

Department of Art Syllabus

- I. ART 499 *Professional Presentation, Exhibition and Portfolio Skills*, 1 Credit Hour
- II. PREREQUISITES
Senior standing, required for graduation
- III. TEXTBOOK
None
- IV. COURSE DESCRIPTION
Course dealing with the preparation of portfolio and exit show for art majors. (Lab fee required).
- V. RATIONALE
This is an ending course intended for visual art majors. The elemental constructs of resume building, portfolio preparation and presentation of the artist work provides a basis for all the art disciplines as they are applied by the students as they search for jobs, regardless of their major area of interest. This course is fundamental in content and provides they students of art with an understanding of presenting themselves and their art to the public.
- VI. LEARNING OBJECTIVES AND OUTCOMES
 - A. Understand how to create an effective resume.
 - B. Prepare a portfolio for presentation and use in an interview.
 - C. Complete framing and presentation of works of art.
 - D. Understand the vocabulary and process of preparing art as it relates to the presentation of art.
 - E. Understand how to put together and prepare for an exhibition of their art.
 - F. Understand the vocabulary that relates to the self-critiquing of their own art.
 - G. Analyze works of art by themselves and others.
- VII. COURSE TOPICS
 - A. The three components of art: subject, form, and content
 - B. How to compose a resume
 - C. The preparation of an effective portfolio
 - D. The principles of organizing a show of one's work
 - E. Critical thinking and analysis

VIII. INSTRUCTIONAL MATERIALS AND ACTIVITIES

- A. Lecture/demonstration
- B. Classroom discussions
- C. Hands-on projects
- D. Critiques

IX. GRADING SCALE

See Department of Art Syllabus Addendum for Grading Scale and Evaluation.

X. LIST OF MATERIALS

- A. Professional portfolio presentation case
- B. Contribution to opening reception (set by class and needs of their show and reception)
- C. Framing and presentation needs for their artwork (this will vary according to the needs and requirements of individual art pieces)

XI. REFERENCES

Amorose, V. K. (2013). *Art-write: The writing guide for visual artists*. Eugene, OR: Luminare Press.

Beekman, K. & Vickstrom, A. (2013). *Prosper: A success book for artists*. Seattle, WA: CreateSpace Independent Publishing.

Bolles, R. (2014). *What color is your parachute? Guide to rethinking resumes: Write a winning resume and cover letter and land your dream interview*. Berkeley, CA: Ten Speed Press.

Caplin, L. (1989). *The business of art* (2nd ed.). Englewood Cliffs, NJ: Prentice Hall.

Carey, B. (2012). *New market for artists: How to sell, fund projects, and exhibit using social media, DIY, pop-ups*. New York: Skyhorse Publishing.

Fall, F. (1973). *Art objects: Their care and preservation: A handbook for museums and collectors*. La Jolla, CA: L. McGilvery.

Goodwin, A. (2013). *Writing the artist statement*. West Conshohocken, PA: Infinity Publishing.

Keck, C. K. (1965). *A Handbook on the care of paintings*. Nashville, TN: Watson-Guption.

Kistler, V. (2009). *The complete photo guide to framing and displaying artwork: 500 full-color how-to photos*. Beverly, MA: Creative Publishing.

Lambert, N. (2013). *Art and the internet*. London: Black Dog Publishing.

Lazzari, M. (2002). *The practical handbook for the emerging artist*. Toronto, Canada: Wadsworth/Thompson Learning.