Course Syllabus

Credit: 3 units

Course meetings: Mondays and Wednesdays 12:30 pm – 1:20 pm
No class September 6, 2010 – Labor Day
Mini 1 - Last day of class: 10/11/2010

CFA 310

Instructor: Elaine Stolick
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Office Hours – By Appointment, call 412-268-2064

Rationale
33% of all artists are self-employed, as compared to 10% in the general population, according to a National Endowment for the Arts study.

“We find that artists already possess higher level business skills (such as team work, innovation, ethical thinking, lateral thinking and risk-taking), but not the basics (like structuring a resume, writing a business plan, and preparing their accounts).

- Hilary Robinson, former Dean, College of Fine Arts, Carnegie Mellon University

This course will remedy these deficits.

Course Description
This course is designed for art students (including BHA, BSA, and BCSA) who wish to continue making, showing, and selling work after completing Carnegie Mellon studies. The focus of this course is on helping students develop the skills and knowledge necessary to establish themselves as working professional artists.

Topics covered include entrepreneurial exercises; developing marketing materials, both text and graphic; getting the word out, including press releases; the “Business of Art,” including
creating a business plan overview, budgeting, pricing, tax exemptions for self-employed artists, insurance and legal considerations; and generating income, including grant writing.

We will use guest speakers extensively to speak about their areas of expertise. Artist communities, residencies, external grants, and curators will be covered in your senior projects class, so are not covered here.

**Course objectives:**
- Gain an understanding of the variety of activities in which professional artists engage and the skills required.
- Gain an understanding of the entrepreneurial approach.
- Engage in self-assessment to determine strengths and strategies for dealing with gaps.
- Develop promotional materials for entrepreneurial options.
- Consider ways of generating additional income.
- Understand business strategies for the working artist.
- Learn to become your own best promoter.

**Requirements**

A major requirement of this class will be attendance, since much of the information will be presented in-class by guest speakers.

Readings are assigned prior to covering the topics in class. Please read the topic before the class, so that you can participate actively in class discussions and ask thoughtful questions of our guest speakers.

You will also have written assignments. The schedule of topics is arranged so that you will have at least one week to complete assignments, and often more. Most assignments are short, one page or less, with a few exceptions.

**Evaluation**

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>Participation</td>
<td>25%</td>
<td></td>
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<tr>
<td>Self-Assessment</td>
<td></td>
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<tr>
<td>Personal Paper</td>
<td>5%</td>
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<tr>
<td>5 Adjectives</td>
<td>2%</td>
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<tr>
<td>Developing Marketing Materials – Text</td>
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<tr>
<td>Art resume</td>
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<td>Chapter 3</td>
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<tr>
<td>Bio</td>
<td>5%</td>
<td>Chapter 3</td>
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<tr>
<td>Artist Statement</td>
<td>5%</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>Cover letter to Gallery</td>
<td>5%</td>
<td>Chapter 3</td>
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<tr>
<td>Profile</td>
<td>3%</td>
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<tr>
<td>Developing Marketing Materials – Graphic</td>
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</tr>
<tr>
<td>Business Cards</td>
<td>5%</td>
<td>Chapter 6</td>
</tr>
<tr>
<td>Letterhead</td>
<td>5%</td>
<td>Chapter 6</td>
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**We will have guest speakers frequently in this class. Because of this, and since the class is only 50 minutes long, it is important to arrive on time. For this reason, participation points are accumulated as follows:**

- You have the potential to earn 2 points toward participation at each class session.
  You earn one point for attendance, and another point for arriving on time. Since there are 14 session, you have the opportunity to earn 28 points. The number of points allotted for participation is 25. You can miss one class and be late once and still receive full marks for participation. More than that will affect your grade. If you attend each class and are always on time, you will receive 3 extra credit points.

**All written work must be typed.**

**Homework is due each Monday, except for Sept. 6, which is Labor Day. Work must be turned in by the beginning of class on the due date. Grade will automatically be lowered by one point for each class period for assignments handed in late.**

**All work must show a “good faith effort.”**

**Text**

**Required:**


**Optional:**


“Career Solutions for Creative People,” Dr. Ronda Ormont.