COURSE NUMBER: ART/ENT 394

COURSE TITLE: ART/ENT 394: Advanced Studio Practicum: Art and Entrepreneurship

CREDITS: 3:3:9

PREREQUISITES/COREQUISITES: none

FOR WHOM PLANNED: Juniors and seniors studying Art and/or Entrepreneurship.

INSTRUCTOR INFORMATION:
Instructor: Sheryl Oring
Office: 230 Gatewood
Office hour: M., 10.00 – 11.00 a.m., and by appointment
Phone: 336-256-1096
e-mail: saoring@uncg.edu

CATALOG DESCRIPTION:
Development and operation of student-run art studio offering services ranging from graphic design and photography to painting and sculpture. Emphasis on developing professional and entrepreneurial skills.

STUDENT LEARNING OUTCOMES:
Upon successful completion of this course, students will be able to:

1. Understand the significant elements of risk, control, and reward associated with self-employment in the creative arts field.
2. Conduct research to identify business opportunities for a student run art studio.
3. Develop plans for pricing, marketing and promoting their services.
4. Develop effective marketing materials for an independent art studio.
5. Understand how customer service skills play a role in creating a successful independent art studio.

TEACHING METHODS AND ASSIGNMENTS FOR ACHIEVING LEARNING OUTCOMES:

This course will be a combination of weekly group discussions, student work hours, and student projects. Group discussions will be used to introduce key concepts and to provide information from the outside readings. Thus, you will be expected to have read
readings(s) assigned in the syllabus prior to meeting with the class on that day. All students will be expected to work on various aspects of the art studio. Students will also be required to maintain an individual portfolio of their work in the studio. Included in the portfolio will be weekly journal entries about their experience as well as documentation of their work and course-related activities.

EVALUATION AND GRADING:

Course Requirements and Assignments

Course assignment #1—Mission Statement (SLO #1 and 2)
Write a one-page mission statement for a student-run art studio. This should include an overview of the services offered, proposed studio name, and information on target audiences.

Course assignment #2—Start-up needs assessment (SLO #1 & 2)
Write a one-page overview (may be in list form) of all things needed in order to launch the studio. This may include equipment, personnel etc.

Course assignment #3—Marketing Plan (SLO #3 and 4)
Write a one-page marketing and promotion plan outlining how you will get the word out about the studio.

Course assignment #4—Portfolio of semester’s work (SLO #5 and 6)
The final portfolio must include weekly journal entries about work done in the class as well as visual documentation of all studio work done in the class. Digital portfolios must be turned in at the end of the semester.

Final exam
Although no formal final exam will be given in the course, we will meet during the final exam period to “debrief” and discuss our experiences (both good and bad), the lessons we learned, and our plans for the future. Attendance and participation are required at this session.

Final Grading

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Course assignment #1</td>
<td>50</td>
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<tr>
<td>Course assignment #2</td>
<td>50</td>
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<tr>
<td>Course assignment #3</td>
<td>50</td>
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<tr>
<td>Course assignment #4</td>
<td>150</td>
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<tr>
<td>Total</td>
<td>300</td>
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A = 93% - 100% (279-300 points)
A - = 90% - 92% (270-278 points)
B+ = 87% - 89% (261-269 points)
B = 83% - 86% (249-260 points)
B - = 80 % - 82% (240-248 points)
C + = 77 % - 79% (231-239 points)
C = 73 % - 76% (219-230 points)
C- = 70% - 72% (210-218 points)
D+ = 67% - 69% (201-209 points)
D = 63% - 66% (189 -200 points)
D- = 60% - 62% (180-188 points)
F = < 60% (179 -0 points)

REQUIRED TEXTS/READINGS/REFERENCES:


TOPICAL OUTLINE/CALENDAR:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Readings &amp; Items Due</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Course Introduction</td>
<td>Read the syllabus</td>
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<td>Discuss syllabus</td>
<td>Chapter 1: Introduction to Creative Freelancing (Creative, Inc.)</td>
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<td></td>
<td>What is Entrepreneurship? Why is Entrepreneurship Important?</td>
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<td>Characteristics of Entrepreneurs; Strategies Used by Entrepreneurs</td>
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<td>Chapter 2: Setting up Shop (Creative, Inc.)</td>
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<td></td>
<td>Getting Started:</td>
<td>Section 1, Canvas, pp. 14-51 (Business Model Generation)</td>
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<td></td>
<td>Writing a mission statement</td>
<td>Ch. 1 &amp; 2; How to Assess, Plan and Take Action; How to Assemble the Essential Tools</td>
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<td></td>
<td>Elements of a business model</td>
<td>to Do Your work, pp. 3-72 (The Artists’ Guide)</td>
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<td></td>
<td></td>
<td>Write a one-page mission statement for the student-run</td>
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| Week 3   | Getting Started | Mission Statements due.  
|          |                 | Discuss mission statements.  
|          |                 | Write a one-page overview of things needed to get studio started. Due next week.  
| Week 4   | Getting Started | Start-up needs overview due.  
|          |                 | Discuss start-up needs statements.  
| Week 5   | Promoting Your Studio | Discuss readings:  
|          |                 | Chapter 3: Getting the Word Out (*Creative, Inc.*)  
|          |                 | Section Two: Circulating your Work (*The Artist’s Guide*) p. 73-158.  
|          |                 | Assignment: Write a one-page marketing plan, highlighting key target audiences and methods for reaching them. Due next week.  
| Week 6   | Promoting Your Studio | Marketing plans due.  
|          |                 | Discuss marketing plans.  
| Week 7   | Customer service and client relations | Discuss reading:  
|          |                 | Chapter 4: Working with Clients (*Creative, Inc.*)  
| Week 8   | Estimates, pricing, contracts, billing  
|          | And bookkeeping | Discuss readings:  
|          |                 | Chapter 5: Getting Paid (*Creative, Inc.*)  
|          |                 | Section 3: Supporting Your work (*The Artist’s Guide*) pp. 159-282.  
| Week 9   | Class begins work on setting up studio | Discussion of week’s work  
| Week 10  | Discussion about studio work | Discussion of week’s work  
| Week 11  | Discussion about studio work | Discussion of week’s work  
<p>| Week 12  | Discussion about studio work | Discussion of week’s work |</p>
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<tr>
<th>Week 13</th>
<th>Discussion about studio work</th>
<th>Discussion of week’s work</th>
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<tr>
<td>Week 14</td>
<td>Discussion about studio work</td>
<td>Discussion of week’s work</td>
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<tr>
<td>Week 15</td>
<td>Discussion about studio work</td>
<td>Discussion of week’s work</td>
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<td>Week 16</td>
<td>Final Exam</td>
<td>Meet to discuss semester’s work. Portfolios due.</td>
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**ACADEMIC INTEGRITY POLICY:**

*Academic integrity*

The UNCG Academic Integrity Policy states,” If knowledge is to be gained and properly evaluated, it must be pursued under conditions free from dishonesty. Deceit and misrepresentations are incompatible with the fundamental activity of this academic institution and shall not be tolerated.” By choosing to enroll in this course and by completing assignments, projects, examinations, etc., you are by default held to the standards of the Academic Integrity Policy, and you are subject to sanctions should you violate the policy in any manner.

*Professionalism*

A professional demeanor is expected of students. Showing respect for the instructor, teaching assistant, classmates, coworkers, and customers is very important. Honesty and independent work is expected on all assignments. Students are encouraged to seek advice from the instructor when needed, in a timely manner in order that sufficient time is given to resolve problems or complete assignments.

**ATTENDANCE POLICY:**

Class attendance is required every day. For much of the semester, your attendance when scheduled is of vital importance to your own success in the course as well as to the success of the studio. If you fail to show up as expected, your course grade will suffer. You will receive zero points for course projects as outlined in the instructions for the projects and elsewhere in this course syllabus.

In the event of an extended illness, the student and the instructor will consider alternatives.

**FINAL EXAMINATION:**

In lieu of a final exam, we will meet during the final exam period to “debrief” and discuss our experiences (both good and bad), the lessons we learned, and our plans for the future. Attendance and participation are required at this session. **If you do not attend this session, you will be given a zero “0” for your Course assignment #2 grade.**

**ADDITIONAL REQUIREMENTS:**

N/A
BIBLIOGRAPHY:


