

California State University Channel Islands

ART 489 Arts Seminar (3)

Three hours seminar per week.

Prerequisite: Senior Standing

Students interact with guest speakers, visiting artists, and industry professionals in a seminar environment. This course also affords students the opportunity to assess their training and summarize artistic achievements through group and individual projects that help prepare them for a variety of careers in the arts.

This is a required course for all Art majors, designed for the student nearing completion of their studies at CSUCI. A unique aspect of this course is the integration of previously executed art projects with presentation and communication techniques needed for success in the students' respective professional fields. This course also serves to expose students to numerous, yet undiscovered, aspects of the contemporary art world, design fields and entertainment industry. Investigations into career opportunities in the arts and related art industries as well as inform and prepare students interested in graduate-level studies at other institutions. Students are required to document their artwork created in art courses at CSUCI and assemble this documentation in a professional portfolio format.

Learning Objectives

Through projects involving guest speakers, class discussions, field trips, and student presentations, students will:

- Develop projects that assess their personal scholastic and artistic accomplishments in preparation for graduation and future artistic practice.
- Demonstrate case studies involving the integration of the artist into a wide range of professional fields.
- Produce projects involving research and collaborative team assignments.
- Articulate, verbally and in written form, their conscious intentions and coherent aesthetics in relationship to projects they produce.
- Demonstrate methods and processes utilized in refinement of artistic ideas.
- Document participation in the critical evaluation process of peer projects and presentations.
- Develop professional skills leading toward applied practice in the arts.
- Create and present professional portfolios of work completed during their educational process at CSUCI.]

ART 489 Arts Seminar, Topics to be covered:

I. Artistic/Educational Accomplishments and Self Evaluation

- A. Categorization of field(s) of study and work produced
- A. Defining personal artistic goals
- B. Projections for future career opportunities

II. Art, Artists and Society

- A. Societal obligations of the artist
- B. The artist as culture maker
- C. Social commentary, first amendment rights.

III. Art and the Law: Artist

- A. Copyrights
- B. Trademarks
- C. Studio development
- D. Licenses
- E. DBA
- F. Tax deductions and loopholes

IV. Art Technologies, Mass Media & Entertainment

- A. Digital media survey
- B. The artist and the media
- B. Career opportunities in digital media
- C. The artist in the entertainment industry

V. Resume and Portfolio Development:

- A. Structure
 - 1. Fine art resume
 - 2. Commercial art resume
 - 3. Academic vita

B. Content

VI. Art and Commerce

- A. Fine art sales strategies
- B. Commercial art career paths

VII. Exhibitions, Grants

- A. Commercial Galleries
- B. Museum Exhibitions
- C. Public Art Commissions
- D. Grant applications

VIII. Art Field Trip

- A. Los Angeles gallery scene
 - 1. Bergamont Station galleries, Santa Monica
- B. Museums
 - 1. Getty Museum
 - 2. LACMA
 - 3. MOCA
 - 4. Santa Monica Museum of Art

IX. Visiting Artists: Diverse opportunities in the Visual Arts

X. State of the Arts

- A. Up-to-date artistic issues
- B. Current trends in contemporary art

XI. Specialized Research Projects (presentations)

XII. Professional Portfolio Presentations, Analysis and Evaluation

Research Project & Presentation

This project will relate to the student's professional field of interest in the Arts. Some history of the specific area should be covered, along with an in-depth investigation into recent developments and new directions in the discipline. Students' explore professional opportunities (through research methods and personal interviews with selected professionals in the field) available to the recent graduate about to enter the specified artistic field.

Students choose and design their own topic as agreed upon with the instructor. The final projects are presented to the class in five to ten minute illustrated lecture/presentations. Visual aids are required and may consist of any of the following:

- Slides
- Video/DVD (edited and concise)
- Multimedia Presentations: Powerpoint, CD Rom
- Presentation boards/charts, etc.

Projects must include the following

- Project proposal (typewritten, maximum 1 page)
- Project outline (in proper outline format)
- An interview with a professional currently working in the field of specialization.
- A complete bibliography of all reference sources.
- An illustrated presentation made to the class (Approximately 10 minutes).

Portfolio Development and Presentation

Required Texts:

Crawford, Ted / Legal Guide for the Visual Artist (4th Edition), Allworth Press.

Recommended Readings:

Barnes, Molly, How to Get Hung, Los Angeles: Artworld Publications, 1998
Burch, Dorothy. The Artists Legal Handbook, Englewood: Prentis Hall, 1995

Caplan, Lee. The Business of Art, Englewood: Prentis Hall, 1989

Hoover, Deborah. Supporting Yourself as an Artist, New York: Oxford University Press, 1992