



Course title and number VIZA 689 Special Topics in Professional Practice
Term (e.g., Fall 200X) Summer 2012
Meeting times and location MTWTF 2:00-5:00, ARCC 306A

Course Description and Prerequisites

Credit: 4. (2-2) Prerequisites: MFAV standing. Professional practice in pursuit of career paths for the Master of Fine Arts in Visualization. Topics include preparation of a portfolio, creating an internet presence, use of social media, interviews, negotiation, business practices, and fundamentals of teaching.

Introduction

This course will cover a broad range of topics aimed at preparing professional artists for a career. These include documentation of work, image preparation, web site design, web presence, social media, exhibition (how to find shows, write proposal and exhibit work), job application procedures with an emphasis on teaching at the university level, and some understanding of the fundamentals of teaching.

Learning Outcomes or Course Objectives

Course Objectives

- Develop proficiency in verbal and written communication regarding art and art making.
- Review and understand standards for documenting and presenting work.
- Identify and implement tactics for promoting and marketing artwork.
- Identify and pursue career opportunities and goals.

Learning Outcomes

Students will...

- Document and prepare images of work.
- Design and publish an artist web site.
- Write an art proposal
- Write a draft of art research paper
- Design a sample course

Instructor Information

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Office hours W 1 - 2pm
Office location Langford C418B

Textbook and/or Resource Material

Caplin, L. *The Business of Art*. (NJ: Prentice Hall, 1998).
Elkins, J. *Artists with PhDs: On the New Doctoral Degree in Studio Art* (DC: NAP, 2009)

Lindeman, A. *Collecting Contemporary*. (NY: Taschen, 2006)
Lindeman, A. *Collecting Contemporary Art*. (NY: Taschen, 2010)
Harrison, C., and Wood, Paul J. *Art in Theory 1900- 2000: An anthology of Changing Ideas*. (Oxford: Blackwell, 2003)
College Art Association new media:
<http://www.collegeart.org/guidelines/newmedia07>

College Art Association general:
<http://www.collegeart.org/guidelines/>

College Art Association Exhibition Opportunities:
<http://www.collegeart.org/opportunities/type/3/>

New York Foundation for the Arts:
<http://www.nyfa.org/level2.asp?id=51&fid=1>

Grading Policies

Projects and participation will be graded according to Texas A&M policies

GRADE A: SUPERIOR (90% - 100%)

Studio: Strong, exceeding requirements of instructor

Initiative: Contributions exceeding the assignment, showing independent resource fullness.

Attitude: Positive benefit to the class.

Cooperation: Leading all group activities, constant and spontaneous.

Individual Improvement: Marked and Growing.

GRADE B: ABOVE AVERAGE (80% - 90%)

Studio: Accurate and complete, meeting all the requirements of the instructor.

Initiative: Good when stimulated by some desirable achievement.

Attitude: Proper and Beneficial to the group.

Cooperation: Good in group work.

Individual Improvement: Showing marks of progress and responding to stimulation.

GRADE C: AVERAGE (70% - 80%)

Studio: Barely meeting assignments and showing evidence of need of encouragement

Initiative: Uncertain and apparent at times.

Attitude: Generally neutral but not objectionable.

Cooperation: Neither positive nor very effective and irregular.

Individual Improvement: Very ordinary, definite marks lacking.

GRADE D: BELOW AVERAGE, YET PASSING (60% - 70%)

Studio: Not meeting all assignments and requirements of the instructor Initiative:

Lacking Attitude: Indifferent.

Cooperation: Just fair at times and lacking at other times.

Individual Improvement: Not noticeable.

GRADE F: FAILING (59% and below)

Work unsatisfactory and is a failing grade and hence not defined.

Course Topics, Calendar of Activities, Major Assignment Dates

Week 1: Situating my work

Week 2: Web site design

Week 3: Professional production

Week 4: Artist in Academia

Week 5: Fundamentals of Teaching & Career preparedness

Week	Topic	Required Reading
Week 1	<ul style="list-style-type: none"> • Professional career in Art/Tech • Review sample materials • Artist statement 	
Week 2	<ul style="list-style-type: none"> • Web site design (apropos to a professional artist) • User interface • Creation (Flash or html 5, mobile version, google-ability, tracking visitors, indexhibit, otherpeoplespixels, incompendium etc) • Documentation of work • Good/bad web site review and discussion 	www.knowyourmeme.com www.weblog.bezembinder.nl www.edwardwinkleman.com
Week 3	How to... <ul style="list-style-type: none"> • Manage time • Document work • Seek out venues to exhibit • Apply to shows • Apply to residencies • Write proposals • Network • Effectively utilize social media 	<ul style="list-style-type: none"> • <i>Collecting Contemporary</i> • <i>The Business of Art</i> • <i>Art in Theory (artist statement mining)</i> • <i>Press PLAY</i>
Week 4	<ul style="list-style-type: none"> • Artist with PhD • PhD program research • Art as Research / Research as Art • Research communities • Write a research paper 	<ul style="list-style-type: none"> • Artists with PhDs: On the New Doctoral Degree in Studio Art
Week 5	<ul style="list-style-type: none"> • Designing a course • Review of portfolio • Interview preparation • Where to look for positions • How to apply • Create letter of intent • Formation of a professional C.V. 	www.collegeart.org www.secollegeart.org www.higheredjobs.com www.chronicle.com

Americans with Disabilities Act (ADA)

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Services, in Cain Hall, Room B118, or call 845-1637. For additional information visit <http://disability.tamu.edu>

Academic Integrity

For additional information please visit: <http://www.tamu.edu/aggiehonor>

“An Aggie does not lie, cheat, or steal, or tolerate those who do.”