ART 688
PROFESSIONAL PRACTICES

Course Information
Course Title: Professional Practices  
Course Number: ART 688  
Credits: 3  
Prerequisites: Graduate standing  
Location: TBA  
Meeting time: TBA

Instructor Information
Name: Mareca Guthrie  
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Course Readings
There are two assigned books for this class:

Art-Write: The Writing Guide For Visual Artists  
Crafting effective artist statements and promotional materials  
Vicki Krohn Amorose
In addition to the assigned books above, there will be additional readings which will be available on reserve at the Rasmuson Library. Examples of the books from which we will be reading include:

*How to Write About Contemporary Art*
Gilda Williams

*ART/WORK: Everything You Need to Know (and Do) As You Pursue Your Art Career*
Heather Darcy Bhandari and Jonathan Melber

*Health Hazards Manual for Artists*
Michael McCann

*The Art of Showing Art*
James K. Reeve

*Caring for Your Art: A Guide for Artists*
Jill Snyder

**Course Description**

**Catalog description:** This class provides a venue for critical thinking about the value of the visual arts as well as a foundation of practical information for
students as they consider various career options in the visual arts. Topics include developing an artist statement, researching exhibition venues, methods of installing art exhibits, self-promotion, developing application materials for residencies and grants, as well as issues of health and safety in the visual arts. This face-to-face class is augmented with additional methods of instruction such as online video tutorials, behind the scenes visits to the UA Museum of the North, community galleries and guest presentations by professional artists.

**Differentiation between ART 488 and ART 688**

This course is stacked, meaning that the 488 and 688 sections are held concurrently.

**ART 488** is intended for undergraduate students and the emphasis will be on preparing for a successful senior year in the program, and clarifying individual post-graduation goals, and what skills or experiences are needed to support those goals. ART 488 Course activities include shorter papers, shorter presentations, and less intensive research expectations than the graduate counterpart.

**ART 688** is intended for MFA students preparing for their thesis exhibition. Course expectations are held at a higher standard in both quality and time committed. MFA students taking the class at the 600 level are expected to write a 15-page project report paper and teach a short workshops for in an area of expertise such as photography, framing, or mat-cutting.

**Course Goals & Learning Outcomes**

1) **Students will become familiar with various career options and career paths in the visual arts.**
   a) Students will interact with various art professionals and will hear about the career paths that they took.
   b) Students will learn about museums, galleries, art fairs, non-profit arts organizations, and options for selling art online.
   c) Students will learn about the business aspects of being an artist including contracts, copyright, taxes, photo documentation and pricing their work.
   d) Students will research careers they are interested in and conduct an informational interview with someone in that field.

2) **Students will be able to articulate the value and importance of the visual arts within a larger context.**
   a) Students will be gather resources that they can use to advocate for the arts in their future careers.
   b) Students will research and write about the value of their particular
artistic discipline.

3) **Students will be become familiar with best practices and professional practices within the visual arts.**
   a) Students will learn how to photograph artwork and will develop a digital portfolio of images of their artwork.
   b) Students will develop promotional materials including an artist statement, artist bio, digital images, website and CV.
   c) Students will gain experience preparing a slide presentation and speaking publically about their artwork.
   d) Students will gain practice writing about formal, conceptual, and technical aspects of artwork.
   e) Best practices for professional communication over phone, formal letters, e-mail, texting, and social media will be discussed.

4) **Students will be introduced to health and safety concerns in the visual arts so that they can protect themselves and their future students.**
   a) Students will learn to identify and avoid the main causes of risk in the studio.
   b) Students will learn about basic personal protection equipment such as cut resistant gloves, safety glasses, hearing protection and chemical-resistant gloves.
   c) Students will learn how locate and to read a Material Safety Data Sheet.

**Instructional Methods**

This face-to-face class is taught through the following methods:
- Lectures
- Case studies
- Small group discussion
- Hands-on workshops
- Online video tutorials
- Field trips to the UA Museum and local galleries
- Guest presentations by professional artists

**Tentative Course Calendar**
(see attached document)

**Course Policies**

**Attendance and late assignments**
Because this is a class about professionalism, students are expected to assume the kinds of responsibility that will soon be expected of them outside of school. Attendance and deadlines for all assignments are non-negotiable.
Due to the nature of the class, it is not possible to make up absences, quizzes, assignments, exams or papers.

**Quizzes**
There are quizzes at the start of each class covering the assigned reading and the material covered in the previous class session. You may use your notes during these quizzes. These quizzes also count for attendance so please do not be late.

**E-mail**
UAF uses email to communicate with students about many important matters. Email is often the only way information is distributed, so it's important that you regularly check your university email address or forward email from your UAF address to an address you check frequently.

**Blackboard**
Grades for each assignment will be posted on blackboard. Due to FERPA regulations I am unable to provide grade updates via e-mail.

**Expectations for instructor e-mail communication**
You can expect a response to e-mail within 24 hrs M-F. Please do not expect responses after 5pm or on weekends.

**Evaluation**
The final grade breakdown is as follows:
- Attendance/Participation: 10%
- 15 page thesis report paper: 20%
  - Includes sections on the following topics
    - Formal artistic influences
    - Conceptual influences
    - Relationship to other disciplines
    - Artistic process and materials
    - Relationships to past bodies of work
    - Exhibition strategy
    - Post graduation goals
- Quizzes: 10%
  - Frequent small quizzes provide instant feedback on progress and understanding
- Informational interview presentation: 5%
This presentation is about research into possible career choices and results of an interview conducted with someone in that field (not a faculty member at UAF).

- Workshop instruction: 5%
  688 students are expected to lead a short workshop in an area of expertise such as photography, framing, or mat-cutting.
- Gallery participation: 10%
  Several days of the course will involve hands-on practice in a gallery setting.
- Portfolio packet: 20%
  The portfolio packet consists of:
  - 10 images and (image list) of a cohesive body of work
  - Artist statement
  - Artist bio
  - CV or Resume
- Artist presentations: 10%
- Notebook assignments: 10%

Grading is based on absolute scores, which are updated regularly on Blackboard.

All assignments will be graded to the following scale: 100-91% = A, 90% = A-, 89% = B+, 88-81% = B, 80% = B-, 79% = C+, 78-71% = C, 70% = C-, 69% = D+, 68-61% = D, 60% = D-.

**A** "A" (including A+ and A-) indicates a thorough mastery of course content and outstanding performance in completion of course requirements.

**B** "B" (including B+ and B-) indicates a high level of acquired knowledge and performance in completion of course requirements.

**C** "C" (including C+ and C-) indicates a satisfactory level of acquired knowledge and performance in completion of course requirements. "C" is the minimum acceptable grade that undergraduate students may receive for courses to count toward the major or minor degree requirements, or as a prerequisite for another course.

**D** "D" (including D+ and D-) indicates a minimal level of acquired knowledge and minimal performance in completion of course requirements. This grade does not satisfy requirements for courses in the major, minor, core or graduate programs.

**F** "F" indicates failure to meet a minimal level of understanding of course content and/or performance in completion of course requirements. All F
grades, including those earned in pass/fail courses, are included in the GPA calculations.

Support Services

The **UAF Writing Center** is available to help support students through all aspects of the writing process.
http://www.uaf.edu/english/writing-center/

UAF Computer Labs across campus provide students with access to computers, printers, and an extensive software library.
http://www.alaska.edu/oit/services/computing-labs/

UAF Rasmuson Library lends media equipment such as computers and cameras to UAF students for on-campus, academic use.
http://library.uaf.edu/media

Disabilities Services

The Office of Disability Services implements the Americans with Disabilities Act (ADA), and ensures that UAF students have equal access to the campus and course materials.

I will work with the Office of Disabilities Services (208 WHITAKER BLDG, 474-5655) to provide reasonable accommodation to students with disabilities. Please visit www.uaf.edu/disability/ for more information.

Veteran Services

UAF is committed to all veterans and military students—active duty, reserve, guard, separated and retired—as well as their dependents who are exploring UAF’s academic opportunities. Staff members in Financial Aid, Admissions, Career Services, Veterans' Services and the Veterans' Resource Center are here to help you with any challenges you encounter while working while in or transitioning from a military to an academic environment. Please visit http://www.uaf.edu/veterans/ for more information.