

## SYLLABUS (generic)

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### **I. COURSE TITLE**

**ART 399/ The Business of Art/ 3-Semester Hours/ Lecture**

### **II. PREREQUISITES**

Art Major, Junior Standing

### **III. TEXTBOOK**

None required (see XII--- for instructional literature and information)

### **IV. COURSE DESCRIPTION**

**(see catalog changes form)**

### **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 art work 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.

**SYLLABUS Art 399**  
**Continued**

**VII. COURSE TOPICS**

The major topics to be considered are:

- A. Vetting a body of artwork
- B. Developing a theme and titles
- C. Drafting and 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 art work 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. Lectures and Demonstrations
- 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

Art \_\_\_ continued

**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 art work over the internet and other traditional  
Marketing formats such as business cards and brochures
- E. Develop a strategic plan for producing an 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 5 major  
Assignments outlined above under Assignments

**XI. GRADING SCALE, Academic Integrity, class attendance etc. are contained  
In a departmental Addendum that can be found on the Art Dept. Website.**

**XII. REFERENCES**

**forthcoming**