



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

Course Information

- Semester & Year: Fall 2022
- Course ID & Section #: V3424
- Instructor's name: Shannon Sullivan, she/her
- This course is delivered online
- Number of units: 3

Thank you for choosing this section of Art 77: Professional Practices and Entrepreneurship in the Visual Arts. My name is Shannon Sullivan and I will be your instructor for this course. I've been teaching at CR in the Art Department for 16 years and I love my job. Students take this course for many reasons including as a requirement for the Graphic Design Certificate, as an elective for the Liberal Arts: Fine Arts Associates Degree, and for personal enrichment. If you have questions about why you are taking this class, let me know.

Required Materials

- Computer
- Digital Camera
- USB drive/file storage plan
- Prototyping supplies when indicated on the schedule
- Studio space to create your deliverables at home or in the community
- Design Journal/sketchbook

Instructor Contact Information

Office hours:

- By Appointment for phone and Zoom
- Online Via the Canvas messaging app once the semester starts

Phone number: (707) 476-4339

Email address: 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, 1st 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.

Netiquette: Netiquette, a social code that defines “good” online behavior is something to keep in mind during your online course interactions. Writing may be the only means of communication you have with classmates and instructors, so it is especially important to do this effectively. Follow the guidelines below to leave your mark as a knowledgeable, respectful and polite student who is also positioned to succeed professionally.

Be scholarly

- **Do:** Use proper language, grammar and spelling. Be explanatory and justify your opinions. Credit the ideas of others through citing and linking to scholarly resources.
- **Avoid:** Misinforming others when you may not know the answer. If you are guessing about something, clearly state that you do not know the answer.

Be respectful

- **Do:** Respect privacy, diversity and opinions of others. Communicate tactfully and base disagreements on scholarly ideas or research evidence.
- **Avoid:** Sharing another person's professional or personal information.

Be professional

- **Do:** Represent yourself well at all times. Be truthful, accurate and run a final spell check. Limit the use of slang and emoticons.
- **Avoid:** Using profanity or participating in hostile interactions.

Be polite

- **Do:** Address others by name or appropriate title and be mindful of your tone. Treat people as if you were in a face-to-face situation.
- **Avoid:** Using sarcasm, being rude or writing in all capital letters. Written words can be easily misinterpreted as they lack nonverbals.

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.

Date:	Online	On Zoom-Attendance is taken
Week 1: Aug. 22-27	View Lecture: Sales Models for Makers View Lecture: Personal Marketing Research Complete Assignment: Research Questions for Anda Ambrosini Complete Discussion: Let me know that you're here and you want to take this class.	8/23-Course introduction and community building. 3-4pm Office hours begin at 2:30
Week 2: Aug. 28-Sept. 3	View Lecture: The Design Process Complete Discussion: Statement of Current Research	
Week 3: Sept. 4-10	View Lecture: Deliverables Assignment: Research questions for Mir de Silva Introduce Assignment: Prototypes/Series Complete Discussion: What are your deliverables for this course?	9/6-Visiting Artist Anda Ambrosini. 3-4pm Office hours begin at 2:30
Week 4: Sept. 11-17	View Lecture: Color Theory	
Week 5: Sept. 18-24	Reading: Board of Equalization, Business Tax Reductions Strategic Pricing View Pre-Recorded Zoom: Matthew Christman on finances and starting a business. Research Questions for Art Therapist Melanie Zamborsky Introduce Exercise: Personal and Business Budget Planning	9/20-Visiting Artist Mir de Sliva 3-4pm Office hours begin at 2:30

	Discussion: Pricing your Products	
Week 6: Sept. 25-Oct.1	Reading: Artist Statement Guide and resources Introduce Assignment: Artist/Curator Statement Discussion: Artist Statement (first drafts go here)	
Week 7: Oct. 2-8	Reading: Writing your About Page View Lecture: Building a Website Introduce final Assignment: Building a Website Discussion: Website Builder-Collaborative Research	10/4 Visiting Art Therapist Melanie Zamborsky 3-4pm Office hours begin at 2:30
Week 8: Oct. 9-15	View Lecture: Social Media Best Practices for Artists View Pre Recorded Zoom: TikTok Talk Introduce Assignment: Digital Portfolio Introduce Assignment: Instagram for Artists Discussion: Social Media Best Practices for Artists	
Week 9: Oct. 16-22	Research Questions for TBD Discussion: Digital Portfolio Image Share/Prototype Check-in.	
Week 10: Oct. 23-29	View Lecture: Preparing your artist resume Reading: Resume samples Discussion: Peer Editing of draft resumes	
Week 11: Oct. 30-Nov. 5	Discussion: Website Check in Due: Ongoing Discussion: Personal Marketing Research from the first day of class.	
Week 12: Nov. 6-12	Discussion: Personal Marketing Phase 2.	Visiting Artist-TBD 3-4pm Office hours begin at 2:30
Week 13: Nov. 13-19	Lecture: Soft Skills	
Nov. 20-26	No School	Fall Break
Week 14: Nov. 27-Dec. 3	Discussion: Putting the final touches on the website	
Week 15: Dec. 4-10	Lecture: How to prepare for the final in this class	

Week 16: Finals Week Dec. 11-16		12/13-Website Share Party 2:30-4pm Office hours begin at 2:00
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Admissions deadlines & enrollment policies

Fall 2022 Dates

- *Classes begin: 8/20/22*
- *Last day to add a class: 8/26/22*
- *Last day to drop without a W and receive a refund: 9/02/22*
- *Labor Day Holiday (all campuses closed): 09/05/22*
- *Census date: 9/06/22 or 20% into class duration*
- *Last day to petition to file P/NP option: 09/16/22*
- *Last day to petition to graduate or apply for certificate: 10/27/22*
- *Last day for student-initiated W (no refund): 10/28/22*
- *Last day for faculty-initiated W (no refund): 10/28/22*
- *Veteran's Day (all campuses closed): 11/11/22*
- *Fall Break (no classes): 11/21/22 – 11/25/22*
- *Thanksgiving Holiday (all campuses closed): 11/23/22 – 11/25/22*
- *Final examinations: 12/10/22 – 12/16/22*
- *Semester ends: 12/16/22*
- *Grades available for transcript release: approximately 01/06/23*

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 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.

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 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