

1. Students will learn new directions and developments in today's art market.

2. Students will understand the basic business aspects of being an artist.
3. Students will learn the relationship between the artist's professional practice and the theories and methodology behind his/her work.
4. Students will practice sound analytical skill building relating to contemporary and personal art making issues as well as enhance communication skills to clarify their personal intent.
5. Students will learn to maintain proper records regarding career issues.
6. Students will produce a portfolio of their work, which includes a portfolio book, promotional materials, slides, web page, and CD Rom formats.
7. Student will learn job search process and familiarity with CAA conference procedure.

## Course Materials:

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### Required Text(s):

I'd Rather Be in the Studio: The Artist's No-Excuse Guide to Self-Promotion by Alyson Stanfield

Each student must subscribe to the online resource [www.artdeadline.com](http://www.artdeadline.com) (an online subscription for one year costs \$22) or to Art Calendar (student subscription for \$9.95).

Required Membership in SECAC (Southeast College Art Conference) (15\$ for students) or to another regional or national arts organization.

Application fees for exhibitions, residencies, registries, etc.

Arts Journal Weekly (free online arts newsletter) [ajweekly@culturemail.org](mailto:ajweekly@culturemail.org)

### Recommended Text(s):

Art Marketing 101: A handbook for the Fine Artist by Constance Smith ISBN 0-940899-32-9

On the Needs of Visual Artists. A Roundtable 2001. This has been available nationally at no cost from The Marie Walsh Sharpe Art Foundation, a non-profit organization; call (719) 635-3220. You may need to pay postage.

Art Office (Business Forms, Charts, Sample Letters and Legal Documents and Business Plans for Fine Artists) by Constance Smith.

### Required Material(s):

Materials for Portfolios, including resume paper; color printing paper; 10x 13" envelopes; postage (and return postage) for mailing packets; plastic slide sheet; slide labels; blank data CDs and sleeves; access to equipment for digital documentation; portfolio; folders; fees for domain and Web page (if this option is selected over a professional blog); 20-column accountants pad or other tool for tracking expenses / income; interview attire; see also Texts, above.

## Grading Opportunities:

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Your overall course grade will be computed according to the following breakdown:

| Assignment | Weight |
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| <b>A. PORTFOLIOS</b> including all written materials and images.<br>Details to be provided.   | 50% |
| <b>B. Readings, Discussions, Research, and Presentations</b> , including Mock Interview.  | 25% |
| <b>C. DATABASE PROJECT</b> - choose 1 of these 3 things to develop within a database:<br><ul style="list-style-type: none"> <li>• inventory:</li> <li>• profit-loss (income-expense); or</li> <li>• mailing list.</li> </ul>  | 5%  |
| <b>D. WEB PRESENCE</b>  | 10% |
| <b>E. PROFESSIONAL ENGAGEMENT OPTIONS.</b><br>10 points required; juried exhibition and slide registry required.<br>Two submission dates: Class 12 Oct 27 and Class 17 Nov 10.<br><ul style="list-style-type: none"> <li><b>1 Juried Exhibition</b></li> <li><b>1 Registry</b></li> <li>4 Educational talk</li> <li>4 Gallery – info interview</li> <li>3 Grant Application</li> <li>2 Sale</li> <li>2 Conference paper or panel submission</li> <li>2 Job and/or Internship Application</li> <li>2 Copyright application</li> <li>2 Residency</li> </ul> | 10% |

| Grading Standards                  | Range      |
|------------------------------------|------------|
| Letter grade: <b>A</b> = excellent | 90 — 100 % |
| Letter grade: <b>B</b> = good      | 80 — 89 %  |
| Letter grade: <b>C</b> = *         | 70 — 79 %  |
| Letter grade: <b>D</b> = *         | 60 — 69 %  |
| Letter grade: <b>F</b> = failing   | 0 — 59 %   |

\*Refer to the student handbooks and departmental standards for minimal acceptance for passing grade.

### Schedule of Classes:

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Key events including assignments, projects due dates/exam dates:

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| <p><b>Class 1:</b></p> | <p><u>CLASS 1 (T 9/15)</u><br/> Course introduction / course organization and text / Professional Engagement.<br/> <b>Have read</b> class text Action 1 <u>Define Success for Yourself</u> pp. 1 – 12.<br/> What is your vision of success?<br/> Self-assessment survey.<br/> Career Services rep representative guest.</p>   |
| <p><b>Class 2:</b></p> | <p><u>CLASS 2 (R 9/17)</u><br/> <b>Have read</b> Action 12 <u>Get Involved Rather Than Waiting for Life to Happen</u> pp. 185-196.<br/> Review self-assessment results.<br/> Professional organizations for artists: SECAC and CAA.<br/> Organization – assignment options (in database)<br/> - Fall 2009 inventory of new work.<br/> - Profit/loss statements for Sept15-Oct14 / Oct15-Nov14.<br/> - Mailing list development .<br/> <b>Read</b> Action 2 <u>Organize Your Information</u> pp. 13-26.<br/> Discussion: College teaching – Part I - experience (provide list).<br/> Distribute Aug 2009 Chronicle article regarding teaching job search (for Class 5 discussion).<br/> <b>Read</b> Action 5 <u>Fill the Rooms: Speak and Teach to Become an Expert</u> pp 53-68 (planning for presentations).</p> |
| <p><b>Class 3:</b></p> | <p><u>CLASS 3 (T 9/22)</u><br/> <b>Have read</b> Action 4 <u>Differentiate Yourself: The Power of Your Artist Statement</u>. pp. 35-52.<br/> <b>Bring</b> 3 copies of current resume and artist statement. Review CAA guidelines.<br/> <b>Have read</b> Action 6 <u>Create a Portfolio to Knock Out Your Competition</u> pp 69-94.<br/> Discuss and assign Portfolio contents, objectives, and types.<br/> Appointment portfolio vs. give-away portfolio; digital vs. hard copy.</p>  |
| <p><b>Class 4:</b></p> | <p><u>CLASS 4 (R 9/24)</u><br/> <b>Have read</b> Action 7 <u>Amplify Your Online Presence</u> pp. 95-114.<br/> Class will meet in computer lab. Bring three examples of artist sites to share – 1 good, 2 poor.<br/> Professional Engagement: Juried Exhibitions (research and evaluation) and Registries.<br/> <i>NOTE: Trade show presenters will be making presentations next week on MTW Sept 28-29-30.</i></p>   |
| <p><b>Class 5:</b></p> | <p><u>CLASS 5 (T 9/29)</u> – classroom in use by Golden for demonstrations; please meet at Office B-1 (Reed).<br/> <b>Due</b> - revised artist statement hardcopies (3) and revised resume (1). 10 minute group studio visit – read artist statement in front of work.<br/> Discussion: College teaching – Part II - follow up - discuss Chronicle article.</p>   |
| <p><b>Class 6:</b></p> | <p><u>CLASS 6 (R 10/1)</u><br/> Work session / individual feedback: website and portfolio contents.</p>   |

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| <b>Class 7:</b>  | <u>CLASS 7 (T 10/6)</u><br>Professional Engagement: Galleries (types and expectations): the Informational Interview.<br>Professional Engagement: Grants for artists.<br>Mini-work session: Biography, Cover Letter, (Teaching Philosophy).<br>Planning for Open Studio Night<br><b>Read</b> Action 11 <u>Be a Media Magnet</u> pp. 161-184 <b>and</b><br>Action 13 <u>Share. Don't Sell to Build Your Mailing Address</u> pp. 197-212.  |
| <b>Class 8:</b>  | <u>CLASS 8 (R 10/8)</u><br>Professional Engagement: Jobs in museums for artists / internships.<br><b>Due:</b> Artist Residency student report presentations.  |
| <b>Class 9:</b>  | <u>CLASS 9 (T 10/13)</u><br><b>Due:</b> digital portfolios (students present to class).<br><b>Due:</b> Portable Portfolio due.<br><b>Due:</b> slides (4) and inventory sheet due.<br><b>Due:</b> submission to Juried Exhibition(s).  |
| <b>Class 10:</b> | <u>CLASS 10 (R 10/15)</u><br>Legal Protection – copyright 1976, VARA 1990, work for hire, public domain, Creative Commons.<br><br><b>Have read</b> <ul style="list-style-type: none"> <li>• <a href="http://www.collegeart.org/ip/qa5.html">www.collegeart.org/ip/qa5.html</a></li> <li>• <a href="http://chapmankelley.com/Asset.asp?AssetID=13149&amp;AKey=JLBKD6W2">chapmankelley.com/Asset.asp?AssetID=13149&amp;AKey=JLBKD6W2</a></li> <li>• <a href="http://painting.about.com/cs/artistscopyright/f/">painting.about.com/cs/artistscopyright/f/</a></li> </ul> Guest speaker (pending)– Small Business Administration. |
| <b>Class 11:</b> | <u>CLASS 11 (T 10/20)</u><br><b>Have read</b> Action 14 <u>Generate Buzz on a Shoestring</u> pp 213-224.<br><b>Bring</b> one framed recently completed work and digital documentation of this work to class, to discuss: <ul style="list-style-type: none"> <li>• pricing (x .7 and x 1.42);</li> <li>• shipping;</li> <li>• framing;</li> <li>• patron;</li> <li>• audience and venue.</li> </ul>  |
| <b>Class 12:</b> | NO CLASS ON Thursday, October 22. Additional class session on Friday, November 6.<br><br>Looking ahead - Open Studio Night Fall 2009. Leadership contribution expected from SFIN 770 students. Add to your mailing list and practice your self-promotion!<br><br><u>CLASS 12 for SFIN 770 Tuesday, 10/27</u><br><b>Have read</b> Action 16 <u>Maintain Momentum Day In and Day Out</u> and Action 10 <u>Follow Up Follow Up</u> pp. 153-160.<br><b>Due:</b> Professional Engagement (1st of 2 submission dates – submit at least two from list).  |

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| Class 13: | <p><u>CLASS 13 for SFIN 770 Thursday, 10/29</u></p> <p><b>Due: Appointment Portfolio.</b></p> <p>Group planning for Mock Interviews.</p> <ul style="list-style-type: none"> <li>• Typical questions. What to expect. What to wear.</li> <li>• What to bring. Where to go. The Handshake.</li> <li>• Advance communication, emails / attachments / calls.</li> <li>• Job type (teaching position, gallery representation, or other professional opportunity (public art project, residency, etc.).</li> </ul> |
| Class 14: | <p><u>CLASS 14 for SFIN 770 Tuesday 11/3</u></p> <p>Continuing topics, one on one assistance, work session.</p>  |
| Class 15: | <p><u>CLASS 15 for SFIN 770 R 11/5</u></p> <p>Continuing topics, one on one assistance, work session.</p>  |
| Class 16: | <p><u>CLASS 16 for SFIN 770 Friday 11/6</u> MOCK INTERVIEWS.</p> <p>Meet at Career Services (York Hall) with Appointment Portfolio and one giveaway; interview attire required.</p>  |
| Class 17: | <p><u>CLASS 17 (T 11/10)</u></p> <p><b>Due:</b> Professional Engagement 2nd of 2 submission dates – deadline.</p> <p>Health Insurance – non-group buyer.</p>   |
| Class 18: | <p><u>CLASS 18 (R 11/12)</u></p> <p>Planning an Exhibit - Group Show? Solo Show?</p> <p><b>Have read</b> Action 15 <u>Plan Your Attack on Paper</u> pp. 225-236.</p> <p>Reworks and late work due.</p> <p>Post-770 self-assessment survey.</p> <p><i>Note: Graduate Reviews probably this Friday, Nov 13.</i></p> <p><i>Note: Back-to-back class times next Tuesday.</i></p>   |
| Class 19: | <p>CLASS 19 (T 11/17)</p> <p>First Half of Class - work timk (Web presence).</p> <p>Second Half: Database project. Reception factors.</p>  |
| Class 20: | <p><u>CLASS 20 Tues 11/17 7:30 - 10 pm</u></p> <p><b>Due:</b> Student Presentation of Web sites.</p> <p>Post-mortem.</p>   |

## Course Information:

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### Field Trip(s):

Painting Department Guest Lectures, times and dates to be published. Other key lecture presentations.

**Extra Help Session(s):**

Attend Artist Materials Trade Show together, as well as at least one presentation or keynote speech. Times to be mutually selected.

**Other Course Information:****Blackboard**

Students are expected to utilize Blackboard for copies of course materials (and for threaded discussions and submissions, when indicated).

**CRITERIA for EVALUATION of Course WORK**1. Insight, Incentive, Persistent Effort, and Risk.

All work should evidence personal and ambitious goals, and sustained, purposeful investigation.

2. Technique, Form, Craftsmanship, Design.

The materials are well constructed and are suitable for the artist and their objective(s).

3. Process.

The work demonstrates experimentation, planning, and reassessment.

4. Knowledge and Awareness.

The work and the student's discussion of it demonstrate awareness of historical precedents and contemporary theories resulting from personal research as well as course readings.

5. Presentation.

All materials must have a resolved presentation when due, and must be error-free.

6. Timeliness.

Assignments are due on the scheduled date. Work that is submitted late cannot earn an "A": work that is late for any reason will have a full letter grade deducted from the earned grade. If you have your work to turn in yet choose not present it to the class, it will be counted late. Discussion is part of the assignments. As long as your assignments are submitted on-time, you may continue their development and resubmit it on Class 18 Th Nov 12. No work or revisions are accepted after the last class period of SFIN 770.

See also Painting Department Safety Sheet; Painting Department Reading List.

## **College Policy:**

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### **Academic Integrity:**

Under all circumstances, students are expected to be honest in their dealings with faculty, administrative staff and fellow students.

In class assignments, students must submit work that fairly and accurately reflects their level of accomplishment. Any work that is not a product of the student's own efforts is considered dishonest. Students must not engage in academic dishonesty; doing so can have serious consequences.

Academic dishonesty includes, but is not limited to, the following:

1. Cheating, which includes, but is not limited to, (a) the giving or receiving of any unauthorized assistance in producing assignments or taking quizzes, tests or examinations; (b) dependence on the aid of sources including technology beyond those authorized by the instructor in writing papers, preparing reports, solving problems or carrying out other assignments; (c) the acquisition, without permission, of tests or other academic material belonging to a member of the college faculty or staff; or (d) the use of unauthorized assistance in the preparation of works of art.
2. Plagiarism, which includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. Plagiarism also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.
3. Submission of the same work in two or more classes without prior written approval of the professors of the classes involved.
4. Submission of any work not actually produced by the student submitting the work without full and clear written acknowledgement of the actual author or creator of the work.

### **Attendance and Personal Conduct:**

Only students who are properly registered for a course may attend that class. Students are expected to participate in all scheduled classes and examination periods. Absences in excess of four per quarter, or 20 percent of the course, result in a failing grade for the course. Tardiness, early departure or other time away from class in excess of 15 minutes is considered absence for the class period.

The student's appearance and conduct should be appropriate and should contribute to the academic and professional atmosphere of the college. The college reserves the right at its sole discretion to withdraw the privilege of enrollment from any student whose conduct is detrimental to the academic environment or to the well-being of other students, faculty or staff members, or to the college facilities.

### **\*Flu-related absences:**

In an effort to reduce the spread of the H1N1 virus, the Savannah College of Art and Design is implementing various protocols suggested for colleges and universities by the Centers for Disease Control and Prevention.

Students who experience flu-like symptoms should not attempt to attend class until 24 hours after symptoms subside. Students who miss class due to the flu virus must contact their professors immediately, before class if possible but within 24 hours of the class meeting to discuss make up options if they are available.

Students should ensure that all absences are used wisely in case they become ill and need to miss class. Students who contract the flu virus may be granted leniency with the attendance policy, but must complete all required course assignments and attain all required learning outcomes. Individual circumstances will be reviewed on a case-by-case basis by the professor.

### **Enrollment policies:**

Students are responsible for assuring proper enrollment. See the college catalog for information on add/drop, withdrawals, incompletes, and academic standing.

### **Midterm Conference(s):**

Each student enrolled in the course will have a midterm conference scheduled outside of class time with the professor. Students are expected to keep this appointment.

### **Learning Support Resources and Academic and Safety Polices:**



Information about SCAD learning support resources and academic and safety policies, including the Learning Assistance Center, the Jen Library, the Writing Center, SCAD Helpdesk, the Visual Resources Center, and Student Counseling and Disabilities Services can be found in the menu area of the Blackboard web site for this course.

**Student Surveys:**

The SCAD Student Survey and the Noel-Levitz Student Satisfaction Inventory will both be administered in Week 6 of spring quarter and online course evaluations will be available every quarter during weeks 8-10. SCAD's office of institutional research is responsible for gathering and delivering survey results to decision-makers on campus. For more information or questions, contact us at [surveys@scad.edu](mailto:surveys@scad.edu).

Please refer to the college catalog or the student handbook for all college policies and procedures.