

ART C020N: PAINTING FOR CREATIVE ENTERPRISE

Item	Value
Curriculum Committee Approval Date	10/25/2024
Top Code	050640 - Small Business and Entrepreneurship
Units	0 Total Units
Hours	40 Total Hours (Lecture Hours 16; Lab Hours 24)
Total Outside of Class Hours	0
Course Credit Status	Noncredit (N)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	Yes; Repeat Limit 99
Open Entry/Open Exit	No
Grading Policy	P/NP/SP Non-Credit (D)

Course Description

This dynamic course is designed to support student creatives who want to refine painting skills while developing the vocational practices, terminology, and techniques necessary for marketing, promoting, and selling their artworks in a variety of settings. Students will create the quality painted studies, illustrations, and paintings required for a professional personal home-based business while utilizing a variety of contemporary painting techniques and media. Noncredit. (NOT DEGREE APPLICABLE.) Not Transferable.

Course Level Student Learning Outcome(s)

1. Create quality painted artworks using contemporary techniques and materials.
2. Create a plan for selling personally created artworks in a home-based business.

Course Objectives

- 1. Evaluate historical trends in painting.
- 2. Explore painting materials and brush-work techniques.
- 3. Develop or refine technical painting skills, incorporating both dimensional space and the principles of design in painted works.
- 4. Develop personally expressive color palette utilizing basic color theory.
- 5. Assess and revise paintings independently and in group critiques
- 6. Research contemporary market trends in painting.
- 7. Develop a physical or digital portfolio of painted works to exhibit, publish, and sale.
- 8. Participate in one physical or virtual exhibition opportunity.

Lecture Content

Overview: history of painting Technical mastery: contemporary materials, tools, and techniques Aesthetics: contemporary art theory Critical assessment: editing for clarity Home-based business development: your virtual presence Marketing: applying to exhibitions Exhibit your

artworks: presentation and pitching Publishing your artworks: giclee prints, packaging Commissions: Negotiations and contracts

Lab Content

Overview: history of painting Time: trends and approaches in painting historical developments contemporary development Technical mastery: contemporary materials, tools, and techniques review mark making tool usage review rendering techniques review color theory Aesthetics: contemporary art theory and trends Critical assessment: editing for clarity Home-based business development: your virtual presence social media web design newsletters Marketing: exhibitions apply to open and juried calls for art proposals for exhibitions Exhibition your artworks: presentation: framing and installation pitching: explaining your work to exhibitors and visitors exhibition and sales contracts, commissions Publishing your artworks giclee prints packaging business cards brochures catalogs Commissions negotiations contracts

Method(s) of Instruction

- Enhanced NC Lect (NC1)
- Enhanced NC Lab (NC2)
- Online Enhanced NC Lect (NC5)
- Online Enhanced NC Lab (NC6)
- Live Online Enhanced NC Lect (NC9)
- Live Online Enhanced NC Lab (NCA)

Instructional Techniques

A. Lecture and discussion of important concepts. B. Discussion of related current issues. C. Out-of-class assignments including hands-on problem solving and independent responsibilities related. D. Peer-supported evaluations.

Reading Assignments

Students will be given readings from the most appropriate texts, blogs, websites, and resources available through the Coastline Library, as determined by the instructor.

Writing Assignments

Students will be asked to do a written analysis of a contemporary master painting, identifying it's color palette and exploring the role of color in the contemporary artwork.

Out-of-class Assignments

visit and assess course-related exhibitions develop both an analog and digital portfolio for vocational presentations develop a virtual presence in the digital marketplace

Demonstration of Critical Thinking

Group and individual critiques in oral or written formats.

Required Writing, Problem Solving, Skills Demonstration

Develop and present of a portfolio of artworks that explore materials, refinement of technical skills, and personally expressive content.

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.