

Department of Art Syllabus

- I. ART 399 *The Business of Art*, 3 Credit Hours
- II. PREREQUISITES
Art Major, Junior Standing
- III. TEXTBOOK
None
- IV. COURSE DESCRIPTION
A course designed to better prepare the advanced art student for a professional career in studio art. Main topics of the course will deal with production, record keeping, and marketing works of art.
- V. RATIONALE
This course is necessary to give the advanced art student knowledge of current business principles and methods specific to the goal of furthering the student's possible success as a professional artist.
- VI. LEARNING OBJECTIVES AND OUTCOMES
 - A. To understand the importance of producing a body of artwork consistent in theme and quality.
 - B. To become familiar with various aspects of good record keeping involving primarily topics as cataloging, image documentation, and income and expense data.
 - C. To develop a strategy for marketing artwork for sale.
 - D. To develop a working knowledge of specific legal issues pertaining to a professional artist such as: licensure, model releases, consignment contracts, and tax requirements.
- VII. COURSE TOPICS
 - A. Vetting a body of artwork.
 - B. Developing a theme and titles.
 - C. Drafting an artist's statement.
 - D. Cataloging art production by: title, size, medium, and show history.
 - E. Using digital technology to record images and advertise product (artwork).
 - F. Compiling and documenting publicity materials to be included with a portfolio.
 - G. Creating a mailing list in order to establish a customer base.
 - H. Analyze and design a process to help strategically handle income and expense aspects of maintaining a successful art production business.
 - I. Exhibiting artwork at various venues and related concerns such as

invitations and show budgeting.

J. Examining important issues regarding a self-employed business's responsibilities towards State and Federal tax law or requirements.

VIII. INSTRUCTIONAL METHODS AND ACTIVITIES

A. Lecture and Demonstration

B. Class critique and discussion

C. Oral and/or written reports on information specific to the business of art

D. Use of Audiovisual and digital technology tools to examine art related business topics.

IX. ASSIGNMENTS

A. Collect and present 5 of the best works of art completed recently by the student. Also included with this assignment, draft an artist's statement which relates to the body of art selected.

B. Catalogue the selected 5 works of art according to the format given by the instructor.

C. Use digital technology to record and prepare a process for advertising artwork over the internet and other traditional marketing formats, such as business cards and brochures.

D. Develop a strategic plan for producing and exhibiting that allows for recording income and expenses for business solvency and probable success.

X. EVALUATION

The student will be responsible for completing each of the 4 major assignments outlined under Assignments.

XI. GRADING SCALE

See Department of Art Syllabus Addendum for Grading Scale

XII. REFERENCES

Brommer, G. F. (1999). *Careers in art: Illustrated guide*. Worcester, MA: Davis Publications

Cantore, V. (1981). *Creative picture framing: How to frame your artwork, needlework, mirrors, and 3-D displays*. Englewood Cliffs, NJ: Prentice Hall.

Davis, S. (1991). *The fine artist's guide to showing and selling your work*. Cincinnati, OH: North Light Books.

- Easton, T. (1985). *Cutting loose: Making the transition from employee to entrepreneur*. Chicago, IL: Probus Pub. Co.
- Landon, E. (1962). *Picture framing, modern methods of making and finishing picture frames*. New York: Tudor Pub. Co.
- McCormick, B. (2005). *America's original entrepreneur: Franklin's autobiography adapted for modern times*. Irvine, CA: Entrepreneur Press.
- Oberrecht, K. (1998). *Home book of picture framing: Professional secrets of mounting, matting, framing, and displaying art*. Mechanicsburg, PA: Stackpole Books.
- Sluijter, E. (2015). *Rembrandt's rivals: History painting in Amsterdam, 1630-1650*. Philadelphia, PA: John Benjamin's Publishing Co.
- Spulber, D. (2014). *The innovative entrepreneur*. New York: Cambridge University Press.
- Willoughby, M. (2011). *Zoom entrepreneur: How the five core skills of great entrepreneurs will accelerate your life*. Naples, FL: Barringe Publishing.