

**Southeast Missouri State University**  
**Course Syllabus**

**Department of Art**  
**Professional Practices in Art**

**AR399**  
**New**

I. Catalog Description and Credit Hours of Course:

This course explores the practice and business of being an artist with emphasis on career professionalism, basic art business practices, exhibition and marketing.  
3 credit hours

II. Prerequisite : None

III. Purposes or Objective of the Course:

A. To introduce students to career options and opportunities in the visual arts and to help plan effective professional survival and development strategies.

B. To help students envision themselves as practicing, self-sufficient professional studio artists.

C. To introduce art students to careers and career trajectories in the visual arts and help them set attainable goals and objectives.

D. To introduce art students to professional, ethical and business practices in the visual arts including contacts and networking, gallery contracts, record keeping and exhibition options.

E. To introduce art students to the practice of self-promotion, grant writing, and funding research.

IV. Expectations of Students:

- A. Attend class and participate in class discussion.
- B. Read all assigned materials.
- C. Participation in hands on assignments and demonstrations.
- D. Complete all assignments according to due dates.

V. Course Content or Outline (Indicate number of class hours per unit or section):

- A. Evaluation will be based on participation during class discussions, written papers, workshop participation, and formal class presentations throughout the semester.
- B. Course Outline:
  - a. Unit 1 – (8 hrs) – Professionalism, Influences and Professional Training

- b. Unit 2 – (7 hrs) – Career opportunities, Exhibition Opportunities, Professional Survival Strategies and Career Goals
- c. Unit 3 – (9 hrs) – Cover letters, Artist Statements, Artist Resumes, Documentation, Crating, Transportation, Installation and De-installation of Artwork
- d. Unit 4 – (7 hrs) – Business Practices, Networking, Contracts, Record Keeping, Art Web Pages, Entrepreneurship
- e. Unit 5 – (7 hrs) – Visiting Artists/Professional Lectures
- f. Unit 6 – (7 hrs) – Arts Councils, Art Centers, Museums, Galleries, Alternative Exhibition Spaces, Exhibition Applications, marketing, Grants and Grant Writing, and Other Funding for Exhibitions

VI. Textbook(s) and/or Other Required Materials or Equipment:

A. *Practical Handbook for the Emerging Artist*, second edition, Margaret R. Lazzari, Wadsworth, ISBN 0-15-506202-6

B. \$30 lab fee – to cover the costs of basic tools and materials specific to the course

VII. Basis for Student Evaluation:

Assignments

Paper 1	100 points	
Paper 2	100 points	
Paper 3	100 points	
Visiting Artist Assistance	100 points	
Final Artist Package	150 points	
Class Participation & Presentation	150 points	up to 5 points per day
		<u>possible</u>
Total	700 points	

Approved by the Department of Art, March 26, 2009

Approved by the College of Liberal Arts, College Council, March 27, 2009