

Art S 495/895 Professional Practices in Studio Art

Fall 2009

Thursdays 5:35–8:20

Levente Sulyok, Instructor

Art S 495/895, *Professional Practices in Studio Art*, is a course that examines practical applications of presentation, documentation, business skills, and career planning specific to studio art. It provides a foundation of practical information to assist undergraduate and graduate studio majors in building a successful career.

The course consists of lectures, discussions, readings, presentations, and demonstrations. Several times we will be visited by guest lecturers discussing specific areas of expertise, including tax laws for artists; working with artists from the point of view of the gallery and/or museum; managing art organizations; and building crates/shipping artwork. We will have discussion groups covering interpretations of artworks and presentation, and students will prepare materials for presentation, including artist's resumes, artist's statements, grant or residency applications, and graduate school applications.

The class will spend a significant amount of time discussing different types of art venues and the appropriate contexts for different types of work. Additionally, we will assess and interpret individual students' work as a means to generating appropriate questions and insights for artist's statements. Students should be prepared to evaluate their own work in a concise and specific manner, which requires having a personal direction you can identify (not yet being at this stage will make this course difficult).

Professional Practices also includes demonstrations on presenting and documenting your artwork. The focus will be on digital documentation as a means to generating cd, pdf, and PowerPoint presentations as well as traditional slides (information will be available but no class time will be spent discussing traditional slides as they are rarely ever used). Information on traditional lighting and film camera manipulation will also be discussed, but all class assignments will be done in digital formats.

Students will be responsible for a variety of assignments in addition to participating in discussions and attending lectures. It is vital to do these thoroughly and to turn them in ON TIME. Many real-world art opportunities have strict deadlines; we will act accordingly: NO LATE SUBMISSIONS WILL BE ACCEPTED. Ordinarily, there will be numerous drafts of written submissions— checkpoints, essentially— that will help you stay on track. Although the class meets once per week, the time commitment is roughly analogous to a studio class. Frank discussions of content will occur during the semester, requiring students to treat each other respectfully. Discussions and studio visits are not to be taken as license for disruptive or disrespectful behavior. Please note that “disruptive” includes any behavior that repeatedly interrupts the class, including malfunctioning (always going off) cell phones and constant “secondary” conversations in addition to the primary class discussion.

Student competencies to be met:

- Professional standard in visual documentation of artworks
- Professional standard in written presentation, explanation, and documentation
- Professional standard in verbal presentation
- Knowledge of resources suitable to career development after graduation
- Familiarity with business practices in the arts
- Familiarity with legal practices and issues in the arts
- Comprehensive understanding of multiple options, methods, and strategies related to career choices and professional development

Required materials: Professional Practices Binder, covered by the lab fee for the class; *The Practical Handbook for the Emerging Artist*, Margaret R. Lazzari, 2nd edition; digital camera with at least 5 megapixels capability; tripod; blank cds or flash drive or other external memory of at least 250 mb.

Attendance: There are only 15 classes, and the discussions and presentations cannot be “made up,” therefore the second absence will result in loss of a letter grade. The third absence, at which point **20%** of class time would have been missed, results in automatic failure.

Class Policies: Make sure you arrive to class on time. Have fun! Be involved! If you miss a class, get handouts and info from another student.

The university's honesty policy is outlined in the Undergraduate Catalog (don't turn in other people's work and claim it as your own!). I reserve the right to modify the assignments and/or anything else addressed in the syllabus to adapt to the dynamics of a particular class when necessary.

Contact Information: My office is 304 McKnight. Office hours are Monday and Wednesday 9–11 and by appointment. My phone number is 978–7705; my email address is levente.sulyok@wichita.edu.

Important Dates:	October 14	Mid-term
	October 15	Fall Break: No class
	November 26	Thanksgiving Break: No class
	December 3 & 10	Student Presentations (Last day of class Dec 10)

Evaluation & Grading:

The nature of this course is that more documents will be produced than there are classes. This can create confusion, as a “final version” may be due at the same time as a “first draft” of another project; and the instructor must return corrected drafts quickly so that they may be collected and amended by students in time for the following week’s class. Here are the rules:

- **All drafts and final versions are due at the start of class on the date specified in the project guidelines in the Professional Practices Binder.**
- **Graded drafts will be placed in a box marked ‘Professional Practices’ that will sit on the table outside the art office, 302 McKnight, by noon of the Tuesday following their Thursday collection. Student work will be placed in envelopes for privacy. It will be the student’s responsibility to collect the drafts in a timely fashion for revisions.**
- **Email submissions of drafts will NOT be accepted; email submissions of final versions WILL be accepted. Final versions submitted as an email must have a time stamp prior to the start of class on the due date, be submitted as an attachment in a properly formatted Microsoft Word document (.doc or .docx). Cutting and pasting within email not accepted.**

Course Work (30% of Final Grade):

- **Drafts of projects (10 pts):** due as assigned.
- **In-class Participation (10 pts):** take initiative. Volunteer to ask questions and make comments. Students will be asked to prepare questions for visiting speakers several times during the semester; copies of these questions will be collected and count toward the participation grade. Questions will be noted during student presentations at semester's end.
- **Out-of-class Participation (10 pts):** each student will participate as part of a team that helps coordinate a WSU Shift Space exhibition. Shows and teams will be assigned; each individual student within the team will be evaluated by the exhibition coordinator. Each group will receive demonstrations and hand-outs on hanging wall-based work, exhibition design, labels, lighting, preparing walls and pedestals, reception coordination, and advertising & press. Students will evaluate each other's performance.

Projects (70% of final grade): Each project must be completed in order to pass the class, as they are important developmental models that every artist will, at some point, have to do. Despite the point values listed (included for students' information on grading proportions), **not completing one of the assignments will result in an incomplete or failing grade for the entire course.**

- **Professional Goals & Career Plan (5 pts):** Students develop a set of professional goals including short (next 1–3 years) and long (following 4th and 5th years) terms.
- **Artist's Resume/Curriculum Vitae Project (10 pts):** Students develop a professional resume/cv.
- **Artist's Statement Project (15 pts):** Students develop an artist's statement to describe their work in different contexts: full one-page statement and one-paragraph exhibition statement.
- **Documentation of Artwork Project (10 pts):** Students create professional-quality images of artwork. Formats covered include cd-rom, slides, and PowerPoint (optional).
- **Application Project (10 pts):** Students select, prepare, and submit a professional-quality application for an actual scholarship, grant, artist residency, summer study program, or foreign study program from an external (non-WSU) organization.
- **Notes and research on the Community Involvement panel discussion (5 pts):** Students engage in a panel discussion on the topic of 'community-involvement' with selected panel members, then research and prepare a short response paper on the discussed organizations.
- **Artist's Talk Project (15 pts):** Students present a brief written/verbal presentation, with accompanying slides or digital images, to an audience.

Course Calendar

Week 1, 8/20: Overview: discussion of materials, grading papers and how/where to retrieve them; email submissions; assignment of career goals/plan of action.

Week 2, 8/27: Making connections (pp.13–25), **artist's resumes** (pp.75–81). 1st draft career goals due; assignment of resume/cv project. Graduate studio visits (3).

Week 3, 9/3: Artwork and artist's statements (pp. 75–81); Final career goals due; 1st draft resume/cv due; assignment of artist's statement project. Graduate Studio visits (3).

Week 4, 9/10: Documenting your work. Digital and traditional formats: lighting, filmstock, camera requirements, Photoshop techniques; Final artist's resume due. Guest: Jeff Pulaski (Assistant Professor of Graphic Design). Undergrad studio visits (3).

Week 5, 9/17: Presenting your work. PowerPoint demo, slide sheets, cover letters. 1st draft artist's statement due; assignment of visual documentation project. Undergrad studio visits (3).

Week 6, 9/24: Galleries, different types of spaces, and where to show. 2nd draft artist's statement due. Panelist questions due. Guests: Robert Bubp (Associate Professor of Painting and Drawing). Undergrad studio visits (3).

Week 7, 10/1: Gallery/exhibition space relationships: contracts; what to expect and what not to do (pp.155–176). Discuss/assign application project. Panelist questions due. Guests: Aimee Geist (Curator of Education). Undergrad studio visits (3).

Week 8, 10/8: Preparing and installing the exhibition: who does what and how; crating and shipping; ethics of installation; press and advertising; Final artist's statement due.

Week 9, 10/22: Grants & Residencies (pp.231–244). Visual documentation project due. Assignment #5; Assign application project. Guest Speaker: Ted Adler (Assistant Professor of Ceramics).

Week 10, 10/29: Positions of influence and community development (pp. 179–189; 191–201; 203–213): getting involved. Panelist questions due. Guests: Elizabeth Stevenson (Organizations: Fisch Haus and River City Biennale) and John Harrison (Organizations: CRATEL and hack.art.lab.) Write 1–2 pages on Elizabeth and John's presentation, including your own research about the organizations they are involved with.

Week 11, 11/5: Graduate school (pp. 217–229, 289–302). Selection of Application Project due. Discuss artist presentations. Final draft of Artist Statements due.

Week 12, 11/12: Taxes and legal issues (pp. 245–262; 263–286; 303–312). 1st draft of Application Project due. Guest Speaker: Jim Dunning, CPA (Certified Public Accountant).

Week 13, 11/19: Public presentation: lectures and gallery talks: the basics of public speaking. Final Application Project due. Notes and research on the Community Involvement panel discussion due.

11/26: No class. Text component of grad presentations due Tuesday, 11/24.

Week 14, 12/3: Presentations: Grads. Text component of undergrad presentations due.

Week 15, 12/10: Presentations: Undergrads