EXPANDED COURSE DESCRIPTION
VISUAL ARTS
School of the Arts, Media, Performance and Design
Department of Visual Art Art History
FA / VISA 4001 3.0 SECTION A
PROFESSIONAL PRACTICES FOR VISUAL ARTIST
FALL 2019 / WINTER 2020

Last Modified Date: 08/15/2019

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.

This lecture/ tutorial 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 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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<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
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<tbody>
<tr>
<td>Armstrong, David</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

Time and Location
Wednesdays 8:30 – 11:30
Accolade West room 204
Office Hours: Wednesday 2:00–3:00 or by appointment
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: .mp4

Due: Week 5 (submit through Moodle, Wednesday 11:55 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 7 (submit through Moodle Turnitin, Wednesday 11:55 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 11:55 pm)

25%

**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 Report 10% Powerpoint with 5 min. Audio/Video 10% Written Project total: 30%

Due: Group presentation dates will be assigned for Weeks 9, 10, 11, 12

Submit presentation slides (pdf format), video (.mp4), and written report (.doc, .docx) to Moodle no later than 7 days after your presentation, (Wednesday, 11:55 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 themselves
- The student’s willingness to engage in class discussions
- Attendance in class is imperative

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The evaluation will be based on cumulative achievement, regular attendance and the student’s participation in discussions. 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 8, 2019.
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:

- **Office for Persons with Disabilities:** N108 Ross, 416-736-5140, www.yorku.ca/opd
- **Learning and Psychiatric Disabilities Programs - Counselling & Development Centre:** 130 BSB, 416-736-5297, www.yorku.ca/cdc
- **Atkinson students - Atkinson Counselling & Supervision Centre:** 114 Atkinson, 416-736-5225, www.yorku.ca/atkcsc
- **Glendon students - Glendon Counselling & Career Centre:** Glendon Hall 111, 416-487-6709, www.glendon.yorku.ca/counselling

**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 4

Theme: Emerging Artists/Mentorship
Lecture: “How we go on”
Introduction
Assignment #1 & 2: Video and Written Artist Statement
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” (read Letters 1-4)
Review these materials available on Moodle and write a journal summary (300-400 words, due Sept 9 by day’s end, submitted on Moodle), including points for discussion and questions for next week’s class.

Week 2  September 11

Class Discussion: Rilke’s Letters
Theme: The Art World—An Overview
Lecture: Museums, Galleries, Art Education, Arts Funding
In-class viewing of Blurred lines: Inside the Art World, directed and written by Barry Avrich
Introduction
Assignment Four: Group Presentations, formation of groups
Homework for next week:
Reading from: Information for Artists: A Practical Guide for Visual and Media Artists from Ch. 6, 8, 9, read sections marked red, (Artist-Run, Public, and Commercial Galleries).
Weekly journal entry (100-200 words), submitted on Moodle by day’s end.
Week 3 September 18

Class Discussion: Questions about “Museums, Galleries, Art Education, Arts Funding”

Theme: Artist Statements

Lecture: Why and How Artists Write.

Discussion of Assignment Two: Written Artist Statement, assign peer review partners

Homework for next week:
- Weekly journal entry (100-200 words), submitted on Moodle by day’s end.

Week 4 September 25

Class Discussion: Questions about “Artist Statements”

Theme: A Career in Art—the Long View

Guest lecture by: Yvonne Singer, established Canadian artist and Professor in the Department of Visual Arts and Art History at York University.

Homework for next week:
- Reading from: TBA
- Weekly journal entry (100-200 words), submitted on Moodle by day’s end.
Week 5 October 2

Theme: Commercial Galleries
Guest Lecture by: Robyn Zolnai, Robyn completed her BFA at York University in 2008 and her MFA from Ryerson University. She is currently the sales manager and communications officer at the Stephen Bulger Gallery. Assignment One Due Introduce Assignment Three: Applications Homework for next week: -weekly journal entry (100-200 words), submitted on Moodle by day’s end.

Week 6 October 9

Class Discussion: Questions about “Commercial Galleries” lecture Theme: Graduate School Lecture: Artists and Education. Homework for next week: -Reading from: TBA-finalize your written artist statement, due next week. -weekly journal entry (100-200 words), submitted on Moodle by day’s end.

Week 7 October 23

Class Discussion: Questions about “Graduate School” lecture Workshop: Documenting your work Assignment Two Due Homework for next week: -Reading from: Gigi Rosenberg, “Introduction”, (pp 1-10), The Artist’s Guide to Grant Writing* NO journal entry this week
Week 8 October 30

Class Discussion: Questions about “Artist Health”
lecture
Theme: Artist
Finances—Grants, Sales, Taxes
Guest Lecture by: Christie Kirchner, Toronto-based artist (drawing, printmaking), recent MFA graduate from York. Homework for next week:
- Reading: “Art Marketing and the Internet” Ch.4 (pp 68-88), from, How to Survive and Prosper as an Artist, by Caroll Michels.
- Weekly journal entry (100-200 words), submitted on Moodle by day’s end.

Week 9 November 6

Class Discussion: Questions about “Artist Finances”
lecture
Theme/Lecture: Artists and the Internet—Websites, Blogs, etc.
Guest Lecture by: Amanda Clyne, Toronto artist (painter), recent MFA graduate from York. Group Presentations
Homework for next week:
- 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 12 by day’s end).

Week 10 November 13

Class Discussion: viewing of posted blogs, social media, and artist websites
Theme/Lecture: Artist Residencies Group Presentations
Homework for next week:
- Reading from: TBA
- Weekly journal entry (100-200 words), submitted on Moodle by day’s end.
Week 11 November 20

Class Discussion: Questions about “Artist Residencies”

Panel Discussion: Art School and Beyond

Group Presentations

Homework for next week:

- Reading from: TBA-weekly journal entry (100-200 words), submitted on Moodle by day’s end.

Week 12 November 27

Theme/Lecture: Course Summation Assignment

Three Due Group Presentations

Bibliography

*Course readings will be presented via Moodle, and will draw from some of the following sources: Avrich, Barry, dir. Blurred Lines: Inside the Art World. Melbar Entertainment Group, 2017. DVD


Buckley, Brad, and Conomos, John, eds. Rethinking the Contemporary Art School: the Artist, the PhD, and the Academy. Halifax, NSCAD Press, 2010.

Haesaerts, Paul. Visit to Picasso, 1949, YouTube: https://www.youtube.com/watch?v=MngzktMovO4


Rosenberg, Gigi. The Artist’s Guide to Grant Writing: How to Find Funds and Write Foolproof Proposals for the


CARFAC Publications:


Links
Councils and Associations:

Canada Council for the Arts: The Canada Council is an arms-length agency of the Federal government of Canada. It was established in 1957 to foster and promote the production the arts in Canada. One of its main branches is its grant programs. https://canadacouncil.ca/

Ontario Arts Council: OAC is an agency of the Government of Ontario, and since 1963 it has served as the primary funder of the arts in the province. One of its main branches is its grant programs. http://www.arts.on.ca/home

Toronto Arts Council: TAC is the City of Toronto's funding body for artists and arts organizations. Since 1974, TAC has played a major role in the city’s cultural industries by supporting a very broad range of artistic activity. From the emerging artist to the most established, from celebrated institutions to arts that challenge convention, TAC is typically the first funder to offer support. https://torontoartscouncil.org/home

CARFAC: This provincial association of professional visual and media artists develops policies, publications and services that help artists, galleries, curators, art patrons and other stakeholders create an economic climate that benefits all visual artists. (each province has a branch). www.carfacontario.ca

Ontario Association of Art Galleries: This not-for-profit association represents Ontario's public and private sector art galleries. It encourages members to work in close cooperation with the Ontario Arts Council, helps visual art centres in the province promote high standards of excellence and uniform methods in the care and presentation of works of art, and advises on matters of professional interest. http://oaag.org/

Other Associations and Resource Guides for Artists:


Many courses utilize Moodle, York University’s course website system. If your course is using Moodle, click here to access it.

Moodle @ York University