ART 604, Professional Practices
Mondays & Wednesdays 3:30-4:45pm, ACL 120
Spring 2019, 15 weeks, 3 credit
*See course schedule for specific dates

Co-Instructors:
Cynthia Brinich-Langlois, brinichl@uwm.edu
Office Hours: ART 319, Mon/Wed 11 - 12pm or by appointment
Melissa Wagner-Lawler, wagnerlm@uwm.edu
Office Hours: ART 316, Tuesday, 11 – 12pm or by appointment

Final Exam time: Tuesday, May 14th 3-5pm

Catalog Description
Preparation for graduating seniors with skills needed for a career in the competitive field of art: resumes, grants, budgets, taxes. I Prereq: sr st; & successful completion of, or exemption from, a QL-A course, or cons instr.

Course Description
Professional Practices is a capstone Art course that carries Quantitative Literacy (QL-B) credit. It is designed to prepare graduating seniors with the working knowledge and skills needed to pursue a career in the competitive field of art. Designed for studio art seniors, this course makes significant use of quantitative tools associated with entrepreneurial concepts and business applications for artists. This course formally assesses students for proficiency in applying these quantitative tools to reach reasonable conclusions, predictions, or inferences.

Students are required to work in groups to develop, analyze and evaluate and present upon business plans and their financial feasibility, attend and participate in all class presentations and discussions, complete weekly assignments on time, document assigned and self-directed research, and create an in-depth professional digital portfolio with written and visual materials.

Recommended Reading
Art Inc. – The Essential Guide for Building Your Career as an Artist, Chronical Books, 2014
Successful Business Plan Secrets and Strategies, Rhona Abrams, The Planning Shop, 2010
The Practical Handbook for the Emerging Artist, Margaret Lazzari, Centage Learning, 2010
Additional readings will be provided on D2L

Course Objectives
- to help students develop research, networking, and presentation skills for their artwork and professional worth.
- to provide knowledge about resources available through the university and through community, local and national organizations that support artists and their careers
- to encourage students to imagine or recognize enterprise opportunities in arts, culture or expression (projects, partnerships, initiatives, organizations, etc.)
- to equip students with basic entrepreneurial knowledge, including business concepts and finances for life in the arts
- to engage students in practical quantitative thinking scenarios to develop the ability to analyze and interpret numerical data and develop financial models
to assist students in the development of key documents and presentation strategies to market their research and technical skills in the professional world

Performance Objectives

The student who successfully completes Professional Practices will have demonstrated the ability to:

- be productive and assertive in the pursuit of professional opportunities
- create a network for and record of their professional work and research
- research, network, and acquire exhibition, research, and job opportunities
- evaluate an entrepreneurial project’s outcomes in ways that foster learning and promote future success
- be successful in the recognition and construction of mathematical models and/or hypotheses that represent quantitative information for the development of a creative business
- evaluate the validity of numerical models and hypotheses in creative business applications
- analyze and manipulate those mathematical models using quantitative information
- reach logical conclusions, predictions, or inferences regarding the financial success of a creative project or business
- assess the reasonableness of conclusions regarding the direction and financial stability of a project or business

COURSE POLICIES

University Credit Hour Policy

A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than (1) one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks for one semester. In other words, expect to do at least 2 hours of homework for every hour we are in class. Since we meet for 1.25 hours, expect a minimum of 2.5 hours of homework between classes, for total minimum of 5 hours a week.

Attendance

Attendance is mandatory in a course of this nature. There is no way to make up the content covered in the weekly presentations. Please do not be late, as it is an interruption for all of us. Coming in late and leaving early are both reasons for attendance point loss. If you miss four classes, your grade will be lowered one full grade. Each additional absence will further lower your final grade (see table below). Attendance is taken using a sign in form. Additionally, the maximum number of classes that you can miss – excused (medical or other extreme circumstance approved by the instructors) or unexcused is 6 before you automatically fail the course.

<table>
<thead>
<tr>
<th>Absence #</th>
<th>Effect of Absence</th>
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</thead>
<tbody>
<tr>
<td>#1-3</td>
<td>No effect on final grade</td>
</tr>
<tr>
<td>#4</td>
<td>Final grade lowered one full letter grade (still may result in failing grade)</td>
</tr>
<tr>
<td>#5</td>
<td>Final grade lowered two full letter grades (still may result in failing grade)</td>
</tr>
<tr>
<td>#6</td>
<td>Student fails the course – you will have missed 20% of the course</td>
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Participation
In addition to the required group assignment development and analysis module of the course, there will be weekly lectures and topics which will require student participation. Students will receive a weekly participation score based on their contributions for the week.
See D2L and/or the course calendar for a list of weekly participation expectations.

Grading
The grading in this course is divided into three sections – Professional Development Tools, the Business of Art and Participation & Attendance. At times, the sections of the course will overlap.

FINAL GRADE BREAKDOWN

<table>
<thead>
<tr>
<th>Professional Development Tools</th>
<th>40% of FINAL GRADE</th>
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</thead>
<tbody>
<tr>
<td>Resume &amp; Cover Letter</td>
<td>40% of section grade</td>
</tr>
<tr>
<td>Biography</td>
<td>15% of section grade</td>
</tr>
<tr>
<td>Digital Portfolio</td>
<td>25% of section grade</td>
</tr>
<tr>
<td>Informational Interview</td>
<td>10% of section grade</td>
</tr>
<tr>
<td>Legal Issues Reading Assignment Discussion Post</td>
<td>10% of section grade</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Business of Art: Developing Quantitative Literacy</th>
<th>40% of FINAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part 1: Analyzing an existing business plan</td>
<td>20% of section grade</td>
</tr>
<tr>
<td>Part 2: Creating an Executive Summary narrative</td>
<td>30% of section grade</td>
</tr>
<tr>
<td>Part 3: The Financials – Analyzing hard data and making your business successful</td>
<td>30% of section grade</td>
</tr>
<tr>
<td>Final Presentation</td>
<td>20% of section grade</td>
</tr>
</tbody>
</table>

| Participation & Attendance                            | 20% of FINAL GRADE |

These assignments and due dates are listed in the course calendar and are available on our D2L site. Follow instructions carefully and please meet these deadlines. If a dropbox has a time listed, that is the FINAL moment that assignment can be submitted before it is late. Do not wait until the last minute to submit your work. You are responsible for computer download times and D2L hiccups. Grades will drop significantly on late work (10% automatically if after the due date/time). **NO assignments will be accepted for a grade after one week late.** There will be **NO make-up work opportunities.** No student will pass this course unless ALL assignments are turned in. An "Incomplete" will be given only for a reasonable excuse and only if the bulk of the work is in, and then only if the student makes arrangements with the instructors to complete the course work.

Assignment Revisions
If you struggle on an assignment, or find after it has been graded that you could improve your understanding and grade with another try, you have that option. Assignments submitted ON TIME have the option to be resubmitted within 2 weeks of the date it was graded (noted on D2L) for a completely new grade, minus 5% off per resubmission. Students are highly encouraged to make an appointment with an instructor as soon as they decide to revise an assignment, to ensure your revision shows your best understanding of the assignment.
There is no limit to the number of assignments you can revise, but the work being on time in the first place, and meeting the 2 week revision deadline are non-negotiable. The presentation and digital portfolio assignments are not eligible for revision.

Writing Center: Curtin 127, 229-4339, www.uwm.edu/writingcenter

Cancellation of Class
If weather conditions warrant the cancellation of class, the radio or TV will announce the closing. You can also call 414-229-4444 for a recorded message from the university or check www.uwm.edu. Please check your email regarding potential changes to the course outline in the event that class is canceled.

Student Email Policy
If contacting an instructor by email, students should consider the email to be a formal communication, and make sure that they are giving the instructor the respect due to him or her by virtue of the teacher/student relationship. As such, the email should be polite, necessary, and considerate of the instructor’s time. It compromises student privacy to send emails to an address that cannot be verified as belonging to that student. For this reason and for ease of use, we recommend that students use their UWM email address.

Email is essential for communication outside the classroom – you should be checking your UWM email a minimum of once per day!

Drugs and Alcohol
It is not fair to yourself, or to your colleagues, to come to class under any influence. If I suspect that you have been using banned substances, I will ask you to leave the class, mark you absent for the day, and report the incident to the proper authorities. I will not tolerate this, and there are no exceptions or excuses.

Academic Honesty Policy
Academic work that is submitted to an instructor is assumed to be the result of one’s own work, thought, research, or self-examination. Further, when wording, organization, images, music, lyrics, audio sources, or ideas are borrowed from another source, that source is to be adequately acknowledged according to proper academic conventions.

Academic dishonesty can exist in visual work as well as in written work. In the interest of avoiding the perception of academic dishonesty, images copied, scanned, collaged, or otherwise appropriated from existing sources, must be cited according to proper academic conventions. This will be the case even when the appropriated images are re-configured to make a different organization and/or meaning than the original piece.

Student Accessibility Center: http://www4.uwm.edu/sac/

Reasons you may need to work with the SAC include but are surely not limited to: depression, anxiety, learning challenges, physical challenges, etc. If you will need accommodations in order to meet any of the requirements of this course, please contact me as well as the Student Accessibility Center as soon as possible. They will create a plan and give you support, but these services will be most helpful if configured in the first couple of weeks of the semester. Please note that it will be the student's responsibility to provide the SAC and Instructors with proper documentation.

HEALTH INSURANCE
It is strongly recommended that all students have health insurance that includes emergency room and hospitalization coverage. The UWM Student Association offers a Student Health Insurance Plan http://www4.uwm.edu/studentorg/sa/executive/student_health_insurance.cfm which covers most major medical
illnesses or injuries. The University does not provide blanket medical coverage to students. Students are strongly encouraged to secure their own health insurance, either through their parents, the Student Health Insurance Plan or some other program.

COPYRIGHT

What is copyright? Copyright is a form of protection provided by the laws of the United States (title 17, U.S. Code) to the authors of “original works of authorship,” including literary, dramatic, musical, artistic, and certain other intellectual works. This protection is available to both published and unpublished works. Section 106 of the 1976 Copyright Act generally gives the owner of copyright the exclusive right to do and to authorize others to use their materials. You must get permission to use copyrighted original works of authorship if you plan to make your project available to the public in any way. For more on gaining permission see: http://www4.uwm.edu/ltc/copyright/getting-permission.cfm

Please review the UWM UNIVERSITY POLICIES regarding students with disabilities, religious observances, active military duty, incompletes, discriminatory conduct, academic misconduct, complaint procedures, grade appeals, and final examination policies:
http://www.uwm.edu/Dept/SecU/SyllabusLinks.pdf