ART 4614 Art and Business

Instructor Contact

Name: Dr. Lauren Cross
Office Location: Virtual via Zoom
Office Hours: Virtual Office Hours by appointment via Zoom
Email: Contact via Canvas Inbox Messages
Communication Expectations: If you have a question, please contact me via Canvas Inbox Messages and I will respond within 24 hours on weekdays (usually sooner). Please do not expect a response over the weekend.

Course Description

The 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 a 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 undertake fieldwork assignments and research through direct contact and collaboration with at least one community-based arts organization virtually with explicit goals of arts entrepreneurship and community-cultural development. Other aspects of the course include, active-learning assignments, discussion, as well as virtual field experiences and presentations by guest speakers.

The virtual field experiences will put into practice theoretical readings and class discussions, which explore the role of the arts and design in community and cultural development, research, and arts and
cultural policy. Students will complete a photo-voice project where they will document their experience through photographs and create personal written narratives reflecting their virtual and field experiences.

Course Prerequisites or Other Restrictions

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 well-written business plans, grant proposals, strategic plans, and cover letters and resumes that critically assess potential challenges and existing markets, and applying 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 arts 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 arts 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. host a virtual professional development opportunity for artists, creatives, designers, and business owners to learn about a specific topic relevant for creative entrepreneurship.
8. write a creative entrepreneurship guide educating artists and creative businesses on tools, resources, and information relevant for successful creative businesses.

Materials

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

Teaching Philosophy

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 allow students 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.

In addition, students will participate in virtual class service-learning projects. The instructor will inform students about the project dates/schedule by the end of Week 3. Students must contact the instructor to get prior approval to miss virtual field opportunities due to work, travel, and other course conflicts.
Note: All quizzes, discussions, assignments, and presentations are required. Even if you miss the deadline, you need to complete the quiz or assignment in order to proceed into the next part of the module or course. However, work submitted after the deadline will not be graded.

In other words, you need to do everything the course assigns, no matter what.

For your assistance, the course provides the following aids:
- Closed captions of all videos
- Master list of all terms tests and expected in the course assignments

Technical Requirements & Skills

Minimum Technology Requirements
Provide a list of the minimum technology requirements for students, such as:
- Computer
- Reliable internet access
- Speakers
- Microphone
- Plug-ins
- Microsoft Office Suite
- Canvas Technical Requirements (https://clear.unt.edu/supported-technologies/canvas/requirements)

Computer Skills & Digital Literacy
Provide a list of course-specific technical skills learners must have to succeed in the course, such as:
- 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 ☺.
- 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) for more information.

**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 that students may not be aware of. Consider providing tips for success based on your own online teaching and learning experiences. You can also include a link to or adapt tips from this webpage for students, [Error! Hyperlink reference not valid.](https://clear.unt.edu/teaching-resources/online-teaching/succeed-online).

**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](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
**Telephone 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)

**Student Support Services**

- [Registrar](https://registrar.unt.edu/registration)
- [Financial Aid](https://financialaid.unt.edu/)
- [Student Legal Services](https://studentaffairs.unt.edu/student-legal-services)
- [Career Center](https://studentaffairs.unt.edu/career-center)
- [Multicultural Center](https://edo.unt.edu/multicultural-center)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services)
- [Student Affairs Care Team](https://studentaffairs.unt.edu/care)
- [Student Health and Wellness Center](https://studentaffairs.unt.edu/student-health-and-wellness-center)
Course Requirements

List all required assignments and graded activities for the course, along with a short description and the points possible. Best practice is to clearly indicate both points and percentages if you are using both in the course. Here is a table example below:

<table>
<thead>
<tr>
<th>Module</th>
<th>Assignment</th>
<th>Points Possible</th>
<th>Percentage of Final Grade</th>
<th>Deadline</th>
</tr>
</thead>
</table>
| Introduction | Introduce Yourself  
Start Here Confirmation Quiz | 10 points  
5 points | 1%  
1% | July 12  
July 12 |
| Module 1: An Introduction to the Creative Economy | Creative Economy Quiz  
Contributing to the Creative Economy Assignment  
Contribution to the Creative Economy Presentation & Discussion | 25 points  
25 points  
25 points | 5%  
5%  
5% | July 13  
July 15  
July 15 |
| Module 2: Working in the Creative Economy | Working in the Creative Economy Quiz  
Working in the Creative Economy Discussion  
Professional Job Application Materials | 25 points  
20 points  
100 points | 10%  
10%  
10% | July 18  
July 20  
July 22 |
| Module 3: For-Profit Art and Design Business | For-Profit Art and Design Business Quiz  
For-Profit Art and Design Business Discussion | 25 points  
20 points | 3%  
3% | July 18  
July 20 |
| Module 4: About Creative Start-ups: Entering Art and Design Entrepreneurship | Business Start-up Quiz  
How to Start A Creative Business Worksheet  
Business Plan Workshop | 25 points  
20 points  
50 points | 14%  
14%  
14% | July 18  
July 19  
July 20 |
<table>
<thead>
<tr>
<th>Module</th>
<th>Assignment</th>
<th>Points Possible</th>
<th>Percentage of Final Grade</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module 5: Art Law, Ethics &amp; Creative Businesses</td>
<td>Final Business Plan</td>
<td>100 points</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Art Law &amp; Ethics Quiz</td>
<td>25 points</td>
<td></td>
<td>July 24</td>
</tr>
<tr>
<td></td>
<td>Art Law, Ethics and Creative Business Discussion</td>
<td>20 points</td>
<td>3%</td>
<td>July 25</td>
</tr>
<tr>
<td>Module 6: Law, Copyright, Trademarks &amp; Marketing for Creatives</td>
<td>Law, Copyright, Trademarks &amp; Marketing for Creatives Discussion</td>
<td>20 points</td>
<td>2%</td>
<td>July 25</td>
</tr>
<tr>
<td>Module 7: Non-profit, Cultural Entrepreneurship &amp; Social Enterprises</td>
<td>Non-profit &amp; Social Enterprise Quiz</td>
<td>25 points</td>
<td>10%</td>
<td>July 27</td>
</tr>
<tr>
<td></td>
<td>Creativity as Social Enterprise Discussion</td>
<td>20 points</td>
<td></td>
<td>July 27</td>
</tr>
<tr>
<td></td>
<td>Non-profit Business Plan</td>
<td>100 points</td>
<td></td>
<td>July 29</td>
</tr>
<tr>
<td>Module 8: Money, Budgets &amp; Creative Practice: Contracts &amp; Putting A Price on Your Creativity</td>
<td>Art &amp; Money Quiz</td>
<td>25 points</td>
<td>17%</td>
<td>August 1</td>
</tr>
<tr>
<td></td>
<td>Art Fairs, Festivals &amp; Auctions Discussion</td>
<td>20 points</td>
<td></td>
<td>August 3</td>
</tr>
<tr>
<td></td>
<td>Putting a Price on Your Creativity</td>
<td>100 points</td>
<td></td>
<td>August 5</td>
</tr>
<tr>
<td></td>
<td>Grant &amp; Seed Funding Proposal</td>
<td>100 points</td>
<td></td>
<td>August 7</td>
</tr>
<tr>
<td>Module 9: Strategic Planning &amp; Marketing For Creative Businesses</td>
<td>Strategic Plan Quiz</td>
<td>25 points</td>
<td>10%</td>
<td>August 8</td>
</tr>
<tr>
<td></td>
<td>Vision Board Discussion</td>
<td>20 points</td>
<td></td>
<td>August 9</td>
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<tr>
<td></td>
<td>Strategic Marketing Plan</td>
<td>100 points</td>
<td></td>
<td>August 11</td>
</tr>
<tr>
<td>Module 10: Professional Presence in the Creative Economy</td>
<td>Professional Networking Quiz</td>
<td>25 points</td>
<td>15%</td>
<td>August 8</td>
</tr>
<tr>
<td></td>
<td>For-Profit/Non-Profit Elevator Pitch</td>
<td>100 points</td>
<td></td>
<td>August 9</td>
</tr>
<tr>
<td></td>
<td>Service-Learning Module Assignment: Virtual Lunch &amp; Learn Workshop</td>
<td>100 points</td>
<td></td>
<td>August 10</td>
</tr>
<tr>
<td>Module 11: Creative Businesses</td>
<td>Creative Businesses &amp; Community Development Quiz</td>
<td>25 points</td>
<td>10%</td>
<td>August 8</td>
</tr>
<tr>
<td>Module</td>
<td>Assignment</td>
<td>Points Possible</td>
<td>Percentage of Final Grade</td>
<td>Deadline</td>
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<tr>
<td>&amp; Community Development</td>
<td>Creative Businesses &amp; Community Development Discussion</td>
<td>20 points</td>
<td></td>
<td>August 10</td>
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<tr>
<td></td>
<td>Community Engagement Project: Creative Entrepreneurship Guide Discussion</td>
<td>50 points</td>
<td></td>
<td>August 10</td>
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<tr>
<td></td>
<td>Creative Entrepreneurship Guide Discussion</td>
<td>50 points</td>
<td></td>
<td>August 10</td>
</tr>
<tr>
<td>Total Points Possible</td>
<td>1445 points</td>
<td>100%</td>
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Grading

Include the grading scale (A-F) along with the point totals/percentages you will use to calculate the final grade. For example:

A = 1293-1445
B = 1148-1292
C = 1003-1147
D = 859-1002
F = 858 and below

Include a list that details the point/percentage values for each assignment/type of assignment. You might also include descriptive grading criteria that describes the quality of work that constitutes an A, B, C, etc. Lastly, it is best practice to provide your policy on late work here as well as details regarding the presence or lack of extra credit opportunities.

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. Course SPOT evaluations will become available on August 3, 2022.

Course Policies

Assignment Policy

State how students will know what the official due dates are for each assignment, where they will find assignment instructions, what file type assignments should be saved as (e.g., .DOC or .RTF), where/how files should be submitted (i.e. Assignment drop box).
Note here if you will be using Turnitin or similar software for assignment submission. Include information about extra credit and special assignments. Also, consider including a policy on server unavailability or other technical difficulties if you are teaching a course that utilizes online submissions, online exams, etc.

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
You may choose to state whether your tests are open or closed-book exams and your policy on the student not meeting the exam due date. Explain your policy should a student lose Internet connection during an exam. Include information about make-up exams. Advise students to contact the Student Helpdesk and document the remedy ticket number before contacting you.

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
Late work will not be accepted without prior approval from the instructor in writing. In order to arrange make-up work with the instructor, students should submit the proper documentation and receive approval from the Dean of Students for accommodation.

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
Include your classroom participation policy here.
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.

UNT Policies

Academic Integrity Policy
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. [Insert specific sanction or academic penalty for specific academic integrity violation.]

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/).

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) 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 e-mail Eagle Connect (https://it.unt.edu/eagleconnect).

Student Evaluation Administration Dates
Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available during weeks 13, 14 and 15 [insert administration dates] of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@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/) or email spot@unt.edu.

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. 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.

Important Notice for F-1 Students taking Distance Education Courses
Federal Regulation
To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the Electronic Code of Federal Regulations website (http://www.ecfr.gov/). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:
(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student’s physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student’s full course of study requirement.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student’s responsibility to do the following:

(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

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).

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.

Example: This course employs lecture capture technology to record class sessions. Students may occasionally appear on video. The lecture recordings will be available to you for study purposes and may also be reused in future course offerings.

No notification is needed if only audio and slide capture is used or if the video only records the instructor’s image. However, the instructor is encouraged to let students know the recordings will be available to them for study purposes.