

ART A180: PROFESSIONAL STUDIES

Item	Value
Curriculum Committee Approval Date	03/12/2025
Top Code	101300 - Commercial Art
Units	2.5 Total Units
Hours	81 Total Hours (Lecture Hours 27; Lab Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	Yes
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

Course Description

An exploration and identification of areas of employment and professional activity in art making. Presentation techniques including a portfolio of art work, personal artistic statement, and critiques and reports reflecting an understanding of the information presented through guest lecturers, films and field trips. Recommended for all Visual Arts majors. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Create a professional portfolio, resume and artistic statement.
2. Define and describe the different areas of employment in the Arts and Entertainment Industry.

Course Objectives

- 1. Organize time and skills to be more productive.
- 2. Present a professional portfolio of artwork.
- 3. Development of an art process in the form of a journal.
- 4. Express trends and ideas in contemporary art making.
- 5. Compare and contrast jobs within the art industry.
- 6. Understand the roles of different professions in the art world.
- 7. Prepare a personal artists statement.
- 8. Prepare a professional resume.
- 9. Apply this knowledge and skill to obtaining employment in the Arts Entertainment Industry.

Lecture Content

Organizing Time and Skills Journal Keeping Developing a process to keep your ideas Ideas into production Research Contact a living artist. Interview the artist re: resume, career choices, presentation of artwork. Artist s statement Field Trips Evaluations of speakers at various venues, including, artists, museum staff, designers, gallery professionals and others. Development of Skills Artists Statement Resume Review of Artwork Portfolio Presentation

Lab Content

A. Project 1: Professional Process Journal Development (4 weeks) a. Create and maintain an artist's process journal b. Document creative process, ideas, and inspiration c. Develop organizational systems for time management d. Include sketches, references, and project planning e. Practice documentation techniques for portfolio pieces B. Project 2: Artist Interview and Research Project (3 weeks) a. Conduct and document interview with practicing artist b. Create presentation analyzing artist's career path c. Document artist's portfolio presentation strategies d. Analyze artist's promotional materials and online presence e. Present findings to class for group discussion and feedback C. Project 3: Personal Brand Development (3 weeks) a. Design personal logo/brand identity b. Create business cards and promotional materials c. Develop social media strategy for artistic presence d. Write and refine artist statement drafts e. Create professional email signature and letterhead D. Project 4: Portfolio Development Workshop (4 weeks) a. Select and organize artwork for portfolio b. Learn professional documentation techniques c. Create digital portfolio presentation d. Develop portfolio website layout e. Practice presentation techniques and timing E. Project 5: Professional Package Assembly (4 weeks) a. Finalize professional resume b. Complete polished artist statement c. Assemble physical portfolio d. Create digital portfolio backup e. Practice interview skills and portfolio presentation f. Conduct mock interviews and portfolio reviews

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)
- Lab (04)
- DE Live Online Lab (04S)
- DE Online Lab (04X)

Instructional Techniques

Lecture on the application of skills in art presentation. Field Trips to Art professionals Video Film presentations to broaden skills and understanding Open discussion of experiences in the coursework. Laboratory on resume writing, and portfolio presentation.

Reading Assignments

Writing Assignments

Approximately 1 hour a week will be spent on writing assignments such as Review of Field Trips through evaluation process, Written Artists Statement and Portfolio critique.

Out-of-class Assignments

Approximately 2 hours a week will be spent on projects and continuation of Lab assignments such as Personal Brand Development and personal brand development.

Demonstration of Critical Thinking

Field Trip Evaluations. Written responses to the various venues incorporated in the class. Resume, a written professional resume to present to an employer or gallery. Journal, evidence of a creative process developed to enhance the students organizational skills. Portfolio Presentation.

Required Writing, Problem Solving, Skills Demonstration

1 Review of Field Trips through evaluation process 2 Written
Artists Statement 3 Portfolio critique

Eligible Disciplines

Art: Master's degree in fine arts, art, or art history OR bachelor's degree in any of the above AND master's degree in humanities OR the equivalent.

Note: 'master's degree in fine arts' as used here refers to any master's degree in the subject matter of fine arts, which is defined to include visual studio arts such as drawing, painting, sculpture, printmaking, ceramics, textiles, and metal and jewelry art; and also, art education and art therapy.

It does not refer to the 'Master of Fine Arts' (MFA) degree when that degree is based on specialization in performing arts or dance, film, video, photography, creative writing, or other non-plastic arts. Master's degree required. Commercial art (sign making, lettering, packaging, rendering): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

Other Resources

1. Handouts to be provided by Instructor.