COURSE CALENDAR DESCRIPTION

Introduces upper level Visual Arts Majors to the contemporary art world and the professional practices that they will encounter as emerging visual artists giving them the knowledge and the practical skills to understand the extended art community and to navigate their own diverse paths within it. Course content includes lectures on the structure of art institutions, including artist residencies and how artists can leverage their abilities to navigate this system. The course content will expand student's understanding of a professional studio practice, encompassing collaborative professional development with other disciplines (science, technology, engineering etc), artist driven curatorial projects, collaborative community based projects, and examining the possibilities for traditional research based practices (working with archives, educational institutions, etc.). Lectures, guest speakers, and field trips address a variety of topics such as an evaluation of graduate programs, grant writing, contracts, copyright / intellectual property, exhibition proposals, research practices and skills, networking, social media promotion, documentation archive, marketing and business development. Students evolve individual plans for transitioning from undergraduate study to post graduate study or work by researching and analyzing the requirements and limitations of opportunities relevant to their current practice and future goals.

INSTRUCTOR(S)

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<thead>
<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
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</thead>
<tbody>
<tr>
<td>Armstrong, David Scott</td>
<td>Sec. A / LECT / F</td>
<td><a href="mailto:darmstro@yorku.ca">darmstro@yorku.ca</a></td>
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SPECIAL FEATURES

This seminar course introduces upper level Visual Arts Majors to the contemporary art world and the professional practices that they will encounter as emerging visual artists giving them the knowledge and the practical skills to understand the extended art community and to navigate their own diverse paths within it. Course content explores the structure of art institutions and the diverse strategies of how artists can leverage their abilities to navigate this system. Lectures, guest speakers, and field trips address a variety of topics
such as an evaluation of graduate programs, grant writing, contracts, copyright/intellectual property, exhibition proposals, research practices and skills, networking, social media promotion, documentation archive, marketing and business development.

Students evolve individual plans for transitioning from undergraduate study to post graduate study or work by researching and analyzing the requirements and limitations of opportunities relevant to their current practice and future goals.

**Course Structure**

Professional Practices for Artists consists of a weekly lecture by the course director, followed by a presentation from a Visual Arts studio faculty or other guest presenter discussing aspects of their professional art career. Additional online assignments, group discussions, group work, field trips and activities will explore material covered in the lectures and readings.

**Course Learning Objectives**

The purpose of Professional Practices for Artists is to assist students in a broader understanding of the role and practice of professional artists, the spectrum of issues confronting artists today, and the breadth of skills required for success as a contemporary artist. Specifically, students will gain an overview of the art institutions and their function; develop critical thinking skills allowing the students to analyze the opportunities and restrictions of the art institution / community; develop the skills related to research and writing as a professional artist; develop communication skills (written and oral) related to the professional aspects of a practice; develop long term and short term goals and implementation plans in relation to a creative practice.

**Course Requirements and Expectations**

Attendance at all lectures, presentations and field trips Completion of all assignments by the due dates Engaged participation and professionalism

**Assignment Submission, Lateness Penalties, Final Submission Date:**

All assignments for this course must be received on the due date (see due dates below). Assignments are to be handed in on the due date to your course director at the beginning of the class (unless otherwise specified). Assignments submitted by email will not be accepted. There will be no extensions except for verified medical reasons. The graded assignments will be returned within three weeks.

**Lateness Penalty:** Assignments received later than the due date will be penalized one-half letter grade (1 grade point) per day that the assignment is late.

*Exceptions to the lateness penalty for valid reasons such as illness will be given consideration only if documentation such as a doctor’s letter is provided.*

All work submitted for evaluation will be original work created in full by the student. Plagiarism will result in a failing grade. York students are required to maintain high standards of academic integrity and are subject to the Senate Policy on Academic Honesty (http://www.yorku.ca/secretariat/legislation/senate/acadhone.htm).

If a student is suspected of plagiarism it is their responsibility to present drafts of their writing and associated research material to prove otherwise – it is highly recommended you retain all relevant material.

A note on writing for course assignment – this is a university level course and it is expected that students’ writing will reflect this fact. All assignments will be written using full sentences and proper essay structure. Students are encouraged to have a clear and concise thesis, from which to base their writing on. Avoid the use of slang or improper English. It is the responsibility of the student to ensure that their ideas can be understood based on their writing. It is suggested that you have a peer review your writing before submission.

**Participation:** This includes two areas each worth 10% of your term grade:

1. Active participation in class, and group discussions.
2. Weekly journal, submitted on Moodle the day of each week’s lecture (10 in total). This should be 100-200 words, summarizing one key point from that week’s lecture topic, including also the personal insight and perspective that you add.
Assignments:

**One: Video “artist statement”**
Using iMovie, or other video software that you have access to, create a 1-2 minute video profile which presents your artwork, process, themes, and who you are as an artist.
File format: .mp3, .mp4
Due: Week 4 (submit through Moodle, Wednesday 11:59 pm)

**Two: Written artist statement**
Students will develop a finished artist statement describing key aspects of the student’s own art and practice, while outwardly connecting it to a context of medium, ideas, and community.
One-page, (400 words), double spaced. File format: Word document (.doc, .docx)
Due: Week 6 (submit through Moodle Turnitin, Wednesday 11:59 pm)

**Three: Applications**

**Option 1:** One graduate program application to a Canadian or international school that includes the rationale for the selection of this program in relation to the student’s own work.

**Option 2:** A completed grant application to an arm’s length granting organization. Due: Week 12 (submit as a .pdf file through Moodle, Wednesday 11:59 pm)

**Four: Group Presentation + Written Report** on a selected exhibition/screening/performance venue chosen from a list determined by the Course Director. This presentation should critically evaluate the ‘type’ of venue, (i.e. on-line gallery, public gallery, film/video festival. etc.), give a survey of exhibition examples, and describe what the venue uniquely brings to the larger community.

Presentation 10% Powerpoint with 5 min. Audio/Video 10% Written Report 10% Project total: 30%
Due: Group presentation dates will be assigned for Weeks 9, 10, 11, 12
Submit presentation slides (Powerpoint format), video (mp3, mp4), and written report to Moodle no later than 7 days after your presentation, (Wednesday, 11:59 pm).

**Evaluation**
- Participation in class/Weekly journal 20%
- Assignment One 15%
- Assignment Two 10%
- Assignment Three 25%
- Assignment Four 30%

Failure to complete any project or to participate in discussion, lectures and readings will result in failure of this class.

**Grading Criteria:**
- Quality of the work produced, including the student’s sensitivity to materials
- Engagement of the student in their research studies, as well as their curiosity and motivation to learn and achieve
- The student’s openness to new ideas
-The degree to which students can set challenges for her or himself
- The student’s willingness to engage in class discussions
- Attendance in class is imperative

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<td>8</td>
<td>80-89</td>
<td>Exceptional</td>
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<tr>
<td>A</td>
<td>7</td>
<td>75-79</td>
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<tr>
<td>B+</td>
<td>6</td>
<td>70-74</td>
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<tr>
<td>B</td>
<td>5</td>
<td>65-69</td>
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<tr>
<td>C+</td>
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<td>E</td>
<td>0</td>
<td>Below 50</td>
<td>Failing</td>
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The evaluation will be based on cumulative achievement, regular attendance and the student’s participation in discussions and critiques. You are expected to show a commitment to learning and serious ambition in the execution of all projects and assignments.

Important: Please note that attendance in all classes is mandatory. An absence is an absence - whether or not a reason or an ‘excuse’ is presented. Failure to attend classes will result in a 5% penalty on your final mark, and a second absence will result in a request that the student withdrawal from the course.

It is imperative that students attend class on time; if you are late you may be penalized 5% for each offence. Exceptions to the absence/lateness penalty for valid reasons such as illness, compassionate grounds, etc., may be entertained by the Course Instructor but will require supporting documentation (e.g., a doctor’s letter).

NOTE: The last day to withdrawal from this course without receiving a grade is November 9, 2018.

Cell phone use is not permitted during class time. Turn your cell phones off before entering class. Failure to comply with this rule will have an adverse effect on your final grade and could lead to failure of this class.

Access/Disability

York provides services for students with disabilities (including physical, medical, learning and psychiatric disabilities) needing accommodation related to teaching and evaluation methods/materials.

It is the student’s responsibility to register with disability services as early as possible to ensure that appropriate academic accommodation can be provided with advance notice. You are encouraged to schedule a time early in the term to meet with each professor to discuss your accommodation needs. Failure to make these arrangements may jeopardize your opportunity to receive academic accommodations.

Additional information is available at www.yorku.ca/disabilityservices or from disability service providers:
- Learning and Psychiatric Disabilities Programs - Counselling & Development Centre: 130 BSB, 416-736-5297, www.yorku.ca/cdc
Student Conduct

Students and instructors are expected to maintain a professional relationship characterized by courtesy and mutual respect and to refrain from actions disruptive to such a relationship. Moreover, it is the responsibility of the instructor to maintain an appropriate academic atmosphere in the classroom, and the responsibility of the student to cooperate in that endeavour. Further, the instructor is the best person to decide, in the first instance, whether such an atmosphere is present in the class. A statement of the policy and procedures involving disruptive and/or harassing behavior by students in academic situations is available on the York website http://www.yorku.ca/secretariat/legislation/senate/harass.htm

York University’s Code of Student Conduct is available online at: http://www.yorku.ca/scdr/CodeOfConduct.html

Course Schedule

Week 1  September 5

Theme: Emerging Artists/Mentorship
Lecture: “How we go on”
Homework for next week:
- Podcast: Rilke and Rodin, “You must Change Your Life” (CBC Writers and Company)
- Reading from: Rainer Maria Rilke, “Letters to a Young Poet”—review these materials available on Moodle and write a journal summary (300-400 words, due Sept 10 by day’s end, submitted on Moodle), including points for discussion and questions for next week’s class.

Week 2  September 12

Theme: The Art World—An Overview
Lecture: Museums, Galleries, Art Education, Arts Funding Blurred lines: inside the art world, directed and written by Barry Avirch
Discussion of Project One, formation of groups
Homework for next week:
- Podcast:
- Reading from:
- Weekly journal entry (100-200 words), submitted on Moodle by day’s end.
Week 3
September 19
Class Discussion: Questions about “Art Institutions”
lecture
Theme: Artist Statements
Lecture: Why and How Artists Write.
Discussion of Project Two; assign peer review partners.
Homework for next week:-Podcast:-Reading from:-weekly journal entry (100-200 words), submitted on Moodle by day’s end.

Week 4
September 26
Class Discussion: Questions about “Artist Statements”
lecture
Theme: A Career in Art—the Long View
Guest lecture by: Marlene MacCallum, senior Canadian artist (photogravure printmaking and artist books), and Professor (retired) in the Visual Arts Program at Grenfell Campus, Memorial University of Newfoundland.
Homework for next week:-Podcast:-Reading from:-weekly journal entry (100-200 words), submitted on Moodle by day’s end.

Week 5
October 3
Workshop: Documenting your work
Discussion of Project Three
Project Two Due
Homework for next week:-Podcast:-Reading from:

Week 6
October 17
Theme: Graduate School
Guest Lecture by: Amanda Clyne, Toronto artist (painter), recent MFA graduate from York.
Homework for next week:-Podcast:-Reading from:-weekly journal entry (100-200 words), submitted on Moodle by day’s end.
Week 7 October 24

Class Discussion: Questions about “Graduate School” lecture
Theme: Artist Health—Confidence, Disappointment, Isolation
Guest lecture by: Artists’ Health Alliance
Discussion of Project Four
Homework for next week:
- Podcast
- Reading from weekly journal entry (100-200 words), submitted on Moodle by day’s end.

Week 8 October 31

Class Discussion: Questions about “Artist Health” lecture
Theme: Artist Finances—Grants, Sales, Taxes
Guest Lecture by: Christie Kirchner, Calgary born, Toronto-based artist (drawing, printmaking), recent MFA graduate from York.
Homework for next week:
- Podcast
- Reading from weekly journal entry (100-200 words), submitted on Moodle by day’s end.

Week 9 November 7

Class Discussion: Questions about “Artist Finances” lecture
Theme/Lecture: Marketing—Websites, Internet, Blogs, etc.
Group Presentations
Homework for next week:
- Podcast
- Reading from your journal entry for this week will be to post to Moodle a link to a social media, blog, or artist website that uses the format well (due Nov 13 by day’s end).

Week 10 November 14

Class Discussion: viewing of posted blogs, social media, and artist websites
Theme/Lecture: Artist Residencies
Group Presentations
Homework for next week:
- Podcast
- Reading from weekly journal entry (100-200 words), submitted on Moodle by day’s end.
Week 11
November 21

Class Discussion: Questions about “Promotion—Websites, Internet” lecture
Panel Discussion: Art School and Beyond
Group Presentations
Homework for next week:
- weekly journal entry (100-200 words), submitted on Moodle by day’s end.

Week 12
November 28

Course Summation
Group Presentations

Bibliography
*Course readings will be presented via Moodle, and will draw from some of the following sources:
Buckley, Brad, and Conomos, John, eds. Rethinking the Contemporary Art School: the artist, the PhD, and the academy. Halifax, NSCAD Press, 2010.

Links
www.carfaontario.ca
http://sparkboxstudio.com/resources/
https://canadianart.ca/artguides/
Canadian artists. www.collegeart.org
www.culturalhrc.ca/amyc/index-e.php
www.khake.com

Information on legal and economic issues for artists.
A site of resources for visual artists.
Resource guide for Canadian artists.
College Art Association of America.
“The Art of Managing Your Career”.
A visual arts career guide.
Many courses utilize Moodle, York University’s course website system. If your course is using Moodle, click here to access it.

Moodle @ York University