



## Syllabus for Art 77: Professional Practices and Entrepreneurship in the Visual Arts.

### Course Information

- Semester & Year: Fall 2021
- Course ID & Section #: Art 77 V1825
- Instructor's name: Shannon Sullivan
- This course is delivered online
- Number of units: 3

### Required Materials

- Computer
- Digital Camera
- USB drive/file storage plan
- Prototyping supplies when indicated on the schedule
- Design Journal/sketchbook

### Instructor Contact Information

Office location or \*Online: Online Via the Canvas messaging app, through email, or zoom by appointment

Office hours: By Appointment

Phone number: (707) 476-4339

Email address: [shannon-sullivan@redwoods.edu](mailto:shannon-sullivan@redwoods.edu)

### Catalog Description

An exploration of current strategies used by artists to market and sell their work. The course includes portfolio/product development, resume and art statement preparation, website development, social media use, field trips, and visiting lectures from various professional artists. This course is medium-inclusive, and welcomes all artists, crafters, and makers with sufficient proficiency in their

medium to produce objects independently. Students need basic computer skills learned in CIS-100 or equivalent experience to complete projects in this course.

### Course Student Learning Outcomes *(from course outline of record)*

1. Demonstrate an inclusive understanding of the ever-changing sales and marketing models in the visual arts.
2. Write clear and concise documents as part of an artist submission.
3. Create and document a body of work/line of products or schematics for a creative business using current photo editing software.

## **Prerequisites/co-requisites/ recommended preparation**

At least one College level studio art course is recommended. Students must be able to work independently on their prototypes and other physical submissions.

## **Accessibility**

College of the Redwoods is committed to making reasonable accommodations for qualified students with disabilities. If you have a disability or believe you might benefit from disability-related services and accommodations, please contact your instructor or [Disability Services and Programs for Students](#) (DSPS). Students may make requests for alternative media by contacting DSPS based on their campus location:

- Eureka: 707-476-4280, student services building, 1<sup>st</sup> floor
- Del Norte: 707-465-2324, main building near library
- Klamath-Trinity: 530-625-4821 Ext 103

If you are taking online classes DSPS will email approved accommodations for distance education classes to your instructor. In the case of face-to-face instruction, please present your written accommodation request to your instructor at least one week before the needed accommodation so that necessary arrangements can be made. Last minute arrangements or post-test adjustments usually cannot be accommodated.

## **Student Support**

Good information and clear communication about your needs will help you be successful. Please let your instructor know about any specific challenges or technology limitations that might affect your participation in class. College of the Redwoods wants every student to be successful.

## **Student feedback policy**

Students will receive feedback on their work within the published discussions and during office hours. Individual feedback is given in the gradebook feature of Canvas.

## **Evaluation & Grading Policy**

Students are expected to keep a small sketchbook for making drawings, recording ideas, detailing process, and making notes during demonstrations and lectures. Use a sketchbook that you already love, or get a new one for this class. Bring it with you often. You will need to post images from your sketchbook in various class discussions.

### **Grading Scale:**

A—Excellent Work: requirements for the course have been more than fulfilled, and the work has been developed beyond previous levels on both an aesthetic and a conceptual basis. Outstanding Class participation and engagement. (93-100=A, 90-93=A-)

B—Very Good Work: The work, its presentation, and the student's class participation shows competence in skill development and conceptual development (87-89=B+, 84-86=B, 80-83=B-)

C—Average Work: Satisfactory work quality. Requirements for the course have been fulfilled adequately. The student has been present with completed work on critique days and for individual appointments. Class participation is adequate. (77-79=C+, 70-76=C)

D—Poor Work: Requirements for the course are not adequately fulfilled. (60-69=D)

F—Failure: No attempt has been made to fulfill requirements of the course. (59 or below)

### **Projects:**

All project descriptions, discussions, lectures, and resources will be given on Canvas.

Below is a list of projects by subject that students in Art 77 are required to complete. Detailed information about each project is in Canvas. Use the Canvas Calendar to display the due dates for your classes. Look week to week in Modules, or link directly to the Assignments tab to see a clickable version of the course due dates.

### **Welcome**

- [Week 1](#) Discussion Discussion: Let me know you are here and that you want to take this class.

### **Individualized Marketing Research (Submitted online in Canvas using discussions)**

- [Week 1](#) Discussion (ongoing): Personal Marketing Research-Phase 1
- [Week 5](#) Assignment Personal and Business Budget Planning
- [Week 5](#) Discussion: Pricing your products
- [Week 8](#) Discussion: Social Media Best Practices
- [Week 12](#) Discussion: Personal Marketing Research-Phase 2

### **Guest Research Questions (Submitted online in Canvas)**

- [Week 1](#): Research questions for Jenna Castsos
- [Week 2](#): Research questions for Matt Beard
- [Week 4](#): Research questions for TBD
- [Week 6](#): Research questions for Matthew Christman
- [Week 9](#): Research questions for Sarah Leshner
- [Week 13](#): Research questions for HA Pearson

### **Making/Deliverables (Submitted via photographs)**

- [Week 3](#): Assignments: Prototype
- [Week 3](#): Discussion: Prototypes
- [Week 4](#): Prototype Check-In

### **Documents/Website Contents (submitted via your website URL)**

- [Week 2](#): Discussion Statement of Current Research
- [Week 6](#): Assignment: Artist/Curator Statement
- [Week 6](#): Discussion-Artist/Curator Atatement
- [Week 7](#): Discussion-Website Builder Collaborative Research
- [Week 7](#): Final Assignment-Build a Website
- [Week 8](#): Assignment Digital Portfolio
- [Week 8](#): Assignment Instagram for Artists
- [Week 9](#): Discussion: Digital portfolio Image Share/Prototype Check-in

- Week 10: Discussion-Peer Editing of Artist Resume
- Week 12: Discussion: Website Check in
- Week 15: Discussion Putting the final touches on your website and final assignments: Get some feedback.

## **Admissions deadlines & enrollment policies**

### Fall 2021 Dates

- *Classes begin: 8/21/21*
- *Last day to add a class: 8/27/21*
- *Last day to drop without a W and receive a refund: 9/03/21*
- *Labor Day Holiday (all campuses closed): 09/06/21*
- *Census date: 9/07/21 or 20% into class duration*
- *Last day to petition to graduate or apply for certificate: 10/28/21*
- *Last day for student-initiated W (no refund): 10/29/21*
- *Last day for faculty-initiated W (no refund): 10/29/21*
- *Veteran's Day (all campuses closed): 11/11/21*
- *Fall Break (no classes): 11/22/21 – 11/26/21*
- *Thanksgiving Holiday (all campuses closed): 11/24/21 – 11/26/21*
- *Final examinations: 12/11/21 – 12/17/21*
- *Last day to petition to file P/NP option: 12/17/21*
- *Semester ends: 12/17/21*
- *Grades available for transcript release: approximately 01/07/22*

## **Academic dishonesty**

In the academic community, the high value placed on truth implies a corresponding intolerance of scholastic dishonesty. In cases involving academic dishonesty, determination of the grade and of the student's status in the course is left primarily to the discretion of the faculty member. In such cases, where the instructor determines that a student has demonstrated academic dishonesty, the student may receive a failing grade for the assignment and/or exam and may be reported to the Chief Student Services Officer or designee. The Student Code of Conduct ([AP 5500](#)) is available on the College of the Redwoods website. Additional information about the rights and responsibilities of students, Board policies, and administrative procedures is located in the [College Catalog](#) and on the [College of the Redwoods website](#).

## **Disruptive behavior**

Student behavior or speech that disrupts the instructional setting will not be tolerated. Disruptive conduct may include, but is not limited to: unwarranted interruptions; failure to adhere to instructor's directions; vulgar or obscene language; slurs or other forms of intimidation; and physically or verbally abusive behavior. In such cases where the instructor determines that a student has disrupted the educational process, a disruptive student may be temporarily removed from class. In addition, the student may be reported to the Chief Student Services Officer or designee. The Student Code of Conduct ([AP 5500](#)) is available on the College of the Redwoods website. Additional information about the rights

and responsibilities of students, Board policies, and administrative procedures is located in the [College Catalog](#) and on the [College of the Redwoods website](#).

## **Inclusive Language in the Classroom**

College of the Redwoods aspires to create a learning environment in which all people feel comfortable in contributing their perspectives to classroom discussions. It therefore encourages instructors and students to use language that is inclusive and respectful.

## **Setting Your Preferred Name in Canvas**

Students have the ability to have an alternate first name and pronouns to appear in Canvas. Contact [Admissions & Records](#) to request a change to your preferred first name and pronoun. Your Preferred Name will only be listed in Canvas. This does not change your legal name in our records. See the [Student Information Update form](#).

## **Canvas Information**

If using Canvas, include navigation instructions, tech support information, what Canvas is used for, and your expectation for how regularly students should check Canvas for your class.

Log into Canvas at <https://redwoods.instructure.com>

Password is your 8 digit birth date

For tech help, email [its@redwoods.edu](mailto:its@redwoods.edu) or call 707-476-4160

Canvas Help for students: <https://www.redwoods.edu/online/Help-Student>

Canvas online orientation workshop: <https://www.redwoods.edu/online/Home/Student-Resources/Canvas-Resources>

## **Community College Student Health and Wellness**

Resources, tools, and trainings regarding health, mental health, wellness, basic needs and more designed for California community college students, faculty and staff are available on the California Community Colleges [Health & Wellness website](#).

[Wellness Central](#) is a free online health and wellness resource that is available 24/7 in your space at your pace.

Students seeking to request a counseling appointment for academic advising or general counseling can email [counseling@redwoods.edu](mailto:counseling@redwoods.edu).

## **Emergency procedures / Everbridge**

College of the Redwoods has implemented an emergency alert system called Everbridge. In the event of an emergency on campus you will receive an alert through your personal email and/or phones.

Registration is not necessary in order to receive emergency alerts. Check to make sure your contact information is up-to-date by logging into WebAdvisor <https://webadvisor.redwoods.edu> and selecting 'Students' then 'Academic Profile' then 'Current Information Update.'

Please contact Public Safety at 707-476-4112 or [security@redwoods.edu](mailto:security@redwoods.edu) if you have any questions. For more information see the [Redwoods Public Safety Page](#).

In an emergency that requires an evacuation of the building anywhere in the District:

- Be aware of all marked exits from your area and building
- Once outside, move to the nearest evacuation point outside your building
- Keep streets and walkways clear for emergency vehicles and personnel

Do not leave campus, unless it has been deemed safe by the campus authorities.

## **Eureka Campus Emergency Procedures**

Please review the [campus emergency map](#) for evacuation sites, including the closest site to this classroom (posted by the exit of each room). For more information on Public Safety go to the [Redwoods Public Safety Page](#). It is the responsibility of College of the Redwoods to protect life and property from the effects of emergencies within its own jurisdiction.

In the event of an emergency:

1. Evaluate the impact the emergency has on your activity/operation and take appropriate action.
2. Dial 911, to notify local agency support such as law enforcement or fire services.
3. Notify Public Safety 707-476-4111 and inform them of the situation, with as much relevant information as possible.
4. Public Safety shall relay threat information, warnings, and alerts through the Everbridge emergency alert system, Public address system, and when possible, updates on the college website, to ensure the school community is notified.
5. Follow established procedures for the specific emergency as outlined in the College of the Redwoods Emergency Procedure Booklet, (evacuation to a safe zone, shelter in place, lockdown, assist others if possible, cooperate with First Responders, etc.).
6. If safe to do so, notify key administrators, departments, and personnel.
7. Do not leave campus, unless it is necessary to preserve life and/or has been deemed safe by the person in command.

## **Student Support Services**

The following online resources are available to support your success as a student:

- [CR-Online](#) (Comprehensive information for online students)
- [Library Articles & Databases](#)
- [Canvas help and tutorials](#)
- [Online Student Handbook](#)

[Counseling](#) offers assistance to students in need of professional counseling services such as crisis counseling.

Learning Resource Center includes the following resources for students

- [Academic Support Center](#) for instructional support, tutoring, learning resources, and proctored exams. Includes the Math Lab & Drop-in Writing Center
- [Library Services](#) to promote information literacy and provide organized information resources.
- [Multicultural & Diversity Center](#)

Special programs are also available for eligible students include

- [Extended Opportunity Programs & Services \(EOPS\)](#) provides services to eligible income disadvantaged students including: textbook award, career academic and personal counseling, school supplies, transportation assistance, tutoring, laptop, calculator and textbook loans, priority registration, graduation cap and gown, workshops, and more!
- The TRiO Student Success Program provides eligible students with a variety of services including trips to 4-year universities, career assessments, and peer mentoring. Students can apply for the program in [Eureka](#) or in [Del Norte](#)
- The [Veteran's Resource Center](#) supports and facilitates academic success for Active Duty Military, Veterans and Dependents attending CR through relational advising, mentorship, transitional assistance, and coordination of military and Veteran-specific resources.
- Klamath-Trinity students can contact the CR KT Office for specific information about student support services at 530-625-4821