



ART 4614 | Art and Business

ART 4614 Art and Business

Section 420 & 421

Spring 2026

Instructor Contact

Instructor Name: Claire Kennedy

Office Location: Virtual via Zoom

Office Hours: Virtual Office Hours by appointment

Zoom Meeting ID: 810 171 5996

Email: Contact via Canvas Inbox Messages or email Claire.kennedy@unt.edu

(my preferred communication method is Canvas messages)

Communication Expectations: If you have a question, please contact me via Canvas Messages! I will respond within 24 hours on weekdays. Please do not expect a response over the weekend or holidays.

Course Description

This course introduces students to how art, business, and economics intersect in a variety of settings, including both for-profit (galleries, auction houses, artists' studios, design firms/agencies) and non-profit (museums, municipalities, universities, and arts organizations) entities. Following an introduction to the creative economy and basic terms and concepts, course topics include: legal tools & frameworks, strategic marketing, art commerce & value, philanthropy, and different art and design business models. This course emphasizes real-life scenarios and case-studies to develop critical thinking and problem-solving skills, improve oral and written communications, and stimulate interest in the economics of art-related fields.

Course Structure

This is a 100% online course, which means that all content such as videos/lectures/presentations, readings, self-tests, quizzes and assignments will exist in our virtual Canvas course shell. Students will also engage in one course-wide virtual service-learning project as a vehicle to introduce students to the theory and practice of the arts as an agent for creative economy and community cultural development. This will require students to work virtually in groups to develop a creative entrepreneurship guide that provides resources related to art and business to the local creative economy. Other aspects of the course may include, active-learning assignments, discussion, as well as virtual presentations by guest speakers.

Students will complete reflective worksheets and assignments that help to map out career-related documents, creative initiatives, business plans, and communication strategies.

Course Prerequisites

Prerequisites: ART1200, ART1440, ART1450, ART1500, ART1510, ART2350, and ART2360.

Course Objectives

By the end of the course, students will be able to:

1. Employ local resources, networks, and connections available for artists and creative entrepreneurs, working in partnership with existing artists and local nonprofit organizations to see their contributions to the local community and economy in practice.
2. Identify and apply key terms, concepts, frameworks and practical tools used by creative for-profit businesses and non-profit organizations to succeed in creative entrepreneurship.
3. Compose business plans, grant proposals, strategic plans, and cover letters and resumes that critically assess potential challenges and existing markets, and understand how to apply plans within real world situations.
4. Design strategic operational and marketing plans that can be used as a tool to organize, track, and evaluate the progress of an art/design business and/or organization.
5. Create, partner, and network virtually with other major organizations, artists, designers, and creative entrepreneurs in North Texas with the development and promotion of art/design products and services.
6. Assess the role that arts entrepreneurship plays within community development and the enhancement of the creative economy, critically evaluating organizations and programs, and providing suggestions for the future development and growth.
7. Write a creative entrepreneurship guide educating artists and creative businesses on tools, resources, and information relevant for successful creative businesses.

Materials

None required. Assigned videos, online content, and links to readings will be provided through UNT Libraries and/or PDF format on Canvas.

Grading

Student performance in the course (A-F) will be assessed using the following grading scale:

- A: Excellent (100-90%)
- B: Above Average (89-80%)
- C: Average (79-70%)
- D: Inferior (69-60%)
- F: Failure (59% or below)

Course Schedule (subject to change)

Module	Assignment	Points Possible	Percentage of Final Grade	Deadline
Introduction	<i>Introduce Yourself Discussion</i>	10 points	1%	January 15
	<i>Start Here Confirmation Quiz</i>	3 points		
Module 1: An Introduction to the Creative Economy	<i>Creative Economy Quiz</i>	25 points	5 %	January 20
Module 2: Working in the Creative Economy	<i>Contributing to the Creative Economy Assignment</i>	25 points		January 22
	<i>Working in the Creative Economy Quiz</i>	25 points	14%	January 27
	<i>Working in the Creative Economy Discussion</i>	20 points		January 29
Module 3: For-Profit Art and Design Business	<i>Professional Job Application Materials</i>	100 points		February 5
	<i>For-Profit Art and Design Business Quiz</i>	25 points	4%	February 10
	<i>For-Profit Art and Design Business Discussion</i>	20 points		February 12
Module 4: About Creative Start-ups: Entering Art and Design Entrepreneurship	<i>Business Start-up Quiz</i>	20 points	18%	February 17
	<i>How to Start A Creative Business Worksheet</i>	20 points		February 19

	<i>Business Plan Workshop</i>	50 points		February 26
	<i>Final Business Plan</i>	100 points		March 5
Module 5: Art Law, Ethics & Creative Businesses	<i>Art Law & Ethics Quiz</i>	25 points	4%	March 10
	<i>Art Law, Ethics and Creative Business Discussion</i>	20 points		March 12
Module	Assignment	Points Possible	Percentage of Final Grade	Deadline

Module	Assignment	Points Possible	Percentage of Final Grade	Deadline
Module 6: Law, Copyright, Trademarks & Marketing for Creatives	<i>Law, Copyright, Trademarks & Marketing for Creatives Discussion</i>	20 points	2%	March 19
Module 7: Non-profit, Cultural Entrepreneurship & Social Enterprises	<i>Non-profit & Social Enterprise Quiz</i>	25 points	12%	March 24
	<i>Non-profit Business Plan</i>	100 points		March 26
Module 8: Money, Budgets & Creative Practice: Contracts & Putting A Price on Your Creativity	<i>Art & Money Quiz</i>	25 points	12%	March 31
	<i>Grant & Seed Funding Proposal</i>	100 points		April 2
Module 9: Strategic Planning &	<i>Strategic Plan Quiz</i>	25 points	4%	April 7
	<i>Vision Board Discussion</i>	20 points		April 9

Marketing For Creative Businesses				
Module 10: Professional Presence in the Creative Economy	<i>Professional Networking Quiz</i> <i>For-Profit/Non-Profit Elevator Pitch</i>	25 points 100 points	12%	April 16 April 23
Module 11: Creative Businesses & Community Development	<i>Creative Businesses & Community Development Discussion</i> <i>Community Engagement Project: Creative Entrepreneurship Guide Discussion</i>	20 points 100 points	12%	April 28 April 30
Total Points Possible		1048 points	100%	

Technical Requirements & Skills

Online learning modules require reading, viewing videos, quizzes, and written assignments. All major written assignments focus on active learning, discussion and developing marketable skills. Each online module allows you to progress through readings and assignments at your own pace with select deadlines throughout the sixteen weeks. This allows you to work ahead, but not fall behind.

Minimum Technology Requirements

- Computer
- Reliable internet access
- Speakers
- Microphone
- Plug-ins
- Microsoft Office Suite

- [Canvas Technical Requirements
\(<https://clear.unt.edu/supported-technologies/canvas/requirements>\)](https://clear.unt.edu/supported-technologies/canvas/requirements)

Computer Skills & Digital Literacy

- Using Canvas
- Using email with attachments
- Downloading and installing software
- Using spreadsheet programs
- Using presentation and graphics programs

Netiquette

Netiquette, or online etiquette, refers to the way students are expected to interact with each other and with their instructors online. Here are some general guidelines:

- Treat your instructor and classmates with respect in email or any other communication.
- Always use your professors' proper title: Dr. or Prof., or if in doubt use Mr. or Ms.
- Unless specifically invited, don't refer to your instructor by first name.
- Use clear and concise language.
- Remember that all college level communication should have correct spelling and grammar (this includes discussion boards).
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you."
- Use standard fonts such as Arial, Calibri or Times new Roman and use a size 10 or 12 point font
- Avoid using the caps lock feature AS IT CAN BE INTERPRETTED AS YELLING.
- Limit and possibly avoid the use of emoticons like :) or ☺ in professional assignments such as your cover letter.
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or sound offensive.
- Be careful with personal information (both yours and other's).
- Do not send confidential information via e-mail

See these [Netiquette Guidelines \(<http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>\)](http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf) for more information.

AI Use

This course's pedagogical process of discovery, research, development of ideas, and delivery encourages students to reach their highest potential, encouraging them to find their unique voice in the field of art and design. For this reason, use of artificial intelligence within written assignments will not be permitted in this course. This includes text generated by ChatGPT or

other AI software. I will not accept assignments that display a clear use of AI. You will be asked to rewrite and resubmit work if this is the case.

Success in an Online Course

While the online classroom shares many similarities with the face-to-face classroom, success in online education requires certain skills and expectations. Please review: "How to Succeed as an Online Student" (<https://clear.unt.edu/teaching-resources/online-teaching/succeed-online>) for tips.

Getting Help:

Technical Assistance

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

UIT Help Desk: <http://www.unt.edu/helpdesk/index.htm>

Email: helpdesk@unt.edu

Phone: 940-565-2324

In Person: Sage Hall, Room 130

Walk-In Availability: 8am-9pm

Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm

Laptop Checkout: 8am-7pm

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328)
(<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

Student Support Services

- [Registrar](https://registrar.unt.edu/registration) (<https://registrar.unt.edu/registration>)
- [Financial Aid](https://financialaid.unt.edu/) (<https://financialaid.unt.edu/>)
- [Student Legal Services](https://studentaffairs.unt.edu/student-legal-services) (<https://studentaffairs.unt.edu/student-legal-services>)
- [Career Center](https://studentaffairs.unt.edu/career-center) (<https://studentaffairs.unt.edu/career-center>)
- [Multicultural Center](https://edo.unt.edu/multicultural-center) (<https://edo.unt.edu/multicultural-center>)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testingservices) (<https://studentaffairs.unt.edu/counseling-and-testingservices>)
- [Student Affairs Care Team](https://studentaffairs.unt.edu/care) (<https://studentaffairs.unt.edu/care>)

- [Student Health and Wellness Center](https://studentaffairs.unt.edu/student-health-and-wellness-center) (<https://studentaffairs.unt.edu/student-health-and-wellness-center>)
- [Pride Alliance](https://edo.unt.edu/pridealliance) (<https://edo.unt.edu/pridealliance>)

Academic Support Services

- [Academic Resource Center](https://clear.unt.edu/canvas/student-resources) (<https://clear.unt.edu/canvas/student-resources>)
- [Academic Success Center](https://success.unt.edu/asc) (<https://success.unt.edu/asc>)
- [UNT Libraries](https://library.unt.edu/) (<https://library.unt.edu/>)
- [Writing Lab](http://writingcenter.unt.edu/) (<http://writingcenter.unt.edu/>)
- [MathLab](https://math.unt.edu/mathlab) (<https://math.unt.edu/mathlab>)

Course Evaluation

Student Perceptions of Teaching (SPOT) is the student evaluation system for UNT and allows students the ability to confidentially provide constructive feedback to their instructor and department to improve the quality of student experiences in the course. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" ([no-reply@iasystem.org](mailto:noreply@iasystem.org)) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the [SPOT website](http://spot.unt.edu/) (<http://spot.unt.edu/>) or email spot@unt.edu.

Course Policies

Assignment Policy

Official due dates for assignments are listed on the Canvas "Syllabus" page. In the "Assignments" section, students can find assignment instructions, and file types for assignments (e.g., .DOC or .RTF). Note students will be using Turnitin and Canvas Assignments for assignment submission.

Any changes to course deadlines will be shared through our course "Announcements." Additionally, where relevant the instructor will share extra credit assignments available through lectures and presentations made available through CVAD and UNT.

The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk: helpdesk@unt.edu or 940.565.2324 and obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

Examination Policy

Quizzes are open book exams and may be retaken multiple times before the quiz due date. Students should contact the Student Helpdesk and document the remedy ticket number if you encounter any technical issues.

Instructor Responsibilities and Feedback

As instructor, my mission is to help students reach their full potential through the development of professional work ethic, ability to meet deadlines, and to grow in knowledge of the field. The content in this course has been designed to prove useful insight for students as they navigate the job market post- graduation, and to prepare students for pursuing their own professional art and design projects.

Because academic and professional success is an important outcome for the course, students should feel encouraged to reach out for clarification and further instructions on class projects and assessments. The instructor will provide access to grading rubrics and additional professional resources to enhance the student experience in the course. Any updates to course content and weekly assignments will be posted via the course Announcements page.

Late Work

Students will be offered three **(3) 24 hour late work passes** throughout the semester to be used in a pinch. You must message me on or before the original due date of the assignment to let me know you will be using a late pass. 24 hour late work passes **cannot be used on discussion boards**.

All other late work will be accepted with a 10% point deduction per day it is late. It is your job as a student to stay on top of assignments!

When situations arise and you are needing extensions or assistance, please message me or email me at Claire.kennedy@unt.edu.

For accommodations to be considered based on medical or personal reasons, students must report all documentation to the Dean of Students office at conduct.dos@unt.edu and let the professor know in writing in order to be eligible to make-up assignments.

Attendance Policy

As an online course, your attendance is required in order to be successful. Student attendance is documented by your course participation. Any excused absences should be properly documented and submitted to the Dean of Students office for accommodation:

<https://deanofstudents.unt.edu/resources/seeking-options-and-solutions>

Class Participation

As a student in an online course, your engagement with course materials and participation in class activities is a requirement. All students in the course must be committed to contributing actively as a civil, respectful, and supportive member of our inclusive learning environment. Students are encouraged to take risks in their work, and speak to faculty directly in writing about any concerns they may have about the course.

Syllabus Change Policy

I reserve the right to make changes to the syllabus, course information, due dates where it seems appropriate. All course changes will be shared on Canvas via the Announcements page.

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student

Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

UNT Policies

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ADA Policy

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the [ODA website](https://disability.unt.edu/) (<https://disability.unt.edu/>).

Please contact me to discuss your accommodations at the beginning of the semester.

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and

Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. Visit UNT's [Code of Student Conduct](https://deanofstudents.unt.edu/conduct) (<https://deanofstudents.unt.edu/conduct>) to learn more.

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward email [Eagle Connect](https://it.unt.edu/eagleconnect) (<https://it.unt.edu/eagleconnect>).

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. As your instructor, I am a mandatory reporter of any Title IX violations. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565-2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.

Student Verification

UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity verification in distance education courses.

See [UNT Policy 07-002 Student Identity Verification, Privacy, and Notification and Distance Education Courses](https://policy.unt.edu/policy/07-002) (<https://policy.unt.edu/policy/07-002>).

Use of Student Work

A student owns the copyright for all work (e.g. software, photographs, reports, presentations, and email postings) he or she creates within a class and the University is not entitled to use any student work without the student's permission unless all of the following criteria are met:

- The work is used only once.
- The work is not used in its entirety.
- Use of the work does not affect any potential profits from the work.
- The student is not identified.
- The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student's written permission.

[Download the UNT System Permission, Waiver and Release Form](#)

Transmission and Recording of Student Images in Electronically-Delivered Courses

1. No permission is needed from a student for his or her image or voice to be transmitted live via videoconference or streaming media, but all students should be informed when courses are to be conducted using either method of delivery.
2. In the event an instructor records student presentations, he or she must obtain permission from the student using a signed release in order to use the recording for future classes in accordance with the Use of Student-Created Work guidelines above.
3. Instructors who video-record their class lectures with the intention of re-using some or all of recordings for future class offerings must notify students on the course syllabus if students' images may appear on video. Instructors are also advised to provide accommodation for students who do not wish to appear in class recordings.