course description

This seminar course teaches students the importance of self-promotion while focusing on professional practices. Guest speakers will join the class for discussion, critique and lecture pertaining to various facets of the fine art and digital art professions. Students will develop printed and digital portfolios, a resume, artist statement.

course objectives & purpose

• To research the appropriate ways to present your artwork professionally
• To establish a self-promotion package
• To create a strategy for entering the work force
• To learn from various professionals the best way to get a job/interview

course pre-requisites

Must have software experience in Adobe Illustrator

required texts

None

required materials

Portable media: Jump drive/ USB drive. At least 1 GB

grading opportunities

100–90 A, 89–80 B, 79–70 C, 69–60 D, below F

Major projects will total 90 points of your final grade.
Class participation will total 10 points of your final grade.

projects

There will be 6 projects. Each project is broken down into a point system based on process and outcome. You will receive a grading rubric for each project that will outline the points break down for that specific project. Each project is equally weighted.

class work time

We will meet in Bay Hall 112 for our lectures. We also have a 1/2 day computer work time scheduled. You are expected to work during these computer lab time to complete assignments and critiques. If you need additional lab time, please work in CA 201.
CLASSROOM POLICIES

late work
No late work is accepted

plagiarism
Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review.

class participation
You are encouraged to participate in group critiques. Remember, all criticism is not bad. We are here to help you become a better communicator—please do not take any criticism personally. Also, you will be working in various small groups according to each project. This will count toward the final grade of your projects.

attendance
Class begins promptly at the scheduled time. If you walk in late, please remind me to count you present. If you know you need to miss a class, please let me know as soon as possible. More than 3 absences (so absence #4) will drop your grade one letter.

studio work time
We share CCH 231 with a number of other classes. This studio is scheduled in the room for 6 hours per week. You are required to stay in class until the end of each class to work on your projects. There is very little outside of class time opportunities to work in CCH 231. Therefore, you must make the most of your time in the studio. CA 201 is also available with 5 computers.

cell phones
You MUST TURN OFF your cell phones when entering the classroom. Never answer your cell phone in class. You are only allowed to use cell phones outside of the classroom during break times. Please do not text message in class or put your phone on vibrate.

e-mail addresses
You must now use the University assigned email address. If you have not activated this email, please see the help desk to do so immediately.

social networking
MySpace and Facebook as well as email is not allowed during lecture or studio work time. These can be used during break times. If you are on these media during an inappropriate class time, you will be automatically deducted points for your current assignment without any notice from me.

*Notice to Students with Disabilities: Texas A&M University-Corpus Christi complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Services for Students with Disabilities Office, located in Driftwood 101, at 825-5816. If you need disability accommodations in this class, please see me as soon as possible.

ADVISING
The college of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College's Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.

GRADE APPEAL PROCESS
As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

graded projects/activity

- Resume
- Cover letter
- Business Card Design
- Letterhead Design
- Printed and bound portfolio
- PDF Portfolio

Each project is graded on a 100 point scale. Each project is equally weighted and will all be averaged at the end of the semester to total your final average.
Week One

Introduction, Syllabus, Course Overview.
• Lecture :: Reality Check
• Discuss "Guest Lecturer" schedule

Week Two

• Lecture :: Self Promotion
• Guest Lecturer
• Discuss project one: Self Promotion
• Begin to compile items for resume
• Begin list of goals

Week Three

• Lecture :: Building a Resume / CV
• Guest Lecturer
• First draft of resume due for project one
• Begin work on artist statement for project one
• Lecture :: Money, Money, Money, Money
• Begin working on budget sheet

Week Four

• Lecture :: Why Me?
• Guest Lecturer
• Complete resume
• Continue work on artist statement
• Begin research on job market in your area of interest
• Job market sheet due next class
• Turn in budget sheet

Week Five

• Field Trip: Austin, Texas
• Lecture :: Defining your Target Audience
• Guest Lecturer
• Discussion of guest lecturer up to this point
• Essay due next class on reflection of lecture series to this point
• Artist statement due. Job market sheet due

Week Six

• Lecture :: What Makes a Great Portfolio
• Guest Lecturer
• Make a list of items to include in your portfolio, categorized
• Begin cover letter
• Discuss where to buy/find appropriate portfolios
• Begin to compile actual pieces for portfolio

Week Seven

• Guest Lecturer
• Bring in items to include in portfolio for small group review
• Weed out pieces for portfolio
• Compile final portfolio list by end of week
Portfolio & Professional Practices

Week Eight

• Guest Lecturer
• Begin working on target job sheet
• TJ sheet due next week (must include contact name, address, etc)
• Take images of portfolio pieces for web site
• Lecture :: Portfolio

Week Nine

• Begin work on business card design for project one
• Small group critique of design of project one pieces to this point
• Define self promotional design techniques to: letterhead, business card, artist statement and web page
• The above items are due next week printed (resume)
• Begin work on ID Package (project two)
• Project two due in three weeks
• Turn in TJ sheet

Week Ten

• Guest Lecturer
• Discuss example of web portfolios
• Work on web portfolio in class
• In Class critique of portfolio at end of the week

Week Eleven

• Guest Lecturer
• Project two (identity package) should be 60% complete by end of the week
• Discussion of lecture series to this point
• Essay due next class on reflection of guest lecturers

Week Twelve

• Complete project two
• Present project two to class
• Begin project three :: Business Plan
• Establish rate sheet
• Complete Business plan sheet this week

Week Thirteen

• Continue to work on project three
• Tweak rate sheet, work in small groups
• Upload rate sheet to web
• Print business plan to review in small groups
• Prepare for final presentation to jury panel

Week Fourteen

• Finish project, practice presentation/interview in class
• Present to professional panel in UC on final exam day
Graded Activity

**Major Project One: Due Feb. 9, 2010**
Resume & Artist Statement
Students will create their resume on professional letterhead. If applying for fine art jobs/graduate school, an artist's statement is also required.

30% of final grade :: Up to 30 points can be earned on this project.
Students will each be graded on the following:
Information Design: 15 pts
Overall Aesthetic Appeal: 15 pts

**Major Project Two: Due April 15, 2010**
Identity Package Design (Self Promo)
This package includes: (1) Business Cards (professional printed/ordered), (1) letterhead design with resume printed on it, (1) a creative mock up of a leave behind piece for interviews

30% of final grade :: Up to 30 points can be earned on this project.
Students will each be graded on the following:
Process: 5 pts
Technical Work: 10 pts
Overall Design: 15 pts

**Major Project Three: May 4, 2010**
Portfolio Design (PDF and Printed)
Must create a printed portfolio of at least 10 works. See examples for specific printing options. Must also create a digital PDF portfolio that can be emailed to potential employers.

30% of final grade :: Up to 30 points can be earned on this project.
Students will each be graded on the following:
Process: 5 pts
Technical Work: 10 pts
Overall Design: 10 pts
Presentation of Portfolio: 5 pts

Other graded work will include 10 points of your final grade for attendance of guest lecturers each Thursday. There will be 10 lecturers, each attendance will count as 1 point of your final grade.