Department of Art/CSUN  
Course Policies  
Art 438L, Senior Projects  
SPRING 2016

Prerequisite: Senior standing. Co-requisite: ART 438L. Projects that afford students the opportunity to assess their training, summarize their achievement and analyze their place in the visual arts. Some sections of this course may offer a community service opportunity with activities relating to concepts and theories presented. Check the schedule of classes for the CS designation.

Undergraduate program learning outcomes
All students will learn:
1. Acquire a basic knowledge, theories, and concepts about art; develop a foundation of art skills and a high level of craftsmanship; communicate ideas and concepts through writing, speaking and art making; acquire a competency with the tools and technologies associated with the visual arts.

2. Broaden knowledge of ancient through contemporary art; develop an understanding of the theoretical, cultural, and historical contexts of art.

3. Apply processes of generating and solving problems in art; analyze, interpret and question traditional methodologies and preconceived notions of art and art making.

4. Explore and engage in interdisciplinary forms of art making.

5. Develop an appreciation and tolerance of diverse perspectives dealing with art, culture, teaching and learning.

6. Become involved in both individual and collaborative art experiences with other students, faculty, and community.

7. Develop a career path for an art profession or an art-related field; develop an understanding of the demands and expectations of that area of art profession or art field.  

Overview
Section 1:
What can I do with this degree?  
How to find a job/Launching a career. Artist as a Brand
• Make a List • Professional Package • Research the Company • Interview • After the Interview • Job References • Contact List Network • Preparation/Plan • Target Your Search • BE CREATIVE • Offer Solutions • Match Your Skills to their Needs • Freshen Up Your Skills • Build Value for a Company • Role play • Social Networking • Be Realistic • Volunteer • Website • Network Now!

Section 2:
Being Entrepreneurial/Art is Good Business.  
Being Freelance/Setting up a studio/Running a studio  
A Test of Your Freelance Potential • Soloist • Home office vs Outside Office • Office Necessities Inks and Other Materials • Digital Marketing (Social Network/Website)  
 Civility Is Required • Business Plan and DBA and Business Forms • Checking Accounts Line of Credit • Corporations/Partners/Limited • Marketing Proposals • Bids • Contracts Invoice • Negotiation • Vendors • How to Develop and Maintain Client Relationships Sales Tax and more Tax! • 12 Ways To Avoid Losing Money On A Project • 10 Secrets To Success If I’m So Successful, Why Am I Unhappy?

Section 3:
The Economy/Retirement...YES, Retirement!  
What Is It? • Why Now? • How To Plan For Retirement • How To Save For Retirement • Experts?

Section 4:
Know Your Rights as an Animator, Artist, Designer, Illustrator, and Photographer.  
What Next? Things To Know. Trademarks, Service Marks, and Copyrights • Intellectual Property (IP) • Resources

Section 5:
Good Luck!
Art 438, Senior Projects, is a capstone course for Art Majors. It provides “career” strategies for students interested in pursuing various Art professions. The primary goal of ART 438 is to help Art Majors assemble the information they need to begin or ascend within their respective fields of interest. Class objectives center on how students move from the academic/university setting into the business, design and art world. We will focus on creating basic professional materials, developing communication and interpersonal tools, and get firsthand information about how other artists began or advanced their careers.

Course will challenge students to be “independent thinkers,” allowing students to make individual decisions, based on sound research, and create successful strategies to meet their individual goals. Instructor will guide and work with students individually to come up with the best course of actions to fulfill student needs. It is imperative that students meet outside of normal course and lab hours, to seek instructor’s advice during non-teaching hours in order to ensure proper strategy for one’s career planning.

Course is divided into two sections: lecture and lab hours. Those classes meeting once a week will have designated hours, and classes meeting two days a week have one day as lab hours and a second day as a lecture day.

In addition to meeting outside of the classroom with the instructor, class and lab hours will focus on discussion and development of your individual professional package, also known as your “Tool Box.” And during the lab hours students will meet with the instructor about their projects and all topics related to career planning. Additionally, lab hours are used to critique students’ work individually and with the entire class, thus requiring participation.

Finally, course will invite working professionals (based on availability) to inform students and also give career advice based on their experiences. These individuals will be invited based on the make-up of each class, and it is imperative that all students attend during their visits.

**Attendance**

Attendance is mandatory in this class. Lectures, directions, discussions, and critiques will not be repeated. Do not miss class on days projects are due because of unfinished projects. It is especially important for you to receive information on those days. If you are late to class...please note that coming to class late 2 times will be considered the same as missing one entire class, so please make every effort to come to class on time and attend every class as this course is short, fast moving, and content will not be repeated. No make-up quizzes or late work (assignments) will be accepted. This instructor does not allow revised work to be submitted.

Any absences in excess of two (Lec or Lab) will result in lowering your final grade by 1/3 grade unit. (For example, with 3 absences, a B becomes a C+.) The two excused absences are for illness and emergencies, not excused “cuts.” If an illness or emergency requires more than two absences, official documentation will be required. If you miss a class, you should contact other student(s) for information on the class missed before returning to class.

**Late Project Penalties**

A project (such as the Interview project, The Pitch and Professional project TOOL BOX) not ready on the due date not ready on the due date will be penalized by ONE full grade for each DAY it is late; absence is not an excuse for a late project. Limited lab access is not an excuse for a late project. Plan ahead for lab time! No late in-class projects or class assignments will be accepted, unless a prior arrangement has been confirmed with faculty.

If you are late to class, please notify faculty AFTER class, otherwise you will be marked absent. Please refer to the attendance section for further clarification.

**Evaluation/Grading**

Students will be evaluated on the basis of:

1. Lecture and discussion
2. Class participation and interactions
3. Evidence of initiative, creative and imaginative responses to assigned projects and problems.
4. Attendance
5. Research Projects (Interview)/Presentation/Reports
6. Professional Package “Tool Box”
7. Quiz
8. Pitch Project

**Grades will be based on the following learning activities:**

To receive an A, you must have a minimum of 90 points and no more than 2 total absences. Please refer to the detailed explanation.

- 35 Points Professional Package
- 15 Points Interview Presentations
- 10 Points Quiz
- 35 Points The Pitch
- 5 Points Participation

By design, the majority of the projects are due at the end of the semester. Therefore, if you are concerned about your grades and attendance record, please meet with the instructor. Instructor is on campus all week, therefore students are encouraged to meet with instructor outside of official office hours. This instructor will use a plus and minus grading system. Final class grade is based on the percentages of projects on a 100-point scale. If at any time during the semester, students need further clarification about the grading system and how it is applied to individual and final grades, please see instructor. Also, as a reminder, students are generally not able to make up or turn in any late work, projects, assignments, research notes, reports, etc. However, if you plan ahead and notify the instructor at least 7 days before a deadline, it may be possible to submit your work at a later agreed-upon date.
We will first focus on creating basic professional tools for your “Tool Box,” developing communication and interpersonal skills, and getting firsthand information about how other artists began or advanced their careers, as well as coming up with strategies to launch your art career.

In addition to projects and in-class assignments, this instructor will give quiz (multiple choice, true/false, short essay, or any combination of those) at the end of each section lecture or at the next class meeting. The quiz will be 10 points of the final grade. No makeup will be available. By the third week of the semester, please inform the instructor if you think you may need some assistance with quiz-taking. The quiz will be based solely on the in-class lecture. I suggest you make every effort to be in class on time, take notes, and participate. The final exam (cumulative) may be given during the finals week.

A total of 5 points will be awarded towards the final grade. The 5 points will be based on your participation during lectures and discussions...not just asking questions, but interaction that benefits the class. Throughout the semester, the instructor will monitor the class and make notes about your participation. Please read and review all notes and other items pertaining to the class.

Final exam
You are required to meet at the posted exam time for this class. Please make a note of it at this time. Course Description (Projects or their order may be changed by the instructor during the semester)

Senior Projects has five activity areas:

I Professional Package “Tool Box”
II Interview Presentation
III Contemporary Art, Business & Design Discussions
IV In-Class Quiz (1 or 2)
V Final Project (The Pitch)

I Professional Package: “Tool Box” (35 Points)
All Visual Communication and Studio students, you must complete the below items, unless you make prior arrangements with faculty. Art History and Art Education students, you must meet with the faculty to plan out your professional package to meet your specific needs and discuss additional items needed to properly complete your professional package. You must meet with faculty before sketches are due. However, you should begin the following items to start with: resume, business card, contact list, Business Network site (LinkedIn), personal website and artist statement.

First, you will be asked to present and discuss your current body of work with the class. You have approximately 5 minutes for this presentation, so be sure to rehearse your presentation. This will be followed by your goals for the class and the project. After your presentation, you will be asked to complete spring semester goals for this class.

After your initial presentation, you will be meeting with an instructor to further discuss your professional package.

- Portfolio development (All areas): resume, Business Card, cover letters, artist statement, contact lists (Min... include Name, Title, Description, Address, E-mail and Phone numbers), and Business Network site
- Self-promotion item (Leave-Behind) or combined Portfolio Book/Leave-Behind. Required for Animation, Graphic Design, Illustration, and Photography students.
- Personal Website
- Digital Portfolio

II Listed are two different interview projects. You may select the one that best fits your needs and present it to the class. The total of 15 points will be awarded based on your research, presentation, and the report. The presentation will be evaluated based on the visuals, the number and relevancy of questions related to identifying your career endeavors, and your overall takeaways.

You will make a 5-minute (maximum) presentation to the class. Adding visuals (Power Point or digital) and samples are a plus. Interview Presentation & Report

For the interview project (Option 1 or 2), addition to the 5 minute presentation you are required to turn in a report and follow the below items in order.

Cover page, including your name and date, as well as the professional’s contact information.
How did you meet this person?
Where did you meet this person?
What is this person’s current title and job description?
Use the rest of the report to list a series of questions that will help you gain a better understanding of the person’s job, and what appropriate steps you can take to help you enter the field.
The last part should be focused on how you will use the interview and report to connect your strengths/objectives with your future goals.

Interview Project Option 1:
Research and identify a professional (who has been in the business more than 5 years, but NOT your professor or former teachers) in the field you are interested in pursuing. A professional directly relating to your current study (e.g., if you are an Animation student, you must interview someone working in the Animation industry whom you have not yet met. Make a series of contacts, via e-mail, phone, and in person, and interview that professional with a specific set of questions. The questions should be formulated to help you find out as much as you can about their field and to help you create your own strategy to enter the field in which you are most interested. If you do an interview in person with someone you have never met, this allows you the opportunity to gain maximum points for this project. However, if you do the interview via e-mail and/
or telephone, your final project grade will be lowered one full grade automatically, so start calling or contacting your heroes now. The point of this project is for you to make calls and contact individuals outside of your environment in order to network. This project will encourage you to think ahead, research, plan and execute. Don’t wait until the last days, as this project will take time for you to contact someone to arrange for an interview.

**Interview Project Option 2:**
A professional who you think has an interesting career and/or may align with your interests hobbies (e.g., if you are into surfing, find a professional who makes a living in the surfing industry).

For the interview project, you are required to turn in a report and follow the below items in order. Cover page, including your name and date, as well as the professional’s contact information.

- How did you meet this person?
- Where did you meet this person?
- What is this person’s current title and job description?

Use the rest of the report to list a series of questions that will help you gain a better understanding of the person’s job, and what appropriate steps you can take to help you enter the field. The last part should be focused on how you will use the interview and report to connect your strengths/objectives with your future goals.

### III Contemporary Art, Business, & Design Discussions Visiting Artists

- Throughout the semester a number of visiting artists and professionals in the arts will speak and present to the class.

### IV Quiz (10 Points)

**V The Pitch Project: (35 Points)**

This is an opportunity for all of you to pull together everything you’ve gained, experienced and learned...and channel it into creating a product (I will define what product means). This is not a typical course project. Uncertainty and ambiguity are fundamental elements of the entrepreneurial process. The idea is to explore new territory and new thinking in a collaborative environment. This project will require not only learned research methods, but also hands-on modeling in some cases for ideas to be executed. It is essential that all students actively share ideas, provide suggestions and critically comment on each other’s work. You have an option after we kick off the project to work alone or have a partner. Please note that if you decide to have a partner, both of you will receive the same grade. You will need to let the instructor know within two days after the project has been kicked off. (See Attached)

**The Pitch Project has several phases.**

**Phase I:**
You will pitch your idea/concept to the class to see if your pitch is concrete and sound. The class and I will provide feedback.

**Phase II:**
Based on the initial pitch, you will revise your pitch and present to the class using the 10 slides methods. You will have 5 to 10 minutes for this phase.

**Phase III:**
You will once again pitch your idea using the 10 slides methods. Here it will be a more refined pitch based on previous feedback.

**Phase IV:**
Last pitch draft, and this time you have 10 to 15 minutes for your pitch.

**Phase V:**
The last phase is during the final review week and finals week. You have 10 to 15 minutes to present your final pitch and the Process Book.

Please note that at the end of the semester, for your final pitch, we will most likely invite 2 to 3 observers who will provide you with feedback.

There are many benefits and things to gain from this project. Each student should come away with valuable information, but here are some additional items students will learn and be able to explore.

- Learn how to effectively communicate and present your ideas.
- Learn how to engage scientific methods and kick-start the creative process.
- What is the creative process? The Design Thinking concept will also be introduced.
- Learn business processes and principles, and why it it’s important for you to understand how these elements will help you with your career and personal development.
- Learn how to provide and receive feedback, and how to effectively incorporate it into your ideas.
- Learn to be a better listener and observer.
- Learn to explore new ideas and challenge yourself.
Finally, the instructor will do whatever is necessary to accommodate individuals with special needs. Those who have any concerns about the class or syllabus, please notify the instructor in advance. Please note that planning ahead and prioritizing are essential to success and to keeping the lines of communication open in advance (not last-minute). Additionally, it is critical that students maintain a high level of professionalism during class time. For classroom conduct guidelines, visit the following link.

http://www.csun.edu/sites/default/files/standards_student_conduct.pdf

No textbook or supplies are required, but recommended reading is listed below. As a reminder, CSUN has great resources, including the Center on Disabilities, Oviatt Library, Counseling Services, Advisement, and Career Center. It is advised that students make every effort to utilize these great resources, as they will assist you with both personal and professional development. As a last reminder, this instructor is reachable via e-mail and will usually respond within 24 hours. Have a wonderful semester.

**Recommended Reading:**
“Graphic Artists Guild Handbook, Pricing & Ethical Guidelines, Ninth or later Edition”

“The Practical Handbook for the Emerging Artist”
Margaret R. Lazzari

“The Automatic Millionaire”
David Bach

“The Tipping Point” Or “Outliers”
Malcolm Gladwell

I have also listed several articles, books, and videos. For you to follow the course clearly and effectively, it would be helpful for you to review the items prior to the lectures listed in the weekly schedule. Please see below for further course related items.

http://www.csun.edu/it/lynda

www.ted.com
www.kickstarter.com
<table>
<thead>
<tr>
<th>MONDAY—LEC (11:00-12:40 PM)</th>
<th>WEDNESDAY—LAB (11:00 - 12:40 PM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEK 1 (1/26)</td>
<td>WEEK 1 (1/28)</td>
</tr>
<tr>
<td>REVIEW PROJECTS</td>
<td>REVIEW PROJECTS</td>
</tr>
<tr>
<td>COURSE OUTLINE/INTRODUCTION</td>
<td>5 MIN CURRENT TOOL BOX PRESENTATION</td>
</tr>
<tr>
<td>WEEK 2 (2/2)</td>
<td>WEEK 2 (2/4)</td>
</tr>
<tr>
<td>5 MIN CURRENT TOOL BOX PRESENTATION</td>
<td>LEC JOBS/CAREERS AND PROFESSIONAL SEC 1</td>
</tr>
<tr>
<td>FORM PITCH GROUPS</td>
<td></td>
</tr>
<tr>
<td>WEEK 3 (2/9)</td>
<td>WEEK 3 (2/11)</td>
</tr>
<tr>
<td>THE PITCH PROJECT INITIAL PRESENTATION</td>
<td>TOOL BOX GROUP UPDATE #1 GROUP A</td>
</tr>
<tr>
<td></td>
<td>IN-CLASS PITCH PROJECT GROUP SESSION</td>
</tr>
<tr>
<td>WEEK 4 (2/16)</td>
<td>WEEK 4 (2/18)</td>
</tr>
<tr>
<td>PROFESSIONAL INFORMATION LEC SEC 1</td>
<td>TOOL BOX UPDATE #1 GROUP B</td>
</tr>
<tr>
<td></td>
<td>IN-CLASS PITCH PROJECT GROUP SESSION</td>
</tr>
<tr>
<td>WEEK 5 (2/23)</td>
<td>WEEK 5 (2/25)</td>
</tr>
<tr>
<td>THE PITCH PROJECT UPDATE #1 (Group 1)</td>
<td>TOOL BOX UPDATE #1 GROUP C</td>
</tr>
<tr>
<td></td>
<td>IN-CLASS PITCH PROJECT GROUP SESSION</td>
</tr>
<tr>
<td>WEEK 6 (3/1)</td>
<td>WEEK 6 (3/3)</td>
</tr>
<tr>
<td>THE PITCH PROJECT UPDATE #1 (Group 2)</td>
<td>TOOL BOX UPDATE #2 GROUP B</td>
</tr>
<tr>
<td></td>
<td>IN-CLASS PITCH PROJECT GROUP SESSION</td>
</tr>
<tr>
<td>WEEK 7 (3/8)</td>
<td>WEEK 7 (3/10)</td>
</tr>
<tr>
<td>PROFESSIONAL INFORMATION LEC SEC 1 + 2</td>
<td>TOOL BOX UPDATE #2 GROUP C</td>
</tr>
<tr>
<td></td>
<td>IN-CLASS PITCH PROJECT GROUP SESSION</td>
</tr>
<tr>
<td>WEEK 8 (3/15)</td>
<td>WEEK 8 (3/17)</td>
</tr>
<tr>
<td>INTERVIEW PRESENTATION GROUP A</td>
<td>TOOL BOX UPDATE #2 GROUP A</td>
</tr>
<tr>
<td></td>
<td>IN-CLASS PITCH PROJECT GROUP SESSION</td>
</tr>
<tr>
<td>WEEK 9 (3/22)</td>
<td>WEEK 9 (3/24)</td>
</tr>
<tr>
<td>SPRING BREAK</td>
<td>SPRING BREAK</td>
</tr>
<tr>
<td>WEEK 10 (3/29)</td>
<td>WEEK 10 (3/31)</td>
</tr>
<tr>
<td>OPTIONAL LAB DAY</td>
<td>HOLIDAY</td>
</tr>
<tr>
<td>WEEK 11 (4/5)</td>
<td>WEEK 11 (4/7)</td>
</tr>
<tr>
<td>FINAL TOOL BOX DUE: 5 MIN PRESENTATION</td>
<td>FINAL TOOL BOX DUE: 5 MIN PRESENTATION</td>
</tr>
<tr>
<td>THE PITCH PROJECT UPDATE #2 (Group 2)</td>
<td>THE PITCH PROJECT UPDATE #2 (Group 1)</td>
</tr>
<tr>
<td>WEEK 12 (4/12)</td>
<td>WEEK 12 (4/14)</td>
</tr>
<tr>
<td>INTERVIEW PRESENTATION GROUP B</td>
<td></td>
</tr>
<tr>
<td>WEEK 13 (4/19)</td>
<td>WEEK 13 (4/21)</td>
</tr>
<tr>
<td>THE PITCH PROJECT UPDATE #3 (Group 2)</td>
<td>THE PITCH PROJECT UPDATE #3 (Group 1)</td>
</tr>
<tr>
<td>WEEK 14 (4/26)</td>
<td>WEEK 14 (4/28)</td>
</tr>
<tr>
<td>PROFESSIONAL INFORMATION LEC SEC 2 + 3</td>
<td>PROFESSIONAL INFORMATION LEC 3 + 4</td>
</tr>
<tr>
<td>WEEK 15 (5/3)</td>
<td>WEEK 15 (5/5)</td>
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<tr>
<td>PROFESSIONAL LECT SEC 3 + 4</td>
<td>PROFESSIONAL LECT SEC 4</td>
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<tr>
<td>WEEK 16 (5/10)</td>
<td>WEEK 16 (5/12)</td>
</tr>
<tr>
<td>FINAL LECTURE</td>
<td>PITCH PRESENTATION GROUP 2</td>
</tr>
<tr>
<td>WEEK 17 (5/17)</td>
<td></td>
</tr>
<tr>
<td>PITCH PRESENTATION GROUP 1</td>
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