

Washtenaw Community College Comprehensive Report

ART 285 Self-Management for Working Artists Effective Term: Spring/Summer 2013

Course Cover

Division: Humanities, Social and Behavioral Sciences

Department: Humanities

Discipline: Art

Course Number: 285

Org Number: 11510

Full Course Title: Self-Management for Working Artists

Transcript Title: Self Managemt /Working Artists

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: New Course

Change Information:

Rationale: In this course, students in fine and performing arts areas will be exposed to self-management skills to help them secure work and be successful in their business. This course will be used in the proposed Fine and Performing Arts Certificate.

Proposed Start Semester: Spring/Summer 2013

Course Description: In this course, students will learn how to market themselves or others in the art and performing arts industries. Students will focus on developing interpersonal skills; preparing a portfolio of work; booking appearances or performances; preparing, analyzing and negotiating contracts; and determining the monetary value of the work of an artist. Students will explore how to manage their business while creating a multi-faceted career. Students may not earn credit in both ART 285 and MUS 285.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 Student: 45

Lab: Instructor: 0 Student: 0

Clinical: Instructor: 0 Student: 0

Total Contact Hours: Instructor: 45 Student: 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

General Education

Request Course Transfer

Proposed For:

Student Learning Outcomes

1. Write a practical business plan for one or more career tracks in the art or performing arts industry.

Assessment 1

Assessment Tool: Business Plan

Assessment Date: Fall 2016

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: The overall average on each artifact will be 2.75 (out of 5) or higher.

Who will score and analyze the data: Faculty from music, art, dance and drama departments as needed.

2. Write a promotional package to market self in the art or performing arts industry.

Assessment 1

Assessment Tool: Student Designed Promotional Package

Assessment Date: Fall 2016

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: The overall average on each artifact will be 2.75 (out of 5) or higher.

Who will score and analyze the data: Faculty from music, art, dance and drama departments as needed.

Course Objectives

1. Research, explore and analyze career options.
Matched Outcomes
2. Identify the do's and don'ts of operating a business.
Matched Outcomes
3. Define the attributes of a positive attitude.
Matched Outcomes
4. Choose the right personnel for the job.
Matched Outcomes
5. Develop a press kit and a media list.
Matched Outcomes
6. Recognize the reasons to keep good tax records and establish a good credit rating.
Matched Outcomes
7. Research tools or equipment and identify the right one for the job.
Matched Outcomes
8. Describe professional behavior and perform in a professional manner in and around class.
Matched Outcomes
9. Identify the steps to success.
Matched Outcomes
10. Explore funding and grant opportunities.
Matched Outcomes
11. Identify at least 12 ways to find work.
Matched Outcomes
12. Describe ways to generate interest from press.
Matched Outcomes
13. Identify six ways to "stack the deck in your favor."
Matched Outcomes
14. Identify the parts of a home studio and the business advantages and disadvantages over a professional studio.
Matched Outcomes

New Resources for Course
Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Dena Blair</i>	<i>Faculty Preparer</i>	<i>Oct 03, 2012</i>
Department Chair/Area Director: <i>Dena Blair</i>	<i>Recommend Approval</i>	<i>Oct 03, 2012</i>
Dean: <i>Bill Abernethy</i>	<i>Recommend Approval</i>	<i>Oct 16, 2012</i>
Vice President for Instruction: <i>Stuart Blacklaw</i>	<i>Approve</i>	<i>Nov 06, 2012</i>