SYLLABUS
ART 6897 Seminar Practice, Theory and Criticism of Art Professional Practices for the Artist
Professor Anna Calluori Holcombe
Spring 2014
T/Th 12:50 – 2:45, FAC 102
3 credits
ach@ufl.edu
352-273-3050
Office: FAC B6
Office hours: Tuesday/Thursday
2:45 – 4:00 PM and by appointment

SAKAI e-learning will be used for this class for calendar, announcements, email and course materials and some assignments. You are responsible to check this site before each class in preparation and after for homework and follow up at https://lss.at.ufl.edu/

Required text and readings:
By Jackie Battenfield

Recommended reading:
Seven Days in the Art World
By Sarah Thornton

Also, course materials and handouts (SAKAI), library books on reserve, websites.

Course content:
Topics to be covered are survival tactics for the professional art world, i.e. developing a professional portfolio as well as a teaching portfolio for applications, presenting your work, gallery/museum relations, juried exhibitions, photographing artwork, job hunting skills, marketing/PR, grants, artist residencies, art centers, as well as entrepreneurship. This is a seminar class and so your regular participation as well as a final presentation of your research topic is critical to the success of the course.

Course objectives are:
- To prepare you for a career as a professional artist
- Explore the possibilities and opportunities available to artists
- Build awareness of the factors affecting artists in today’s world
- Research a particular area of interest in one’s future plans
- Offer resources for success in the field

Course costs and needs:
You will need to be able to take digital images of your work and process them (Photoshop). You will need access to a digital camera, tripod, lights, etc. Access to a computer to word process (Word with Track changes ability), download and print images, etc. Miscellaneous expenses for presentation binders, cds, etc. should be expected.
Classroom courtesies:
Please silence (including vibrate) cell phones. Laptops permitted if not used for checking email and non-course related work. They should be closed during lectures and discussions. Food is not permitted during class time, it is a distraction to others. Beverages with covered containers are permitted.

Your participation in discussions is encouraged. Please raise your hands to be acknowledged to speak. Respect the opinions of others. Be concise and stay on topic. Speak audibly and clearly. All this is good practice for presenting your work, future interviews, etc.

Attendance policy:
There are no excused absences allowed. Any absence beyond 2 classes will drop your grade up to a letter. Each class after the third absence will drop you another letter grade, etc. Please see me ASAP should there be a serious illness or issue affecting your attendance. Tardiness is not professional and will be counted against your attendance if a reoccurring problem.

Coursework/assignments:
Work is due as assigned and should be competed on time to receive full and proper credit and assessment. Any work handed in late will lose points weekly. Keep in mind that a late assignment is always better than no assignment.

<table>
<thead>
<tr>
<th>Assignments</th>
<th>% of Final Grade</th>
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<tbody>
<tr>
<td>Professional Portfolio</td>
<td>31%</td>
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<tr>
<td>In binder/folder</td>
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<tr>
<td>1) Artist Statement</td>
<td></td>
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<td>2) CV</td>
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<td>3) Images and list</td>
<td></td>
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<tr>
<td>Teaching Portfolio</td>
<td>11%</td>
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<tr>
<td>On CD</td>
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<tr>
<td>1) Teaching Philosophy</td>
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<td>2) Images of student work and list</td>
<td></td>
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<tr>
<td>Individual final project with hand in materials</td>
<td>26%</td>
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<tr>
<td>(ppt) and presentation</td>
<td></td>
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<tr>
<td>Visiting Artist and Presentations</td>
<td>16%</td>
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<tr>
<td>1) 2 one page papers for VA</td>
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<td>2) Reactions to in and out of class presentations</td>
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<tr>
<td>Class participation</td>
<td>16%</td>
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UF Grading scale and policies:
Please keep in mind that an outstanding student attends class regularly, is on time, keeps the course work schedule, and participates fully in class activities as well as producing great artwork.

A = excellent, distinguished use of concepts, materials, and execution
B = good use of concepts, materials, execution
C = average
D = marginal
F = unacceptable, failure. No credit.
**Required Guest Speakers and Field Trips:**

These activities may conflict with other classes, teaching assignments, work and life in general, so please plan ahead for the first 2 required events.

- February 20, Thursday evening - Keynote address Duane Bray (optional)
  - February 21, 8:30 AM – 4:30 PM JumpstART VI (required full day be sure to plan ahead)
  - IDEO Workshop with alum Duane Bray. This is an amazing opportunity to experience (free) the brainstorming creative thinking process IDEO is famous for. You will be working with teams from the arts, business, and engineering to solve a problem creatively. Some class time will be compensated. [http://www.ideo.com](http://www.ideo.com)

- April 24-25-26, Miami Field Trip, jam-packed trip to collections, galleries, museums and artist residencies, often with a private tour or presentation. Hotel and travel covered by SA+AH. Food and admissions responsibility of the student, plan accordingly. This is during reading days.

- TBA - 2 required visiting artist lectures at the SA+AH or at other venues. I encourage you to attend all possible presentations available.

- Also, we will have a few faculty guest speakers, presentations on and off campus, local fieldtrips. Please plan to arrange your schedules accordingly. These may run after class time. The calendar will be posted on SAKAI so check it regularly.

**Presentations and local field trips planned for class time (TBA):**

Please check calendar on SAKAI for exact dates

- Photographing Art Work and using Photoshop, Charlie Cummings
- Harn Museum of Art behind the scenes with curator, registrar and preparatory
- The Shey Collection, visit to the home of Mr. and Mrs. Shey to see their modern art collection
- Public Art, Richard Heipp
- Gallery Director’s role
- Visiting Artists discussing their careers

We will take advantage of pertinent visiting artists and other events as they arise so some of the calendar remains open.

**Possible Topics For Individual Project/Presentation:**

These will need to be approved prior to beginning work on them. It may be helpful to consult with your major professor on a topic. These should relate directly to your career interests. You will give a final presentation with PowerPoint to your colleagues and hand in or email documentation, i.e. PowerPoint copy, written report, etc.

**EXAMPLES:**

- Research internships available in your field
- Research and apply to an artist residency
- Design Portfolio
Attend CAA, NYC in February
Research the business of art, i.e. a business plan
Informational interview of someone in the field you are interested in
Research possible careers in art outside of teaching
Write a critical review of an exhibition
Write an article about your work for possible publication
Publicity/PR plan for an exhibition
Artist resource website
Personal website
Other ideas?

**Academic Honesty Policy:**
The university’s policies regarding academic honesty, the honor code, and student conduct related to the honor code will be strictly enforced. Full information regarding these policies is available at the following links:

Academic Honesty: [http://www.registrar.ufl.edu/catalog/policies/students.html#honesty](http://www.registrar.ufl.edu/catalog/policies/students.html#honesty)


**Students with Disabilities, please note:**
I will make every attempt to accommodate students with disabilities. At the same time, anyone requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide you with the necessary documentation, which you must then provide to me when requesting accommodation.

**Classroom Demeanor** – “Students in the School of Art and Art History will not be permitted to have beepers (pagers) and cell phones turned on in the classroom. If such a device beeps, chimes, rings, or makes any type noise, it must be turned off before entering the classroom.”

**Disruptive Behavior** – Faculty, students, administrative, and professional staff members, and other employees (herein referred to as “member(s)” of the university), who intentionally act to impair, interfere with, or obstruct the mission, purposes, order, operations, processes, and functions of the university shall be subject to appropriate disciplinary action by University authorities for misconduct, as set forth in the applicable rules of the Board of Regents and the University and state law governing such actions. A detailed list of disruptive conduct may be found at: [http://www.aa.ufl.edu/aa/Rules/1008.html](http://www.aa.ufl.edu/aa/Rules/1008.html) Be advised that a student can and will be dismissed from class if he/she engages in disruptive behavior.

**University Counseling Services/ Counseling Center**
The Center provides counseling and consultation services to currently enrolled undergraduate and graduate students and their spouses/partners. This is a very helpful resource and it is recommend that if you are having difficulties with the class that are not related to course materials consider checking these services out.
301 Peabody Hall
Phone: 352-392-1575
Web: [www.counsel.ufl.edu](http://www.counsel.ufl.edu)

**Critical Dates on the university calendar may be viewed at** – [http://www.reg.ufl.edu/dates-critical.html](http://www.reg.ufl.edu/dates-critical.html)